

Outline
Essay Topic: "Is commercialism the biggest ill of media?"

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I. Introduction

Thesis Statement:- Commercialism is the biggest ill of media because of exaggeration and manipulation of information. It has harmful impact on audience trust. However, its detrimental effects could be minimized through some preventive measures.

II. Significance of Commercialism

III. Commercialism is the biggest ill of media.

- a) numbing effect on the media content
- b) blurred the dividing line between editorial commentary and advertisements
- c) Misleading audience through exaggeration
- d) distraction while online reading
- e) News as a commodity

IV. Commercialism is the remedy

- a) reduces the financial pressure of media
- b) Provides job creation opportunity
- c) helps in products promotion
- d) Provide access to diverse content
- e) free access to the content

V. Commercialism has more ills than remedies.

- a) Compromises integrity of media by prioritizing profit over journalistic principles.
- b) influenced content quality
- c) providing biased and manipulated information
- d) eroding public trust
- e) affect democratic fabric of a country

VI. Conclusion