



Is commercialization the biggest ill of media?

Outline

1- Introduction

Thesis statement: Undoubtedly, commercialization is the biggest ill of media. But, there are some critics who believe otherwise; however, the provided evidences are not substantive. This shows that commercialization is really the biggest ill of media.

2- Understanding the notion commercialization

3- Commercialization is the biggest ill of media (Thesis)

- Display unusual portray of products
- A tool to engage people in commercialization
- Unexpected scenes related to products
- Shaping mindsets of people towards consumerism
- Creation of luxurious images of life

4- Commercialization is not the biggest ill of media (Anti-thesis)

- Awareness of usual and all necessities of life
- A way of introducing knowledge about new items
- Wishes to support comfort of livelihood

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- d) Helping consumers to achieve quality-based products
- e) Expression of decent life with better choice

5- Commercialization is really the biggest ill of media (Synthesis)

- a) False appearance of products behind reality
- b) Aims at business rather than services
- c) Increase in productivity as a major focus
- d) Preferring sales in the name of quality-based items
- e) Promotion and growth of companies, industries, corporations etc

6- Conclusion