

TOPIC:

Is commercialization the biggest ill of Media

Outline

1. Introduction

Thesis Statement: Commercialization of media may be an ill or a remedy depending on one's perspective. The unprecedented rise of media and its current glory is due to commercialization and so cannot be the biggest ill. It will continue to benefit media if approached responsibly and ethically.

2. Can commercialization be called the biggest ill of media.
3. Commercialization is not the biggest evil but a cornerstone in the development of media (Thesis)
 - a) Increases outreach of media allowing more people to access information
 - b) Globalization of news and information resulting in updates from all corners of the world
 - c) Increase in media pluralism by supporting diverse range of outlets, each catering to different interests and demographics.
 - d) Promotion of Independent and fair journalism by empowering and funding journalists
 - e) Ensures information sustainability and accuracy of facts

4. Commercialization is not a cornerstone but an ill decaying the foundations of media

a) Viewers and readers are attracted by sensationalized content and click bait to generate advertisement revenue

b) Prioritize global profits over the actual responsibility to inform the public

c) An individual may be subjected to homogenization of content and lack of diversity if media starts catering to people's interests and perspectives

d) Media outlets under the influence of advertisers and investors can potentially compromise journalistic integrity and objective reporting

e) Spread of fake or distorted news and information ^{increase} to appeal to the greater public

5. If the foundation of media was badly effected by commercialization, media would have fallen by now (~~Anti~~ Synthesis)

a) Advertising revenue is essential for sustaining media organization and producing quality content along with reaching more people

b) Global outreach ensures delivery of facts by local journalists, witnesses of the events

- c) Promotion of freedom of expression as interests and opinions vary throughout the demography
- d) Even before commercialization, media remained under the influence of leaders, governments or religious institutions
- e) Wide circulation ensures exposure ~~of~~ and identification of fake news while preserving the actual facts

6. Conclusion