

# Is commercialization biggest ill of the Media?

## Outline:

### 1 Introduction

The aggressive commercialization exerts chaotic impacts across all sphere of life. Paradoxically, moderate commercialization fosters awareness regarding products and ideas. Nonetheless, aggressive commercialization is perceived as the biggest ill of the Media.

### 2 Why commercialization is the biggest ill of media?

### 3) How aggressive commercialization exerts the chaotic impacts across all sphere of life

a) create child's misapprehension of reality

(Disney characters, I, Me self by George H. Meads)

b) Commercialization of family relationships

(Increasing role of ~~non~~ day care center, surrogate mothers)

c) Commercial exploitation of education

(Karl Marx conflict theory)

d) Destabilize the corporate expansion

(Monopoly, Oligarchy, Capitalism)

e) Proliferation of unethical and unhealthy

paractices (use of cigarettes, Alcohol, Junk food)

(Ethical feeding theory by David M. Messick)

④ Moderate commercialization fosters awareness regarding ideas and products

a) Enhances child experience beyond family (African proverb It takes a village to raise a child)

b) Offers Families alternatives (in form of) product, services and opportunities (social learning theory Albert Bandura)

c) Promotes competition among education institutions to deliver effectively

d) Enhances market access to global level (Free Market concept by Adam Smith)

e) Promote the Image of healthy Boole (Social cognitive theory Albert Bandura)

⑤ How what makes aggressive commercialization a social ill of media?

a) Access to numerous sources promote self doubts (Self-comparison theory by Leon Festinger)

b) Economic Impediments to marriage (Materialism, Xenocentrism)

c) Promote ethnocentrism through educational institution

d) Proliferation of consumerism (Capitalist society, consumerism it-self cause environmental issues)

e) Window into Expensive cosmetic enhancement cause psychological disorders (OCD, Depression, Social Phobia)

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## conclusion



The aggressive commercialization exerts chaotic impacts across all sphere of life.

Paradoxically, moderate commercialization fosters awareness regarding products and ideas.

Nonetheless, aggressive commercialization is perceived as the biggest ill of the media.

According to Physics, if the gravity were slightly more powerful the world would collapse into a ball. Also if Universe would fly apart. There would be no stars or planets.

Similarly, commercialization to some extent fosters awareness, but aggressive approach can bring the detrimental impacts on human being. Moreover, in early

stages (of life) children misapprehend the reality of life due to excessive and glamorized commercials. It also impact the family life by introducing new culture for their products.

The aggressive commercialization may exploit the education system, destabilize,

the business expansion and <sup>the</sup> root cause of proliferation of unethical and unhealthy

practices. Paradoxically, moderate commercialization

enhances child experiences beyond one family, it also provides alternatives of food products and services to families. Moreover, it promotes the competition between educational institutions to deliver effectively. It also enhances the market access to global level. Furthermore, commercialization promotes the image of healthy body for sales of these health related products. Nonetheless, aggressive commercialization is perceived as biggest evil of the media. As the access to numerous sources leads to inferiority complex. Due to excessive commercialization it promotes the idea of consumerism. This creates the economic impediments to marriage which is detrimental for family setup. Moreover, it promotes the concept of ethnocentrism through educational institutions. The proliferation of consumerism also opens the window into expensive cosmetic enhancements which lead to <sup>the</sup> cause psychological disorders. However, commercialization has both positive and negative impacts, but darker side of commercialization overshadows its positive impacts as well.

"The Harder we try, the worst it gets." This philosophy was presented

by Fyodor Dostoevsky. He elaborated the idea that in pursuit of achieving goals humans try to rationalize every detail of any idea. This rationalization will cost huge damage. Similarly, the idea of aggressive commercialization is based on the Cultural Imperialism and presented by Ed Herbert Schiller and idea of economic approach discussed in a book Pioneering by Bentley. Cultural Imperialism reflects the idea to dominate other culture through influential sources like media and exploit cultural norms and values. An economic approach depicts that <sup>introduction of any</sup> any idea or products' primary motive is to extract profits. Hence, commercialization is exploiting <sup>which is the</sup> culture essence of society and humans beings for economic benefits. However, it is considered as the <sup>biggest</sup> ill of all media.

Commercialization in its aggressive form exerts chaotic impacts at individual level. During the development stage it creates the misapprehension of reality in children's mind. Freud explained that during personality development there are two parts of it. One is the active part of self while the other is the passive

part of self. "me" is influenced by the society and our personality shaped according. As in recent age the **Disney characters of Princess** shaped girls mind where they believe a prince will come to their rescue and will change their life. Hence, this belief **instigate economic dependency** which leads to **domestic violence**. According to the **World Health Organization** **30% of women** are subject to domestic abuse from immediate partners. Hence, commercialization is ill of media.

Commercialization of family relationships is ~~promoting~~ negatively impacting the family structure for economic benefits. The media played important role in promoting the same sex marriages. It automatically gave rise to the demand for commercial surrogate mothers. According to **Global Market Insight** research (in ~~2022~~ **2022**) (to an estimated **\$14 billion**) the global commercial surrogacy industry was worth an **estimated \$14 billion in 2022**. It is estimated that in **2032** it will rise to **\$129 billion**. Furthermore, the rise in gay marriages also increased the demand for day care center. According to **American Bureau of Statistics** in recent years demand for commercial day care center increase. **LGBTQ**

Representation in Nickelodeon and Disney ~~channel~~ Programme serving the purpose of this huge industry. Hence commercialization is detrimental for family values.

Furthermore, commercialization works on the model of economic approach as describe in the **Book Pioneering by Bentley**. The prime motive of it is to cash ideas and product. <sup>Correspondingly,</sup> Through commercial exploitation of education creates a rift in the society by introducing different class system even in education sectors. **Karl Marx** explains the conflict perspective which explains the war between haves and have not. The capitalist control the education sector for their own motives ~~for~~ rather than delivering the education. As the one who owns the resources will able to get the quality education while who does not own the resources will have no access to the education. Likewise it is going to widen the gap between the two classes.

In the same way commercialization destabilize the market expansion in the domestic setup. The ~~elite~~ companies bombard the individual through marketing tactics and apprehend the mind of individuals. The role of media helps them to target the niche market. This promote the **concept of Monopoly in the market**

where market is ruled by one giant. iPhone is the example for this. Similarly, the commercial also promotes the oligarchy in the society. ~~Falso~~ Elon Musk's company Tesla is often associated with innovation and advanced technology. Nonetheless, company's success reflects on the industrialist approach through effective commercialization. It is considered the representation of oligarchy in automobile industry.

In the same way, commercialization is the root cause of proliferation of unethical and unhealthy practices. movies and advertisement ~~manipulates~~ manipulates individuals into eating junk food and smoking. According to world Health organization reports tobacco kills more than 8 million people each year. Correspondingly, the junk food business is estimated to grow at 6% compound Annual growth rate <sup>during (2021-2028)</sup>. (Fortune business insights, 2020). Similarly, the concept of Fading ethics proposed by David Messick explained the ethical consideration became less important in decision making, particularly in commercial settings. Moreover, to counter obesity caused



by <sup>junk food</sup> another product was launched by pharmaceutical firm **Ozempic**. Hence, this product also has some disastrous implications on individual's health. Nonetheless, this product is still being commercialized for economic gains.

Paradoxically, moderate commercialization fosters awareness regarding ideas, products, culture and perceptions. According to **African proverb** "It takes a village to raise a child." As humans are social animals and they need to interact through diff with different social institutions to develop a personality and learn about culture and cultural values. **Society** is like a human body and different institutions like family, education, religion, governance and politics are organs. (**Functionalist perspective, Talcot parson**) In the same way commercialization broadens the vision of these institutions. Through commercialization child can learn more about different languages, culture and norms. Moreover, it offers families alternative products, services and opportunities. According to **Social learning**

**Theory by Albert Bandura** human's learns different behaviours or <sup>live</sup> experiences through the act of socialization. As observation plays a major role in learning process. Through commercialization families who can conceive a baby can now get a baby through commercial ~~citization~~ surrogacy. Moreover, it gives information regarding alternative products in the market. Furthermore, the competition among different cooperation increased due to commercialization. As ~~now~~ today, people are well informed about products and services existing in the market.

Furthermore, commercialization promotes the competition among educational institutions to deliver effectively and efficiently. It promotes the sense of **true competition** among educational institution. ~~The~~ In true competition the people can get better <sup>get</sup> opportunities with <sup>(less)</sup> costly economic cost. **The competitive approach hinders the ways of Monopoly and oligopoly.** Moreover, market forces adjust the price mechanism and true sense of competition halts the exploitation

by educational institutions. As in today's materialistic world it is not possible to eradicate the class conflicts due to capitalism. but true competition among such institutions ~~the~~ can reduce the harmful impacts.

Commercialization enhances the market access to the global market. As the globalization and its impact on marketing strategies made the entire globe a village. The Now the countries can trade

**Business to Business Market and Business to Consumer Market** The main example of this free market access are online platforms like **Alibaba and Amazon.**

In the same way, Adam Smith in his book **Wealth of Nations** gave the concept of free market where he explained that without any interference or governance the market itself will function. The functioning of market is possible due to invisible forces. This invisible force is self-interest. ~~The~~ Commercialization is based on the principle of self interest of economic gain or wealth maximization.

There are many fitness businesses that promote the healthy life style through commercialization. In product advertisement or in movies, those models are selected who are good in physical shape. The one who see healthy body types also wish to have one. **Social cognitive theory** by **Albert Bandura** explains that humans learn from classical conditioning, operant conditioning and observational learning. All these criterias are met through the commercialization. As in advertisement influencing figures are taken as model. When these ideal model endorsed healthy body types. People tends to follow the lead. **According to Max Weber** Charismatic leaders plays an important role in shaping people ideas or beliefs. Similarly, use of influencing figures, in commercialization promotes healthy life style. Although, such business are also established for economic cost but still they contribute for the betterment of the society.

Nonetheless, access to numerous sources for learning create self doubts in child behaviours. As in different culture things are perceived differently. In Asian culture families are more value over friend circle while in west there are less family values. Similarly, when a child learn from different different sources it will promote the sense of xenocentrism. Furthermore, the comparison is not limited to the culture the individual start comparison between self all aspects of life which further exacerbates the self doubt. As self-doubts are the results of comparison. (social comparison theory, Leon Festinger). Hence, commercialization is considered as as one of the tactics of 5<sup>th</sup> Generation warfare which is detrimental for a state interests.

As commercialization promote the concept of ideal case scenarios where alot of money is being spent for the purpose of showoff. This culture is creating economic impediments to the marriages which is badly impacting the family structure. Commercialization

is based on the **Philosophy of Materialism** it emphasizes on the significance of matters over the peace, tranquility, mind and spirit. The social comparison leads to inferiority complex or xenocentrism. Moreover, according to United Nations census report 22 million young men and women are waiting for to get married in Pakistan. Hence, the commercialization is impacting family life.

In the same way, the educational institutional wide the gap between rich and poor people.

**Karl Marx conflict theory** The one who owns the resources try to control who does not. The upper class educational curriculum is way more advance than the lower class student. Due to lack of resources the poor have less ~~educ~~ opportunities to quality education.

The role of ~~commercialization~~ commercialization also promote the sense the superiority.

The who controls the resources **can influence the superstructure** of the society which includes policy making regarding curriculum in public schools. Furthermore, the control

on budget allocation for <sup>public</sup> schools also impact the performance of the schools.

Furthermore, proliferation of consumerism promote the capitalism in the society. The sole purpose of capitalist is accumulation of wealth in the society. They exploit the resources to get the desired goals. As excessive use of resources for economic gains not only depleting the resources but also creating the environmental issues. According to world Bank reports that global waste is expected to grow 3.04 billion tonnes by 2050. Hence, commercialization promote the consumerism which lead towards the excess use of resources which creates the environmental haphazards.

Correspondingly, commercialization opened the window into the expensive cosmetic enhancement industry. As it cause many psychological and physical problems in human beings. As many of failed plastic surgeries were reported in different part of the world. Furthermore, it foster the food disorder among youths just to look perfect. Moreover, it causes obsessive

Compulsive, disorder and depression. As the industry mafia only focused on the economic benefits at the cost of humans' tranquility and mental well being. According to Global Market Insight report Derma Filler market size accounted for 5.5 USD billion in 2022 and estimated to grow 10% in coming years. Hence, commercialization is detrimental for physical and mental health.

Hence, commercialization is considered as the biggest ill of the media. It promotes the economic benefits at cost of cultural values, norms, and humans' health. As commercialization has the good aspects too but its negative impacts surpass over its positive aspects. Commercialization based on the philosophy of materialism and capitalism. Hence, concentration of wealth and valuing the matter over spirit can cause disruption. According to Samuel P Huntington Book Clash of civilisation explains that future wars will be based on the culture. (no Hence, no) Similarly, the commercialization affect on cultural values for economic gain.