

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 it cannot be the biggest ill. It will continue to benefit media if approached responsibly and ethically.

2. Commercialization can 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 ~~And~~ bringing 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 sensati-
-onized 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. **Do not use "if," as it shows
uncertainty**
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 and identification of fake news while preserving the actual facts

6. Conclusion

Keep writing on different themes