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Topic: How mass media spreads immorality?

## Outline

1. Introduction
2. Sensationalism in media and its impacts
3. Normalization of Immoral behaviors; its consequences
4. Erosion of Moral standards; glamorization and case study of celebrity culture
5. Psychological impacts of Media Exposure: increased anxiety and skewed perception of reality
6. Desensitization to violence;
7. Impacts on Youth; influence on self-image and social comparison
8. Role of Digital media in amplifying Immorality
9. Impact of Algorithms on content spread; recommendation system and social media influencers,
10. Countertakes: media a weapon as reflection of society and future directions
11. Awareness on media literacy and responsibility
12. Conclusion.

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In 2007, a reality TV show of immense popularity known as 'Keeping up with Kardashians' was aired. The show seemed as a family culture narrative driven but soon showcased materialism, celebrity culture and distorted selfimage. This reality show didn't just entertain, it normalized getting surgeries and fillers, extravagant lifestyles and public altercations. The 14 years of

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this show blurred the lines of spectacle and reality, leading to young girls altering their features to look like them. It

~~leads to~~ **It raises questions** whether such media glorifies immorality and influences real life behavior. Unfortunately, mass media with its connectivity ~~leads to proliferation of immorality~~ in society due to sensationalism, normalization of immoral behaviors, erosion of moral standard and psychological impacts on human minds.

Unless these issues are addressed and resolved

mass media will always fall prey to spreading  
of immorality