

Topic : Is commercialisation the biggest ill of media?

Attention grabber

A Persian trader once sought to sell his goods to some European buyers.

Doing so, he thought, would elevate his position as the best seller in the town.

Little did the trader know that exchanging goods with foreigners often entails many risks, chief among which are deceit and deception.

Likewise, in pursuit of gaining a competitive advantage over local sellers, the Persian trader sold his stocks in twice the actual amount. Upon knowing this

grave breach of Persian values, the king executed the trader for having brought the Kingdom into dispute.

Connecting  
Sentence

Similar to the tale, the Persian symbolism has come to characterize the perils of the nexus between media and commercialization.

Thesis  
statement

Depending on the context, commercialization can and can also not be considered the biggest ill of media. However, the net effect of the phenomenon reveals that it is undermining media's true role. By prioritising commercial objectives, media is being compromised.

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Reflection  
of outline.

The first manifestation of a commercialised media is the prioritisation of corporate interests. This hinders the ability of media to expose entrenched powers.

Furthermore, commercial preoccupations also compromise the process of authenticating news. Moreover, it also leads to the dominance of the advertisement industry, which turns media into a profit-seeking enterprise.

Contrary to all such factors, there are also valid claims about the self-assertive nature of media in the face of commercialization. However, the total net effect of the phenomenon severely affects media.

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Topic : Globalization and climate change are interrelated

Attention Grabber

Known as the most fatal pandemic recorded in human history, the Black Death had left the European continent devastated. What particularly made the pandemic so lethal was the pace at which it caused widespread deaths. Puzzled, governments sought answers that could explain the phenomenon. Upon a medical investigation, it was discovered that fear drove people to carry the virus to other cities. This interconnectedness was the reason behind the pandemic's lethality.

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connecting sentence

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In a similar manner, the thesis of the two co-dependent variables can be extending to the interrelation between globalization and climate change.

Reflection of the outline

Whereas globalisation has helped achieve a rise in international trade, climate change has intensified extreme weather patterns. Likewise, while the latter has resulted in increased carbon emissions, deforestation, energy consumption and other challenges in biodiversity, the former has triggered inter-state tensions while also disrupting supply chains for economic gains. This gravity of the situation necessitates a set of solutions. These are the formation of resilient supply

chains, climate-driven policies and a global transition towards green economy and environmental justice.

**Thesis Statement**

In a nutshell, the close nexus between globalisation and climate change has come to characterize the world today. This is because both variables depend upon each other for their total net effect. However, by undertaking certain progressive measures, the phenomenon can be addressed.

Q2)

(Lunch paragraph #1)

2. Intertwined dynamics between globalisation and climate change

Although they are separate concepts, both globalisation and climate change have intertwined contemporary dynamics.

This is because unbridled intensification of the one has a direct bearing upon the other. Likewise, the rise in global temperatures can be partly attributed to the global web of multinational corporations (MNCs). In a similar manner, climate change is driving intrastate movements and cross-border migration. This intertwined nature of the two is now taking its toll in the form of many existential challenges. According to an article published in the Foreign Affairs magazine, globalization and

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climate change go hand in hand  
in exacerbating extreme weather  
patterns in the Global South. The  
study traces the trajectory of  
globalisation and situates it alongside  
climate change (Arnold, deglobalisation?, May/June 2023).  
Thus, globalization and climate change  
are interconnected, as both have  
mutual dynamics.



## Crunch paragraph #2

2. An overview of the nexus between media and commercialisation

An overview of the nexus between media and commercialization shows that the two have come to reshape news. This is because media has always been dependent upon a patronage for its complex web of finance. As a result, not only are the two interconnected to a great extent, but they also tend to project their effects onto the audience. This interconnectedness dates back to mid 20<sup>th</sup> century when news agencies started drawing their financial strength from big commercial companies. According to a report published by the Washington Post, most news outlets in the world take dictations from powerful commercial units (Mather & Hall, Commercialised media, May 2023).

Therefore, commercialisation and media  
have a correlation that is changing  
media dynamics.