

Topic: Is commercialization the biggest ill of media?

### Introduction

Truth is the first casualty in a commercialized world where profit-seeking determines what is to be said, shown and spread across public platforms. In such a world, the elite run the political economy of media, making it a public non-entity. Naomi Klein aptly captures this in her debut publication No Logo (1999), she writes:

### Hook

"While our minds were elsewhere, the superbrands ramped-up their cannibalism of every aspect of our cultural life." Here the term superbrands can be taken as any capitalist enterprise that has power to influence public sphere. And media is an integral part of the public sphere, which has been excessively commercialized and is facing an increased influence of these superbrands and sponsors on its content. As media serves as the third eye of society, its commercialization shapes public world-view into a primarily consumerist one.

### Connecting Sentence

To some, this commercialization is constructive, but to others it is invasive and destructive. And an analysis of contemporary trends suggest that media commercialization is destructive in character.

### Thesis

### Statement

This is because commercialization has caused media to lose its sole purpose as a social institution.

This leads one to claim that commercialization has turned out to be the greatest ill of media as it has reduced quality for the sake of quantity. It has diminished its role as the fourth pillar of democracy while also numbing effective reporting. More so, the reliance of media on advertisement revenues has made it but a tool in the hands of sponsors who purposefully misdirect public opinion. In contrast to this view, many consider media commercialization as beneficial because it produces mass appeal quality content; creates politically aware citizenry; ensures responsible gatekeeping; protects creative autonomy; and generates active consumerism. Nonetheless, these benefits of media commercialization are few and far between when compared to its capacity to plague minds; silence tongues; and curtail any and all forms of creative agency.

Gist

## Crunch paragraph heading

Conceptualizing media as a commercial enterprise

## Crunch paragraph

The term media entails all forms of communication from print to the digital space. Over time, it has been commercialized to increase revenue. As per a recent report by Werner Ballhaus, advertisement-based revenue of media is set to cross \$1 trillion by the end of the year 2023 (Perspectives from Global Media and Entertainment Outlook 2023-2027, 2023). Such an uptrend in media commercialization has a far-reaching effect on people who are exposed to its ubiquity. This is apparent in the fact that every Youtube video starts with an advertisement or two, Instagram reels are sponsored, and the inboxes have more texts regarding brands' seasonal sales than texts from one's loved ones. Similarly, award ceremonies, ranging from Pakistan's Lux Style Awards to the Oscars, are sponsored by big conglomerates, and the dramas and movies receive most production budget from non-creative partners. All this points towards heightened commercialization of media.

# Topic: Globalization and climate change are interrelated

## Introduction

Hook

The 'flattening' of the world was hailed in the late 1990s as the penultimate stage of humanity's civilizational progress because it succeeded in creating an integrated global economy (Thomas Friedman, *The World is Flat*, 2005). But this integration catalyzed both positive and negative spillovers. So in the world of liberal economic order, not just wealth but crisis also trickled down from the Global North to the Global South. This shows that in the race to be economically relevant, humanity mortgaged its only home:

Connecting Sentence

the Earth. All this points to the fact that the interrelationship between globalization and climate change is highly impactful for the present and future of humanity.

Crux

This is because globalization has created new sites of pollution; generated a cut-throat market competition among states overlooking ecological disturbances; and promoted transportation that pumps toxins in the air. Moreover, liberal trade policies and economic opportunities

provided by globalization compel states to compromise on sustainable principles at the altar of economic expediency. This had led to a kind of consumption boom in the world that aggravates climate crisis. In a similar fashion, climate change has also impacted globalization. It has led to the rolling-back of the gains of globalization by giving rise to alternate modes of development as states adopt regional and protectionist policy measures. Nonetheless, climate change can still be mitigated by ensuring sustainable practices in globalization. This can be realized by using platforms like the 28<sup>th</sup> Conference of Paris (COP-28) to make trade policies more climate responsive; accelerating regional carbon-trading; improving climate finance for developing countries; and by using environmental taxes as policy tool to obstruct unsustainable global economic practices.

Thesis

Statement

This shows that globalization and climate change are two mutually-influencing features of our growth-driven world. While globalization accelerates climate change, climate commitments

also negatively affect the gains of globalization. However, through the harmonization of economic and environmental norms, climate change can be rolled-back while preserving the benefits of globalization.

### Crunch paragraph heading

Globalization and climate change: Two interrelated realities of the modern world

### Crunch paragraph

Globalization, as per Fareed Zakaria, is a process that enables exchange of information and goods among nations (The Post-American World, 2008). Unlike the barriers to communication and transportation, globalization allows spatio-temporal compression. This helps states in fully realizing the ideas of cosmopolitanism and economic advancement. On the other hand, climate change is the long-term change in global and regional climate patterns and it has become an existential threat to humanity (National

Geographic Society, Climate Change, May 2022). The former feature is a boon while the latter is considered a bane. But in reality, both of these are interrelated.

As per United Nations Conference on Trade and Development (UNCTAD), the value of global trade reached a record high of \$28.5 trillion in the year 2021 (Global Trade Update, 2021). And it was the same year in which Inter-governmental Panel on Climate Change (IPCC) report made UN Secretary General sound code-red for humanity (Climate Change 2021: The Physical Science Basis, 2021). These two developments point towards the interplay of globalization and climate change in impacting everyone everywhere.