

# Why commercialization of Media is the biggest ill (Thesis)

- 1) Commercialization of media makes people more prone to compromise professional integrity.
- 2) Race for maximizing ratings to gain more commercial value results in creation of sensation.
- 3) promotion of Chauvenism for sake of feathering their own commercial interests.
- 4) Commercialization of media results in monopoly of big media houses.
- 5) Quest of Commercialism and advertisement disturbs the social fabric of society.

# Why some vehemently defend commercialization of Media (Anti thesis)

- 1) Commercials are necessary evils for media.
- 2) Sensationalism is a tool for grabbing attention of audience.
- 3) Nationalism demands buttressing of national cause.
- 4) Everyone has right to grow, media is no exception.
- 5) Media Regulatory Framework is responsible for controlling objectionable content not media itself.

# Why the arguments favouring commercialization of Media does not hold ground (Synthesis)

- 1) Necessary evil of Commercials has become the face of Journalism.
- 2) Focus on sensationalism for commercial value has blurred the lines between good and evil.
- 3) Commercialism induced national cause is not for the sake of country.
- 4) Everyone should have fair and square opportunity to grow.
- 5) Everyone has to play its part in maintaining social fabric of society.

Date:                       
6) Conclusion