

Popularity through controversy assignment



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Popularity through Controversy Businesses often use advertisement as a tool to influence consumers to talk about their product or service, but The Globe and Mail has its own set of tools. The Globe and Mail creates articles that bring discussion amongst its readers, simply because each individual person will have a perspective that they will want to defend or share with others. When this happens, articles gain more readers and popularity, and this is what the corporation primarily uses as their business plan.

In The Globe and Mail's article, Religious accommodation or 'accessory to sexism? York student's case stirs debate. Is a primary example that highlights how they do this very effectively. The Globe and Mail's business plan is to propose controversy through point of view, religious beliefs and delusional. The slightly of point of views in the article allow for readers to either agree or disagree with certain people, Dry. Grayson went to The Globe and Mail claiming that it is ridiculous that the dean decided to allow accommodations to be made for the student. Dry.

Grayson simply wanted to show other students that if they want to do the same thing, they must be willing to drop the class. The writers did not necessarily agree with all that Dry. Grayson had to say but they saw there was room for controversy. To get enough information for the story the journalists did not spy, they allowed Dry. Grayson to forward his emails to the globe and mail to use in the article. Even though the facts were mainly biased in Grayson point of view, they were still able to see both perspectives with emails Ritter to the professor from the dean and Work's human rights centre.

This makes it easier for the reader to Interpret the different perspectives and then to create their own reasons for choosing sides. Another place for controversy that The Globe and Mail used is in the religious aspect of it all. The Globe and Mail recognized that religious beliefs can be seen as ridiculous to some people and normal to others which can easily arouse debate. Their strategy in giving the reader a side to fight for religiously is a self-prompt way to gain popularity.

No research is done in the article about the religion because it is unknown to what extent or how serious the student's religion is that makes him unable to participate in the assignment. Surveys are also not conducted to see how many students would be affected if their religions were not accommodated for. This helps to keep the article balanced so that no factual evidence can influence the side the reader chooses. The Globe and Mail also uses Dry. Grayson views in believing that this will allow discrimination to raise further debate. In the article causes conflict between males and females and whether it is acceptable for other students to discriminate the same way. The Globe and Mail's effort to emphasize sexism by intertwining the topic in the title instantly grasps their readers. An academic would approach this issue differently by galling facts about human rights before creating the article equally arguing for both sides. The academic would also recognize that all of the article's information is given mainly to one person and does not go very into depth.

The Globe and Mail created an article proposing the debate even though it deals with the subject vaguely to induce more controversy. In a sense, one would recognize that it is a little to assume that the professor is

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dealing with the situation abruptly or that the school is accommodating for sexism. This makes it easy for the reader to make their own assumptions to discuss with other people. The Globe and Mail idealizes its focus by adding the subject of sexism to the article rather than simply being a religious accommodation for the student.

Nothing ignites more debate than pushing the limits of touchy subjects from different perspectives. Instead of advertising the article, The Globe and Mail leaves it to the reader to discuss amongst them. The corporation created this article as a strategy to increase its number of readers by bordering on subjects to arouse debate. The Globe and Mail's business plan impacts the content of the stories to propose controversy through point of view, religious beliefs and discrimination. This business plan shows to be very effective because no matter how old newspapers get, debates never will.