

The deleterious impact of advertisement is the subject of new research exploring the relationship between the so called "thin-ideal" media message and body-image issues among young women. Although the issue is not new, remember "Twiggy", researchers discover the power of marketing can be dangerous for women who have a low opinion of their appearance.



An estimated 8 million Americans currently suffer from eating disorders. The "thin ideal" in American society is a driving force in body image and eating issues. The "thin ideal" is the media's glamorized portrayal of extremely thin women. While this phenomenon primarily affects women between the ages of 18 and 25, it has also been proven to affect adolescents as well as males. A study published in the *Journal of Communication* found that high school girls as young as 13 are effected by the media's portrayal of ultra-thin models and celebrities.



For more information on
**MEDIA INFLUENCE
ON TEENAGERS**
Go to: Teens.org

MEDIA INFLUENCE ON TEENAGERS (EFFECTS ON SELF IMAGE)



Advertising does not show the average woman. In fact, today's models generally weigh 23% less than the average woman. Considering the average person in the United States sees approximately 3,000 ads in magazines, billboards, and television every day, teenagers are getting the wrong message about body image.



Although the media is beneficial to society, it can be detrimental to the way teenagers perceive themselves. Through portrayals of women in advertisements and television, the media can negatively affect body image and give way to eating disorders.

Advertising in teen magazines and on television typically glamorizes skinny models that do not resemble the average woman.

