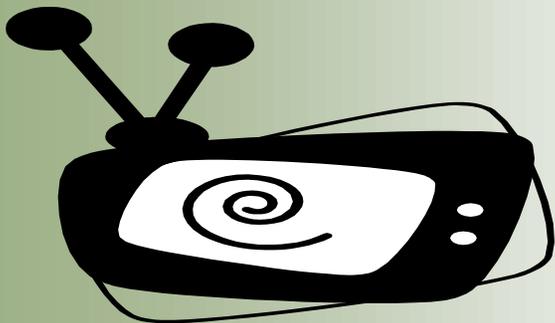


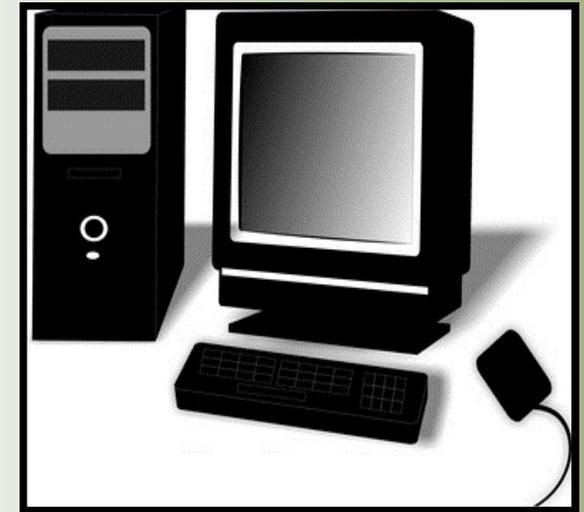
The media uses its influence on children to market items and influence your child's desires making them think that they need certain items to be popular or cool. Children often comment on things that they saw in commercials. A son told his mother that she should get a kitchen chopper, because it can cut things up so much faster than using a knife. She replied that she didn't need a kitchen chopper because a knife works just fine.

Every year children influence their parents spending by convincing them to buy things that the media has portrayed as "cool". Children recognize name-brand products at an early age because they see them in the media. Some children recognized the McDonalds sign by age three even though they never eat there, because they saw commercials on television.



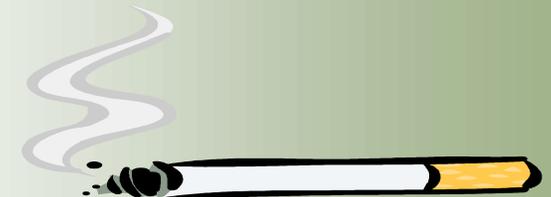
At an early age books, movies, television, and the Internet influence how children think and act in a variety of ways. As children grow these media influences become even more powerful. The media influences on children is not always a good influence and parents need to counteract this influence by discussing and monitoring what their children are exposed to.

Media Influence On Teenagers

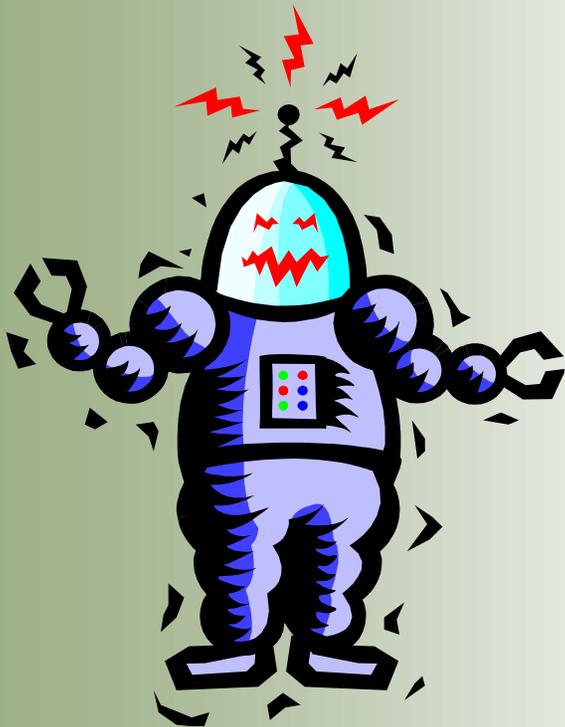


Most of the kids around the world are on computers instead of playing outside or doing something else.

Studies have long shown that media messages have a pronounced impact in childhood risk behaviors. Exposure to images of smoking in movies influence a child's risk for picking up the habit they see.



Counteract the marketing by pointing out the faulty logic in commercials. Ask your child if they really think having the latest toy will make them more popular or happy. Children often don't realize that a Barbie won't move around like it does on the commercials or that the elaborate set doesn't come with the toy. Parents can teach their children that things do not equal happiness. Try rewarding with praise and time instead of objects.



Teenagers listen to an average of nearly 2.5 hours of music per day. Guess what they're hearing?

One in three popular songs contains explicit references to drug or alcohol use, according to a new report in *The Archives of Pediatrics and Adolescent Medicine*. That means kids are receiving about 35 references to substance abuse for every hour of music they listen to.



Researchers from the University of Pittsburgh School of Medicine studied the 279 most popular songs from 2005, based on reports from *Billboard* magazine, which tracks popular music. Whether a song contained a reference to drugs or alcohol varied by genre. Only 9 percent of pop songs had lyrics relating to drugs or alcohol. The number jumped to 14 percent for rock songs, 20 percent for R&B and hip-hop songs, 36 percent for country songs and 77 percent for rap songs.

Notably, smoking references aren't that common in music today, with only 3 percent of the songs portraying tobacco use. About 14 percent of songs spoke of marijuana use, 24 percent depicted alcohol use, and another 12 percent included reference to other substances. About 4 percent of the songs contained "anti" drug and alcohol messages.