

# Media Influence

In the last 50 years, media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet.

We live in a society that depends on information and communication to keep moving in the right direction and do our daily activities like work, entertainment, health care, education, personal relationships, traveling and anything else that we have to do.



We have put our trust in the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works.

Of all the media distribution channels the most influential has been the television, we are constantly exposed to thousands of images of violence, advertising, sex, celebrities and much more, in fact it is known that a child is exposed to about 40,000 ads a year.

But who owns the media, which are the companies or people that shape our values, beliefs and decisions? The media is basically dominated by five major companies they are: Time Warner, VIACOM, Vivendi Universal, Walt Disney, News Corp.



**Phone: 555-555-5555**

**Fax: 555-555-5555**

**E-mail: [media@media.com](mailto:media@media.com)**

# Media Influence on Teenagers



# Smoking **Problem** Disorder

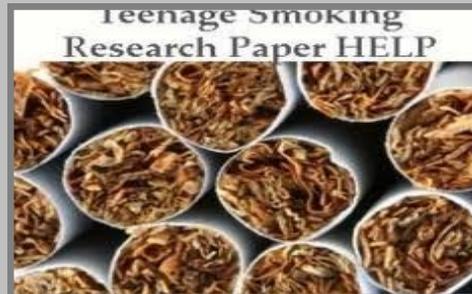
**Tobacco advertising and endorsement enhances the possibility of adolescents beginning smoking. Advertising is the utilization of media to produce explicit product images or connections. Endorsement or marketing is the combination of activities aimed at augmenting sales. There are no assessments of**

**the influence of tobacco advertising and endorsement on people taking up smoking. However, studies pertaining to nonsmokers and**

**their introduction to tobacco advertisement reveal that nonsmoker adolescents who were more familiar with or responsive to tobacco advertisement had the potential to become smokers afterwards. Recent studies have revealed that cigarette companies are still promoting advertisements that have a greater influence on young people in contrast to anti-smoking announcements.**



However, studies pertaining to nonsmokers and their introduction to tobacco advertisement reveal that nonsmoker adolescents who were more familiar with or responsive to tobacco advertisement had the potential to become smokers afterwards. Recent studies have revealed that cigarette companies are still promoting advertisements that have a greater influence on young people in contrast to anti-smoking announcements.



## **Media influence on teenage pregnancy**

**Peer Pressure: Many teenage females admit to having sexual intercourse in response to their boyfriend's desire for it. In fact, a 2003 Kaiser Family Foundation poll found that One in three young men aged 15-17 said they had felt. Pressure from male friends to have sex.**

**Contraceptive Use: Nearly 50 percent of adolescents state that they believed that teen pregnancy often results from the failure to keep contraception readily available. •Parental Relationship: The likelihood of becoming pregnant as a teen can increase if one's parents are inattentive, Unloving or fail to instill moral values. The occurrence of adolescent pregnancy also corresponds to a breakdown in communication between parent and child. Mass Media: Many teens admit that sexualized content in film, television and music helps influence them to engage in sexual activity before they are ready. •Acceptance: An adolescent might become pregnant to satisfy a desire for unconditional love.**

