

Media Influence on Teenagers

Advertisements are everywhere — TV commercials, pop-up ads on the Internet, magazine ads, and billboards — and they have a huge impact on what teenagers buy. Even though it is mostly adults who spend the money, commercials are often aimed at younger children and teenagers. These younger children and teenagers will often ask their parents to buy the products. Some teenagers are able to buy the products they see advertised on their own.

Teenagers are exposed to sexual content in movies, music, magazines, and on television, and they begin having sex in middle school. The Internet influences how our teenagers think, and act. Media influence is not always a good influence, and parents need to check this influence by discussing, and monitoring what their children are exposed to.

Television shows being skinny the only way to be. Video games affect teenagers through violence. Magazines also influence them by talking about how women and men should look, and feel. Commercials show drinking and smoking as okay. Teenagers accept these ideas.

Parents are beginning to lose control over the moral values and mindsets of their children. Media gives the most enjoyment for teenagers. So, they spend more time with media than with their parents. Media is thought to be “cool”, and many teenagers will not hesitate to follow the things that celebrities do. This might cause arguments within a family, and a lot of rebellious teenagers might leave home. Movies have a great impact on the minds of teenagers, and they tend to copy the behavior they have seen.

Parents should have direct control over their children. They can do this by restricting them to the amount of media they are exposed to. But, teenagers today would probably rebel even more since they hate to be restricted. So, parents might have little control or influence on their children compared to media.

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