

BODY IMAGE

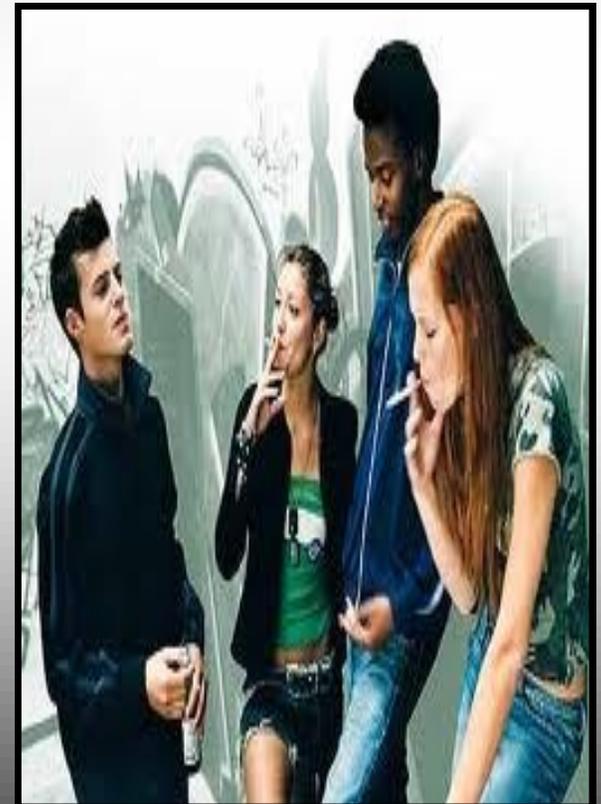
- A 1996 poll conducted by Saatchi and Saatchi found that ads made women fear being unattractive or old.
- By the time a young person is 17 years old, he has received over 250,000 commercial messages through the media.
- 69% of girls in one study said that magazine models influence their idea of a perfect body shape.

Researchers are seeing an alarming increase in obsessive weight training and the use of anabolic steroids & dietary supplements that promise bigger muscles and more stamina for lifting.



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MEDIA INFLUENCE ON TEENAGERS



Video Games Get Physical

For quite some time now, video games have taken the heat for leading kids into a life of passive, sedentary entertainment and helping to cause the obesity problem our nation faces. Perhaps they should take some of the time from kids to do their homework....



School

According to Common Sense Media, kids who watch a lot of TV have smaller vocabularies and lower test scores in school. Also, these kids do not read as well as kids who watch less TV.

Another study shows that the people with the highest degrees watched less TV as kids and teenagers. A third study shows that different forms of media affect schoolwork differently.



Teens and Drugs

All of these factors send the wrong message to our children about drug use, but they are not

the greatest threat. The greatest threat is Peer Pressure. Children want to fit in, and they want acceptance from their classmates. When they buy or use drugs for the first time, it is likely that they will get them from their friends.

Bullying

The imbalance of power may be social power and/or physical power. The victim of bullying is sometimes referred to as a target. Bullying types of behavior are often rooted in a would-be bully's inability to empathize with those whom he or she would target. Bullying ranges from simple one on one bullying to more complex bullying in which the bully may have one or more 'lieutenants' who may seem to be willing to assist the primary bully in his bullying activities. Bullying in school and the workplace is also referred to as peer abuse.

