

Does the Media Influence You?



Do You Know ...

media such as T.V, radio, and magazine advertisements may influence how you see yourself and/or the food choices you make?

The media is a powerful force, in fact ...

- By age 21, the average person will have watched one million TV commercials—not surprising considering the average person watches 4-5 hours of television per day.
- About one out of every four commercials sends an “attractiveness message,” telling viewers what is or is not attractive.
- The average teen sees more than 5,260 “attractiveness messages” per year.
- Schools around the country have partnered with food companies — they advertise food products in exchange for money.
 - Popular celebrities are often hired to endorse food products to increase their appeal (Example: Michael Jordan for McDonald’s)
- TV and movie companies partner with food companies in advertising products (Example: Scooby Doo and Lunchables).



**Want to take back
the power for yourself?
Read on ...**

Think the media doesn't influence you? Take this quiz ...

Of the following advertising jingles, name the products/companies that are associated with each:

- _____ I'm Lovin' It
- _____ M'm, M'm good
- _____ It's the real thing
- _____ Have it your way
- _____ Do the Dew
- _____ Finger lickin' good
- _____ They're magically delicious

How did you score? Does the media influence you?

Answers: McDonald's, Campbell's Soup, Coca-Cola, Burger King, Mountain Dew, Kentucky Fried Chicken, Lucky Charms

What can you do? Take back the power!



Start questioning media messages:

- Is that advertisement a reflection of reality? NO!
- What is the purpose of that advertisement? To sell a product

Take action to promote healthier messages

- Write a letter to an advertiser—a positive letter if their ad supports healthy choices and a negative letter if it does not.

Speak through your purchasing power

- Spend your money on products that are healthy and support healthy attitudes.

Arm yourself with accurate information

- Learn as much as you can about healthy eating
- Count the number of “junk food” commercials vs. “healthy food” commercials—don't passively receive this information any more!!

Want More Info on the Media?

Center for Media Literacy: <http://www.medialit.org/>

Teen Health and the Media: Body Image and Nutrition:
<http://depts.washington.edu/thmedia/view.cgi?section=bodyimage>