

Watch UR BAC Alcohol and Other Drug Awareness Program

Name _____

Date _____

County _____

Activity A: Images: Self and Culture

Concepts:

Culture is the shared ideas, activities, language, and social expressions (food, music, clothing, etc.) of the members of one group that distinguishes it from another. It is part of our self-image.

Media influence affects how we think about ourselves and our culture.

Choose an example of popular social media platform or specific internet site to answer the questions below

1. Write the name of the influencer you chose and social media platform you follow?
2. What message does your selection give about what individual teens are like?
3. What messages does your selection give about what teen culture is like?
4. How do you describe your self-image?
5. How do you describe your teen culture?

Watch UR BAC Alcohol and Other Drug Awareness Program

Activity B: How the Media Can Influence Our Perceptions

Information and Entertainment: The media offer us abundant distractions. They dispense information and can entertain us 24 hours a day. they compromise valuable resources to help us learn and expand our worlds.

but this valuable distraction has a downside. for example, the archives of pediatrics and adolescent medicine reported in 2005 that children with TV in their bedrooms consistently score lower on math and language tests. and studies show that young people spent almost 45 hours per week with media usually with more than one form at a time. streaming through these multiple outlets are in less messages and images that shape our values and behavior

Health: TV viewers may develop dangerous health attitudes from seeing characters eat and drink too much and live recklessly without suffering any ill effects, as reported in the new England journal of medicine however national survey show that the Internet is an important source of information for youth, as 39% of 15 to 24-year-olds who have thought health information online say they have changed their personal behavior because of the information they found online (The Kaiser Foundation, 2001)

Gender: Some programs and ads in the media portrayed a success in non-traditional roles: a female executive or male who stays at home to parent the children. others reinforce more traditional female and male roles. While the media can portray unrealistic physical ideals for both females and males, research also shows that exposure to sports media can reinforce healthier body images for teens. a 2001 study at the University of Michigan found this was especially true of adolescent girls who regularly read sports ads

Sex and Dating: Teens report that the media are primary source of information about sex dating and sexual health. it is common for TV show to contain overt sexual content, but it is still rare for shows to discuss the risks and possible consequences of sexual activity. fashion and beauty magazines targeting female teens can also be important sources of sexual health information - the Kaiser foundation reports seven out of ten girls ages 12 to 18 read such magazines and a large majority say the magazines contain information they don't get elsewhere

Concept: **Targeting** is shaping messages so that they attract a specific group of people who share individual or cultural interests believes and practices

Reflection: What are other areas of life do we get messages about from the media we use?

Watch UR BAC Alcohol and Other Drug Awareness Program

Activity C: Talking Back to the Media

The media influence our beliefs and behaviors about a variety of topics, but there are steps we can take to analyze the accuracy of those messages and to resist them if they are inaccurate.

Look at the categories in the chart; add any more that you can think of that are often depicted in the media. Then write down how characters in the media often demonstrate the behavior and what the implied (unstated) message is. If you can, name the show or add you have seen the behavior in.

Watch UR BAC Alcohol and Other Drug Awareness Program

Category	Behavior/Source	Message
Exp: Fitness	Running/TV ad for sneakers	Fitness is fun and rewarding and these shoes help
Fitness		
E-Cigarettes/Vaping		
Drugs		
Alcohol		
Food		
Sexuality		

Activity C: Talking Back to the Media

Strategies for Resisting Risky Media Messages

Watch UR BAC Alcohol and Other Drug Awareness Program

Strategies for Resisting Risky Media Messages

- choose media to promote positive images and messages
- be aware that what the media produce are products in and of themselves. Large media companies aim to manipulate you into “buying into their products” - that is, wanting to live in the “worlds” they depict
- reduce your exposure to media if you are not actively interested, turn it off
- Be assertive with others about your preference for media that give positive messages
- Realize that media depictions of “reality” are in some cases gross distortions
- Talk about the effects of media with others
- Be aware of what the media is saying. If you don't agree, say so

What else can you do?

Reflection: Select one of the health behaviors and media messages. Write or draw a response that shows where you think the message is inaccurate?

Activity D: Tuning In

Watch UR BAC Alcohol and Other Drug Awareness Program

Many popular songs have messages in them about health issues like violence, risky driving, substance use, nutrition and even body image. As you listen to the song selected by your teacher, read and think about the lyrics and answer these questions.

1. What health behaviors do you hear about in the song?
2. What messages does the song give about those behaviors?
3. How does the song deliver those messages for example; does it use certain images?
4. Do these messages match with what is popular or socially acceptable for you or the culture you identify with?
5. Which strategies for resisting messages do you think you can use to resist messages that are not acceptable to you?