

The Media & Health

Targeting is shaping messages so that they attract a specific group of people who share individual or cultural interest beliefs or practices.

Answer the following questions -- be ready to share your answers with the group.

1. Think about forms of media, list as many as you can.
2. How do the media influence your beliefs about yourself, your culture, and various health behaviors?
3. What type of media do you use most frequently and why?
4. How does that type of media impact your view of the world? Explain.
5. Why do people use media? List at least 3 reasons.

Look at the categories in the chart below. Write down how characters in the media often demonstrate that specific behavior and what the implied (unstated) message is.

CATEGORY	BEHAVIOR	MESSAGE	REALITY
EXAMPLE: Fast Food Commercials	Skinny people eating	You will get/stay skinny eating fast food	You can gain weight
Fitness			
Drugs			
Food			
Sexuality			

Song Lyrics

PART 1: Answer the following questions regarding the song lyrics that you brought to class.

1. What health behaviors do you hear in the song?
2. What message(s) does this song give about those behaviors?
3. How does this song deliver those messages (i.e. analogies)?
4. Do these messages match with what is popular or socially acceptable for you and/or the culture in which you most identify?

PART 2: Exchange song lyrics with the person sitting next to you - - read his/her lyrics and then answer the following questions regarding his/her lyrics.

1. What health behaviors do you hear in the song?
2. What message(s) does this song give about those behaviors?
3. How does this song deliver those messages (i.e. analogies)?
4. Do these messages match with what is popular or socially acceptable for you and/or the culture in which you most identify?

***Now that you are more aware of messages in songs, does that change your view about music? Explain.**

Media Influence affects how we think about ourselves and our cultures.

Part 2: Watch the TV show in class and answer the following questions regarding that show.

1. What message does this show give about what teens (personality) are like?
2. What message does this show give about what teen culture is like?
3. Looking at this show from a critical eye, what surprised you? If nothing, explain.
4. Compare your teen culture to that of this show. Use Venn-Diagram below.

T.V. Culture

EVHS/Your Culture

