Media's influence on adolescents

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**Introduction**

 In the 21st century, media has the power to shape narratives (Jones, 2016). Numerous media channels continuously feed television screens throughout the day. Whether one is at school's canteen, or at the office, or seeing a doctor, media is easily reachable owing to technology.

**Discussion**

The never-ending media exposure has had negative effects on an adolescent brain. The psyche and personality of an adolescent are shaped by what an individual is fed through media. The need to stay connected has the semblance of addiction. That is why adolescents have become media dependent. With the addition of social media within the domain of media, the situation has worsened further (Steinberg, 2011). The foremost consequence media has on adolescents is the effect on health. Excessive use of media has increased the level of obesity among youngsters (Eli & Ulijaszek, 2016). Furthermore, the way drugs and alcohol were showcased on the media as a symbol of status has encouraged youngsters to take up drugs and alcohol. This increasing addiction to drugs and alcohol has burdened the health care budget of many nations. Psychological consequences present a grim picture as well. The amount of violence and hatred projected through media has shaped adolescents' mind accordingly. Watching violence disseminated through media has made youngsters react accordingly. Teenagers have become unfriendly towards their friends and family without knowing the consequences (Steinberg, 2011). An example of increased aggression and hatred was witnessed in New Zealand when a man killed more than fifty people in a mosque and live streamed the massacre-another sadful instance where media was used negatively. Another important aspect of shaping teenagers mind by media is that decision-making powers and critical thinking ability are diminishing at a fast rate. Most of the teenagers do not take into account the dangers social media have. For example, teenagers can be exposed to explicit content.

**Conclusion**

Parents must play an important role in reducing the negative effects of pf the media. Checking and monitoring the media and encouraging the youngsters to think critically can help change the minds of youngsters.

**References**

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