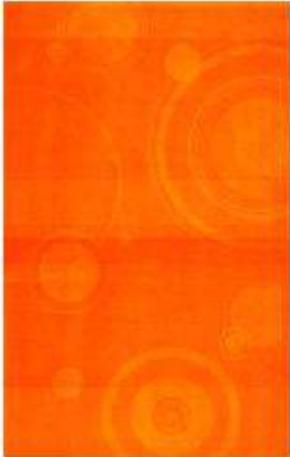


a tour of positive and negative effects

Introducing the

INFLUENCE OF MEDIA



... and personal role models





Reflect on the following questions:

**What affect does media have on my actions?
What role models do I have and how are
they affecting me and my behavior?**



Dramatic Play...

- When you were little, who did you pretend to be?
- Did you ever try to copy a scene from a tv show or movie?
- Have you ever acted like someone you saw on TV or in a movie?
- Have you ever noticed your emotions change while listening to a song?
- GOOD OR BAD?



Recognize any of these?

Slogan

- They're gr-r-r-r-reat!
- Once you pop, you can't stop!
- It's everywhere you want to be
- It keeps going and going and going...
- Eat more chicken
- Snap, Crackle, Pop
- Think different!

Product

- Frosted Flakes
- Pringles
- VISA
- Energizer Batteries
- Chick Filet
- Rice Krispies
- Apple



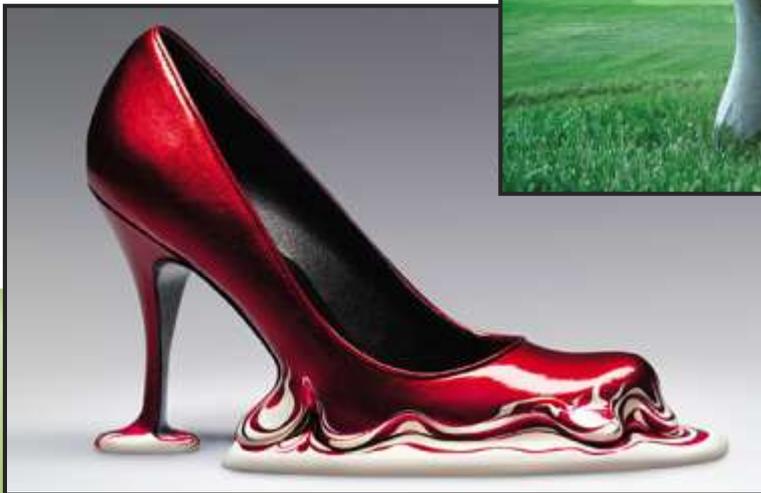
What
Is Being
Sold?



How
About
These?



Which ad is actually selling shoes?



Living in the Digital Age

The Good News:

- Average IQ scores steadily rising
- Higher ability to task-switch (shifting attention from one task to another)
- React more quickly to visual stimuli
- Improved ability to sift through large amounts of information rapidly and decide what's important and what's not.
- New uses of language and symbols that use different parts of the brain
- Increased global communication

The Bad News:

- Lack of critical thinking and problem solving skills
- Loss of fundamental social skills
- Artificial intimacy
- Shorter attention span
- Impacts physical health
- Loss of reflective capability

**So...Do you
communicate with
your family through
media? HOW?**

Negative ways I
communicate to my
family through
media...

Positive ways I
communicate to my
family through
media...



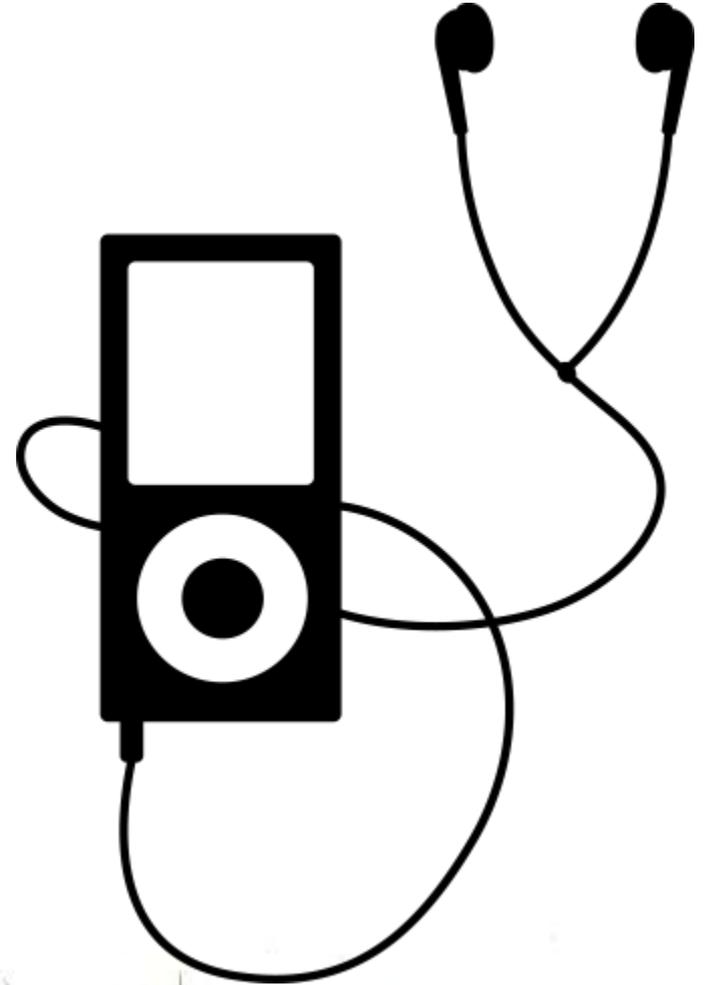
Media Moment:

- What is your favorite music group to listen to?
- What kinds of songs do they usually sing?
- What pictures do you have up in your bedroom?
- What movies do you usually see?



Media Moment...

- What is your favorite song to listen to right now on your ipod?
- Can you think of all the lyrics?
- Begin writing them down.
- Explain the message being sent through this song to your neighbor.



Communication Through Media

- Positive or Negative?
- “The use of media has become demanding as it fills people’s day-to-day lives and social relationships. We become part of society by being connected through the media. Media is everywhere; the use of media has become part of today’s popular cultures. People in different positions and situations use media in specific ways as each of us have different priorities.”

Sunday April 27, 2008, “How does media affect me?” posted by fofa at 11:34pm.



Communication through Media:

Positive Effects

- Instant information world-wide
- Spreads knowledge
- Educates people on basic rights
- Skill development (tutorials, etc.)
- Informed advertisements
- Educational programming

Negative Effects

- Exaggerated sexuality
- Increased aggressiveness (cyberbullying, etc.)
- Increased violence and criminal activity
- Unrealistic expectations
- Increased deception
- Information overload

PSYCHOLOGY TODAY MAGAZINE, JAN/FEB. 2009

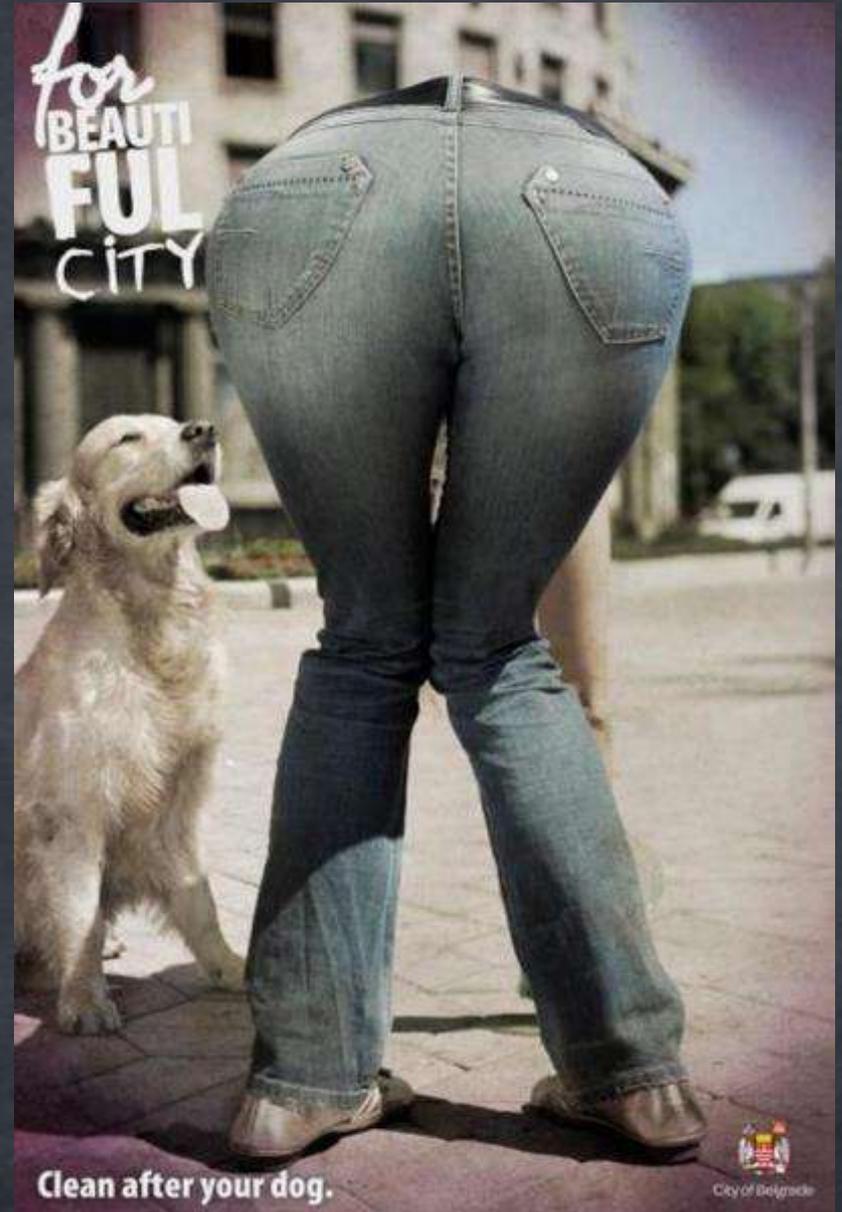


**“If you aren’t living according
to your values, you won’t be
happy, no matter how much
you are achieving.”**



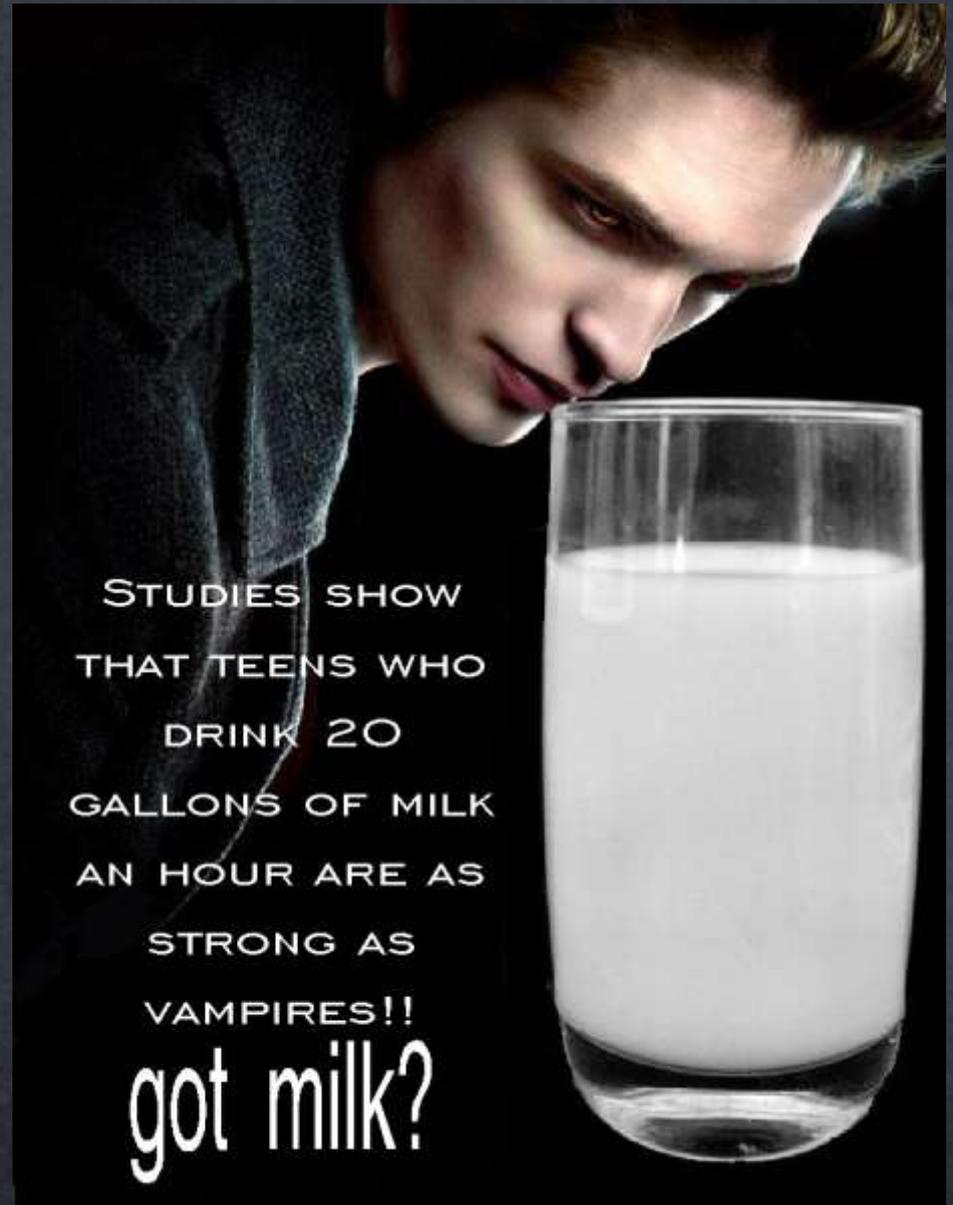
How to Evaluate Media

- **Source:** Whose message is this?
- **Audience:** What group is the target?
- **Text:** What do you actually see or hear?
- **Subtext:** What is the meaning we create from the text in our own minds?
- **Persuasion Techniques:** What techniques are being used to persuade me to believe or do a certain thing?
- **Point of View:** What is the point of view the story is being told from?



BASICALLY...

- Who made it?
- Target audience?
- Tools of persuasion?
- What is being left out?



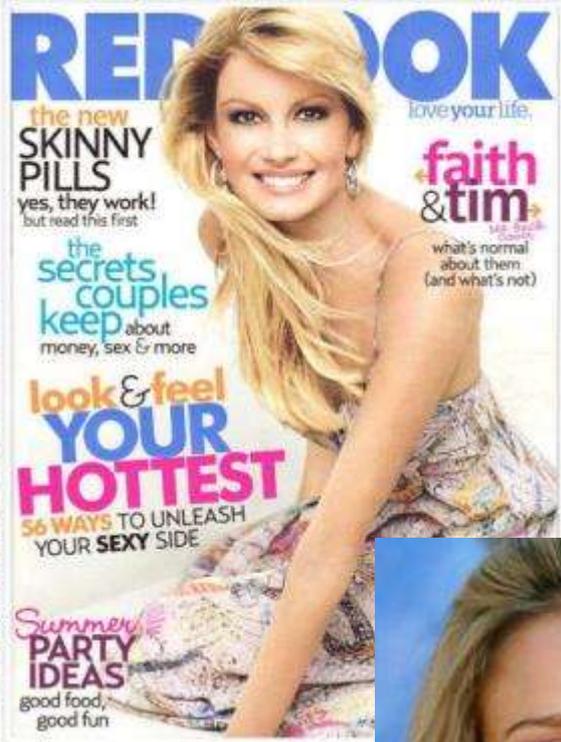
Want some?

- The media can make things look really good.
- How do you assess what is good and what is bad?



**How
about
now?**





Faith Hill

Jessica Alba





What do we think reality is?

Role Model vs. Idol



What is a Role Model?

- A person who models patterns of behavior, attitudes and values.
- Why is it important to have role models that inspire you?
- Teens visualize they have the ability to be like that individual and pattern behavior like them.
- Helps teens make decisions about his/her life in order to become like that person.



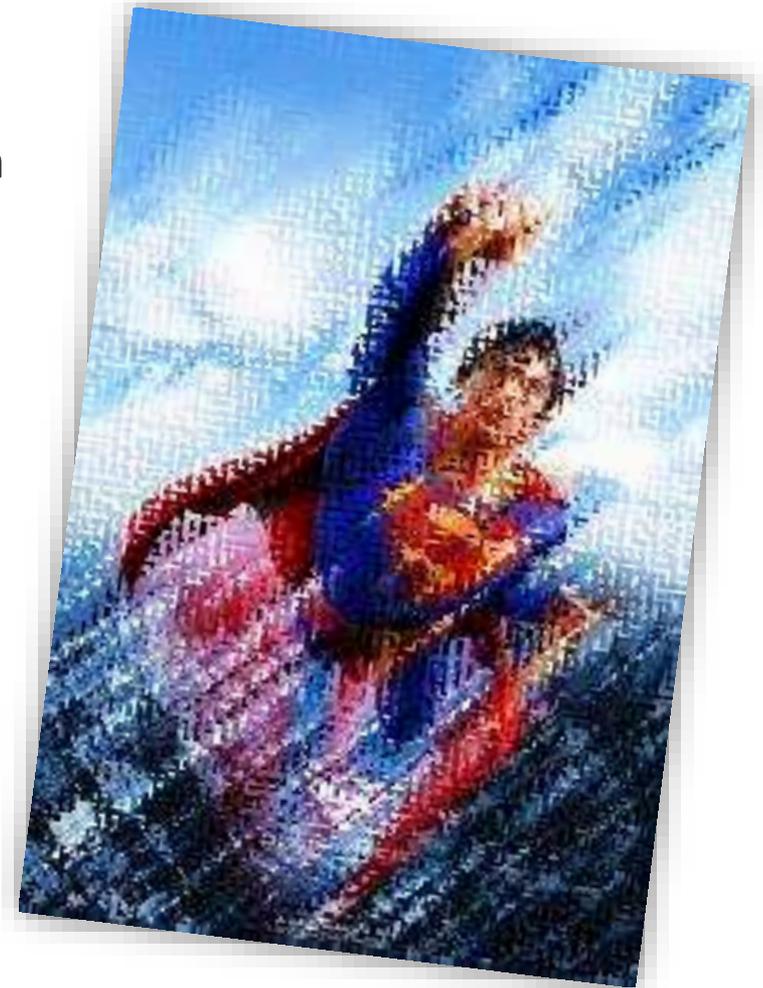
They need a hero...

- “Someone who no matter what the odds, will do what’s right!”
- “Someone who’ll tell them sometimes the impossible can become possible!”
~Rhino, Disney’s *BOLT*



Choosing Role Models

- Role models can influence others' personal behavior, attitudes and values-both **positively** and **negatively**.
- Successful people surround themselves with others who are successful.
- WE MUST BE VERY CAREFUL WHOM WE CHOOSE TO BE OUR ROLE MODELS!
- **Top Qualities of Positive Role Models:**
 - Passion and Ability to **Inspire**
 - Clear Set of **Values** They Stick To
 - Commitment to **Community**
 - **Selflessness** and Acceptance of Others
 - Ability to Overcome **Obstacles**



Role Models and Goals

- Your mindset about achieving goals can have an influence on what role models you choose.
- Growth Mindset:
 - Takes on challenges without fear
 - Keeps trying during tough times
 - Learns from mistakes
 - Accepts feedback/criticism
 - Seeks learning, improving and success
- Fixed Mindset:
 - Avoids or fears challenges
 - Gives up when things are tough
 - Makes excuses
 - Doesn't try so failure isn't possible
 - No personal growth

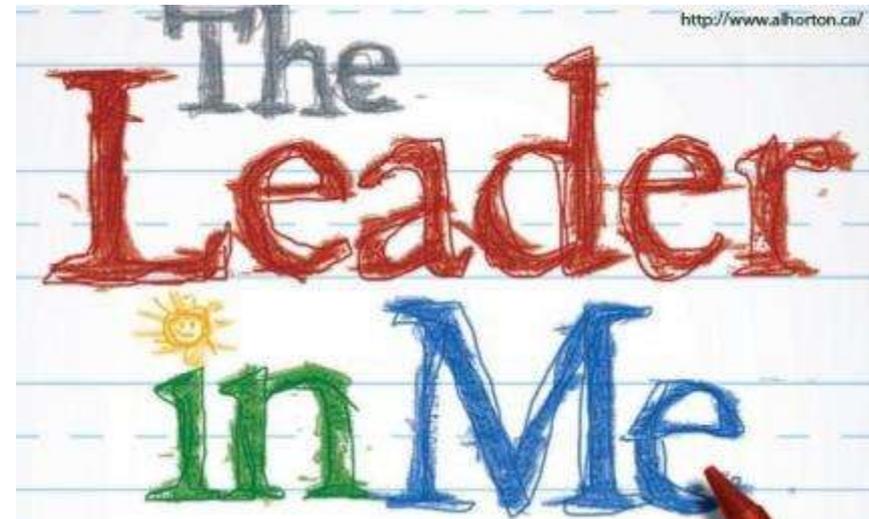


Teens who have a growth mindset seek role models who also have a growth mindset.

Teens who have a fixed mindset seek role models who also have a fixed mindset.

Do you see yourself as a **ROLE MODEL** for others?

- Are a role model?
- For who?
 - Families...
 - Careers...
 - Communities...
- You never know who is watching and what your influence will be.



So...

- **Those with whom we associate have an influence on us. Association with productive, self-sufficient, well-adjusted, happy people can have a positive effect on us that may lead to our success in life!**

YOU ATTRACT WHAT YOU ARE!!!

