|  |
| --- |
| **Males vs. Females**  My research project focused on the effect body image has on males versus females because typically 90% of people with disordered eating are females. It also focused on the ages of 12-18 because that is when typically disordered body images occur. (Siegal 13) Why is it that females are mostly affected, when television is watched by both male and females? "�It is more prevalent in females than in males because females are told that appearance is important while males are praised for other qualities�" (Claude-Pierre 69) The fact that females are more affected by the media angered me, as if the media is targeting females, trying to make them buy into the lies that they are not thin enough, so that they will come and buy the hoards of diet pills and programs available to all. As of 1990 the diet industry made $33 billion a year. How much of that is at the expense of the easily influenced adolescents. A commercial for Slim Fast said "It's a way of life- losing weight and feeling great- the Slim Fast way of life." (Kolodny 13) A life that always focuses on losing weight does not seem like a very healthy way of life.  **The Influence of the Media**  Think about the last television programming you watched. The overweight characters were typically portrayed as lazy, or socially outcast. The think characters are the successful, popular, sexy and powerful ones. What makes us think that we can tell our children that it's what is inside that counts when the media continuously contradicts this message. (www.eating-disorders.net) During the commercials, chances are that at least one diet ad was played, trying to convince you that if you lose weight, your life will be better, and you will be happier. The About-Face organization reported that "400-600 advertisements bombard us everyday in magazines, on billboards, on TV, and in newspapers. One in eleven of those has a direct message about beauty, not even counting the indirect messages.  The problem with all of these subtle influences, is that day after day, sooner or later their messages start to be believed, especially by adolescents and teenagers who are just trying to find themselves and get through their life. If someone is unhappy with their body image, their total self esteem will suffer, so someone will not give themselves credit for much, and in turn, their self perception will be affected. They might start to see themselves as heavy, when in reality, they have a very healthy body weight. (Kolodny, 16)  **What can we do to combat this problem?**  If all of this is true, maybe parents need to protect their children from the negative images that are allowed into their homes through the television, magazines and other forms of media. If those shows, articles etc are not supported and cease to stop making money, then slowly, these type of negative influences will stop showing up time and time again in our society. If my hypothesis is not rejected, parents must seriously think about the steps they can take to protect their children from this harmful thinking    ([Intro1](http://docs.google.com/introduction.html))([Intro2](http://docs.google.com/intro2.html))  [[Home](http://docs.google.com/home.html)][[Introduction](http://docs.google.com/introduction.html)][[Hypothesis](http://docs.google.com/hypothesis.html)][[Procedure](http://docs.google.com/procedure.html)][[Data](http://docs.google.com/data.html)][[Conclusions](http://docs.google.com/conclusions.html)][[Bilio/Links](http://docs.google.com/biblio.html)]  [[2002 Projects](http://docs.google.com/AP2002/index.html)][[2001 Projects](http://docs.google.com/index.html)][[2000 Projects](http://docs.google.com/AP2000/index.html)][[1999 Projects](http://docs.google.com/AP99/index.html)][[1998 Projects](http://docs.google.com/AP98/index.html)] |