

Health education in television entertainment

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The paper "Health Education in Television Entertainment" is a wonderful example of an article review on health science&medicine.

This article by Martine Bouman, Loes Maas and Gerjo Kok provide a deep understanding of the positive impacts of media-based learning. It is a well known fact that people spend much of their time watching television nowadays. This article is a good source of information for the health departments. Many studies reveal that people (especially children) are motivated to adopt the behaviors, lifestyles, and activities of their favorite television characters. For instance, George A. Hacker's study on Alcohol clearly states that the music, unrealistic ideas about friendship and animals etc used in the beer advertisement attracts the young generation who live in fantasies and get motivated to take alcoholic drinks (Hacker, 2002). Hence, the assertion that nutritional education can be effectively incorporated in individuals' lives using media is not flawed.

The article is quite clear in illustrating television serials and soap ads to be an effective tool for communicating nutrition education. However, the gap persists on the practical impact of this education on people's life. The unavailability of nutritional food and unavailability of resources leads a large population to take unhealthy foodstuff as their regular intake regardless of their knowledge about the possible harmful effects that it may bring. No proper substitutes are available for the public to consume instead of the unhealthy foodstuff. The study fails to incorporate these issues. The knowledge and the proper utilization of that knowledge are two different issues. Hence, in my perspective, although this article is an excellent source of information for the health departments and health agencies it fails to address the issues that are responsible for epidemics, obesity and other

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diseases that are rising because of nonnutritional intake among the general public.