

# Part5

Health & Medicine



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Advertised Exercise Myths Advertised Exercise Myths There is always an urgency to either lose weight or gain muscles at a very fast rate. These reasons have driven many gyms and advertisement agencies to post false advertisements on techniques that can help you achieve this. Hence, one should be aware of the myths that exist in the world of fitness and exercising.

Some of the exercise myths that exist include the stretching-injury myth in [www. health. com](http://www.health.com). It states that whenever you stretch before exercising, you reduce your chances of getting injured. The advertisement should outline the confusion that many people have on differentiating a warm up from a stretching exercise. Another exercise myth is that it's dangerous to exercise when at a given old age if you did not do the same when young. [www. fitnessmagazine. com](http://www.fitnessmagazine.com) should state that one can always choose the exercise that best suits their age and health. The third myth is in the use of supplements to build body muscles in [www. idealife. com](http://www.idealife.com). The media needs to specify that if you eat healthy and visit the gym regularly, you do not need these supplements. The fourth advertised myth is the lie that exercise helps one lose weight quickly as in [www. askmen. com](http://www.askmen.com). This makes people get frustrated when they spend hours at the gym and still fail to see a reduction in their weight. What the advertisers should specify is that losing weight at the gym depends on more than just exercising for long. It includes a tolerance for intensity so as to burn calories. The advertised belief that soreness that sets in after exercise is due to the build-up of lactic acid in muscles is also a myth. It is important for the media in [www. dailymail. co. uk/home/.../fitness-report](http://www.dailymail.co.uk/home/.../fitness-report) to note that immediately after a workout, the body gets rid of the lactic acid produced. The resulting soreness is due to muscle

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tears. Advertisers and the media push for these myths so as to lure people into their gyms or exercise routines that they provide, which will in turn earn them money (Larsen, 2011).

#### References

Larsen, L. (2011). *Fitness and exercise sourcebook: Basic consumer health information about the benefits of physical fitness, including strength, endurance, longevity, weight loss, bone health, and stress management, with exercise guidelines for people of all ages and tips* (4th ed.). Detroit, MI: Omnigraphics.