

Essay on influence of the media and celebrities on young people

[Media](#)



Since ancient times, man had the desire of transforming the universe and improving his way of life. For many years, man has engaged in activities, which nurtures creativity, innovation, and technology advancement to transform the world into a better place for human existence. Using his ingenuity, skills, experiences, and knowledge, man has been able to create a modern that is different from the one we lived many decades ago. Today, we live in contemporary world that is characterized with technology advancement, internet accessibility, wide application of information and communication technologies, and widespread use of the media. As a result of technology advancement coupled with emergence of computer era, the world has become a global village where people from distant regions can exchange and share information, ideas, culture, and opinions easily.

Advancement in technology has also created a platform where information, ideas, opinions, and cultural values are disseminated easily and effectively through the various communication channels, especially via the media and the internet. Today, many people have access to television sets, radios, magazines, newspaper, and internet blogs, which play an integral role in disseminating information, enhancing interaction and promoting cohesion among the people. This affirms that media remain an indispensable component in the society and its roles cannot be underestimated whatsoever. Although the medial plays an integral role in national development, it has great influence on the youths especially through celebrities and content transmission (Shaughnessy 56).

A recent study by Newsweek poll (2009) affirms that approximately seventy-five percent of the media content focus on celebrities and their lifestyle. The

study also revealed that about twenty-five percent of media content focuses on advertisements, which target youths and teenagers. Prominent personalities and celebrities feature in most of these advertisements so that they lure youths to purchase certain products and services. This is one of the marketing strategies, which investors and businesspersons employ to expand their market niche and profit margin in various regions. Based on this assertion, it remains clear that media and celebrities have influence on the youths, but the question that we need to address is how it takes place. Celebrities are influential and popular “superstars” in the society who use the media to disseminate and spread their idol and pop cultures. Many youths like to associate with celebrities because they perceive them as role models and iconic leaders in the society. However, celebrities have influenced youths in many aspects including the way youths behave, dress, communicate, and focus on their lives. In essence, celebrities have influence youths through pop and idol cultures, which focus on body image and dressing code (Jost 45). Today, many youths have abandoned their traditions and ways of life because they have been influenced by western and pop cultures. For instance, it is common to find boys piercing their ears, nose, and tongue because they want to associate with a certain celebrity. Similarly, it is common to see young girls suffer from eating disorders because they want to “slim” their bodies. This infers that beauty is associated with being thin; an idea they have borrowed from female celebrities. In other words, youths believe that aping pop and idol culture is fashionable, but instead they lose focus and identity in life (Ferguson 98). In the same breath, celebrities influence youths to act in contrary to societal

values and norms. A good example is the recent performance by Miley Cyrus where she staged a live performance with an aged man. Many people criticized her performance, but her fans enjoyed the performance because they have been influenced by pop and idol cultures. Such a move is not in accordance with societal values and norms because children should observe respect when interacting with their parents. The same criticism is leveled against Lil Wayne who fuel pop and idol culture in youths through his music and live performances.

Celebrities influence the youths through the use derogatory language that affects the way youths articulate and express their issues. Many youths cannot express themselves adequately because they have been affected by derogatory language; an aspect that is evident in the academic cycles.

In conclusion, the media remains an indispensable component in the society, but it has influence on the youths especially through celebrities. In most cases, celebrities influence youths through pop and idol culture, use of derogatory language, body image, and dressing code, and other constructs.

Works cited

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