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Sexualorientation is one of the most controversial subjects in the world today. Sexual orientation refers to the emotional, romantic, and physical attraction from one person to another. Heterosexuality, which refers to the romantic attraction between two people of opposite sex, was the only form of sexualorientation acceptable to society for a long time.

The emergence of homosexuality, sexual relationship between same sex members, was received with mixed reactions, with some groups welcoming the changes and others condemning them. Bisexuality is another prevalent form of sexual orientation, it refers to individuals that fall in-between heterosexuals and homosexuals (Pascoe, 2007). Judgment on homosexuals, bisexuals, and other members of LBQT+ are shamed and prevented from living true to themselves. Sometimes, it is extremely difficult for parents and family to understand their children's sexualorientation, and along with society reject their sexual orientation preference.

Therefore, it is critical to evaluate the key factors that affect a person's sexual orientation to shed more light on this phenomenon.

Several factors influence an individual's sexual orientation. To begin, it covers the biological aspects of the human body.

Scientific research indicates that the brain and hormonal balances have major influence on a person's sexuality. Research done on homosexuals and heterosexuals indicate varying sizes of the hypothalamus gland, which affects the amount of hormones released in the body. Consequently, there is an adoption of different sexual orientations between the two groups. Moreover,

scientific evidence also shows a variation in the number of chromosomes among individuals that display distinctions in their sexuality behavior.

Since these biological features dictate the normal functioning of the body, it means that sexual orientation is uncontrollable like other aspects of skin color and height. Additionally, various environmental factors have a direct influence on sexual orientation. To understand the effects of the internal and external forces on sexuality, it is important to understand the queer theory. According to this model, the society is heterosexually biased, most people are against gays, lesbians, bisexuals, and transsexuals in the community leading to the victimization of these groups of people (Raymond, 2013). Besides, queer theory posits that homosexuality develops as a result of different constructs in the society, and it is important to evaluate these issues instead of concentrating on the biological issues affecting sexuality. Queer theory discredits the heterosexual bias, which emphasizes that homosexuality is wrong and should be abolished, and embraces a broader outlook on sexual orientation.

Mass media has a big impact on sexual orientation especially among the youth, it is an important socialization tool. Messages released through mass media reach a huge population of people as the average American citizen spends a lot of their time watching televisions, and movies and other entertainment sites. There is a high rate of incorporation of sexually explicit materials in mass media channels including the Internet, music videos, music lyrics, video games, and television programs. The sexual content may favor either heterosexual or homosexual relationships which will most likely

influences the perception of people on preferred sexual orientation. For example, pornographic movies showing gay or lesbian sex increases the curiosity for same-sexual relationships among single and married couples. Besides, movies like *Will and Grace*, which focuses on gay couples, depicts homosexual relationships as loving and enjoyable for all the parties (Raymond, 2013). Previously, discrimination against homosexuals by indicating that such sexual behavior leads to spread of HIV/AIDS, or increases family conflict deterred people from adopting homosexuality, while the gay and lesbians lived in secret out of fear (Raymond, 2013).

Undoubtedly, mass media messages have led to the promotion and acceptance of different sexual orientations, as seen from the changing mindset about homosexual relationships and increasing same-sex couples. Role models are another crucial group of socializing agents that affect sexual orientation (McLorg & Taub, 1992). According to the social identification theory, people identify themselves with important individuals in the society, hence the decision to adopt the behavior of notable characters in the world or the media. For instance, the average American girls are slowly gravitating towards slim bodies to look like the world famous models (McLorg & Taub, 1992). Similarly, individuals that identify themselves with gay or lesbian movie characters are more open to homosexuality.

It is important to note the presence of successful corporate managers that have different sexual orientations; they also influence the sexual behavior of the admiring parties. Additionally, it is vital to recognize the impact of peer pressure on sexual orientation. Pascoe's study analysis shows that people

are highly concerned about the opinions of their colleagues, and also tend to emulate their behaviors. During sexual talks, men and women share their sexual exploits or intentions to get intimate with their partners with the aim of getting approval or recognition from their friends (Pascoe, 2007). Although some of the sexual tales are exaggerated or fiction in nature, they may affect the sexual orientation of the audience. Due to peer pressure, heterosexuality has become compulsory in most of the high schools in America, and everybody tries to fit in the club. For example, some students are beginning working out and trying new things to attract female attention, while others suffer silently when they are alienated for their strange sexual behavior (Pascoe, 2007).

In extreme cases, pressure to conform to particular sexual orientation may lead to more problems like suicide and depression. Culture is another important aspect of consideration in sexual orientation, it affects all the key areas of a person's life. Here, culture refers to the values, beliefs, norms, religion, race, and religion, and attitude of people living in close proximity. Over the years, there has been a significant change in the society's attitude towards sex (Kilbourne, 2017). Previously, sex was a sacred act between married people of the opposite sex, and it was important for people to remain pure until their weddings. However, with the rise of mass media, the society has altered its perception on sexual relations outside marriage, and it almost seems like virginity is frowned upon in some areas.

Moreover, there has been an alteration in the attitude towards homosexual relationships, the society has increasingly accepted gay and lesbian couples,

and these individuals have the same rights as heterosexuals (Raymond, 2013). At the same time, some religions have also incorporated same-sex marriages, while others remain strongly opposed against homosexuals. Therefore, people living in a community where everybody has the independence to select their sexual orientation, can opt for heterosexual or homosexual associations depending on their feelings. On the other hand, a culture against homosexuality forces the people to conform to the traditional heterosexual relations.

Lastly, the cognitive development plays an integral role on sexual orientation. At each development stage in life, people become more knowledgeable and this is reflected in their daily activities. Cognitive development leads to gender identity, where a person can determine if he is a woman or male depending on their bodily feelings, and other environmental issues affecting gender identity (Pascoe, 2007). Moreover, cognitive capacity helps people to distinguish between good and bad mass media messages or peer influence, and carefully select the aspects to integrate in one's life. For example, individuals that believe that homosexuality is evil make the conscious choice to pursue heterosexual relationships. Besides, cognition also affects the attitude and beliefs of people towards homosexuals, which in turn determines whether the sexual behavior is accepted or rejected in different societies.

Note that people with different mental capabilities view the same things differently. For example, some people will conform to the new image depicting women as sexual objects, while some women are against

such thoughts and their behavior is a true indicator of their prowess and abilities. Therefore, it is imperative to note that cognition largely affects sexual orientation decisions among people. The discussion above highlights critical information on viewpoints of sexual orientation. There has been a gradual acceptance of homosexuality in the society, as people let go of the heterosexual bias that put a limit to sexual independence many years ago (Yarber, 2010). Moreover, the advancement of sexuality research in the modern world today has led to the discovery of the role of biological factors on sexual orientation. Environmental factors are another determinant of sexual orientation, and there is a close interrelationship between these factors. Cognitive development is a very important aspect of sexual orientation, as it determines the extent to which a person allows nature and social environmental factors to influence their sexuality.

It is imperative to continue engaging in research and dialogue about sexual orientation to create a better society, and ensure every human being enjoys their own happiness.