

2018

The Influence of Media in the Digital Age on Millennials

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The Influence of Media in the Digital Age on Millennials

An Honors College Tutorial

By

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Spring, 2018

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May 3, 2018

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Abstract:

This paper will be paired with a magazine to convey the thoughts and detailed expression of the correlation to the presence of mass media and the society we have now.

The magazine serves two main purposes. The first is to contribute a visual aspect to thoughtfully convey each example and how these issues are reflected in our society. It is done by showing you real life examples while also showcasing my craft as a graphic designer and working within my major. I believe that the visual experience is absolutely necessary and will help audiences take in the information on a different level. The artwork, is supposed to act as a visual reference to show the correlation between media and our perceptions and in order to highlight all my research. The second reason I am creating a magazine, is to make a satirical comment towards my thesis topic. This paper, is all about media and technology and the influence of it in our lives, and magazines are a large part of that world and have had a lot of influence in how we perceive certain aspects of who we are. To have my magazine portray all the information that has been researched, alongside current day examples of how mass media infiltrates our minds and takes over our lives, would be ironic. Magazines are an accepted vehicle for delivering imagery, opinion, and current events which is just another reason I chose a magazine as a accompanying project to this thesis. Today the need for validation of the press has become the ultimate source of truth in our society.

This thesis will be examining the influence of mass media and the surge of technology in our society in the topics related to body image, race, gender and communication. It will not be delving into just the positive or negative effects, but the effects on society in general as well as the pressures it has had in our lives. I will specifically be focusing on how technology and mass

media has influenced individuals who are known as “iGen” or millennials. “A generation shaped by the smartphone and by the concomitant rise of social media. I call them iGen.” (Twenge). It is a generation cultivated by the smartphone.

Individuals that fall into this generation known as “millennials” are particularly interesting to look into the effects of increased media presence, because they are the generation that is constantly surrounded with updated technology. These individuals are the group of people that are regularly online, taking full advantage of these resources; it has become not just a part of their life but their life in its entirety. Everything this generation does is centered on the Internet, whereas someone from an older generation grew up in a different kind of life, so the effects aren’t nearly as drastic or as meaningful. Millennials are the ones that have grown up with the presence of mass digital media in their lives and were the ones constantly subjected to the consequences of this presence while also adapting to new and improved technologies everyday. The existence of the smartphone has completely altered how this group of individuals interacts and participates in society, because they are the ones who stay constant with the progressions in technology and getting the new “iPhone” every time it is released. “The arrival of the smartphone has radically changed every aspect of teenagers’ lives, from the nature of their social interactions to their mental health. These changes have affected young people in every corner of the nation and in every type of household. The trends appear among teens poor and rich; of every ethnic background; in cities, suburbs, and small towns. Where there are cell towers, there are teens living their lives on their smartphone.” (Twenge). This age group is subjected to a life filled with mass media and technology everyday, which results in different circumstances and different lives in comparison to older generations. There is a fundamental difference in how this generation and older generations process, analyze and understand information while they function in society. Comparing those who weren’t raised on the power of a smartphone and in the age of media constantly in your face to those who were, the contrast becomes quite clear.

Mass media and technology has influenced Millennials in a myriad of different ways but in specific this generation has been affected by manipulating their view on body image, gender, race and communication. Furthermore, I will be focusing on how this influence has specifically affected this generation of people in these specific areas of their lives and will be conveying the ways in which this influence is reflected in our own perceptions of reality. Millennials think differently because of the difference in how information is presented and obtained, it is not just a generational difference but a foundational and educational one. When you grow up with different tools, you grow in different ways. These thoughts and ideas that have been carefully researched will be communicated through current day examples that are occurring right now in front of our eyes and are the same ideas that are becoming some sort of a revolution; a digital revolution. This is an ever-expanding issue as we keep moving further and further into a digital world. It is becoming extremely relevant today considering the kind of society we have constructed in this modern era.

Through each of these categories mass media and technology has manipulated our society greatly. In reference to body image, the correlation of self esteem issues and increased exposure to unrealistic body expectations is nothing less than coincidental and becomes more important than ever before. Regarding race, the racial tendencies that media creates and technology harbors across all different platforms (the news, Hollywood, social media etc.) affects this age group so heavily, we start to associate ourselves with what we see and what we don't, so your phone becomes your biggest ally and your enemy. The differences in how we view and appreciate all genders in society can be linked to how the different genders within our culture are treated and presented in mass media. You do what you know, and all this generation knows is what they see

through their screens, so it becomes clear how important and everlasting the message and content in the world of social media is. The impact of media and technology on millennials doesn't stop there; communication also becomes a uniquely affected area in this generation's life. The correlations between increased media exposure; staying relevant and active in our ever-changing, technological world and our diminishing ability to be able to communicate and share ideas in a more intimate and personal way, start to make way into millennials lives. This generation's ability to share ideas across the world in an instant shaped the types of experiences we have, the people we are and the way that we process information. These four core ideas: body image, race, the sexes and communication, all go back to the same issue; mass media and the constant usage of technology is warping our sense of who we are and what is important in this life. The media has the ability to control the type of information that is presented to you and the type of information that is tucked away, this shapes our culture and what is relevant. You will see what is presented to you and that is the information that you hold on to until a new story, topic, or Instagram post is released. This is not to say that some of these consistencies and dominations of media conglomerates weren't prevalent before the existence of social media, technology and a smart phone, it just happens to be that these topics become more important when they are all constantly shoved down your throat and in your face. Media and the use of technology has cast a large shadow over our society and has become integral to how we as a culture and people operate daily and long-term. While this evolution of media and technology and the increasing ubiquity in our everyday lives has revolutionized what we now call "normal", we begun to expect much more from our gadgets. Our lives are inherently simpler in comparison to life without our modern technologies and the use of media outlets to spread word or warning. There are many

positive aspects to media consumption and technology but that isn't to say it also hasn't negatively impacted several elements of our personal perceptions, and has truly changed the landscape of how we think and work together.

Media influences such as: commercials, advertisements, social media, video clips, movies, magazines, billboards, the news, etc. all become prevalent in the discussion of media influence in our daily lives and how this subsequently leads to long-term effects, whether they be positive or negative. This is the very reason why this becomes so impactful. Millennials aren't being subjected to just one of these media outlets; they are being subjected to all of them, constantly, every single day. There is never a moment where this generation isn't being flooded with ideas, opinions and "newsworthy" material. We are never not online, we are never not engaging and we are never not participating in the conversation, whatever it may be. This is a generation that has become completely engulfed by the Internet. Millennials are overwhelmed with information constantly that it makes perfect sense for a disconnect to build between online life and what is actually real and in front of you. Especially when the information being projected online ranges from factual to completely inaccurate (because it is a free and open outlet where anyone can express any thought, feeling or opinion and say its the truth even if it isn't, there is no filter). If all of these messages that are released online are accepted at face value it all becomes very confusing and overwhelming. To partner the reality that not everything you see online, through social media, etc. is completely truthful, you also have to take in account that it isn't just one source feeding these minds information. It is Instagram, Twitter, Facebook, magazines, movies, ads, billboards; there is not a single place you can go to escape the influx of information. There is no way to avoid it, meaning it becomes apart of your daily life, which leads

to the impact on your daily and long term life. Media and technology has woven its web into our society and it has become so integral to our culture that even if you could escape all of the technologies and media presence, that you wouldn't want to because of that very hold it has on our lives. Social media and technology has become an addictive drug in our society, millennials feed off it and without it become lost in this world.

Millennials view on body image has become a reflection of everything portrayed in magazines, television, movies, social media, etc. Constantly young men and women scroll through Instagram and see beautiful people posting "selfies" where the photos not only have filters but are taken in the best lighting and at the best angle to portray their best selves. These are also the same millennials that are watching television shows and movies featuring actors and actresses that have makeup artists on set who are doing endless touch-ups to ensure perfection. The same exact millennials who see magazine covers in every supermarket, drugstore or corner store they walk into with beautiful models on the cover that have been photoshopped so heavily you may not recognize the person on the cover. It has become an epidemic to display only the very best or at least what is perceived as the very best body type, face, etc., an epidemic that has resulted in the feeling of inferiority. The photoshopped images mass media displays and promotes has become the yardstick from which we measure societal norms and ideals and start to judge ourselves. This becomes especially valid in this generation because this is a group of individuals that are regularly bombarded with these displays of "reality". A flood of images, whether those be of professional models or pictures of your personal friends with filters, edits or completely photoshopped, enters their lives every single day. It becomes absolutely impossible to avoid seeing anything other than "perfect" people living beautiful lives. Certain ideals become

painted and embedded in this generations mind when that becomes all they are exposed to, it is only natural to compare your raw life to someone else's picture perfect life and feel menial in comparison. "We're used to worrying about the impractical ideals that photoshopped magazine models give to our kids, but what happens when the kid next door is photoshopped, too? Even more confusing, what about when your own profile doesn't really represent the person that you feel like you are on the inside?" (Ehmke). Because of over flow of the same type of information it becomes understandable that millennials norms about body image and their own self worth become jaded, and their self esteem drops. It is understandable that confidence levels deplete when millennial look in the mirror because they aren't seeing what they look at online all day long, they aren't seeing photoshopped versions of themselves, they are seeing raw and unedited reflections. That may seem like such a simple distinction to make but it isn't and that is because of the consistency that media and technology has in these young people's lives. Unfortunately, millennials are living in a time and environment where their reality is constructed within a screen and everything outside that screen cannot live up to the same expectations. It is impossible to mirror these illusions in reality. "Numerous correlational and experimental studies have linked exposure to the thin ideal in mass media to body dissatisfaction, internalization of the thin ideal, and disordered eating among women." (Media, Body Image, and Eating Disorders). The consistency of the access to this information is what really fuels these links between body dissatisfaction and apps like Instagram.

These modern tools, such as Instagram are vital to a young person's life, it is the center of their day so it only makes sense that apps such as these, and their presence in millennials lives would make a difference. These apps cultivate particular standards that are not natural. The mere

presence of these “tools” combined with the amount of time spent engaging with these apps and online creates a scenario in which the damage becomes inconceivable. With so much daily access to these social media outlets and other mass media you aren’t left with the ability to differentiate what is real and what is only a facade. This leads to feelings of mediocrity and perceiving yourself as inadequate, which severely damages self-esteem/worth and is subject to leading to much larger issues such as eating disorders.

It is not the blatant presence of beautiful people being showcased and millennials feeling less in comparison, it is the domination of this one particular depiction of a person as the only definition of beauty, combined with the over stimulation of this one depiction flooding the world. Or at least millennials world. Representation of yourself and different interpretations of beauty ideals is absolutely critical when it comes to self-esteem and self-acceptance. It is important for young, impressionable individuals to see more and to know that there is more than one way to be confident and beautiful in this world. It is important for millennials self esteem to be able to relate to what they see daily and not to live in a fantasy in their screen. Without this ability to relate and see representations of themselves, teenagers and young adults begin to question who they are, how they identify and their own beauty. This inevitably leads to issues such as body dysmorphia, bulimia, anorexia, etc. The repetition of tall, thin, idealistic visions of beauty being advertised to society as a basic or average representation of people in the society completely neglects the majority of the population. This is specifically true in the United States where the average size is much larger compared to other countries around the world. Only appreciating this one very small portion of society forgets huge chunks of people that go unnoticed and can result in these factions of people exhibiting self-doubt or loathing. “The National Eating Disorder

Association (2006) reports that in the past 70 years national rates of incidences of all eating disorders have dramatically increased across the board. From 1988 to 1993 the number of incidences of bulimia in women between the ages of 10 and 39 has more than tripled. The cause of these staggering statistics has yet to be determined, but research has shown that body dissatisfaction and low self-esteem put women at high risk for developing eating disorders. Today in our culture, the “thin ideal” is portrayed in every avenue of the media. Magazines, television shows, movies, commercials, etc. portray attractive women as being extremely thin.” (Kovar). It is scary how influential the media can be in how our brain interprets and dissects information such as this but makes it all the more necessary to take precautions and understand to the full extent the damages that intensive media exposure offers.

A very unrealistic body expectation is created online and through media and becomes the norm of society. This representation of the human body follows you through so many different platforms that you cannot escape it. Specifically this generation, “iGen”, that lives online and in the media, a generation that starts and ends each day on their phone, a generation that receives the majority of their information (true and false) almost exclusively online. “Because what they see in the media is not a representation of them, they cannot help but think that they are not normal and are inferior to others. And of course, this isn’t true. They have this kind of mentality because of the standard created by the media. To sum it all up, print media is like a very big blanket that tries to cover the reality around us. “ (Print Media, Society, and the Youth). If society continuously makes the “hot girl” in every popular movie, the tall, skinny, blonde then as a society (specifically targeting millennials) we perceive that information to mean in order to be found beautiful and sexy, that we need to emulate the “hot girl” from the movie or on the

magazine cover. This message may not be completely forthright but it is subliminal and it does affect the minds of millennials. These subliminal messages stack up against you when you're constantly subjected to them and make all the difference.

Of course this issue goes further than celebrities that are being represented as icons of beauty, it goes much deeper. Scrolling through Instagram you see nothing but the best photos of “average” or “regular” people living their best lives. You are seeing whom millennials perceive to be “normal people” compared to celebrities through rose-colored glasses, which only further manipulates their perception of themselves. It becomes troublesome because when people post to Instagram they are only going to post the best version of themselves, they are only going to post one photo where they look absolutely perfect, even though 500 flukes were taken. This creates an illusion. Social media is an illusion; it is a distorted reality that culminates the feelings of not being good enough even further. “French philosopher Guy Debord, who wrote that, if pre-capitalism was about ‘being’, and capitalism about ‘having’, in late-capitalism what matters is only ‘appearing’—appearing rich, happy, thoughtful, cool and cosmopolitan. It’s hard to open Instagram without being struck by the accuracy of his diagnosis.”(Derakhshan). Social media is a place where it is critically important to appear as beautiful as you can while living an exciting and enriching life, even if that is completely untrue. Unfortunately, it is these appearances that further drive feelings of inferiority. “iGen” isn’t scrolling through Instagram thinking, “none of this is real”, they perceive these posts are true reflections and comparing themselves to it. Unfortunately these comparisons are completely unfair because you are looking at yourself, with all your blemishes, mistakes and inadequacies in front of you. You are comparing a very raw and slightly harsh version of yourself to a selfie of a girl that photoshopped all her zits out of the

picture and made herself appear twenty pounds thinner. But you don't see that. People want to highlight the sparkle in their days, not the sad and not the evils, which is why it is almost impossible to internalize that. This becomes extremely toxic.

This relationship alone causes issues, but paired with the astronomical amount of time millennials spend engaging in this relationship is what truly propels these insecurities, the rise of eating disorders and the decline in self-assurance. "58% of American adults own smartphones. Pair that with the fact that digital culture permeates almost every aspect of our lives, and we can already assume the average person spends a lot of time with gadgets. According to a new cross-platform report from Nielsen, our suspicions are confirmed: The average American adult spends 11 hours per day with electronic media." (Petronzio). This issue isn't so arbitrary, it is much more than people feeling badly about themselves, it is much more than feeling insecure about not fitting into your favorite pair of skinny jeans, it is an issue that is rising daily. "The current modern rendition of the "ideal body type" is a figment of a photo-shop-savvy imagination: they don't exist in reality at all. And yet, Eating Disorders seem to be on the rise. The collective projections and misconceptions of ideal body image, combined with a person's own challenges with self-esteem and self-identity, can push some to drastically alter their appearance or feel compelled to punish their bodies for falling short of the current definition of physical perfection." (The Institute for the Psychology of Eating). This is a circumstance that leads to eating disorders, which is extremely dangerous, especially with such a young demographic. "Nine out of ten women dislike their body. 95% of those who have Eating Disorders are between the ages of twelve and twenty-five." (The Institute for the Psychology of Eating). This should be concerning and connections should be made. There is absolutely no

reason for such young people to feel at such a loss and to feel so insecure at the expense of social media. Millennials and women in particular are not arriving at these conclusions on their own, no these are issues that are perpetuated through the constant subjection of certain ideals through social media, magazines, commercials, etc. and they stick because of the importance and permanence these gadgets/ tools have in a millennials life.

You cannot argue that mass media and technology doesn't influence our attitudes, state of mind and, or beliefs. Media is an active force in our lives. We wake up in the face of media and go to sleep with it in our hands, we never go a day without some sort of interaction with our technologies and social media. With this kind of exposure, it is inevitable that it will influence your behavior in one way or another. In the mass media today, across multiple platforms, women in particular (but not to exclude men) are discriminated against and seen in a very narrow light. For the most part women, when they are portrayed, seem to be done so in very specific categories, such as, beautiful and uneducated, as a damsel in distress, a masculine lesbian or frankly, over sexualized by exploiting their bodies, to name a few. Women's presence in media is so concerning because when women do get a spot they are seen in very specific, narrow-minded ways and otherwise they don't even get a spot. Many times women may not even get the chance to be represented which can be just as damaging. "The image and representation of women and girls in the media has long been a subject of concern. Research shows that there are many fewer females than males in almost all forms of mainstream media and those who do appear are often portrayed in very stereotypical ways." (Gender Issues In The Media). These are all common themes that find their way into current day media and Hollywood and in turn become a reflection in our society.

Women are often portrayed as beautiful homemakers that support their husband's victories while they tend to the home and make sure their husband is happy. They are portrayed as beautiful and put together and are in charge of all the "womanly" tasks. This becomes increasingly important because these attributes are being reflected in the movies millennials watch, the shows you see on Netflix, music videos, etc. You are constantly seeing this relationship between a man and a woman and so it becomes the norm. It isn't something you would second guess or maybe even think about, it can be so subtle. These subtle but overwhelming jabs shape the minds of those most active on the Internet and engaged with social media, which happen to be the millennials. In 2018 you would think that a strong female presence in different media outlets wouldn't be too much to ask for, but still it is something that women struggle with and millennials are at the edge of that.

A prime example of a woman not being represented as herself is in the recent movie "Wonder Woman" from 2017. A movie that is supposed to be about female empowerment and saving the world somehow manages to create a storyline about some man and instead of making an action packed storyline, a love interest was created. While the movie does feature a strong female lead, Gal Gadot (Wonder Woman), she is also partnered with a strong male lead to accompany her because she can't handle the daunting task on her own. The story changes from a strong independent woman saving the world, to a woman that not only needs the help of a man but also a woman that can't help but fall in love. This is not only an overused perspective but it also shapes the minds of this generation. They will be the ones watching this movie, the ones relating to Gal Gadot's character, Wonder Woman. And they will be the ones subliminally understanding that in order to be a strong female, you need a strong male by your side. This is

not uncommon in the entertainment industry, Hollywood consistently forges the same types of women in TV shows and movies and creates this idea that to be a strong woman you need a strong man. Because without this you aren't fulfilling your womanly expectations. It is completely disturbing and effects how we view our women in society. It effects how young millennial women mature into adulthood and take risks in their lives.

Another example of women empowerment being overshadowed is in the television series, "Gilmore Girls" from 2000-2016. A series about a single mother (Lorelai) that rises to the task at the young age of 16 and builds a beautiful life all by herself from nothing. Lorelai and her daughter (Rory) are nothing but capable, they overcome every struggle and exceed every challenge in their lives. This all being true, the one aspect of their lives that they both (mother and daughter) continuously search for and pine for, is a man. A man is what would complete their otherwise perfect lives, a man is what would make all their success worthwhile. This is just another example in which, what is supposed to be a strong female character lead is taken over by the need to create this "relationship factor". This becomes problematic because it paints the picture that in order to have a life worth living you need more than a successful business, a thriving daughter and a perfect life. To make your life truly perfect you need a man to fulfill your life and to be truly happy. This is the message that is being sent out into the world. This is the message that millennials see time and time again, this is the information they are soaking up and translating into their own lives.

Although these are just two examples, there is an endless line of different movies and television shows that showcase the same issues. There are very few films and shows in Hollywood that present strong female leads just for themselves, roles that showcase women

empowerment and strength. And the few strong female leads there are in Hollywood and in the media are either mocked or are taken over by belittling characteristics that put the woman into very specific categories. What kind of message does this send to this generation? Hollywood presenting women in these demeaning lights only creates the idea that women need men in order for their lives to be fulfilled or to save them. There is nothing against a strong male lead, it just so happens that, that position is much easier to come by. A strong female lead that isn't taken over by a male's presence is much more rare. These are the sort of ideals that rub off on society and particularly the ones that are paying attention, which happen to be the millennials. Millennials are constantly being shown women in the same ways and that has an effect on how society treats and views women outside of a television screen, or off a billboard. "Constantly polarized gender messages in media have fundamentally anti-social effects. In everything from advertising, television programming, newspaper and magazines, to comic books, popular music, film and video games, women and girls are more likely to be shown: in the home, performing domestic chores such as laundry or cooking; as sex objects who exist primarily to service men; as victims who can't protect themselves and are the natural recipients of beatings, harassment, sexual assault and murder." (Gender Issues In The Media). It is not enough to just know that the media doesn't present women in the best light, something needs to be done, these attitudes and beliefs rub off and carry out into the real world. It becomes the reason why so many young girls don't want to walk home alone at night. Or the reason why cat calling on the street has become so acceptable. The portrayal of women in the media directly translates into reality and millennials are living through that.

Outside of movies and the entertainment industry, women still have great difficulty being taken seriously and receiving the same types of opportunities of men. Women are scrutinized far more than men and this is in direct relationship to how they are consistently portrayed. “When Sen. Clinton forgot to leave her breasts at home before giving a Senate speech, The Washington Post ran a 746-word article on the political significance of “Hillary’s cleavage.” The New York Times condemned Clinton’s “cackle,” pundits questioned whether an “emotional” “weepy” woman was fit to lead after she got choked up on the campaign trail, numerous commentators branded her a “bitch,” and MSNBC’s Chris Matthews said he “hates” the NY politician, branding her an “uppity,” “witchy,” “scolding,” “anti-male,” “she-devil” who can “grate on some men” like “fingernails on a blackboard.” (When Anchormen Attack!: Gender, Race and the Media in Election 2008). Hillary Clinton, a woman that is highly regarded and esteemed should not be facing these types of critiques. Instead of focusing on her political agenda, her message or her beliefs, people like to focus on her body, the way she carries herself and how emotional she may or may not be. It is absolutely ridiculous, she is being scrutinized for things people don’t even see when they look at a man, not because these characteristics aren’t there but because our society values men more than we do women. These remarks are consistent between reality and entertainment, the way women are viewed in entertainment (television, movies, music videos, etc.) to the way women are actually treated within society is a direct link to one another. Another example of this behavior toward women is in 2008 presidential election is Sarah Palin. She was viewed as a human punching bag and was asked about everything other than her politics. She wasn’t taken seriously and became the punch line to so many jokes. “Meanwhile, within days of Sarah Palin's selection as John McCain's running mate, Yahoo News encouraged readers to click

over to a Wall Street Journal Magazine article all about "Her workout, eating habits" and hundreds of news outlets weighed in on her hair, her body and her "naughty librarian" demeanor... for which CNBC's Donny Deutsch decreed Palin the ideal way to "sell a woman in power," because "I want her laying next to me in bed." (When Anchormen Attack!: Gender, Race and the Media in Election 2008). When do men ever face these types of questions when running for office? The answer is never, this is an issue completely unique to women. These political comments on the women running for office, very clearly shows how the media attacks and portrays women. Never will you see a male politician being judged in such a childish and juvenile manner. Never will you see a male politician be judged using such derogatory terms. Never will a male politician be asked where he bought his suit, or how often he works out, or his diet plan. Yet these are all obstacles that women face. Women aren't taken seriously, women aren't viewed as serious people in this world that are far more capable than cooking dinner and looking pretty. A large portion of this issue can be attributed to media influence. When women in the entertainment industry are reflected as beautiful and sexy and also a homemaker and smart you automatically associate that with reality. It is no longer enough to just be competent in your field as a woman, you also have to be beautiful and kind and even tempered. If the media were to represent women equally in the entertainment industry or the advertising industry or focused on real issues in the news instead of asking women trivial questions, then maybe women would be taken more seriously. And then maybe millennials would have more strong, positive female role models to look up to and strive to be. This is an issue that goes so far back but is only propelled by the influence that technology and social media has brought to the table. Of course women faced inequality long before media was even involved but it's the support of media influence that

has carried on these outdated opinions of women and continue to project these unrealistic expectations into the world. The media fuels this inequality. “Her passion was misinterpreted as “yelling,” while her serious demeanor was equated with strictness or anger. Although it is known for men to express this kind of anger, these male commentators expect Clinton to express her passion with a softer tone of voice, a common outlook that conflicts with women’s own expectations in society today. This reveals how men in politics often are misguided in understanding sexism, leading their ignorance and own gender stereotype to emerge in the media or social networking sites.” (Frazer). This points back to women’s issues, because even at this professional level, running for president women are still facing these ridiculous expectations and critiques. A woman is still the center of some conversations and how they behave is observed like a hawk. This is scary because this group of millennial women sees a powerful woman standing up for what she believes in and being ridiculed by everything other than her rhetoric. She is being judged for her outfits, her tone of voice and her makeup. She isn’t being judged for what she has to say or her opinions. This will come to affect this generation of women because not only are they at an impressionable age, they are also at the age where you will be making big moves in your life, really growing up and trying to figure out who they are. They are doing this while also trying to look perfect, be humble and kind but also passionate because they see that this is what their future holds; a series of critiques about how you as a woman carry yourself instead of the integrity and knowledge you have to offer. But how can you try to figure out who you are if the world is constantly ridiculing you for every move you make? This becomes something that this generation has to learn to figure out because unfortunately it is the climate we live in today.

Being that it is the younger generation that stays up to date in the world of media and technology, they will be the ones most affected by these stereotypes. Young millennial women don't have many strong women to look up to because so many of the strong women out there become trivialized or made into a joke. This doesn't send a very good message to these girls, in more ways than one. It can affect their own outlook and change the course of their own lives, without support and guidance and strong females to look up to, where do you find the motivation to do what you want to do in your life? These girls will make life choices based on how media has influenced their opinions over years and years of stereotyping and misrepresentation.

While this issue primarily affects women, their roles and how they are viewed in society, it doesn't mean that men aren't also portrayed in specific, narrow ways in the media. And for the men when you don't align with those qualities seen fit for males then you aren't seen as a "real" man. Both men and women are subject to being put into specific gender roles. Of course women deal with the inequality between genders more often but men also experience this stereotypical notion of who they should be. "Men and boys are also stereotyped by the media. From GI Joe to Rambo, masculinity is often associated with machismo, independence, competition, emotional detachment, aggression and violence. Despite the fact that men have considerably more economic and political power in society than women, these trends - although different from those which affect women and girls - are very damaging to boys." (Gender Issues In The Media). Men are often portrayed only as "real men" if they are seen as strong, independent, tough guys. They need to be in control and can't be seen as weak or emotional. The media portrays men like this in movies and other entertainment outlets and this influences young boys that look up to these strong male leads. This projects the idea into the world that you are not a real man if you do not

hold these qualities. Young men growing up see these attributes, reflect upon themselves and mimic this type of behavior. It is extremely toxic and fuels this unequal relationship between men and women. Boys from this generation will become emotionally unattached because they see this behavior reflected in the media. This is harmful to their own emotional education and IQ but also every relationship they will have in the future. Millennial males should be allowed to cry and feel weak without having to feel as though their manhood is being stripped away from them.

These two clear cut portrayals of women and men put the two genders into boxes and make those who do not fit inside the box feel inadequate and as though they need to act, be and exist a certain way. These narrow views of genders is very damaging to the young people, millennials, who are not only very susceptible to media influence but who are also the ones constantly in the middle of these perceptions because they are the ones constantly on their phones and active in the media. It also only perpetuates these rigid ideals further into society because these men and women will grow with these notions and then one day also spread the same ideas. Women should be able to feel strong, in control and smart without being labeled as otherwise, and men should be able to feel weak, unstable and emotional without feeling like a baby. There are just huge gaps of people that aren't accounted for in your daily media intake and that makes them less valid in today's world. That is why it is so important.

Gender extends a lot further than your typical genders of male and female. It refers to those who are transgender, Agender that is to feel as though you don't fit into any category, and any combination of masculinity and femininity. Meaning that this issue expands to all binary (Gender identity strictly separated into masculine or feminine) and non-binary genders (All gender identities that do not exclusively relate to the masculine or the feminine). These people

that associate as transgender, agender, genderqueer, etc. have almost no representation in the media and it is very problematic for this group of individuals. Especially among millennials. Not being represented sends the message that they don't matter while also keeping the public uneducated about the diversity of people and genders in the world making the public less likely to accept anyone outside of the traditional binary genders. Young people need to feel safe and accepted in this society and without representation that becomes impossible. While we, millennials are the generation that is most open to accepting people across the board there are still major obstacles that need to be crossed and huge sections of people that need a space to be accepted. In this case, misrepresentation can be just as harmful as no representation at all.

Today race is such a hot topic, not that it hasn't always been a subject of interest but with the increased media exposure and the very excited and passionate group of millennials fighting for change and equality, this topic gets brought to the forefront. It is so much easier to see all the wrong in the world when it is thrown around all over the media and all you have to do is open your phone, it becomes basic knowledge. When anyone and everyone can open their phone and read on twitter about Stephon Clark, the African American boy in Sacramento that was shot at by Police officers twenty times in his own backyard while holding his cell phone. He was pronounced dead before they could even leave the house. To add insult to injury, the two officers responsible for this pathetic display of police work were then put on paid leave, they weren't arrested, they weren't punished for killing a harmless man of color, they were placed on paid leave to investigate the situation. (Levenson). This case got a lot of attention in the media especially from our generation. Because of the technologies and the tools available to us we as a generation were able to stir up a lot of commotion and really bring this issue into the light.

Constantly retweeting, checking news updates on your phone and plentiful other means of gaining this information leaves you with the ability to stay informed and in a constant conversation with anyone else that cares about the subject. These incidents is one of many tragedies that draw the attention of many to the fact that people of color and in specific, black people, have to be more careful on the street. As revolutionary as this is it can be to be in an ongoing and live conversation it also be quite troubling and counter intuitive. Everything becomes live in a moment, people are automatically take positions and before you know it the conversation ends and hate begins. So instead of building, learning and working together, our generation is fighting and pushing our issues further into craziness.

The media discriminates against people of color in every aspect you can imagine and in the end it all links together which creates even worse stereotypes. The media chooses to showcase people of color in very stereotypical and demeaning ways in the entertainment world while also making minorities the headlines in news stories, which ultimately helps to shape our opinions and formulate stigmas against people from different ethnicities. “ The entertainment media have displayed a fascination with Latino gangs, while the news media nationwide have given them extensive coverage. In contrast, the entertainment media have offered a comparatively narrow range of other Latino characters, while the news media have provided relatively sparse coverage of other Hispanic topics, except for such “problem” issues as immigration and language. The result has been a Latino public image — better yet, a stereotype — in which gangs figure prominently.” (Cort). If the news is covering Latino gangs, and problems within the Latino community, the entertainment media is capturing one stereotypical version of a Latino gang member and all you read on social media is how Trump wants to build a

wall on Mexico's border, you are going to have a skewed opinion. Your understanding of this community will be lacking and misunderstood because there are huge gaping holes of information missing. With lack of representation or over representation of stereotypes of a race or culture in the media (news and entertainment), our own views and perceptions will be molded to what we see and hear instead of what is true. This becomes especially troublesome in my generation because all we see is what is on our phone and what is in the world of entertainment so how are we supposed to know better? How are millennials of particular ethnic groups supposed to self-actualize when all they see is one version of themselves?

Those separate instances of media infiltrating your life will come together and alter your judgement. Media is so significant in our lives and has the ability to control our experience. Whether it is intentional or not it is prevalent in our society and something that needs to be rectified. This becomes particularly true with this generation because they are the ones seeing the constant news updates along side the hot new song that just came out or the brand new movie. They are the ones subjected to this double portrayal of the same groups and races across different platforms. Because it is the millennials that are much more subject to these issues they are the ones most affected by the detrimental results. "Children of color, black children specifically, often grow up believing they are ugly, undesirable, and unintelligent because they do not see their skin color represented in the TV shows and movies they watch. They see white children as the standard and themselves as misfits or outsiders. (This also extends to books, magazines, cartoons, etc.). This leads to drops in self-esteem ranging from mild to severe, as well as general feelings of inferiority." (DeMarte). With one-sided representation or no representation at all it becomes understandable why these younger people of color with formidable minds may find

themselves to be less worthy than a white person. While of course this isn't true, but the way the media presents itself it becomes a result. The reason this is such problem is because if you only have one group of people, for example: white males, creating the virtual reality of other ethnic groups and genders there will be no resemblance to actual reality and these feeling of inferiority will emerge. We will see only one side of who the world is made of instead of a spectrum of who people are. Having only a one sided view of reality influences our perceptions and our reality greatly. Having only one perspective causes this over generated influence. The news, magazines, television, movies, etc. all show you a single culture in one perspective and you believe it as reality because that is all you see. If constantly in movies and in the entertainment industry you see black actors playing the gangster roll and simultaneously in the news you constantly hear about young black men getting killed and beaten up and in the center of trouble, then those experiences will be linked. And as a result your perceptions will be skewed.

This is a serious issue in our culture. How can a group of people that live within a society not be represented properly in the media? It doesn't make sense why this would ever happen to begin with but it does make sense why people begin to feel insignificant due to these representations. "The Academy is dominated by white males. 77% male, 94% white, to be exact. How is it acceptable to have such demographically uniform individuals represent a diverse population?" (DeMarte). "The Oscar nominees for the 87th Academy Awards were announced in January, only to reveal the prevalent racism that still exists in Hollywood (and everywhere else, basically). The nominees in each acting category are white — every last one of them. The obvious racism was pointed out immediately by the media." (DeMarte). The fact that such a large and well known award show in 2015 could still so obviously under-represent entire groups

of people and only really, fully recognize the white actors, actresses and producers is a problem. Without representation, these people of color go unnoticed and are seen as unworthy. And our generation actively engages with these award shows and finds interest in these events so they will be most interested and concerned that these statistics are true and face the wrath of these outcomes. We are the generation that will be the ones most detrimentally affected because we are the ones who care. This speaks volumes about where we are socially as a country and where we need to go. And if mass media were to use their power in society to start this movement of equality it would take off because not only do you have a platform to create this movement you and to express these thoughts openly you also have a group of people (millennials) that care so deeply.

Young people, millennials, are active and updated on these issues everyday, they are the ones that see the new movies first, the ones that spend their time on Twitter and are the ones that suffer the most consequences. This generation is affected by these inequalities everyday, especially millennials of color. Everyday having to watch people who are associated with your skin color, ethnicity or culture and to see them victimized in the media becomes harmful to their own self-image. They may start to doubt themselves and feel badly about the people they are and their place in this world. Every single time millennials of color go to log on to their phone and go on to Twitter or Facebook there is a new story to read. It is repressing. But it has luckily it has also sparked a conversation and a movement within this community of millennials.

With the use of media this generation has chanted, screamed and fought for change. They see this issue monopolizing people's opinions and are sick of it, they see the police brutality that is occurring and they are sick of it. Social media has sparked negative views of these groups but

it has also given millennials a voice. A chance to band together and force the world to see these injustices. For example, Black Lives Matter, a group of mostly young people that have gathered together to demand change in the system, a group that needed to come together, a group that was formed because of the injustices that media perpetuates and also a group that stays alive because of their media presence. It is truly a double edge sword finding the equilibrium between the positive and negative effects the media has in spreading messages and creating content. Black Lives Matter is a positive presence, but all too often online conversations become misinformed and subjective, and you will find millennials at the center of all these conversations.

With the growing prevalence of technology in our society, media influence becomes even more important and even more subjective to everything around it. Anything you could want or need has become available in an instant, the world is at your fingertips, which can be extremely powerful while, also extremely dangerous. This becomes especially true because technology and daily media intake is still so new to our society, we are learning the good and the bad as we go, so the consequences aren't yet fully formed. As of now it is clear that media has influenced our opinions in ways of how we view ourselves and how we view other people, but media has also influenced our ability to communicate with one another, both positively and negatively. The power of an in person conversation is lost at the mercy of a smartphone. It no longer becomes necessary when you can say exactly what you need to in a text message. This can be damaging to conversation skills and social cues but also extremely useful to cultivate relationships around the world.

Millennials being the most active in the media world and engaged in their smartphones, they are subsequently the most affected by the power of media influence. They are the generation

that is building relationships that exist only within your phone, they are the ones spreading the word through social media that reaches every corner. “Internet friends” become just as real as friends sitting in your same classroom because the boundaries of communication have fallen. While this all seems so positive and enriching to the human experience, it also becomes problematic when actual, physical, in your face, conversation skills start degrading. Millennials have become so focused on their smartphones and what is happening on a myriad of social media platforms that the art of conversation becomes lost. And even though they are building these online relationships, their physical relationships begin to suffer. “There’s no question kids are missing out on very critical social skills. In a way, texting and online communicating—it’s not like it creates a nonverbal learning disability, but it puts everybody in a nonverbal disabled context, where body language, facial expression, and even the smallest kinds of vocal reactions are rendered invisible.”(Ehmke).

More often than not you see a group of young friends in this generation out to dinner to enjoy each other's company, but what you really see is four friends sitting at a table in restaurant completely taken over by what is happening inside their phone. They are maintaining their texting conversations, staying up to date on the latest Instagram post and using every Snapchat filter they can. It no longer is about what is right in front of you or about strengthening your relationships in front of you, it is about having company while you delve into the world of your smartphone. The technology and media takeover has had crippling effects on the interactions between millennials and adults, in a professional setting, in a romantic and platonic relationship and within themselves. No longer are millennials able to express themselves because they don't have the emotional IQ to do so. Being so involved in your phone life and social media that you

become disconnected with the outside, surrounding world is a real consequence of this generation.

Apart from the fact that the quality of personal relationships is decreasing in the light of the smartphone and social media overload, there are also other consequences to such a powerful tool. “While social networking undoubtedly plays a vital role in broadening social connections and learning technical skills, its risks cannot be overlooked. The lack of self-regulation and susceptibility to peer pressure makes adolescents vulnerable to such evils as Facebook depression, sexting, and cyberbullying, which are realistic threats. Other problems such as social network-induced obesity, Internet addiction and sleep deprivation are issues that continue to be under intense scrutiny for the contradictory results that have been obtained in various studies.” (Ramasubbu). When you are a click away from anything it becomes so much easier to do. You no longer have to face the same truths that you would have to in person, meaning you won’t learn the same lessons. With this also comes the fact that what is posted online is on the Internet forever, it never goes away, which is difficult to really understand as a young person. You can’t understand that logic because it doesn’t seem so permanent but it is, it isn’t like making a slip up in person, that fades away. The wrong post on social media, or the wrong text, that stays with you forever.

In today’s world, social media, the smartphone and the ever progressing technologies are vital and aren’t going anywhere, if anything they are just becoming more ingrained in the fabric of our society and becoming a larger part of our everyday lives. Positive or negative they are here to stay and the benefits and consequences of such resources are going to keep populating. It is important to stay aware and knowledgeable of the effects of such a powerful tool in order to

stay ahead of it. The influences on the millennials are astronomical, they are constantly in the midst of all the media so they ream the consequences more than anyone else. Millennials are the ones who are suffering with body image issues because of the type of content that is released daily by their own peers alongside “picture perfect” models as they scroll through their timeline. Millennials are the ones that are fighting for racial injustices because they are the ones online every single day watching the world fight against them. This generation is the generation that is being affected by the gender issues and the lack of strong women leads. And they are the ones that have terrible communication skills because they spend their day’s texting and tweeting so they never form any real social skills. The presence of social media is forever influencing this generation because they are the ones living in the middle of it.



**GENERATION
INTERACTIVE**

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This paper will be paired with a magazine to convey the thoughts and detailed expression of the correlation to the presence of mass media and the society we have now. The magazine serves two main purposes. The first is to contribute a visual aspect to thoughtfully convey each example and how these issues are reflected in our society. It is done by showing you real life examples while also showcasing my craft as a graphic designer and working within my major. I believe that the visual experience is absolutely necessary and will help audiences take in the information on a different level. The artwork, is supposed to act as a visual reference to show the correlation between media and our perceptions and in order to highlight all my research. The second reason I am creating a magazine, is to make a satirical comment towards my thesis topic. This paper, is all about media and technology and the influence of it in our lives, and magazines are a large part of that world and have had a lot of influence in how we perceive certain aspects of who we are. To have my magazine por-

tray all the information that has been researched, alongside current day examples of how mass media infiltrates our minds and takes over our lives, would be ironic. Magazines are an accepted vehicle for delivering imagery, opinion, and current events which is just another reason I chose a magazine as a accompanying project to this thesis. Today the need for validation of the press has become the ultimate source of truth in our society. This thesis will be examining the influence of mass media and the surge of technology in our society in the topics related to body image, race, gender and communication. It will not be delving into just the positive or negative effects, but the effects on society in general as well as the pressures it has had in our lives. I will specifically be focusing on how technology and mass media has influenced individuals who are known as "iGen" or millennials. "A generation shaped by the smartphone and by the concomitant rise of social media. I call them iGen." (Twenge). It is a generation cultivated by the smartphone.

BODY IMAGE

AND OUR DISTORTED SENSE OF REALITY

Millennials view on body image has become a reflection of everything portrayed in magazines, television, movies, social media, etc. Constantly young men and women scroll through Instagram and see beautiful people posting “selfies” where the photos not only have filters but are taken in the best lighting and at the best angle to portray their best selves. These are also the same millennials that are watching television shows and movies featuring actors and actresses that have makeup artists on set who are doing endless touch-ups to ensure perfection. The same exact millennials who see magazine covers in every supermarket, drugstore or corner store they walk into with beautiful models on the cover that have been photoshopped so heavily you may not recognize the person on the cover. It has become an epidemic to display only the very best or at least what is perceived as the very best body type, face, etc, an epidemic that has resulted in the feeling of inferiority. The photoshopped images mass media displays and promotes has become the yardstick from which we measure societal norms and ideals and start to judge ourselves. This becomes especially valid in this generation because this is a group of individuals that are regularly bombarded with these displays of “reality”. A flood of images, whether those be of professional models or pictures of your personal friends with filters, edits or completely photoshop, enters their lives every single day. It becomes absolutely impossible to avoid seeing anything other than “perfect” people living beautiful lives. Certain ideals become painted and embedded in this generations mind when that becomes all they are exposed to, it is only natural to compare your raw life to someone else’s picture perfect life and feel menial in comparison. “We’re used to worrying about the impractical ideals that photoshopped magazine models give to our kids, but what happens when the kid next door is photoshopped, too? Even more confusing, what about when your own profile doesn’t really represent the person that you feel like you are on the inside?” (Ehmke). Because of over flow of the same type of information it becomes understandable that millennials norms about body image and their own self worth become jaded, and their self esteem drops. It is understandable that confidence levels deplete when millennials look in the mirror because they aren’t seeing what they look at online all day long, they aren’t seeing photoshopped versions of themselves, they are seeing raw and unedited reflections. That may seem like such a simple distinction to make but it isn’t and that is because

of the consistency that media and technology has in these young people’s lives. Unfortunately, millennials are living in a time and environment where their reality is constructed within a screen and everything outside that screen cannot live up to the same expectations. It is impossible to mirror these illusions in reality. “Numerous correlational and experimental studies have linked exposure to the thin ideal in mass media to body dissatisfaction, internalization of the thin ideal, and disordered eating among women.” (Media, Body Image, and Eating Disorders). The consistency of the access to this information is what really fuels these links between body dissatisfaction and apps like Instagram. These modern tools, such as Instagram are vital to a young person’s life, it is the center of their day so it only makes sense that apps such as these, and their presence in millennials lives would make a difference. These apps cultivate particular standards that are not natural. The mere presence of these “tools” combined with the amount of time spent engaging with these apps and online creates a scenario in which the damage becomes inconceivable. With so much daily access to these social media outlets and other mass media, you aren’t left with the ability to differentiate what is real and what is only a facade. This leads to feelings of mediocracy and perceiving yourself as inadequate, which severely damages self-esteem/worth and is subject to leading to much larger issues such as eating disorders. It is not the blatant presence of beautiful people being showcased and millennials feeling less in comparison, it is the domination of this one particular depiction of a person as the only definition of beauty, combined with the over stimulation of this one depiction flooding the world. Or at least millennials world. Representation of yourself and different interpretations of beauty ideals is absolutely critical when it comes to self-esteem and self acceptance. It is important for young, impressionable individuals to see more and to know that there is more than one way to be confident and beautiful in this world. It is important for millennials self esteem to be able to relate to what they see daily and not to live in a fantasy in their screen. Without this ability to relate and see representations of themselves, teenagers and young adults begin to question who they are, how they identify and their own beauty. This inevitably leads to issues such as body dysmorphia, bulimia, anorexia, etc. The repetition of tall, thin, idealistic visions of beauty being advertised to society as a basic or average representation of people in the society completely neglects the majority of the



This advertisement for Victoria’s Secret becomes a perfect example of why so many women feel inferior and insecure about their body type, shape and image. Social media, campaigns and simple ads like this claiming this to be “The Perfect Body” while only showcasing super thin, tall, beautiful, photoshopped models sends the wrong message. A message that can be interpreted as “if you don’t have this body then your body is far from perfect.” This ad is one of many that exist, especially in the world of Instagram.

95%
OF THOSE WHO HAVE
EATING DISORDERS
ARE BETWEEN THE
AGES OF 12 & 25

9/10
WOMEN
DISLIKE
THEIR BODY

AT LEAST
8 MILLION
AMERICANS ARE
AFFECTED WITH AN
EATING DISORDER

80% OF WOMEN SAY THAT IMAGES OF WOMEN ON TELEVISION AND IN MOVIES, FASHION MAGAZINE AND IN ADVERTISEMENTS MAKES THEM FEEL INSECURE



population. This is specifically true in the United States where the average size is much larger compared to other countries around the world. Only appreciating this one very small portion of society forgets huge chunks of people that go unnoticed and can result in these factions of people exhibiting self doubt or loathing. “The National Eating Disorder Association (2006) reports that in the past 70 years national rates of incidences of all eating disorders have dramatically increased across the board. From 1988 to 1993 the number of incidences of bulimia in women between the ages of 10 and 39 has more than tripled. The cause of these staggering statistics has yet to be determined, but research has shown that body dissatisfaction and low self-esteem put women at high risk for developing eating disorders. Today in our culture, the “thin ideal” is portrayed in every avenue of the media. Magazines, television shows, movies, commercials, etc. portray attractive women as being extremely thin.” (Kovar). It is scary how influential the media can be in how our brain interprets and dissects information such as this but makes it all the more necessary to take precautions and understand to the full extent the damages that intensive media exposure offers.

A very unrealistic body expectation is created online and through media and becomes the norm of society. This representation of the human body follows you through so many different platforms that you cannot escape it. Specifically this generation, “iGen”, that lives online and in the media, a generation that starts and ends each day on their phone, a generation that receives the majority of their information (true and false) almost exclusively online. “Be-

cause what they see in the media is not a representation of them, they cannot help but think that they are not normal and are inferior to others. And of course, this isn't true. They have this kind of mentality because of the standard created by the media. To sum it all up, print media is like a very big blanket that tries to cover the reality around us. “(Print Media, Society, and the Youth). If society continuously makes the “hot girl” in every popular movie, the tall, skinny, blonde then as a society (specifically targeting millennials) we perceive that information to mean in order to be found beautiful and sexy, that we need to emulate the “hot girl” from the movie or on the magazine cover. This message may not be completely forthright but it is subliminal and it does affect the minds of millennials. These subliminal messages stack up against you when you're constantly subjected to them and makes all the difference.

Of course this issue goes further than celebrities that are being represented as icons of beauty, it goes deeper. Scrolling through instagram you see nothing but the best photos of “average” or “regular” people living their best lives. You are seeing who millennials perceive to be “normal people” compared to celebrities through rose colored glasses which only further manipulates their perception of themselves. It becomes troublesome because when people post to instagram they are only going to post the best version of themselves, they are only going to post one photo where they look absolutely perfect, even though 500 flukes were taken. This creates an illusion. Social media is an illusion, it is a distorted reality that culminates the feelings of not being good enough even further. “French philosopher Guy Debord,

THE AVERAGE AMERICAN WOMAN IS 5'4" TALL & WEIGHS 140 LBS THE AVERAGE AMERICAN MODELS IS 5'11" AND WEIGHS 117 LBS. MOST FASHION MODELS ARE THINNER THAN 98% OF AMERICAN WOMEN.



who wrote that, if pre-capitalism was about ‘being’, and capitalism about ‘having’, in late-capitalism what matters is only ‘appearing’—appearing rich, happy, thoughtful, cool and cosmopolitan. It's hard to open Instagram without being struck by the accuracy of his diagnosis.”(Derakhshan). Social media is a place where it is critically important to appear as beautiful as you can while living an exciting and enriching life, even if that is completely untrue. Unfortunately, it is these appearances that further drive feelings of inferiority. “iGen” isn't scrolling through instagram thinking, “none of this is real”, they are perceiving these posts are true reflections and comparing themselves to it. Unfortunately these comparisons are completely unfair because you are looking at yourself, with all your blemishes, mistakes and inadequacies in front of you. You are comparing a very raw and slightly harsh version of yourself to a selfie of a girl that photoshopped all her zits out of the picture and made herself appear twenty pounds thinner. But you don't see that. People want to highlight the sparkle in their days, not the sad and not the evils which is why it is almost impossible to internalize that. This becomes extremely toxic. This relationship alone causes issues, but paired with the astronomical amount of time millennials spend engaging in this relationship is what truly propels these insecurities, the rise of eating disorders and the decline in self assurance. “58% of American adults own smartphones. Pair that with the fact that digital culture permeates almost every aspect of our lives, and we can already assume the average person spends a lot of time with gadgets. According to a new cross-platform report from Nielsen, our suspicions are con-

firmed: The average American adult spends 11 hours per day with electronic media.” (Petronzio). This issue isn't so arbitrary, it is much more than people feeling badly about themselves, it is much more than feeling insecure about not fitting into your favorite pair of skinny jeans, it is an issue that is rising daily. “The current modern rendition of the “ideal body type” is a figment of a photo-shop-savvy imagination: they don't exist in reality at all. And yet, Eating Disorders seem to be on the rise. The collective projections and misconceptions of ideal body image, combined with a person's own challenges with self-esteem and self-identity, can push some to drastically alter their appearance or feel compelled to punish their bodies for falling short of the current definition of physical perfection.” (The Institute for the Psychology of Eating). This is a circumstance that leads to eating disorders, which is extremely dangerous, especially with such a young demographic. “Nine out of ten women dislike their body. 95% of those who have Eating Disorders are between the ages of twelve and twenty-five.” (The Institute for the Psychology of Eating). This should be concerning and connections should be made. There is absolutely no reason for such young people to feel at such a loss and to feel so insecure at the expense of social media. Millennials and women in particular are not arriving at these conclusions on their own, no these are issues that are perpetuated through the constant subjection of certain ideals through social media, magazines, commercials, etc. and they stick because of the importance and permanence these gadgets/tools have in a millennials life.

H&M

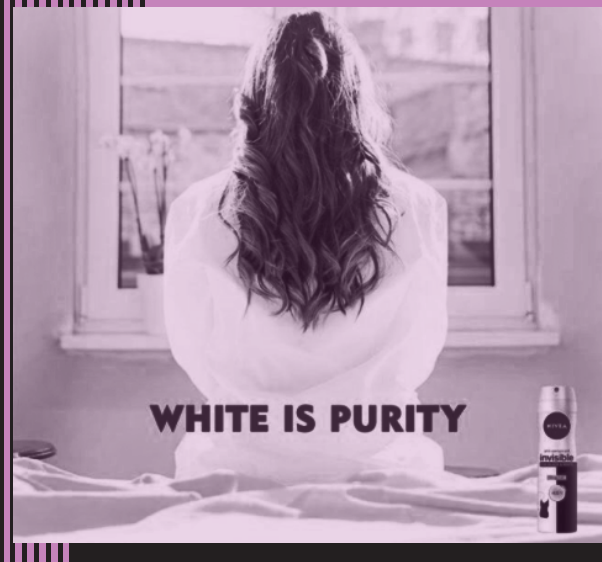


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RACE

AND THE EFFECTS MEDIA PLAYS IN OUR PERCEPTIONS

Today race is such a hot topic, not that it hasn't always been a subject of interest but with the increased media exposure and the very excited and passionate group of millennials fighting for change and equality, this topic gets brought to the forefront. It is so much easier to see all the wrong in the world when it is thrown around all over the media and all you have to do is open your phone, it becomes basic knowledge. When anyone and everyone can open their phone and read on twitter about Stephon Clark, the African American boy in Sacramento that was shot at by Police officers twenty times in his own backyard while holding his cell phone. He was pronounced dead before they could even leave the house. To add insult to injury, the two officers responsible for this pathetic display of police work were then put on paid leave, they weren't arrested, they weren't punished for killing a harmless man of color, they were placed on paid leave to investigate the situation. (Levenson). This case got a lot of attention in the media especially from our generation. Because of the technologies and the tools available to us we as a generation were able to stir up a lot of commotion and really bring this issue into the light. Constantly retweeting, checking news updates on your phone and plentiful other means of gaining this information leaves you with the ability to stay informed and in a constant conversation with anyone else that cares about the subject. This incident is one of many tragedies that draws the attention of many to the fact that people of color and in specific, black people, have to be more careful on the street. As revolutionary as this is it can be to be in an ongoing and live conversation it also be quite troubling and counter intuitive. Everything becomes live in a moment, people are automatically take positions and before you know it the conversation ends and hate begins. So instead of building, learning and working together, our generation is fighting and pushing our issues further into craziness.

The media discriminates against people of color in every aspect you can imagine and in the end it all links together which creates even worse stereotypes. The media chooses to showcase people of color in very stereotypical and demeaning ways in the entertainment world while also making minorities the headlines in news stories, which ultimately helps to shape our opinions and formulate stigmas against people from different ethnicities. "The entertainment media have displayed a fascination with Latino gangs, while the news media nationwide have given them extensive coverage. In contrast, the entertainment media have offered a comparatively narrow range of other Latino characters, while the news media have provided relatively sparse coverage of other Hispanic topics, except for such "problem" issues as immigration and language.

The result has been a Latino public image – better yet, a stereotype – in which gangs figure prominently." (Cort). If the news is covering Latino gangs, and problems within the Latino community, the entertainment media is capturing one stereotypical version of a Latino gang member and all you read on social media is how Trump wants to build a wall on Mexico's border, you are going to have a skewed opinion. Your understanding of this community will be lacking and misunderstood because there are huge gaping holes of information missing. With lack of representation or over representation of stereotypes of a race or culture in the media (news and entertainment), our own views and perceptions will be molded to what we see and hear instead of what is true. This becomes especially troublesome in my generation because all we see is what is on our phone and what is in the world of entertainment so how are we supposed to know better? How are millennials of particular ethnic groups supposed to self actualize when all they see is one version of themselves?

Those separate instances of media infiltrating your life will come together and alter your judgement. Media is so significant in our lives and has the ability to control our experience. Whether it be intentional or not it is prevalent in our society and something that needs to be rectified. This becomes particularly true with this generation because they are the ones seeing the constant news updates along side the hot new song that just came out or the brand new movie. They are the ones subjected to this double portrayal of the same groups and races across different platforms. Because it is the millennials that are much more subject to these issues they are the ones most affected by the detrimental results. "Children of color, black children specifically, often grow up believing they are ugly, undesirable, and unintelligent because they do not see their skin color represented in the TV shows and movies they watch. They see white children as the standard and themselves as misfits or outsiders. (This also extends to books, magazines, cartoons, etc.). This leads to drops in self-esteem ranging from mild to severe, as well as general feelings of inferiority." (DeMarte). With one-sided representation or no representation at all it becomes understandable why these younger people of color with formidable minds may find themselves to be less worthy than a white person. While of course this isn't true, but the way the media presents itself it becomes a result. The reason this is such problem is because if you only have one group of people, for example: white males, creating the virtual reality of other ethnic groups and genders there will be no resemblance to actual reality and these feeling of inferiority will emerge. We will see only one side of who the world is made of instead of a spec-

trum of who people are. Having only a one sided view of reality influences our perceptions and our reality greatly. Having only one perspective causes this over generated influence. The news, magazines, television, movies, etc all show you a single culture in one perspective and you believe it as reality because that is all you see. If constantly in movies and in the entertainment industry you see black actors playing the gangster roll and simultaneously in the news you constantly hear about young black men getting killed and beaten up and in the center of trouble, then those experiences will be linked. And as a result your perceptions will be skewed.

This is a serious issue in our culture. How can a group of people that live within a society not be represented properly in the media? It doesn't make sense why this would ever happen to begin with but it does make sense why people begin to feel insignificant due to these representations. "The Academy is dominated by white males. 77% male, 94% white, to be exact. How is it acceptable to have such demographically uniform individuals represent a diverse population?" (DeMarte). "The Oscar nominees for the 87th Academy Awards were announced in January, only to reveal the prevalent racism that still exists in Hollywood (and everywhere else, basically). The nominees in each acting category are white – every last one of them. The obvious racism was pointed out immediately by the media." (DeMarte). The fact that such a large and well known award show in 2015 could still so obviously under-represent entire groups of people and only really, fully recognize the white actors, actresses and producers is a problem. Without representation, these people of color go unnoticed and are seen as unworthy. And our generation actively engages with these award shows and finds interest in these events so they will be most interested and concerned that these statistics are true and face the wrath of these outcomes. We are the generation that will be the ones most detrimentally affected because we are the ones who care. This speaks volumes about where we are socially as a country and where we need to go. And if mass media were to use their power in society to start

this movement of equality it would take off because not only do you have a platform to create this movement you and to express these thoughts openly you also have a group of people (millennials) that care so deeply.

Young people, millennials, are active and updated on these issues everyday, they are the ones that see the new movies first, the ones that spend their time on Twitter and are the ones that suffer the most consequences. This generation is affected by these inequalities everyday, especially millennials of color. Everyday having to watch people who are associated with your skin color, ethnicity or culture and to see them victimized in the media becomes harmful to their own self image. They may start to doubt themselves and feel badly about the people they are and their place in this world. Every single time millennials of color go to log on to their phone and go on to Twitter or Facebook there is a new story to read. It is repressing. But it has luckily it has also sparked a conversation and a movement within this community of millennials.

“Children of color grow up believing they are ugly, undesirable, and unintelligent because they do not see their skin color represented in the TV shows and movies they watch.”

With the use of media this generation has chanted, screamed and fought for change. They see this issue monopolizing people's opinions and are sick of it, they see the police brutality that is occurring and they are sick of it. Social media has sparked negative views of these groups but it has also given millennials a voice. A chance to ban together and force the world to see these injustices. For example, Black Lives Matter, a group of mostly young people that have gathered together to demand change in the system, a group that needed to come together, a group that was formed because of the injustices that media perpetuates and also a group that stays alive because of their media presence. It is truly a double edge sword finding the equilibrium between the positive and negative effects the media has in spreading messages and creating content. Black Lives Matter is a positive presence, but all too often online conversations become misinformed and subjective, and you will find millennials at the center of all these conversations.

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GENDER ROLES THAT BECOME CONSTRUCTED ON AND OFF THE SCREEN

You can not argue that mass media and technology doesn't influence our attitudes, state of mind and, or beliefs. Media is an active force in our lives. We wake up in the face of media and go to sleep with it in our hands, we never go a day without some sort of interaction with our technologies and social media. With this kind of exposure, it is inevitable that it will influence your behavior in one way or another. In the mass media today, across multiple platforms, women in particular (but not to exclude men) are discriminated against and seen in a very narrow light. For the most part women, when they are portrayed, seem to be done so in very specific categories, such as, beautiful and uneducated, as a damsel in distress, a masculine lesbian or frankly, oversexualized by exploiting their bodies, to name a few. Women's presence in media is so concerning because when women do get a spot they are seen in very specific, narrow minded ways and otherwise they don't even get a spot. Many times women may not even get the chance to be represented which can be just as damaging. "The image and representation of women and girls in the media has long been a subject of concern. Research shows that there are many fewer females than males in almost all forms of mainstream media and those who do appear are often portrayed in very stereotypical ways." (Gender Issues In The Media). These are all common themes that find their way into current day media and Hollywood and in turn become a reflection in our society.

Women are often portrayed as beautiful homemakers that support their husbands victories while they tend to the home and make sure their husband is happy. They are portrayed as beautiful and put together and are in charge of all the "womanly" tasks. This becomes increasingly important because these attributes are being reflected in the movies millennials watch, the shows you see on Netflix, music videos, etc. You are constantly seeing this relationship between a man and a woman and so it becomes the norm. It isn't something you would second guess or maybe even think about, it can be so subtle. These subtle but overwhelming jabs shape the minds of those most active on the internet and engaged with social media, which happen to be the millennials. In 2018 you would think that a strong female presence in different media outlets wouldn't be too much to ask for, but still it is something that women struggle with and millennials are at the edge of that.

A prime example of a woman not being represented as herself is in the recent movie "Wonder Woman" from 2017. A movie that is supposed to be about female empowerment and saving the world somehow manages to create a storyline about some man and instead of making an action packed storyline, a love interest was created. While the movie does feature a strong female lead, Gal Gadot (Wonder Woman), she is also partnered with a strong male lead to accompany her because she can't handle the daunting task on her own. The story changes from a strong independent woman saving

the world, to a woman that not only needs the help of a man but also a woman that can't help but fall in love. This is not only an overused perspective but it also shapes the minds of this generation. They will be the ones watching this movie, the ones relating to Gal Gadot's character, Wonder Woman. And they will be the ones subliminally understanding that in order to be a strong female, you need a strong male by your side. This is not uncommon in the entertainment industry, Hollywood consistently forges the same types of women in TV shows and movies and creates this idea that to be a strong woman you need a strong man. Because without this you aren't fulfilling your womanly expectations. It is completely disturbing and effects how we view our women in society. It effects how young millennial women mature into adulthood and take risks in their lives.

Another example of women empowerment being overshadowed is in the television series, "Gilmore Girls" from 2000-2016. A series about a single mother (Lorelai) that rises to the task at the young age of 16 and builds a beautiful life all by herself from nothing. Lorelai and her daughter (Rory) are nothing but capable, they overcome every struggle and exceed every challenge in their lives. This all being true, the one aspect of their lives that they both (mother and daughter) continuously search for and pine for, is a man. A man is what would complete their otherwise perfect lives, a man is what would make all their success worthwhile. This is just another example in which, what is supposed to be a strong female character lead is taken over by the need to create this "relationship factor". This becomes problematic because it paints the picture that in order to have a life worth living you need more than a successful business, a thriving daughter and a perfect life. To make your life truly perfect you need a man to fulfill your life and to be truly happy. This is the message that is being sent out into the world. This is the message that millennials see time and time again, this is the information they are soaking up and translating into their own lives.

Although these are just two examples, there is an endless line of different movies and television shows that showcase the same issues. There are very few films and shows in Hollywood that present strong female leads just for themselves, roles that showcase women empowerment and strength. And the few strong female leads there are in Hollywood and in the media are either mocked or are taken over by belittling characteristics that put the woman into very specific categories. What kind of message does this send to this generation? Hollywood presenting women in these demeaning lights only creates the idea that women need men in order for their lives to be fulfilled or to save them. There is nothing against a strong male lead, it just so happens that, that position is much easier to come by. A strong female lead that isn't taken over by a male's presence is much more rare. These are the sort of ideals that rub off on society and particularly the ones that are paying attention, which happen

SHOWS AND MOVIES THAT FEATURE PEOPLE OF COLOR IN DISCRIMATORY ROLES :



DJANGO UNCHAINED | 2012



FRUITVALE STATION | 2013



THE OFFICE | 2013



THE BUTLER | 2013



GET OUT | 2017

to be the millennials. Millennials are constantly being shown women in the same ways and that has an effect on how society treats and views women outside of a television screen, or off a billboard. “Constantly polarized gender messages in media have fundamentally anti-social effects. In everything from advertising, television programming, newspaper and magazines, to comic books, popular music, film and video games, women and girls are more likely to be shown: in the home, performing domestic chores such as laundry or cooking; as sex objects who exist primarily to service men; as victims who can’t protect themselves and are the natural recipients of beatings, harassment, sexual assault and murder.” (Gender Issues In The Media). It is not enough to just know that the media doesn’t present women in the best light, something needs to be done, these attitudes and beliefs rub off and carry out into the real world. It becomes the reason why so many young girls don’t want to walk home alone at night. Or the reason why cat calling on the street has become so acceptable. The portrayal of women in the media directly translates into reality and millennials are living through that.

Outside of movies and the entertainment industry, women still have great difficulty being taken seriously and receiving the same types of opportunities of men. Women are scrutinized far more than men and this is in direct relationship to how they are consistently portrayed. “When Sen. Clinton forgot to leave her breasts at home before giving a Senate speech, The Washington Post ran a 746-word article on the political significance of “Hillary’s cleavage.” The New York Times condemned Clinton’s “cackle,” pundits questioned whether an “emotional” “weepy” woman was fit to lead after she got choked up on the campaign trail, numerous commentators branded her a “bitch,” and MSNBC’s Chris Matthews said he “hates” the NY politician, branding her an “uppity,” “witchy,” “scolding,” “anti-male,” “she-devil” who can “grate on some men” like “fingernails on a blackboard.” (When Anchormen Attack!: Gender, Race and the Media in Election 2008). Hillary Clinton, a woman that is highly regarded and esteemed should not be facing these types of critiques. Instead of focusing on her political agenda, her message or her beliefs, people like to focus on her body, the way she carries herself and how emotional she may or may not be. It is absolutely ridiculous, she is being scrutinized for things people don’t even see when they look at a man, not because these characteristics aren’t there but because our society values men more than we do women. These remarks are consistent between reality and entertainment, the way women are viewed in entertainment (television, movies, music videos, etc) to the way women are actually treated within society is a direct link to one another. Another example of this behavior toward women is in 2008 presidential election is Sarah Palin. She was viewed as a human punching bag and was asked about everything other than her politics. She wasn’t taken seriously and became the punchline to so many jokes. “Meanwhile, within days of Sarah Palin’s selection as John McCain’s running mate, Yahoo News encouraged readers to click over to a Wall Street Journal Magazine article all about “Her workout, eating habits” and hundreds of news outlets weighed in on her hair, her body and her “naughty librarian” demeanor... for which CNBC’s Donny Deutsch decreed Palin the ideal way to “sell a woman in power.” because “I want her laying next to me in bed.” (When Anchormen Attack!: Gender, Race and the Media in Election 2008). When do men ever face these types of questions when running for office? The answer is never, this is an issue completely

unique to women. These political comments on the women running for office, very clearly shows how the media attacks and portrays women. Never will you see a male politician being judged in such a childish and juvenile manner. Never will you see a male politician be judged using such derogatory terms. Never will a male politician be asked where he bought his suit, or how often he works out, or his diet plan. Yet these are all obstacles that women face. Women aren’t taken seriously, women aren’t viewed as serious people in this world that are far more capable than cooking dinner and looking pretty. A large portion of this issue can be attributed to media influence. When women in the entertainment industry are reflected as beautiful and sexy and also a homemaker and smart you automatically associate that with reality. It is no longer enough to just be competent in your field as a woman, you also have to be beautiful and kind and even tempered. If the media were to represent women equally in the entertainment industry or the advertising industry or focused on real issues in the news instead of asking women trivial questions, then maybe women would be taken more seriously. And then maybe millennials would have more strong, positive female role models to look up to and strive to be.

“In everything from advertising, television programming, newspaper and magazines, to comic books, popular music, film and video games, women and girls are more likely to be shown: in the home, performing domestic chores such as laundry or cooking; as sex objects who exist primarily to service men; as victims who can’t protect themselves and are the natural recipients of beatings, harassment, sexual assault and murder.”

While this issue primarily affects women, their roles and how they are viewed in society, it doesn’t mean that men aren’t also portrayed in specific, narrow ways in the media. And for the men when you don’t align with those qualities seen fit for males then you aren’t seen as a “real” man. Both men and women are subject to being put into specific gender roles. Of course women deal with the inequality between genders more often but men also experience this stereotypical notion of who they should be. “Men and boys are also stereotyped by the media. From GI Joe to Rambo, masculinity is often associated with machismo, independence, competition, emotional detachment, aggression and violence. Despite the fact that men have considerably more economic and political power in society than women, these trends - although different from those which affect women and girls - are very damaging to boys.” (Gender Issues In The Media). Men are often portrayed only as “real men” if they are seen as strong, independent, tough guys. They need to be in control and can’t be seen as weak or emotional. The media portrays men like this in movies and other entertainment outlets and this influences young boys that look up to these strong male leads. This projects the idea into the world that you are not a real man if you do not hold these qualities. Young men growing up see these attributes, reflect upon themselves and mimic this type of behavior. It is extremely toxic and fuels this unequal relationship between men and women. Boys from this generation will become emotionally unattached because they see this behavior reflected in the media. This is harmful to their own emotional education and IQ but also every relationship they will have in the future. Millennial males should be allowed to cry and feel weak without having to feel as though their manhood is being stripped away from them.

Being that it is the younger generation that stays up to date in the world of media and technology, they will be the ones most affected by these stereotypes. Young millennial women don’t have many strong women to look up to because so many of the strong women out there become trivialized or made into a joke. This doesn’t send a very good message to these girls, in more ways than one. It



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can affect their own outlook and change the course of their own lives, without support and guidance and strong females to look up to, where do you find the motivation to do what you want to do in your life? These girls will make life choices based on how media has influenced their opinions over years and years of stereotyping and misrepresentation. While this issue primarily affects women, their roles and how they are viewed in society, it doesn’t mean that men aren’t also portrayed in specific, narrow ways in the media. And for the men when you don’t align with those qualities seen fit for males then you aren’t seen as a “real” man. Both men and women are subject to being put into specific gender roles. Of course women deal with the inequality between genders more often but men also experience this stereotypical notion of who they should be. “Men and boys are also stereotyped by the media. From GI Joe to Rambo, masculinity is often associated with machismo, independence, competition, emotional detachment, aggression and violence. Despite the fact that men have considerably more economic and political power in society than women, these trends - although different from those which affect women and girls - are very damaging to boys.” (Gender Issues In The Media). Men are often portrayed only as “real men” if they are seen as strong, independent, tough guys. They need to be in control and can’t be seen as weak or emotional. The media portrays men like this in movies and other entertainment outlets and this influences young boys that look up to these strong male leads. This projects the idea into the world that you are not a real man if you do not hold these qualities. Young men growing up see these attributes, reflect upon themselves and mimic this type of behavior. It is extremely toxic and fuels this unequal relationship between men and women. Boys from this generation will become emotionally unattached because they see this behavior reflected in the media. This is harmful to their own emotional education and IQ but also every relationship they will have in the future. Millennial males should be allowed to cry and feel weak without having to feel as though their manhood is being stripped away from them.

These two clear cut portrayals of women and men put the two genders into boxes and make those who do not fit inside the box feel inadequate and as though they need to act, be and exist a certain way. These narrow views of genders is very damaging to the young people, millennials, who are not only very susceptible to media influence but who are also the ones constantly in the middle of these perceptions because they are the ones constantly on their phones and active in the media. It also only perpetuates these rigid ideals further into society because these men and women will grow with these notions and then one day also spread the same ideas. Women should be able to feel strong, in control and smart without being labeled as otherwise, and men should be able to feel weak, unstable and emotional without feeling like a baby. There are just huge gaps of people that aren’t accounted for in your daily media intake and that makes them less valid in today’s world. That is why it is so important. Gender extends a lot further than your typical genders of male and female. It refers to those who are transgender, Agender which is to feel as though you don’t fit into any category, and any combination of masculinity and femininity. Meaning that this issue expands to all binary (Gender identity strictly separated into masculine or feminine) and non binary genders (All gender identities that do not exclusively relate to the masculine or the feminine). These people that associate as transgender, agender, genderqueer, etc. have almost no representation in the media and it is very problematic for this group of individuals. Especially among millennials. Not being represented sends the message that they don’t matter while also keeping the public uneducated about the diversity of people and genders in the world making the public less likely to accept anyone outside of the traditional binary genders. Young people need to feel safe and accepted in this society and without representation that becomes impossible. While we, millennials are the generation that is most open to accepting people across the board there are still major obstacles that need to be crossed and huge sections of people that need a space to be accepted. In this case, misrepresentation can be just as harmful as no representation at all.

COMMUNICATION

HOW TECHNOLOGY HAS CHANGED THE LANDSCAPE OF OUR CONVERSATIONS

With the growing prevalence of technology in our society, media influence becomes even more important and even more subjective to everything around it. Anything you could want or need has become available in an instant, the world is at your fingertips which can be extremely powerful while also extremely dangerous. This becomes especially true because technology and daily media intake is still so new to our society, we are learning the good and the bad as we go, so the consequences aren't yet fully formed. As of now it is clear that media has influenced our opinions in ways of how we view ourselves and how we view other people, but media has also influenced our ability to communicate with one another, both positively and negatively. The power of an in person conversation is lost at the mercy of a smartphone. It no longer becomes necessary when you can say exactly what you need to in a text message. This can be damaging to conversation skills and social cues but also extremely useful to cultivate relationships around the world.

Millennials being the most active in the media world and engaged in their smartphones, they are subsequently the most affected by the power of media influence. They are the generation that is building relationships that exist only within your phone, they are the ones spreading the word through social media that reaches every corner. "Internet friends" become just as real as friends sitting in your same class room because the boundaries of communication have fallen. While this all seems so positive and enriching to the human experience, it also becomes problematic when actual, physical, in your face, conversation skills start degrading. Millennials have become so focused on their smartphones and what is happening on a myriad of social media platforms that the art of conversation becomes lost. And even though they are building these online relationships, their physical relationships begin to suffer. "There's no question kids are missing out on very critical social skills. In a way, texting and online communicating—it's not like it creates a nonverbal learning disability, but it puts everybody in a nonverbal disabled context, where body language, facial expression, and even the smallest kinds of vocal reactions are rendered invisible." (Ehmke).

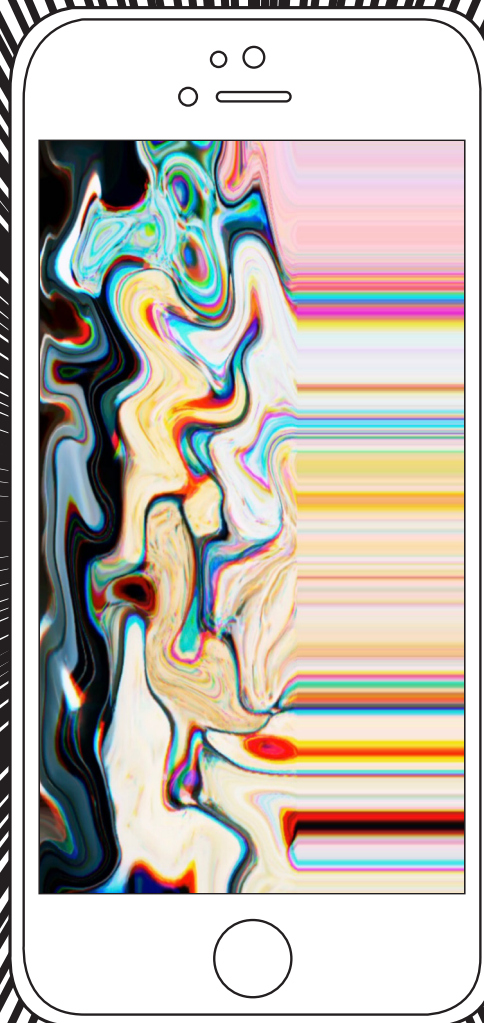
More often than not you see a group of young friends in this

generation out to dinner to enjoy each other's company, but what you really see is four friends sitting at a table in restaurant completely taken over by what is happening inside their phone. They are maintaining their texting conversations, staying up to date on the latest Instagram post and using every snapchat filter they can. It no longer is about what is right in front of you or about strengthening your relationships in front of you, it is about having company while you delve into the world of your smartphone. The technology and media takeover has had crippling effects on the interactions between millennials and adults, in a professional setting, in a romantic and platonic relationship and within themselves. No longer are millennials able to express themselves because they don't have the emotional IQ to do so. Being so involved in your phone life and social media that you become disconnected with the outside, surrounding world is a real consequence of this generation.

Apart from the fact that the quality of personal relationships is decreasing in the light of the smartphone and social media overload, there are also other consequences to such a powerful tool. "While social networking undoubtedly plays a vital role in broadening social connections and learning technical skills, its risks cannot be overlooked. The lack of difficulty in self-regulation and susceptibility to peer pressure makes adolescents vulnerable to such evils as Facebook depression, sexting, and cyberbullying, which are realistic threats. Other problems such as social network-induced obesity, Internet addiction and sleep deprivation are issues that continue to be under intense scrutiny for the contradictory results that have been obtained in various studies." (Ramasubbu). When you are a click away from anything it becomes so much easier to do. You no longer have to face the same truths that you would have to in person, meaning you won't learn the same lessons. With this also comes the fact that what is posted online is on the internet forever, it never goes away, which is difficult to really understand as a young person. You can't understand that logic because it doesn't seem so permanent but it is, it isn't like making a slip up in person, that fades away. The wrong post on social media, or the wrong text, that stays with you forever.

In today's world, social media, the smartphone and the ever progressing technologies are vital and aren't going anywhere, if anything they are just becoming more ingrained in the fabric of our society and becoming a larger part of our everyday lives. Positive or negative they are here to stay and the benefits and consequences of such resources are going to keep populating. It is important to stay aware and knowledgeable of the effects of such a powerful tool in order to stay ahead of it. The influences on the millennials are astronomical, they are constantly in the midst of all the media so they reem the consequences more than anyone else. Millennials are the ones who are suffering with body image issues because of the type of content that is released daily by their own peers alongside "picture perfect" models as they scroll through their timeline. Millennials are the ones that are fighting for racial injustices because they are the ones online every single day watching the world fight against them. This generation is the generation that is being affected by the gender issues and the lack of strong women leads. And they are the ones that have terrible communication skills because they spend their days texting and tweeting so they never form any real social skills. The presence of social media is forever influencing this generation because they are the ones living in the middle of it.

CONCLUSION



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