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Media influence on children and adolescents

Abstract

In the work a discussion is focused on negative influences of the media on children and adolescents. The following domains of influence have been described: violence and its three effects: copycat violence, desensitization and catharsis; aggressive behaviour, sexual content, body image and self-esteem as well as physical health and school performance. The media change the system of humanistic values and attitudes of children and adolescents. In order to prevent the dangerous influence of the media parents and educators should advocate a safer media environment for children and adolescents through media literacy.

Key words: *media influence, media literacy, violence, aggression, sexual content, body image, physical health, children's free time.*