

Influence of media in our self-esteem

It is affecting our standard of beauty?

Standards of beauty for men

The percentage of men admitting to body dissatisfaction is, shockingly growing at a faster rate.

The ideal man falls in line with the tropes of hypermasculinity and traditional gender roles. They must be tall and lean, and muscular because men are supposed to be strong. And of course they must be virile. The male objectification has lots of contradictions, men need to be muscular but lean, able to drink beer a lot but still maintain the perfect abs. And it's supposed to look natural.

Beauty standards for women

Beauty ideals for women shifted from the mature curvaceous body to the stick-thin, flat-chested figure

epitomized by supermodels such as Kate Moss. Women may have been gaining in freedom and power, but they were increasingly encouraged to discipline their bodies through diet and exercise to conform to ideals that were almost impossible to achieve. Teenage girls want to be as small as possible, at any cost. Unfortunately for some this means attaining their figure through anorexia.

Strategies used to influence in our life

Strategic influence often includes both an implied threat of some kind and an appeal to the other part's sense of values, altruism or friendship. This contradiction is a built-in weakness of any deliberate attempt to use influence strategies, which many people see as Machiavellian and unethical. If you are trying to convince someone else that you are the good guy, any use of implied pressure undercuts your argument. The best long-term approach to strategic influence is also the most ethical. Emphasize personal relationships and values to the greatest extent possible, and use pressure as sparingly as possible and only against direct threats to your own well-being. For example, if you build up a network of truly loyal friends and colleagues at work, then your strategic influence should be more than strong enough to overcome any attempt to use influence strategies to undercut you.

Measures to fight against media influence

1. **Consciously choose which media you will consume:**
It is important to know which media make you feel overwhelmed, anxious, helpless, angry or depressed.
2. **Form your own opinion about issues you care about:**
The media is reduced to opinion (mixed with facts) or attempts to make you give up your money. Knowing what you value will help you be less influenced by the spin, and make you less susceptible to the tricks of stealthy advertising.
3. **Chew on it:**
When you do consume media, make an effort to process it within yourself or with others. This could apply when you're watching or reading something. At that time, you should check with your own wisdom and know, "Is this true for me?"