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I have done much research when regarding the issue of how the media affects the self esteem of minority females. Messages can be projected through not just words but through image too. Many of the women shown in the media are often "perfect" as many like to call them, Possessing what the media believes are the ideal images of beauty for a woman. The average american spends up to 15 hours a day consuming the media. Can you imagine the types of messages these images shown of women on television and advertising send to the mind of our working class women and young girls for 15 hours or so? The media tells them that this is what you should like, this is what a beautiful female looks like. Therefore the media must have a negative effect on the self esteem of all female but more so the females in minority neighborhoods .

My first step in this process for obtaining information I had done a lot of research. I began to do a lot of background research regarding this question. One thing that I found rather strange is how unrealistic the medias idealism over body image is. In several videos they all said that because of barbies proportions if she were a real female she would have to walk on all fours because her back would not be able to support her weight. Several documents that I have read also have said that 20 years ago models weighed 8% less than the average healthy american women and now they weigh 23% less than the average healthy american women and they push these unhealthy images of what they perceive as beauty onto females. A called the race doll test was done and the two subject groups were white and black children. On one particular interview one young white girl was asked, "Which child is the smart child", she pointed to the second to last one and said, "This one because it looks like me". When asked

which child was the mean child and which one was the dumb child she pointed to the two darkest girls. When the interviewer asked why, she responded, "Because she's way darker and because she hits people." When the mother of the child saw the interview she said, "I don't know how she answered this way, maybe its because she doesn't get much exposure." What is this telling us? It is telling us that the media is showing false images to people to think in ways that are negative and clouding their good judgement, it's hard to love yourself when many others don't think positively of you ( in other words it lowers your self esteem) . This information was very helpful in supporting my thesis that the media has a negative effect on the self esteem of minority females.

After doing my background research I knew I needed an experts opinion on the topic so I referred to Ms. Candida Bido to be my expert. when I asked her, "Do you believe that the media negatively affects the self esteem of minority females?" Ms.Bido responded by saying, " Yes, minority females overall emotional evaluation of their own worth is definitely affected by the media. When you look at all the advertisement tobacco companies spent on advertising their deadly products to the black and Latino communities as a product that would make them feel like they are walking on the beach or always healthy -fantasies that definitely affect the self-esteem of minority female." Then I asked her my next question. Which was, " How is the media targeting young women and girls in minority neighborhoods?" She responded by saying, " The media targets minority women by their constant advertisements of product that are bad for their health in their home through the TV and computers; in their neighborhoods with their billboards and newspaper advertisement; and through social media." I then asked her my third question which was, " On a scale of 1-10, with ten being very serious, how serious of an issue do you believe this problem is?" Ms.Bido replied, " In my opinion this issue rates a 9 because of the large number of cigarette purchase by minorities of products that are bad for your health." My fourth question

was, " Are females of minority groups more vulnerable to succumb to the idealism of the media than other groups, and if so why?", and ms Bido had said, " Yes, females of minority groups are more vulnerable to succumb to the idealism of the media." When I asked Ms. Bido my fifth and final question which was, " How do the media objectify women?" She answered by saying, " Mrs. Johnson sex sells and images of women that are anatomically perfect and flawless can sell any product. The advertising, marketing and fashion industry created woman that do not exist in the real world and we all want that fantasy!" Everything she has mentioned has had a negative effect on females in minority in one way or another.

The next step in my process was to go around to females in my community and asking them several survey questions. Through my background research I have found much information regarding my topic but it is something different to hear people's opinions from their own viewpoints as you will see in the data I obtained through the survey. After surveying thirty women in my community I had decided to put my data into statistics. After doing so I had decided to use a pie graph to represent my data although I will currently tell you the statics in percentages.

*This should be included in the paper*

The data I obtained from the survey was very diverse depending on the person who was being interviewed and as you read this paragraph please refer to the page attached to my document that contains the survey questions to avoid any confusion. Upon asking my first question I found that 26.6% of females I had surveyed do find themselves lacking when compared to the women on the media, 56.6% said that they did not , and 16.4 % said sometimes. When asked question B 66.6% females no, 30% said yes, and .4% said sometimes. After asking question C 80% of females that I had interviewed said no,10% said yes, and 10% also said sometimes. In the results that received after asking question D, I had learned that 23.3% of the females I interviewed said no, 33.3% said yes, and

43.3% said sometimes. This question is telling me that the media can and does influence the way we feel because that is what these women and young girls notice in the way they feel about themselves.

Question E had a wide range of numbers from one to three, although no one I had interviewed said one many of the tens and nines that I saw were among the older age group of women that I interviewed. The last question I had asked was question F and from that question the results I received were that 66.6% of females interviewed said no, 13.3% said yes, and 20.1% said sometimes. In most of that data that I have looked at in both background research and in my survey results I have found that the ones most negatively affected by the media are the young women and children.

Furthermore my data has led me to the conclusion that media has a negative effect on the self esteem of minority females, but more so the young females of a minority group/community. Although some of my data went against my thesis it made me realise that the media targets females of youth more than the elderly females. Even as I was interviewing women of a much older age group they said that it targets the younger women more than it does them. The media uses tactics to influence the minds of others and therefore their negative messages causes females in many minority groups to think negatively about themselves.

Thesis statement: The media has a negative affect on the self-esteem of females from minority groups.

Progress.

So far I have began looking <sup>for / emailing</sup> for a professional in the field that I am researching. I have surveyed several women from my community, and began putting my data into numbers. I have also done some research on the internet regarding this issue and plan to also use some book reference for further details to support my thesis statement. I have also separated the data into demographic groups to see if a specific age range is more effected by the media than another. I plan to make a chart to show this data in a clearer way after I finish obtaining all of my data.

Survey Questions:

- Do you often find your self lacking to the women shown on the media?
- The common perception of beauty in America is light skin, tall, curvey, straight teeth, and long hair. Are you ever told by anyone that you are not "beautiful" because you may not look like this?
- Do ~~people~~ <sup>or have you</sup> you feel / felt depressed upon hearing this or that you are not what others percieve as beautiful?
- ~~On a scale of 1-10~~ how do you believe that the media affects your self esteem?
- On a scale of 1-10, ten being very high, how much or how high/low

do you believe your self esteem is?

F. Because of the media women are often objectified by men, does this cause you to think in ways which lower your self esteem?