**Perth Media Today.**

I

n Perth’s current society there are different types of social pressures that will have either a positive or negative effect on everyone. These include things like advertising pressures, celebrity influences, media views and much more.  
Magazines such as Dolly, Girlfriend, Scoop and Vogue have all had different effects on our teenage society.

Dolly and Girlfriend magazines are aimed at girls from ages 14 – 17 years. They are more focused on fashion, socialising and what is currently ‘in’ with a positive attitude. They do not Photoshop or edit the photography they use in their magazines, so they show a more natural way towards how teenagers should look and act. To get teen girls to buy these magazines they use current photos of young celebrities to draw their attention, and want them to read more about the attractive cover story.

On a more negative side Scoop and Vogue show a more unrealistic look. Never has a reader seen a photo of someone who is of an average size. This only influences teenagers to want to be skinnier like the women they see in the photos, because it makes them feel uncomfortable and self-conscious in their own body. Having this effect on our teenage girls can sometimes cause them to do drastic things to their bodies. They feel as though this is the only way they can be accepted and feel like they belong in the social part of their lifestyle.

Our television news programmes on channels 7, 9, 10 and the ABC report on all different types of news events. They all report mainly on local news with some interstate and international issues. But do we always hear both sides to the stories? Most media seems to only cover one side of the story; usually the side that they want to report on.

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