

## Effect of media on the nutritional status of adolescent girls. (Age group- 13-15 yrs)

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With the increasing globalization and exposure, now every individual stands on a platform of individual spotlight. While this creates a huge opportunity for one to choose according to their preferences and create an identity but at the same time how an adolescent shape up in such light is a matter of concern. The aim of this study is to investigate the relationship between media exposure and the body attitude among the early adolescent girls (13-15years) and their subsequent nutritional status. Body image is central to adolescent girl's self- definition, because they have been socialized to believe that appearance is an important basis for self- evaluation and for the evaluation by others (Thompson et al., 1999). Air brushing, digital alteration and cosmetic surgery further increase the unrealistic nature of the media images of women as standards for self-evaluation (Thompson et al. 1999). Around 23 studies show that displaying women of thin body-type model pictures to sample women population has a negative impact on body satisfaction, also majority of them were below 19 (Daniel Clay et al. 2005). The negative impact is caused as the mass media promulgate a slender ideal (Lisa M. Groesz 2001). At the same time the quality rather than quantity has been proven to have a negative effect on the body image (Marika Tiggeman 2005). The present study is designed to determine and understand how the global results hold true for the Indian early adolescent girls. Also in the same light, research objective includes study on the effect of body image on eating habits and the consequent nutritional status of adolescent girls.

### Biography

Manisha Mehta has her expertise in weight, fat, muscle management and Sports Nutrition. Her keen interest in food and the way it affects life has driven her extensive studies for 15 years in the subjects of Science, Biochemistry, Human Physiology, Food technology, Packaging Technology and Nutrition along with Food Service management systems. The foundation of this presentation is based on the research work she conducted as a part of her Master's program in Dietetics & food service management system & years of experience she has gained while studying as well as successful counselling of hundreds of clients with issues varying from weight management to lifestyle disorders and food intolerances in different settings including hospitals and health centers.

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