

# MEDIA CHARACTERS FOR YOUNG PEOPLE (13-18)

## Important Facts

Media characters and social media influencers/celebrities fascinate young people who identify with them and want to be like them. This dynamic can be beneficial as through them, young people can discover new hobbies, interests and become active in their environment. Parents need to be aware of the trends and ideas their children are interested in to prevent negative effects.. Children form one-sided emotional connections with media characters.

Parents need to understand the role media characters play in children's lives and how they operate to be able to communicate with their children about it and support them in adopting healthy behaviours.

## Important Terms

- Media characters = characters from films, books, audio plays, apps and advertisements
- Social media influencers = youtubers and other influencers who act as role models/ peers for young people.
- Parasocial relationships = relationships that occur when you experience a one-sided, emotional attachment with a fictional character or media personality.

## Get in Touch



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