

“Why Johnny Can’t Relate: Survival Tips for a Media-dominated Age”

- Are you concerned that the media (TV, cell-phone, video games, computers, etc.) dominate your children’s (or grandchildren’s) lives?
- Are you worried about the effects of the messages kids are receiving from the media?
- Learn about the latest findings on media effects on kids, including new research on how the brain processes images and information.
- Learn helpful strategies for reducing the negative effects and promoting positive, healthy lifestyles for the whole family.

This presentation gives an overview of the current state of young people’s connectivity to media and explains why they deserve to be called “Generation M” (for media). It gives an up-to-date review of research findings on the effects of media violence, including evidence that it contributes to children’s violent behaviors, aggressive attitudes, levels of hostility, and anxieties. What’s new and different about “Why Johnny Can’t Relate” is that it includes recent findings from neuroscience that help us understand much more clearly why the impact of the media is so strong – particularly on kids’ tendency to imitate, empathize, and maintain emotional consequences over the long haul.

This interactive program also presents a variety of strategies for mitigating the negative effects of media as well as promoting positive effects. These include ways to find out about programming in advance, tactful ways guiding children’s viewing in a positive direction, helpful approaches to discussions with kids, and ways of intervening in negative effects that have already occurred. Healthy policies for in-school media use and ways of organizing and communicating with policy makers are also covered. The program has been highly rated by parents and grandparents, teachers, social workers, psychologists, physicians, and many other groups of people who care about kids.

Comments from previous program participants:

"I’m so glad I came today. This was very beneficial to me as an educator, aunt, and godmother."

"As a parent and professional, awesome presentation!"

"I liked her comfortable and knowledgeable style and humor"

"A pleasure to sit and hear!"

Joanne Cantor, Ph. D., is an award-winning professor, speaker, and researcher and an internationally recognized expert on the psychology of media and communications. Her entertaining and eye-opening presentations combine psychology, the latest in brain research, amusing anecdotes, and sound practical advice for keeping our own sanity, being more productive with our time, and raising healthy, happy children. To hire her to give a lecture or for more information, call 608-221-0593, or visit www.yourmindonmedia.com