

## “This is Your Mind on Media: Staying Sane in a Crazy Culture”

- Are your communication habits (from the boob tube to the Blackberry) making you feel more connected and in control – or are they controlling *you* and stressing you out?”

- Learn how the mind works: How recent research in neurophysiology suggests that the media’s impact is more intense and disruptive than you think

- Learn how to use this knowledge to reduce stress by managing the media in your life.

Joanne Cantor has spent almost four decades studying the effects of the mass media on children. She now turns her attention to adults, looking at how our near-total immersion in electronic devices may be affecting our psychological health. In her talk, she discusses recent discoveries on the neurophysiology of the brain and relates them to findings on the effects of the media. Will knowing more about how the brain works change your attitude toward your own media habits?

Attendees to the program will learn:

- When you watch someone else perform an activity or express an emotion, the circuits in your brain that plan and prepare you to execute that behavior yourself are active.

- When you experience intense fear, your brain stores that memory in such a way that years later, reminders of that experience cause you to have that fight-or-flight reaction, even though you consciously know you’re safe.

- Constant immersion in media repeatedly leads to jarring emotions and unnecessary stress, which have both psychological and physical health consequences;

- We can limit these negative effects if we modify our media habits and adopt some serenity-promoting strategies

What people are saying about “This Is Your Mind on Media”:

“I found myself sitting on the edge of my seat.”

“I haven’t stopped thinking about and talking about your presentation for two weeks.”

“After hearing your presentation, I had to call you right away to book you for my group.”

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](http://www.yourmindonmedia.com)