

Listeners

In music, many artists sing about drugs and talk about drugs in their songs. These references are heard by millions, sending a positive message about drugs and alcohol. Many of these people who hear these words are teens. Teens are at that age where they will try new things based on what they hear, not what they think. This is because teens' brains have to work harder to rein in their behavior" says Emily Underwood, a writer for *Science Magazine*. Teens' brains are becoming developed, so they have to work harder to keep the teen on the right track. Sometimes, these teens' brains can't keep track of the information given, so it focuses on only on pieces of information, sometimes a dangerous or bad piece.

This allows teens to try drugs that are mentioned in songs, because the artist said they were okay. Teens will listen to people they look up to, and lots of teens look up to music artists. In the study by Brian A. Primrack, an MD and EdM, 93 of the 279 popular songs had illicit drug references in them (Primrack, *Content Analysis of Tobacco, Alcohol, and Other Drugs in Popular Music*). He concluded that an average teen who listens to rap or hip-hop is exposed to about 84 illicit references about drugs. The teen will hear these references and develop a sense that drugs are a fine thing. The teen will then try the drug and possibly like it so much that they want more. This may cause a fall in grades, relationships, and loss of interest in things he/she may have liked before.