Subject matters such as *vestibular*¹ and career option are displayed in the press, especially at the end of the year. Obviously, the teenager is inserted in this context. The aim of this study is to investigate how the press represents the teenager on the stage of his/her professional choice and of the *vestibular*¹, looking for life aspects which are being focused by him/her at this time. Bearing this in mind, some press publications were analyzed – magazines such as GUIA DO ESTUDANTE (STUDENT GUIDE), ALMANAQUE DO ESTUDANTE (STUDENT ALMANAC), FOVEST and FOLHATEEN, teen supplements attached to the *Folha de SP*. newspaper. Based on Ryad Simon’s evolutionary theory of human adaptation which analyses four adaptive sectors: Relational-Affective, Productivity, Social-Cultural and Organic – we checked if the press takes into consideration all these sectors or if it gives more attention to the productivity sector only. The period of time chosen for analysis was the one that precedes the middle and the end of the year *vestibular*¹. The research was both quantitative and qualitative making use of the EDAO method of content analysis, a Psychology instrument which evaluates the four sectors of human adaptation, according to Simon’s theory (1989). The research results showed that the press gives more emphasis to the productive aspects, that is, to the Productivity sector. The other sectors, according to the formulated hypotheses, were less approached by the before mentioned magazines and supplements. Another data was the lack of profundity in the theme approach. The study also concluded that EDAO can be used as an instrument of content analysis in researchers that involve the press and the individual’s psycho-social aspects.

**Keywords:** Communication; Psychology; teenager on the stage of *vestibular*¹; EDAO (Operational Adaptive Diagnostic Scale); press.

¹ *vestibular*: a traditional exam applied by the Brazilian universities in order to select candidates to their vacancies. It consists of a test to measure the knowledge acquired in junior and senior high school.