

Effects of new alcohol marketing methods on youth population

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Effects Of New Alcohol Marketing Methods on Youth Population In the article, "Alcohol Marketing in the 21st Century: New Methods, Old Problems", found in the journal of Informa Health Care written in 2011 by Sarah M. Mart, the author aims to investigate the effects of new promotion methods in alcohol marketing on young people and states some suggestions to prevent new generations from harmful effects of alcohol advertisement. The article consists of four main parts, which tell about historical milestones of alcohol advertisements and faces used in, evaluation of the advertisement methods in the last five years, newly produced alcohol mixed beverages and their impacts, and the academic examination and offers about restriction of the alcohol advertisement, respectively. The first part of the article mentions about what took place in alcohol marketing and advertising in the last decades. According to the first part of the article, alcohol companies have spent enormous amount of money to endear alcohol consumption to young people by using famous persons on the advertisements. The author presents some data taken from official research institutions in order to support her thesis. The second part of the article touches on the social media and some communication tools as a new advertisement methods used commonly by alcohol product companies. The writer states that social media has a great impact on the young people and very convenient to make usage of alcohol pretty, since it has huge number of active users and appropriate platforms for sharing. Moreover, according to the second part of the article, because there is no age restriction to use social media such as Facebook, Twitter or Youtube, using social media as a advertising platform paves the way to attract very young people, which is impossible by using other media types.

Furthermore, using some communication tools such as text messages, cell phone applications, ringtone and wallpaper backgrounds are given as an example of the ways to stimulate consumption of alcohol by the author. In the end of the second part of the article, the writer arrives the point that all kinds of the advertisement methods in the media encouraging drinking alcohol lead to increase the number of young alcohol consumers. In the third part of the article, the author presents some new products including alcohol created by alcohol companies in order to market them as if they are different than alcoholic beverages. Also, the author says that alcohol companies put new beverages on the market with new name, appearance and packaging, although they all contain same percentage of alcohol with beer. According to the third part of the article, all different presentation of the new products is made so as to catch young people attentions. The author emphasizes that making new alcohol products not only increases number of young alcoholic beverages consumers, it is also used as a attractive topic in social media for promotion. At the end of the third part of the article, the writer notes that these new beverages marketed with different names and shapes have health risks and cause to consume more alcohol than normally used to. In the last part of the article, the author states that alcohol companies and producers have changed their marketing strategies over the part years. However, according to the last part of the article, there are no enough counter arguments and strategies produced by the researchers in order to protect younger target group. At the end of the article, the author suggests that there should be some regulations and policies stated by researchers, advocates, and youth to withstand unhealthful effects of the alcohol industry

actions. This article begins with an informative overview and some definitions of terminological terms. Therefore, the purpose of the article is clearly comprehensible. The writer avoids bias by using facts and formal language. The author is qualified to write about the topic and the sources of the article are reputable and the references at the end of the article are well-cited. The information at the article is up to date within the field of research because it is written in 2011 and mentions facts. The article is reliable source to benefit from. References Mart, S. (2011). Alcohol marketing in the 21st century: New methods, old problems. *Journal of Informa Healthcare*, 46, 889-892. doi: 10. 3109/10826084. 2011. 570622.