

# Thai teenagers alcohol consumption

[Food & Diet](#), [Alcohol](#)



Alcohol consumption is the most frequently used drug by teenagers in Thailand. It is clear that the alcohol consumption problem is not an ordinary problem anymore. According to World Health Organization (WHO)'s study (Rabelsi-Hadad, 2008), Thailand is in the fifth of the world on the rank of the most drinking alcohol beverage countries. Most of consumers are around 15-19 years old. Thailand has 15-year-old population around 53 million people, 17 million of them have an alcohol consumption behaviors, and men tend to be more alcoholic than women (the National Statistical Office, 2011).

There are many factors that make teenagers toward alcohol consumption. Mass media such as advertising is one of those factors. Nowadays, advertisement has a great impact influencing the way of people's life. In addition, alcohol beverage has highly competition. There are many advertisements about drinking alcohol that make consumers feel that alcohol consumption is a good thing and should be proud with. Therefore, the government launched the policy against the advertisement about alcohol beverages, but there are gaps of law that make these advertisements continuously broadcast in the mass media.

This paper about discusses the factor leading to consumption of alcohol beverage, the government's policy against the advertisement supporting consumption of alcohol beverage, and the gaps of the government's policy making the advertisement mentioned continuously broadcasting. General information about Alcohol Alcohol or alcohol beverage is a natural occurring product of fermentation process of sugar, oat, barley, and etc. with yeast, and the main product is ethanol which is the primary component in alcohol beverage.

However, absolute ethanol cannot be consumed due to burning effect on the throat, thus it is often mixed with congener to increase taste. Alcohol beverage can be categorized as three types as beer, wine, and liqueurs. Beer involves a relatively short (incomplete) fermentation process and an equally short aging process (a week or two) resulting in an alcohol content generally between 3-8% as well as natural carbonation. Wine involves a longer (complete) fermentation process, and a relatively long aging process. It takes time for months or years, sometimes decades.

It is resulting in alcohol content between 7-18%. Sparkling wine is generally made by adding a small amount of sugar before bottling, which causes a secondary fermentation to continue in the bottle. Most are 30% or greater alcohol by volume. Liqueurs are the last group of alcohol, and characterized by the way in which their flavors are infused and typically have high sugar content. spirits typically contain 37.5% alcohol or greater and are not infused with flavors during the distilling process; however, some modern spirits are infused with flavors after distilling.

Alcohol can have significant effects on feelings, perceptions and physiology. Although alcohol may give you a feeling of elation and aroused senses because of a lessening of inhibitions during the early stages of intoxication, alcohol is a depressant. It depresses the central nervous system--leading to slowed reactions, slurred speech Category of drunkenness Drunkenness can be categorized in four stages as Jocose, Bellicose, Lachrymose, Lachrymose, and Comatose. First, Jocose is the condition when someone starts talking without any sense.

Second, Bellicose is the condition when someone starts to provoking others to fight. Third, Lachrymose is the depressive and gloomy mood. The person may start crying without any reason. Finally, Comatose is the condition upon excessive alcohol consumption, and the alcohol suppresses breathing and heart rate, which may lead to unconsciousness or death. Moreover, there are many signs and symptoms related to drinking problems. Alcoholism is considered a progressive disease, meaning that the symptoms and effects of drinking alcohol become increasingly more severe over time.

#### Reference

[http://praew-zoetic.blogspot.com/2010/02/blog-post\\_28.html](http://praew-zoetic.blogspot.com/2010/02/blog-post_28.html)

<http://news.voicetv.co.th/thailand/50347.html>