

# Alcohol advertisement report

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Alcohol Advertisement Report The regulation of alcohol advertising is quite a debate-full topic. In today's society, alcohol is becoming the most commonly used drug in America. Through the rise in media industry the advertising also raised up. Now the ads are found everywhere in the newspaper, magazine, TV shows even in the textbooks. Ads can be seen at every nook and corner, as they are being so common that the people are also being familiar with the message they convey. Alcohol companies do put warning like " Drink Responsibly" on their advertisement but no one bothers to consider that, because the alcohol advertisement make drinking so appealing to the youth, that they start believing it to become one of those " cool kids" in town. The above advertisement is of signature, product of MC Dowell Nepal Limited and it is taken from January 15 2007 issue of " The Boss", a business magazine.

As we can see that their main target in this advertisement is youth and adolescent. The companies advertising alcohol products mainly show it as a " Lifestyle Theme"; which prompts the viewer to take the action as the advertiser wants. It is observable in the above advertisement, that the people portrayed belong to a wealthy background, and are going somewhere, away from their workplace or home town.

Now a day's many advertisers are using some beautiful models to advertise their products and these female models are used as a sex symbol. In the advertisement above, there are two beautiful young ladies trying to pull up a man and the main thing the advertiser wants to convey is that if men drink certain type of beer then they will be able to attract opposite gender. This type of advertisement may also contribute to socially offensive practices.

Equality has provided enough freedom to people, so they can live freely and enjoy the way they like. The above ad also depicts that drinking and hanging

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out is completely under the control and free will of the youth. The enjoyment portrayed and excitement captured in the models is another tempting factor for the youth to try it.

Another theme which the ad depicts is that a successful man is the one who have everything and in the end he will be the one having fun. The fun is associated with two beautiful girls in the picture sexually attractive and fun loving. So, the girls are as important as the product in this ad; because they both can create fun for men.

Hence, it has been concluded that expensive hard drinks and luxury products are directly co-related with female body, as it is a source of fun for men, as depicted in the advertisement. Government needs to take corrective actions to reduce alcohol related problems. Like developing and enforcing alcohol policies and enforcement of local laws. The sale of alcoholic products to youth should be prohibited.