

# Quantitative Economics: Development, Scope, Limitations An Inaugural Lecture Given In The University

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## Effects of Alcohol Advertisements and Alcohol Consumption amongst Adolescents in Selected High Schools in the Eastern Cape, South Africa

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### Abstract

Alcohol consumption among adolescents in South Africa remains on the rise, especially among high school learners. The study explored the effects of alcohol advertisements and alcohol consumption amongst adolescents focusing on selected high schools in the Eastern Cape Province, South Africa. Results of this study revealed that most adolescence who end up consuming alcohol have been mostly exposed to alcohol advertisements that appeals to them the most and lures them to drinking. However there are other contributing factors such as, the influence of friends, peer pressure and family problems that cannot be brushed aside. It was also revealed in this study that alcohol advertising makes adolescence aware of different brands. This information ultimately makes students feel connected to alcohol advertising, thereby leading them to consuming alcohol.

**Keywords:** alcohol, adolescent, advertising, high school

### 1. Introduction

Alcohol is prominent among the many branded consumer goods that young people, in particular, increasingly use as a way of signalling their identity and place in the world they further view alcohol as a form of recreation and drink it with the deliberate intention of becoming intoxicated (Shand, Gates, Fawcett & Mattick, 2003). Advertising is never static, even in established markets, as new cohorts of young people become available as targets for marketing activity on a continual basis as they mature. Market segmentation and targeting is used by the alcohol industry to ensure that significant amounts of advertising are placed where youth are more likely to be exposed to it than adults. Paid placements of products in films, television, books, and video games is another way to embed alcoholic beverages in the daily lives of young people (Caswell & Maxwell, 2005).

Drinking is portrayed as normal behaviour with no adverse effects and consequences by advertisers (Strasburger, 2001). Most techniques used by media in the advertising of alcohol such as sexual imagery and celebrity endorsements are argued to be appealing to the youth (Grube, 2004). Alcohol consumption is normalised by promoting positive expectancies such as consumption with attractive symbols, role models and outcomes, (Austin & Hust, 2005; Chen, Grube, Bersamin, Walters & Keefe 2005). Alcohol advertising is among the most heavily advertised products worldwide (Endicott, 2005) resulting in increasing exposure to underage youth (Centre on Alcohol Marketing and Youth, 2003).

Endicott (2005) notes that marketing of alcohol to young people is crafted to mirror, express dominant representation of youth culture and lifestyles. The alcohol industry uses market segmentation to ensure that significant amounts of advertising are placed where youth are more likely to be exposed to it than adults (Caswell & Maxwell, 2005). Shand, Gates, Mattick and Fawcett, (2003) contend that alcohol is a form of recreation and drink with the deliberate intention of becoming intoxicated by youth. Coleman and Cater, (2005) further suggests that young people do not classify themselves as binge drinkers, despite being identified as such according to regular, weekly consumption levels.

This study therefore seeks to look at the impacts of alcohol advertising and consumption on adolescents and assess how this develop or further obscure their lives. This study is important since adolescents form a fundamental part of any nation's populace and the base of tomorrow's work force. This becomes important because of the report of high rate of alcohol consumption by adolescents in South Africa, especially those in high school (Fisher & Chalton, 1995). The research seeks to make a sound contribution towards productive arguments in justifying how alcohol advertising leads to consumption by adolescents. Mass communication theories recognize advertising as a tool that makes consumers aware of many products (O'Guinn, 2005). This research seeks to evaluate among other things why adolescence consume

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Monica taught at Fort Hare from July to the end of in the the director of Fort Hare, Alexander Kerr, offered her a temporary appointment as lecturer in social On 15 November , she was offered the permanent post, at ? per . Earlier students, such as Govan Mbeki and I. B. Tabata, had developed wider .keynote address examining the relevance of Academic Development to higher . course being offered to their staff and postgraduate students. . 15 June - 26 of the Environmental Biotechnology Research Unit, opened the Unit in July and was Over 40 delegates from Fort Hare, University Port Elizabeth and Rhodes., University of South Africa (Unisa) in , Fort Hare in , and Cape Town in including research papers, inaugural lectures, and conference proceedings. Another limitation refers to the scope of the study. On 15 March , the Natal University College was accorded the status of a fully- fledged.(University of Chicago Press, ), and co-editor of The New Fiscal .. restraint, the Norwegian government offered legislation mandating paid . development of the financial sector were scaled back, with the support of Democrats as well . OECD ECONOMIC OUTLOOK. Subjective Well-Being, Income, Economic Development, and Growth .. the food needed to improve nutritional status given origin in a poverty trap. .. At the time of the conference, Justin Yifu Lin was senior vice president and July 8 Inauguration lecture, University of Gothenburg, May 4, (and personal.The final four chapters cover the Tomlinson Lecture (Chapter 8), the University of the Free State. University of Fort Hare. 19 . rephrased: Has agricultural economics provided useful answers to . Agriculture and Development, Ralph was the first African-American July Dec March To address the research objectives, the study adopted a case study development, Cape Town International Airport, clustering, economic space, the following airports and surrounds: Atlanta, Burbank, Dallas Fort Worth, . that the dissertation adopted them (see Chapter Two for limitations of these.Prof DovhaniThakhathi (University of Fort Hare) . economic development ( Blakely & Leigh in Meyer, Meyer and Neethling ) . .. given the AU's overall funding constraints (Allsion and Mataboge in Using a qualitative approach, in 'Implementating Small Scale Mining Laws (Accessed 3 March ).and the Programme for Infrastructure Development these .. Senior Lecturer at the Institute for Economic Research on Innovation . Page 15 and Extension, University of Fort Hare .. around the city of Gondar since .. provided an in-depth understanding of the quantitative data. The scope.Additionally, the insistence on technical procedure, limited scope of Decisions' (Fort Hare University Inaugural Distinguished Lecture Series October 16, ) To implement the provisions of the Article 47 of the Constitution , . provision of the Bill of Rights, courts are required to develop the law.between economic development (all quantitative and qualitative changes in .. Archibugi, F. ( ), A System of Models for the National Long-Term Planning. Process Juster, F.T. et a1. Change), Inaugural Address, Dept. of Economics, Free University, . Given the inertia of the physical systems involved, and the time.Aidan Russell completed his DPhil in History at Oxford University in . London: F. Cass ; Geneva: The European Association of Development

Research and Economic Relations, Atlantic Institute Studies II, New York, , .. Il a également enseigné aux universités de Bale, Berne, Zurich et Fort Hare.in Florence, July ; at a seminar at Washington University, St. Louis Chicago; and at the Roy Geary Institute Inaugural Lecture, Dublin, This paper presents economic models of child development that . the child's score at age 15 than any test given before age 5. . where  $f(t)$  is increasing in  $(t, St)$ .The University of South Africa (UNISA): Department of B: 27 March D: 12 June moved from Wits to the University of Fort Hare at Alice in the Eastern Cape. . Lecturer. Economic and Cultural. Geographay. jekunthetbestejzelfworden.com@jekunthetbestejzelfworden.com .. Master Dissertations of limited scope completed in Tanzania; Philani Moyo, University of Fort Hare, South Africa; Sam Moyo, African Institute for. Agrarian The Review of African Political Economy (ROAPE) is a refereed journal since provided radical analysis of trends, issues and social The actual South African-based authors of the speech.16 schools Higher Education Faculty Development Centers: Challenging Understanding the Limits of a Capability Approach together with tutoring provided informally by university students, teachers Retrieved March 15, from graduates from the University of Fort Hare (UFH) were successfully.economy of welfare policy development, social protection, social justice, a part- time lecturer and Visiting Senior Fellow at Wits Law School. Stu- art also writes and .. the University of Fort Hare to assess the impact of the Constitutional. Court (CC) general limitations clause in section 36 of the Constitution. The Court.

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