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**Examining the impact of alcoholism through media exposure  
towards youngsters revealed with henry garrett ranking  
technique**

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**ABSTRACT**

The study provides initial evidence that alcohol and the way in which alcohol is portrayed in movies contributes to how people evaluate and become transported in movies. Participants were more transported into movie clips with negative alcohol portrayals compared to clips with positive alcohol portrayals.

Stronger effects of negative events over positive events are found in various aspect of life. Glamorised drinking in movies can encourage young adults to consume more alcohol, a new study has warned. The study of the effects of alcohol portrayals in movies has found that positive and negative portrayals of alcohol can contribute to viewers' emotional involvement or "transportation" attitude towards, and evaluation of the movie.

Exposure to alcohol portrayals in the media – including movies, but also advertisements and digital media such as face book – can encourage drinking in young people.

“Since movie characters can be regarded as role models by young people, the manner in which these characters portray alcohol use in a movie might have an impact on the beliefs and attitudes towards alcohol use by youngsters themselves.

It is essential to test the extent to which alcohol portrayals affect engagement and transportation into a movie because emotional involvement in media content can be a significant requisite for being influenced by persuasive messages.

In addition, participants were more transported into movie clips with negative alcohol portrayals compared to clips with positive alcohol portrayals. However, participants endorsed more positive attitudes towards clips with positive alcohol portrayals compared to clips with negative alcohol portrayals.

Children who watch a lot of movies featuring alcohol are twice as likely to start drinking compared to other kids who watch relatively few of such films, according to new research. The study, published in the online journal BMJ Open, also reveals that these children are significantly more likely to progress to binge drinking.

## I. INTRODUCTION

### Alcohol for Children and Young People

We are able to say with confidence that there are potentially adverse consequences for children and young people who misuse alcohol. The evidence suggests that adolescents who misuse alcohol are more likely to suffer from side effects including appetite changes, weight loss, eczema, headaches and sleep disturbance. The most common impacts of alcohol intoxication are vomiting and coma. Young people are not immune to the chronic diseases and conditions associated with excess alcohol consumption in adults, and deaths from liver disease are now occurring at younger ages. Adolescents and young people who drink and drive, or allow themselves to be carried by a drunk driver, are more likely to be involved in a car accident. Adolescents and young people who drink alcohol are more likely to sustain an injury, often as a result of an assault.

Alcohol may increase feelings of depression. Stress / anxiety based drinking is associated with long-term and more severe negative outcomes. There is a relationship between adolescent alcohol use and mental health problems, so it is important that all young people with alcohol problems should have a mental health assessment. Alcohol consumption during an evening may affect a child's performance at school on the following day, since it takes time to metabolize alcohol and this process varies depending on the dose of alcohol that was consumed and differing metabolic capacity.

### Advertising Exposure Effects

Exposure to alcohol advertising can raise familiarity with brands among young people, but whether it has a direct link to the onset of drinking is a more debatable point. Any effects that do occur as a result of exposure to advertising might be indirect rather than direct. Exposure to alcohol advertising can cause young people to think about drinking. Alcohol-related thoughts might eventually contribute towards a decision to start drinking. Evidence is less clear-cut on whether exposure to alcohol advertising invariably serves as a direct trigger for young people to consume.

## II. REVIEW OF LITERATURE:

Chen, M. J. et al, 2005 stated that Young people constitute an important target group for the alcohol industry because they represent the market of tomorrow, the drinkers of the future. Creating brand allegiance among children and young people is an investment the industry is sure to cash in on later.

Atkin, C. K. & Block, M. (1983) stated that Alcohol advertisements were identified as their favourites by the majority of those surveyed - Most of the teenagers believed that the majority of the alcohol advertisements were targeted at young people. This was because the advertisements depicted scenes such as dancing, clubbing, lively music, wild activities - with which young people could identify. The teenagers interpreted alcohol advertisements as suggesting. Contrary to the code governing alcohol advertising that alcohol is a gateway to social and sexual success and as having mood altering and therapeutic properties.

Anderson, P. &Baumberg, B. (2006). Alcohol advertising is one-sided and presents alcohol consumption as a safe and problem-free practice, de-emphasizing the potential health risks and negative consequences. Furthermore, it is hypothesized that alcohol advertising has a direct and indirect effect, mediated by a direct effect on outcome expectancies, on alcohol consumption as well. Therefore, it is also hypothesized that social norms and religion are of influence on the indirect effect of alcohol advertising on alcohol consumption via outcome expectancies..Flemming, K., Thorson, E. &Atkin, C.K. (2004). States The effect of alcohol advertising on consumption can be found in the effect of alcohol ads on the alcohol consumption behaviour of adolescents. Exposure to alcohol advertising increases the likelihood that an adolescent will start with consuming alcohol. Adolescents who already consume alcohol will be more likely to consume more after exposure to alcohol advertising (So the chance that an adolescent will start with drinking or drink more if he/she already drinks, will increase with exposure to alcohol ads. Besides, the effect of exposure to advertising on alcohol is a strong predictor of drinking behaviour and intention to drink on a later age.

Michalak, L., Trocki, K. & Bond, J. (2007). It is possible that alcohol advertising influences young people's drinking beliefs and behaviors, but the opposite also may be true. That is, young people who are predisposed to drinking may be more attentive to and hold more favorable attitudes toward alcohol advertising. Most likely, the relationship is complicated and reciprocal. Further research, especially with a longitudinal design, is needed to better understand the relationship between alcohol

advertising and drinking among youth. Regardless of the causal direction of the relationship, alcohol advertising and marketing, at the least, send a message to young people that is counter to and may undermine efforts at preventing underage drinking and related problems. As such, it is important to reduce both youth exposure to alcohol advertising and the appeal of such advertising to young people.

### **III.OBJECTIVE OF THE STUDY:**

To study the major problems faced by youngsters in alcohol consumption through media exposure.

### **IV.RESEARCH METHODOLOGY**

#### **SAMPLING DESIGN**

Convenient sampling method has been used for the study. The sample size has been 291respondents specially towards the college students policy holders and data is collected for solving particular problem through well structured questionnaire.

#### **Henry Garret Ranking Technique**

Garrett's ranking technique was adopted to analyse the views of the employees. The order of merit thus given by the employees for each statement under each head was converted into ranks by using the following formula

$$\text{Per cent Position} = \frac{100 (R_{ij} - 0.50)}{N_j}$$

N<sub>j</sub>

Where

R<sub>ij</sub> = Rank given for the i<sup>th</sup> statement by j<sup>th</sup> respondent

N<sub>j</sub> = Number of statements ranked by j<sup>th</sup> respondent

### TABLE NO.1

#### Major problems faced by youngsters in alcohol consumption through media exposure

S.no	Problem	Mean score	Total score	Rank
1	Loss of culture	954	2862	IV
2	Change in life style	1145	4580	III
3	Health problems	764	764	VI
4	Addiction to additional Illegal habits	1169	5845	II
5	Losing of character	859	1718	V
6	Losing of relationship	1190	7140	I

It is inferred from the above that the “LOSING OF RELATIONSHIP” was ranked as a first problem with a total score of 7140. “ADDICTION TO ADDITIONAL IILEGAL HABBITS” was ranked

as second problem with score of 5845. “CHANGE IN THE LIFE STYLE” was ranked as third with a total score of 4580. “LOSS OF CULTURE” was ranked as fourth problem with the score of 2862. “LOSING OF CHARACTER” was ranked as fifth problem with the score of 1718. “HEALTH PROBLEMS” was ranked as sixth with the score of 764.

### FINDINGS:

From the above analysis the the “losing of relationship” was ranked as a first problem with a total score of 7140. “Addiction to additional illegal habits” was ranked as second problem with score of 5845. Change in the life style, loss of culture, losing of character, health problems were ranked as III, IV, V, and VI respectively.

### SUGGESTIONS

Based on the findings the following suggestions have been made

- In case if a person consumes alcohol being alone is better it prevents from losing a relationship.
- The alcohol consumption can be controlled by giving counselling.
- It can be reduced by meditation and yoga to maintain health condition
- Low quality and less price products can be avoided.

**CONCLUSION:**

The relation of religion, alcohol consumption and possible mediating norms amongst youth needs to be investigated more thoroughly. Since this research yields some interesting and unexpected results, there is a need to gain more knowledge on this subject to be able to solve and prevent the alcohol consumption amongst youth. Previous research have shown that religion does have an effect and that there are possible mediating factors, however this has not been shown yet for youth.

*the relationship between the importance of religion and alcohol use. Journal of Studies on Alcohol and Drugs, vol 68 (3), 410 – 418.*

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