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| Writing for Public Relations |
| Literature Review |
| Media Influence on Adolescent Alcohol Use |

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**Literature Review:**

A significant health issue is the consumption of alcohol by youth. At the end of high school, nearly three-fourths of teenagers have tried alcohol. The risk of accident, disease, long-term substance dependence, or even death due to alcohol consumption is greater for teens who start drinking at an early age. (Moreno, *Media Influence on Adolescent Alcohol Use* 2011)

Why a teenager starts drinking alcohol at a young age, has multiple influences. Many of them include family life and whether parents have shared with their children about alcohol intake laws. If a teenager's peers drink alcohol often determines his or her chances of consuming alcohol. The media is another influence on underage drinking: films and television showing substance consumption, music that contains songs on alcohol use and advertising for numerous alcohol products. (Moreno, *Media Influence on Adolescent Alcohol Use* 2011)

Children and teenagers are more vulnerable than adults to alcohol. They lack experience with alcohol and its consequences, as well as typically being physically smaller. They have no context or reference point for the measurement or control of their consumption and in addition, no alcohol tolerance has been identified. There are substantial changes in the volume and duration of alcohol intake and alcohol-related disorders from mid-adolescence to early adulthood. Many with higher intake in their mid-teens tend to be those with higher intake, alcohol dependency, and alcohol-related damage, including poorer mental wellbeing, poorer result of school, and increased risk of early adult crime. (Anderson, Bruijn, Angus, Gordon, & Hastings, *Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies* 2009)

During adolescence, alcohol can lead to structural changes in the hippocampus (a part of the brain involved in the learning process) and at high levels can permanently impair brain development

One of the main causes that have the potential to promote underage consumption is alcohol advertisement. Expectations are shaped by normative expectations regarding underage drinking for young adults who have not begun to drink, as well as by the observation of drinking by friends, peers, and models in the mass media. Research has associated exposure to mainstream media portrayals of alcohol consumption with the growth of favorable drinking perceptions among children and adolescents. (Anderson, Bruijn, Angus, Gordon, & Hastings, *Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies* 2009)

**References:**

Moreno, M. A., M.D. (2011, July 01). Media Influence on Adolescent Alcohol Use. Retrieved December 11, 2020, from <https://jamanetwork.com/journals/jamapediatrics/fullarticle/1107538>

Anderson, P., Bruijn, A., Angus, K., Gordon, R., & Hastings, G. (2009, June 3). Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies. Retrieved December 11, 2020, from <https://academic.oup.com/alcalc/article/44/3/229/178279>