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Alcohol Advertising: Freedom of Speech v. Social Responsibility

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**ALCOHOL ADVERTISING:
FREEDOM OF SPEECH v. SOCIAL RESPONSIBILITY**

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This informational study presents the controversy surrounding alcohol advertising. In light of the problem of alcoholism in this country and increasing social pressure for strict regulation, this research examines the advertiser's rights. By looking at alcohol as a convenience product in a mature market, one can see the importance of brand advertising in this particular market. Much of the reason why no regulation on alcohol advertising has been imposed can be attributed to the fact that no conclusive evidence has proven that alcohol advertising actually induces young people to begin drinking. This study includes interviews with adolescent alcoholics who share their views about the imagery associated with these advertisements and the effect it had on their decision to drink. Also, in terms of the First Amendment rights of commercial speech, this study includes case law that traces the relevant Supreme Court decisions, beginning with the denial of any First Amendment protection for commercial speech and ending with what some refer to as the "pro-business" guidelines that are in effect today.