Apr 27th, 12:00 PM - 4:30 PM

Alcohol Advertising: Freedom of Speech v. Social Responsibility

Reona Jack
Illinois Wesleyan University

Jack Fields, Faculty Advisor
Illinois Wesleyan University

Follow this and additional works at: http://digitalcommons.iwu.edu/jwprc

http://digitalcommons.iwu.edu/jwprc/1991/posters/29

This Event is brought to you for free and open access by The Ames Library, the Andrew W. Mellon Center for Curricular and Faculty Development, the Office of the Provost and the Office of the President. It has been accepted for inclusion in Digital Commons @ IWU by the faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.
ALCOHOL ADVERTISING:
FREEDOM OF SPEECH v. SOCIAL RESPONSIBILITY

Reona Jack, Dept. of Business Admin., IWU, Jack Fields*

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.