A Complete Note on Advertisement for Tobacco and Alcohol

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Abstract

We may see alcohol and tobacco advertisements everywhere, on television, in newspaper, on street ads card etc. Alcohol ads usually create several feints to tell people that alcohol is good for people and induce people to drink. On the other hand, the malign influence of advertisements shows smoking as something "cool".

But we know the truth is not so. Alcohol is harmful for people’s health and sometimes it may bring bad effects to self-impression. And cigarette smoke contains over 4,000 chemicals, including 43 known cancer-causing (carcinogenic) compounds and 400 other toxins. These include nicotine, tar, and carbon monoxide, as well as formaldehyde, ammonia, hydrogen cyanide, arsenic, etc.

Key Words
Description of Ads, Ads should be banned, Effects on Youth, Rule and Regulation of Tobacco and Alcohol advertisement, Diseases by Tobacco and Alcohol, Conclusion

Description of Ads

Advertising for tobacco is another source that cause teenagers smoke and adults’ smoke. Recently, tobacco companies have found new ways to promote their products to youth. They support their sporting events, concerts and movie. Many people favor idols or stars smoke in the movies and they seem very cool. And Teenagers are curious about imitation. Smoke containing nicotine acts as a stimulant to the brain. Nicotine in the bloodstream acts to make the smoker feel calm. In fact, nicotine is a lethal poison, affecting the heart, blood vessels, and hormones. Tobacco smoke contains over 4,000 chemical compounds. More than 60 of these are known or suspected to cause cancer. What is more, secondhand
smoke can be harmful in many ways and it ruins thousands of non-smoking people, children's health. The US Surgeon General and the US Food and Drug Administration are among those who have examined the evidence and concluded that tobacco advertising does increase overall consumption. If we ban adverts on tobacco products, they will gradually lose their appeal, because they won't symbolize anything "cool", "smart" or "amazing". Tobacco products will become ordinary consumption goods and thus the number of young people who take up smoking in order to “be somebody” will decrease.

**Ads should be banned**

Tobacco and Alcohol are two main and dangerous addictions people suffer from. The source of tobacco is a plant and major component of tobacco is Nicotine which is proved to be neurotoxin. Alcohol fermentation product and it is prepared by the fermentation of fruits etc. Ethanol is the component of alcohol which is highly toxic and can damage the DNA, and life depends upon DNA. Tobacco and Alcohol seems to be attractive because they have ability cause relaxation for a short time. People who use tobacco and alcohol are addicted to them and cannot live without these narcotics and drugs.

Some days ago, I saw a television ad of a tobacco company in which they were advertising about cigarettes and then they displayed a message: “smoking is injurious to health”. My younger brother asked, “What is this? I said, it is a very bad thing, he replied “if it is bad then why TV channel is advertising about it?” I was just “quiet”. Really, why they advertise about alcohol and tobacco if these drugs are bad? Everyone knows that these drugs are deadly for life, still they like to use these narcotics. People attract towards these drugs usually because of attractive advertisements. If a depressed person sees in a movie that people use to drink alcohol for their mind relief, then surely, he can also try to drink for relaxation of his mind. This chain will continue and many people will affect from it.

Tobacco and alcohol advertisements are not only in the form of traditional ads but now they are also advertised in drama serials and movies. In drama serials and movies, people with power are shown, using alcohol and excessive tobacco. Public impresses from dramas and movies and try to adopt something from dramas and movies. It is not about all people but some people really take it seriously and think about using tobacco and alcohol for their mind relaxation.

The conclusion is: all the advertisements and content related to tobacco and alcohol should be banned to prevent our youth. Our youth may lead towards crimes by using these drugs and may involve in unethical acts. So, manufacturing companies should also follow some rules and regulations to prevent this world form the scourge of drugs.


Effects on Youth

Even though the tobacco industry denies the claims by scholars that their advertisements target the adolescent and young nonsmokers, there are indications that the advertisements and promotions done for tobacco products play a big role in introducing nonsmokers into smoking. These nonsmokers and adolescents are needed to start smoking as a way of increasing the sales of the tobacco products. It is, however, important to notice the warnings usually included in the advertisements done to promote the sales of tobacco and alcohol products.

Advertising has long influenced how people purchase and consume goods. Youth are particularly vulnerable to the influence of advertising due to their potential for forming brand loyalties at an early age, limited skepticism, and high use of social media—where alcohol marketing is increasingly found.

Teen alcohol use is a major public health problem, with negative consequences ranging from injuries, including those from car crashes, to risky sexual behavior, to damage to the developing brain. Research shows that teen exposure to advertising is associated with drinking attitudes and behavior, but it has been unclear if these associations are causal.

There is scientific consensus that advertising by the tobacco industry—which has had a long history of marketing directly to youth—causes teen smoking. The National Cancer Institute, Master Settlement Agreement, and Surgeon General’s 2012 Report on Preventing Tobacco Use Among Youth and Young Adults all agree that the evidence is strong enough to say that there is a causal relationship; the Surgeon General used a four-level hierarchy system to classify the strength of causal inferences based on available evidence, as well as statistical estimation and hypothesis testing of association.

“The conclusion that the association between exposure to tobacco advertising and adolescent tobacco use are causal allowed for policy development that justified further regulation of tobacco advertising aimed at youth,” said Michael Weitzman, MD, professor of pediatrics and environmental health at NYU Grossman School of Medicine and NYU School of Global Public Health. “The conclusion also set the framework to investigate a potentially analogous relationship with alcohol.”

They found that, in every aspect studied, the influence of tobacco and alcohol advertising on teens were analogous. For instance, both tobacco and alcohol companies have used mascots in advertisements (e.g., Joe Camel, the Budweiser frogs), which research shows are easily recognized and trusted by children. In addition, both tobacco and alcohol companies use or have used movies, television, and sporting events as opportunities for advertising and
product placement, with studies showing that exposure to smoking and drinking increases the risk for youth initiation.

The researchers also found that neighborhoods with large numbers of tobacco retailers expose youth to more tobacco advertising and make it easier to buy cigarettes, a finding that held true for alcohol retailer density as well. Troublingly, tobacco and alcohol retailers are often near schools.

Finally, the researchers found that exposure to tobacco and alcohol advertising and teen knowledge, attitudes, initiation, and continued use of the products are extraordinarily similar. Many studies show that advertising is a risk factor for both smoking and drinking, with several studies showing a dose-dependent relationship, with more exposure to advertising increasing consumption.

**Rule and Regulation of Tobacco and Alcohol advertisement**

Advertising is a relatively unregulated area. It relies heavily on voluntary censorship and is governed by relatively few guidelines. An obvious exception to this general rule is the advertising of alcohol, tobacco and related products. In fact, the level of regulation and restrictions on advertising of these products, which historically began with small prohibitions, has increased enormously, and in the case of tobacco now amounts to the effective banning of promotional activities. Any advertising of these products is tightly controlled and highly restricted.

The harmful health and social effects of alcohol and tobacco are well-known. What remains controversial is whether advertisements of these products cause an increase in the number of consumers, or of levels of alcohol and tobacco consumption among existing users.

According to one argument, advertisements are aimed at building brand loyalty and increasing the market share of a particular brand in relation to its competitors. This theory suggests that adverts have no role to play in the creation of demand for a product, which is based on external factors; they only aid brands by channeling existing demand for their products. The opposing argument suggests adverts do not only channel existing demand to a particular brand, but also create new demand (and thereafter channel it to the brand).

In accordance with global practice, laws are now in place in India to control, regulate and in effect prohibit adverts of tobacco products in almost all forms. The Cigarettes Act of 1975 was the first to impose restrictions. It required all cigarettes and tobacco products to carry a statutory warning about the ill effects of smoking or consuming tobacco. The Advertising Standards Council of India adopted a voluntary code in 1998 for regulating adverts that might otherwise encourage greater alcohol consumption or glorify its effects. However, as often
noted, voluntary codes are largely ineffective for any form of regulation, let alone for regulation of a profit-driven activity such as advertising. Recognizing this, several countries, as well as the European Union, have enacted legislation banning all forms of direct or indirect advertising of tobacco products.

In India, the Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003, prohibited all forms of advertising of tobacco and related products whether in electronic and print media or radio, or in any other direct or indirect manner. The packaging of tobacco products must feature a large and prominent warning about the ill-effects of consumption, with pictorial warnings mandatory. These warnings reduce the advertising space available on the product itself.

India’s Ministry of Information & Broadcasting (MIB) recently put out an advisory for private satellite TV channels to ensure that liquor, tobacco and other intoxicants are not advertised directly or indirectly on their channels in violation of existing law, i.e., the Cable Television Network Rules, 1995 (CTNR). Under CTNR, satellite TV channels are prohibited from carrying out an advertisement that directly or indirectly promotes sale or consumption of liquor, wine, cigarettes and tobacco products.

However, advertisement of brand extensions of liquor and tobacco products is permitted under CTNR, provided the product sold under the brand extension does not make direct or indirect references to the prohibited product, it is distributed in reasonable quantity and is available in a substantial number of outlets, and the proposed expenditure on the advertisement of the brand extension product is not disproportionate to the actual sales turn-over of that product.

**Diseases by Tobacco and Alcohol**

Alcohol and tobacco use may lead to major health risks when used alone and together. In addition to contributing to traumatic death and injury (e.g., through car crashes), alcohol is associated with chronic liver disease, cancers, cardiovascular disease, acute alcohol poisoning (i.e., alcohol toxicity), and fetal alcohol syndrome. Smoking is associated with lung disease, cancers, and cardiovascular disease. Additionally, a growing body of evidence suggests that these substances might be especially dangerous when they are used together; when combined, alcohol and tobacco dramatically increase the risk of certain cancers.
• **Cancers of the Mouth and Throat**

People who drink and smoke are at higher risk for certain types of cancer, particularly those of the mouth and throat. Alcohol and tobacco cause approximately 80 percent of cases of cancer of the mouth and throat in men and about 65 percent in women. For people who both smoke and drink, the danger of mouth and throat cancer increases dramatically—in fact, the combined risk is greater than or equal to the risk associated with alcohol multiplied by the risk associated with tobacco. Alcohol and tobacco co-use appears to substantially increase the risk of at least one type of cancer of the esophagus.

• **Liver Cancer**

During the past decade, the incidence of liver cancer has increased dramatically in the United States. Although some studies have reported that alcohol and tobacco may work synergistically to increase the risk of liver cancers, more research is needed to explore this issue.

• **Cardiovascular Disease**

The American Heart Association estimates that more than 34 percent of the United States population has some form of cardiovascular disease. Tobacco use and alcohol consumption both are major risk factors for various forms of cardiovascular disease. However, little evidence exists to suggest that drinking and smoking together raise the risk more than the sum of their independent effects.

*Few diseases by cigarettes:*

• **Lung Cancer**

More people die from lung cancer than any other type of cancer. Cigarette smoking is the number one risk factor for lung cancer; it's responsible for 87% of lung cancer deaths. Your chance of still being alive five years after being diagnosed is less than 1 in 5.
• **COPD (chronic obstructive pulmonary disease)**

COPD is an obstructive lung disease that makes it hard to breathe. It causes serious long-term disability and early death. COPD starts by making it hard to be active, such as playing with a grandchild, then usually gets worse, until climbing a short set of stairs or even walking to get the mail is exhausting or impossible. It can leave people stuck in their homes, unable to do the things they want or see friends. About 80% of all COPD is caused by cigarette smoking. COPD is the fourth leading cause of death in the United States.

• **Heart Disease**

Smoking harms nearly every organ in your body, including your heart. Smoking can cause blockages and narrowing in your arteries, which means less blood and oxygen flow to your heart. When cigarette consumption in the U.S. decreased, so did the rates of heart disease. Yet, heart disease remains the number one cause of death in the U.S.

• **Stroke**

Because smoking affects your arteries, it can trigger stroke. A stroke happens when the blood supply to your brain is temporarily blocked. Brain cells are deprived of oxygen and start to die. A stroke can cause paralysis, slurred speech, altered brain function and death. Stroke is the fifth leading cause of death in the United States and a leading cause of adult disability.

• **Asthma**

Asthma is a chronic lung disease that makes it harder to move air in and out of your lungs—otherwise known as "breathing." Because cigarette smoke irritates air passages, it can trigger sudden and severe asthma attacks. Asthma is a serious health condition that affects close to 25 million Americans. Smoking only makes it worse.

• **Reproductive Effects in Women**

Smoking can cause ectopic pregnancy in women, which is when a fertilized egg implants somewhere other than the uterus. The egg can't survive and, if left
untreated, can be life-threatening for the mother. Smoking also causes reduced fertility, meaning it makes it more difficult to get pregnant.

- **Premature, Low Birth-Weight Babies**

  The effects of smoking not only impact mom's health, but also that of her baby. Smoking while pregnant can cause babies to be born prematurely and/or with a low birth-weight. Babies born too early or too small have increased risk of health complications and even death.

- **Diabetes**

  You're more likely to get type 2 diabetes if you smoke. The risk of developing type 2 diabetes is 30 to 40% higher for smokers than non-smokers. Additionally, smoking increases the risk of complications once diagnosed with diabetes, such as heart and kidney disease, poor blood flow to legs and feet (which leads to infections and possible amputation), blindness and nerve damage.

- **Blindness, Cataracts and Age-Related Macular Degeneration**

  Smoking can make you go blind. It damages your eyes and can result in vision loss. Age-related macular degeneration is caused by smoking. It is the leading cause of blindness in adults ages 65 and older.

- **Over 10 Other Types of Cancer, Including Colon, Cervix, Liver, Stomach and Pancreatic Cancer**

  Basically, all the cancers. For both cancer patients and survivors, those who smoke are more likely to develop a second primary cancer. And now we know that smoking causes at least a dozen cancers, including liver and colorectal, and reduces the survival rates for prostate cancer patients.

**Conclusion**

The conclusion is: all the advertisements and content related to tobacco and alcohol should be banned to prevent our youth. Our youth may lead towards crimes by using these drugs and may involve in unethical acts. So, manufacturing
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