Influence of Intentional and Unintentional Media Contents on Truncating the Alcohol Consumption

Dr. Umesh H. Arahunasi

Asso. Professor of Commerce, SKHP GFG College, Hulkoti (Karnataka)
uh. aahunasi@gmail.com

ABSTRACT

Media enjoys a unique place and privilege in our society. It plays both the negative and positive roles in creating and shaping the public opinion either directly or indirectly. Media can mirror and mould the society. Media, on one hand, set a stage for the business to promote the consumption of alcohol and, on the other hand, provide space for government and NGOs to curtail the consumption of alcohol by educating people. However, in order to truncate the consumption, media shows intentional and unintentional contents. The present study is intended to analyse the Intentional Media Contents (IMC) Unintentional Media Contents (UMC) to truncate the alcohol consumption. In the present study, total 358 "current alcoholics" are taken as respondents based on "stratified random sampling" method. The various statistical techniques including averages, chi-square, and correlation and regression analysis are used to analyse the primary data. The findings of the study reveal that the IMC which appeared in print media have considerable influence on decreasing the consumption of alcohol (7.26 per cent) products. Urban people, males, people aged 20-29 years and people with high SES are more open to get influenced by alcohol related IMC. Majority of the people have not exposed to UMC which appeared in outdoor media. Accordingly, the influence is also very low. Outdoor media is more effective in decreasing the consumption through IMC than other media. The influence of IMC of electronic media is considerably high where 18.16 per cent of alcohol consumers reported that their consumption has been decreased under the influence of IMC. As like in print media, the influence of IMC of electronic media is positively related with SES of people. To conclude, it is important to say that if media is used properly, no doubt, it gives valuable contributions to the healthy environment of the society. Otherwise, it would be the main cause to create unhealthy environment in the society.

Keywords: Media, Print, Electronic, Outdoor, Alcohol, Karnataka

I.   Introduction:

In the last two decades, the system and structure of media has undergone a dramatic transformation at both global and national level. Information has become a product to be used for catering to the media's vast business interest and their owner's benefit. The invention of new technology in communication process and intervention of business in media activities have created a need to redefine the media's traditional image. In the earlier days, both the print and electronic media had a limited geographical reach. However, the modern technologies have made possible a village newspaper to have a global access and electronic media to reach every corner of the world. Today, by its powerful role of dissemination of information, media has brought the world in a *small close-knit* system where people can adopt a diverse nature of culture into their lives. Media enjoys a unique place and privilege in our society. It plays both the negative and positive roles in creating and shaping the public opinion either directly or indirectly.The major share of revenue to the media industry comes from business. Business uses media in its communication strategies to stimulate people to buy more of their products. In this process, the product like alcohol is also being widely promoted.

In India, the production and consumption of alcohol product is legally allowed with some restrictions. This product, on the one hand, fetches revenue to the state exchequer and provides employment to the millions of people. On the other hand, the consumption of this product adversely affects the individual health, family and social environment. Despite of these adverse effects, the consumption of alcohol product has been increasing in recent years. The increase in alcohol consumption is caused by various factors. Among them, media is considered as important factor, which influence people to start, to increase, to decrease or to quit the consumption of alcohol. Media is being used as a powerful channel by both the parties who are in favour of promoting the consumption and by those who are against the consumption. Business people use media to promote their products through various items ranging from regular brand advertising to the programme sponsorship. In addition, role models are used to endorse the products as a mode of appealing to youngsters and glamorising the products. In addition, the government and non-government organisations (NGOs) use media to educate people about the ill effects of the consumption. The efforts of these agencies are not focussed on de-promoting any particular product but the consumption in general.

In India, the government has announced a complete ban on the direct and indirect advertisements of alcohol product in print, electronic and outdoor media except at the place of *Point-Of-Sale* (POS). Even though the regulations are changed, media is still disseminating the alcohol related promotional messages. It is true that media not only provide space for business but also for government and social institutions to curtail the consumption. Hence, in this situation, where media plays both the positive as well as negative roles, a need was felt by the researcher to analyse how far the media is effective to influence the consumption of alcohol in Karnataka state.

Alcohol is one of the psychoactive substances that belong to the group of intoxicants. The use and abuse of alcohol is a worldwide phenomenon. Although the alcoholic beverages are economically important commodities, the benefits connected with this commodity come at an enormous cost to society. Alcoholic beverages, usually consumed by people, are classified into two broad categories: *legally produced* and *illegally produced*. In Karnataka, among all the products being marketed in the state, arrack is widely consumable. It accounts nearly 40 to 50 per cent of the market. In addition to the arrack, beer and IMFL products like whisky, rum, gin, brandy, vodka and wine are also being produced and marketed in the state to cater for different categories of people.

In Karnataka, tax on alcoholic beverages is the second major source of income to the state exchequer. The state excise revenue from 97-98 to 10-11 is shown in the Table – 1.

Table - 1: State Excise Revenue from 1997-98 to 2010-11

Year	Revenue (in crores Rs.)	Percentage Change
1997-98	865.75	-
1998-99	1,019.11	17.71
1999-00	1,233.55	21.04
2000-01	1,550.23	25.67
2001-02	2,004.11	29.28
2002-03	2,118.58	5.71
2003-04	2,365.00	11.63
2004-05	2,834.00	19.83
2005-06	3414.94	20.50
2006-07	4529.00	32.62
2007-08	4811.93	6.25
2008-09	5792.41	20.38
2009-10	7001.09	20.87
2010-11*	7500.00	7.13

Source: Karnataka at a glance for respective years and http://www.karnatakaexcise.com
*Note: * projected figures*

II. Objectives of the Study:
The overall objective of the paper is to analyse the media influence on consumption of alcohol in Karnataka state. In order to achieve at the overall objective, the following specific objectives are set for the study.
✓ To analyse the Intentional Media Contents (IMC) to truncate the alcohol consumption
✓ To analyse the Unintentional Media Contents (UMC) to truncate the alcohol consumption
✓ To offer useful suggestions for effective contents to truncate alcohol consumption.

III. Research Methodology:
In order to attain the objectives of the study, entire Karnataka state is taken as the universe of the study. Geographically the state has been segmented into four revenue divisions namely Bangalore, Belgaum, Gulburga and Mysore consisting of 27 districts and 175 taluks. In the study, both primary and secondary sources are used to collect the necessary information. Primary information has been collected from the sample respondents by using scheduled questionnaire method. The secondary information has been collected from various published and unpublished sources like research work, books, journals, magazines, newspapers websites and government statistical reports. By keeping the constraints of time, labour and money, the Stratified Random Sampling technique has been used to select the respondents to represent the diversified characters of population. A total of 358 respondents are selected from four divisional zones of the universe in proportionate to the population. The statistical tools such as percentage, average, chi-square and correlation analysis are used to analyse the primary data. In addition, the tables and figures are also used in presentation to make data easily understandable.

IV.   Characteristics of the Respondents:

In the present study, a total 358 sample respondents are selected from four revenue divisions in proportion to the population. The distribution of the samples based on locality, sex, age group, SES and division and their percentage to the total are shown in the Table – 2.

Table - 2: Division-wise distribution of respondents

Characteristics of Respondents		Numbers	Percentage
Locality	Urban	155	43.30
	Rural	203	56.70
Sex	Male	307	85.75
	Female	51	14.25
Age Group	20-29	158	44.13
	30-29	85	23.74
	40-49	77	21.51
	50 and above	38	10.62
Socio-Economic Status	Low	55	15.36
	Medium	168	46.93
	High	135	37.71
Division	Bangalore	134	37.43
	Belgaum	78	21.79
	Gulburga	65	18.16
	Mysore	81	22.62
Total Respondents		**358**	**100.00**

Source: Field Survey

V.   Analysis of Intentional Media Contents (IMC):

Along with the space provided to alcohol companies to promote the products the media provide space to the agencies, which are engaged in de-promoting the consumption of alcohol. Media performs both intentional and unintentional role in de-promoting alcohol consumption. Intentional Media Contents refers to the efforts made by government, NGOs and other social organisations when they pass various messages to the public about the ill-effects of the consumption. These efforts are not intended to de-promote any particular product or brand, but to de-promote the consumption in general. The IMC are in the form of advertising, programmes, literature, health related tips, banners, posters and others. The influence of IMC items on consumption of alcohol is presented in the Table – 3.

It is clear from the Table – 3 that electronic media is powerful to to the tune of 18.16 percent to curtail the consumption of alcohol which is followed by outdoor media (13.13 percent). The print media has only 7.26 percent of influence on decreasing consumption. However, it can also be noted that majority of the people are either not influenced or not exposed to any media. The character-wise influence of IMC on alcohol consumption is shown in Table – 4.

Table - 3: Influence of IMC items on Alcohol Consumption

Media	Influence	State	Of which

		Total	Bangalore	Belgaum	Gulburga	Mysore
Print	Consumption Decreased	26 (7.26)	11 (42.31)	9 (34.62)	1 (3.85)	5 (19.23)
	Not Influenced	162 (45.25)	68 (41.98)	40 (24.69)	23 (14.20)	31 (19.14)
	Not Exposed	170 (47.49)	55 (32.35)	29 (17.06)	41 (24.12)	45 (26.47)
Electronic	Consumption Decreased	65 (18.16)	27 (41.54)	13 (20.00)	9 (13.850)	16 (24.62)
	Not Influenced	180 (50.28)	73 (40.56)	35 (19.44)	29 (16.11)	43 (23.89)
	Not Exposed	113 (31.56)	34 (30.09)	30 (26.55)	27 (23.89)	22 (19.47)
Outdoor	Consumption Decreased	47 (13.13)	12 (25.53)	6 (12.77)	12 (25.53)	17 (36.17)
	Not Influenced	251 (70.11)	88 (35.06)	57 (22.71)	48 (19.12)	58 (23.11)
	Not Exposed	60 (16.76)	34 (56.67)	15 (25.00)	5 (8.33)	6 (10.00)
Total		**358 (100.00)**	**134 (37.43)**	**78 (21.79)**	**65 (18.16)**	**81 (22.63)**

Source: Field Survey
Note: Figures in parentheses represent percentage

Table – 4: Character-wise influence of IMC items Media on consumption

Characterstics	Print Media			Electronic Media			Outdoor Media			Total
	CD	NI	NE	CD	NI	NE	CD	NI	NE	
Locality										
Rural	7 (4.52)	61 (39.35)	87 (56.13)	28 (18.06)	73 (47.10)	54 (34.84)	31 (20.00)	108 (69.68)	16 (10.32)	155 (100)
Urban	19 (9.36)	101 (49.75)	83 (40.89)	37 (18.23)	107 (52.71)	59 (29.06)	16 (7.88)	143 (70.44)	44 (21.67)	203 (100)
Sex										
Male	26 (8.47)	154 (50.16)	127 (41.37)	57 (18.57)	159 (51.79)	91 (29.64)	44 (14.33)	211 (68.73)	52 (16.94)	307 (100)
Female	0 (0.00)	8 (15.69)	43 (84.31)	8 (15.69)	21 (41.18)	22 (43.14)	3 (5.88)	40 (78.43)	8 (15.69)	51 (100)
Age										
20-29	13 (8.23)	92 (58.23)	53 (33.54)	29 (18.35)	84 (53.16)	45 (28.48)	11 (6.96)	115 (72.78)	32 (20.25)	158 (100)
30-39	5 (5.88)	31 (36.47)	49 (57.65)	17 (20.00)	43 (50.59)	25 (29.41)	13 (15.29)	59 (69.41)	13 (15.29)	85 (100)
40-49	6 (7.79)	28 (36.36)	43 (55.84)	13 (16.88)	37 (48.05)	27 (35.06)	19 (24.68)	51 (66.23)	7 (9.09)	77 (100)
50+	2 (5.26)	11 (28.95)	25 (65.79)	6 (15.79)	16 (42.11)	16 (42.11)	4 (10.53)	26 (68.42)	8 (21.05)	38 (100)
SES										
Low	1 (1.82)	11 (20.00)	43 (78.18)	2 (3.64)	19 (34.55)	34 (61.82)	8 (14.55)	39 (70.91)	8 (14.55)	55 (100)
Medium	11 (6.55)	86 (51.19)	71 (42.26)	32 (19.05)	75 (44.64)	61 (36.31)	22 (13.10)	112 (66.67)	34 (20.24)	168 (100)
High	14 (10.37)	65 (48.15)	56 (41.48)	31 (22.96)	86 (63.70)	18 (13.33)	17 (12.59)	100 (74.07)	18 (13.33)	135 (100)
Total	**26 (7.26)**	**162 (45.25)**	**170 (47.49)**	**65 (18.16)**	**180 (50.28)**	**113 (31.56)**	**47 (13.13)**	**251 (70.11)**	**60 (16.76)**	**358 (100)**

Source: Field Survey
Note: *Figures in parentheses represent percentage,   CD=Consumption Decreased, NI=Not Influence, NE=Not Exposed*

Table – 4 clearly describes that the print media is more influential on urban people, males, age group of 20-29 and high SES people. The electronic media is having almost equal influence on all the characters. The outdoor media is also having considerable influence on curtailing consumption. However, it can also be noticed that majority of the people are either not influenced by or not exposed to any IMC.

The relationship between IMC which appeared in print, electronic and outdoor media and the change in alcohol consumption has been studied with the help of correlation analysis. The results are presented in Table – 5.

Table – 5: Correlation analysis between IMC and Alcohol Consumption

Media	Alcohol Consumption (n=358)

	r-value	t-value
Print	-0.1804	**-3.4612***
Electronic	-0.3154	**-6.2702***
Outdoor	-0.3047	**-6.0357***

*Significant at 5 % level of significance (p<0.05)

It is clearly pointed out from the Table - 5 that the entire three variables of IMC items appeared print, electronic and outdoor media have negatively significant relationship with the change in alcohol consumption. It indicates that the scores move in the IMC items have the opposite direction of movement of scores in change in alcohol consumption.

The regression analysis has been used to predict whether the IMC which appeared in print, electronic and outdoor media are significant to change alcohol consumption. The results are presented in Table-6

Table – 6: Prediction of IMC to Change Alcohol Consumption

Media	Beta	SE of beta	Regression coefficient	SE Regression coefficient	t-value	p-level
Intercept	-	-	0.5746	0.0940	6.1127	0.0000
Print	-0.0803	0.0511	-0.1112	0.0708	-1.5710	0.1171
Electronic	-0.2287	0.0526	-0.2838	0.0653	-4.3453	0.0000*
Outdoor	-0.2299	0.0509	-0.3621	0.0802	-4.5157	0.0000*

R= .39579817 R²= .15665619 Adjusted R²= .14950921, F (3,354)=21.919 p< .00000 Std. Error of estimate: .79353

* Significant at 5 % level of significance (p<0.05)

It is seen from the Table - 6 that the IMC which appeared in print media are not a significant predictor of the change in alcohol consumption. It means that the IMC in print media has insignificantly resulted in changes in alcohol consumption. In case of both the electronic and outdoor media, IMC are found to be significant predictors of change in alcohol consumption.

5. Analysis of Unintentional Media Contents (UMC): The advocacy of the alcohol consumption comes from media, most of the times, unintentionally through its regular contents and programmes. Generally, the advocacy is not related to any particular brand / product but the consumption in general. The UMC appear in novels, stories and comics of print media and in serials, music and movies of electronic media. The media contents that are de-promoting consumption unintentionally influence the people not to consume or to give up the consumption or cultivate unfavorable attitudes in the mind of people towards consumption / consumers.   The overall influence of UMC which appeared in print, electronic and outdoor media on decreasing the alcohol consumption is presented in the Table - 7.

Table -7: Influence of UMC on Alcohol Consumption

Media	Influence	State Total	Of which			
			Bangalore	Belgaum	Gulburga	Mysore
Print	Consumption Decreased	36 (10.06)	13 (36.11)	11 (30.56)	5 (13.89)	7 (19.44)
	Not Influenced	187 (52.23)	68 (36.36)	36 (19.25)	35 (18.72)	48 (25.67)
	Not Exposed	135 (37.71)	53 (39.26)	31 (22.96)	25 (18.52)	26 (19.26)
Electronic	Consumption Decreased	61 (17.04)	19 (31.15)	12 (19.67)	12 (19.67)	18 (29.51)
	Not Influenced	249 (69.55)	92 (36.95)	56 (22.49)	49 (19.68)	52 (20.88)
	Not Exposed	48 (13.41)	23 (47.92)	10 (20.83)	4 (8.33)	11 (22.92)

Outdoor	Consumption Decreased	12 (3.35)	12 (100.00)	0 (0.00)	0 (0.00)	0 (0.00)
	Not Influenced	128 (35.75)	68 (53.13)	33 (25.78)	18 (14.06)	9 (7.03)
	Not Exposed	218 (60.89)	54 (24.77)	45 (20.64)	47 (21.56)	72 (33.03)
Total		**358 (100.00)**	**134 (37.43)**	**78 (21.79)**	**65 (18.16)**	**81 (22.63)**

Source: Field Survey

Note: Figures in parentheses represent percentage

It is clear from the Table–7 that electronic media is powerful to the tune of 17.04 percent to curtail the consumption of alcohol which is followed by print media (10.06 percent). However, it can also be noted that majority of the people are either not influenced or not exposed to any media. The character-wise influence of UMC on alcohol consumption is shown in the Table-8.

Table –8: Character-wise influence of UMC on Alcohol Consumption

Characterstics	Print Media			Electronic Media			Outdoor Media			Total
	CD	NI	NE	CD	NI	NE	CD	NI	NE	
Locality										
Rural	11 (7.10)	91 (58.71)	53 (34.19)	32 (20.65)	107 (69.03)	16 (10.32)	1 (0.65)	29 (18.71)	125 (80.65)	155 (100)
Urban	25 (12.32)	96 (47.29)	82 (40.39)	29 (14.29)	142 (69.95)	32 (15.76)	11 (5.42)	99 (48.77)	93 (45.81)	203 (100)
Sex										
Male	36 (11.73)	157 (51.14)	114 (37.13)	57 (18.57)	203 (66.12)	47 (15.31)	12 (3.91)	112 (36.48)	183 (59.61)	307 (100)
Female	0 (0.00)	30 (58.82)	21 (41.18)	4 (7.84)	46 (90.20)	1 (1.96)	0 (0.00)	16 (31.37)	35 (68.63)	51 (100)
Age										
20-29	15 (9.49)	82 (51.90)	61 (38.61)	18 (11.39)	107 (67.72)	33 (20.89)	12 (7.59)	77 (48.73)	69 (43.67)	158 (100)
30-39	10 (11.76)	48 (56.47)	27 (31.76)	20 (23.53)	61 (71.76)	4 (4.71)	0 (0.00)	22 (25.88)	63 (74.12)	85 (100)
40-49	9 (11.69)	45 (58.44)	23 (29.87)	15 (19.48)	56 (72.73)	6 (7.79)	0 (0.00)	19 (24.68)	58 (75.32)	77 (100)
50+	2 (5.26)	12 (31.58)	24 (63.16)	8 (21.05)	25 (65.79)	5 (13.16)	0 (0.00)	10 (26.32)	28 (73.68)	38 (100)
SES										
Low	3 (5.45)	15 (27.27)	37 (67.27)	9 (16.36)	42 (76.36)	4 (7.27)	0 (0.00)	11 (20.00)	44 (80.00)	55 (100)
Medium	11 (6.55)	91 (54.17)	66 (39.29)	29 (17.26)	112 (66.67)	27 (16.07)	9 (5.36)	62 (36.90)	97 (57.74)	168 (100)
High	22 (16.30)	81 (60.00)	32 (23.70)	23 (17.04)	95 (70.37)	17 (12.59)	3 (2.22)	55 (40.74)	77 (57.04)	135 (100)
Total	**36 (10.06)**	**187 (52.23)**	**135 (37.71)**	**61 (17.04)**	**249 (69.55)**	**48 (13.41)**	**12 (3.35)**	**128 (35.75)**	**218 (60.89)**	**358 (100)**

Source: Field Survey

Note: *Figures in parentheses represent percentage, CD=Consumption Decreased, NI=Not Influence, NE=Not Exposed*

Table–8 clearly describes the variable like urban people, males, people aged between 30-50 years and people with high SES are highly influenced by print media to curtail their consumption. The influence of electronic media is as same as print media except the influence on rural people which are highly influenced by this media. The influence of outdoor media is not significant as print and electronic media.

The relationship between UMC items which appeared in print, electronic and outdoor media and the change in alcohol consumption has been studied with the help of correlation analysis. The results are presented in Table – 9.

Table – 9: Correlation analysis between UMC and Alcohol Consumption

Media	Alcohol Consumption (n=358)	
	r-value	**t-value**

Print	-0.1621	**-3.0985***
Electronic	-0.3063	**-6.0706***
Outdoor	0.0650	1.2296
*Significant at 5 % level of significance (p<0.05)		

It is observed from the Table–9 that UMC items which appeared in both the print and electronic media have a significant negative relationship with the change in alcohol consumption at 5 per cent level of significance. It indicates that the scores of both UMC in print media and UMC in electronic move in opposite directions to the scores of change in alcohol consumption. However, no significant relationship can be observed between UMC item which appeared in outdoor media and the change in alcohol consumption.

The regression analysis has been used to predict whether the UMC items which appeared in print, electronic and outdoor media are significant to change alcohol consumption. The results are presented in Table-10.

Table – 10: Prediction of UMC to Change Alcohol Consumption

Media	Beta	SE of beta	Regression coefficient	SE Regression coefficient	t-value	p-level
Intercept	-	-	0.4343	0.1060	4.0955	0.0001
Print	-0.0936	0.0532	-0.1270	0.0721	-1.7614	0.0790
Electronic	-0.2768	0.0535	-0.4319	0.0835	-5.1715	0.0000*
Outdoor	0.0285	0.0521	0.0439	0.0803	0.5469	0.5848
R= .31905695 R²= .10179733 Adjusted R²= .09418545, F (3,354)=13.373 p< .00000 Std. Error of estimate: .81893						
* Significant at 5 % level of significance (p<0.05)						

It is observed from the Table-10 that UMC which appeared in print media are not significant predictors of change in alcohol consumption. It means, UMC in print do not significantly cause to bring the change in alcohol consumption. A significant negative influence of UMC items which appeared in electronic media on the change in alcohol consumption can also be observed in the table. Similarly, an insignificant influence of UMC items which appeared in outdoor media can also be seen on the change in alcohol consumption.

VI. Findings, Suggestions and Conclusion:

The present study of analysing the influence of IMC and UMC of print, electronic and outdoor media on curtailing the alcohol consumption reveals the following findings.

❖ The IMC which appeared in print media have considerable influence on decreasing the consumption of alcohol (7.26 per cent) products. Urban people, males, people aged 20-29 years and people with high SES are more open to get influenced by alcohol related IMC.

❖ The influence of alcohol related UMC and IMC are positively associated with SES of people. It means the people with high SES are more likely to decrease their consumption under the influence of UMC and IMC.

❖ The influence of IMC of electronic media is considerably high where 18.16 per cent of alcohol consumers reported that their consumption has been decreased under the influence of IMC. As like in print media, the influence of IMC of electronic media is positively related with SES of people.

❖ Majority of the people have not exposed to UMC which appeared in outdoor media. Accordingly, the influence is also very low.

❖ Outdoor media is more effective in decreasing the consumption through IMC than other media.

❖ The UMC of print and electronic media have a negative relationship with the change in alcohol consumption. The UMC of electronic media are significant predictors of change in alcohol consumption.

❖ The IMC of any media have negative relationship with the change in alcohol consumption. The IMC which appeared in electronic and outdoor media are significant predictors of the change in alcohol consumption.

The core point of the outcome of the study is that people are considerably influenced by IMC and UMC messages. In support of these findings, the study offers some useful suggestions to strengthen the agencies which are engaged in controlling the menace of alcohol consumption. The suggestions are as follows.

❖ Government should make the media as a partner and a champion of the alcohol control programme and it should run a multi-media campaign that increases the awareness of the health benefits among the people.

❖ The lobbying efforts of the alcohol industries should be countered through effective media advocacy.

❖ Monitoring and auditing the use of media by alcohol industries should be made regularly to ensure the enforcement and compliance with the existing and new laws.

❖ The medical community and entertainment industries should be involved in anti-alcohol campaign to appeal the youth to support.

❖ Mere display of banners / hoardings of anti-consumption messages nearby hospital / government offices do not give much force to the efforts. Hence, they should be exhibited in the market place where these products are aggressively marketing with thought provoking messages.

❖ Use of celebrities from sports, films or music fields would give more effect to all the anti-consumption activities. Run an aggressive media advocacy campaign not just to counter the arguments of the alcohol industries but to pre-empt them.

❖ The print and electronic media should be motivated to run programme content and editorial that raises the awareness of the issues relating to ill-effects of alcohol.

❖ The manufacturers / marketers should have strong self-regulations to educate people about 'safe consumption'.

To conclude, media play very important role to mirror and mould the society. Media in various forms including print, electronic and outdoor has a distinct power to influence the way people think, learn, react and behave in their day-to-day life. The changes brought about by media can be identified immediately after exposure or it can take long time to be identified. As several studies found, although it is not the only factor which influences people to consume alcohol, media is given much importance than other factors, which are uncontrollable, because of its effective role of indirect influence on youth. In this situation, it is important to say that if media is used properly, no doubt, it gives valuable contributions to the healthy environment of the society. Otherwise, it would be the main cause to create unhealthy environment in the society.

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