

LEISURE AND YOUTH: AN ANALYSIS OF BEER ADVERTISING CONVEYED BY TELEVISION

Marcela Oliveira¹, Liana Abrão Romera² and Nelson Carvalho Marcellino³

¹Undergraduate student of History, scientific initiation scholar – FAPIC-UNIMEP, Piracicaba, SP.

²Doctor in Physical Education, Federal University of Espírito Santo, Vitória, ES.

³Full Professor of Leisure Studies (Physical Education), FACIS-UNIMEP, Piracicaba, SP

ABSTRACT

Use and abuse of drugs constitute a frequent and growing problem in modern society. Users of legal or illegal drugs, especially youths, are found in the suburbs, in privileged districts, in private schools as often as in public ones, and when comparing the use of drugs by men and women, figures are almost the same. Notwithstanding the multiplicity of factors composing such phenomenon, in the present research it was analyzed from images and discourses conveyed by mass media, especially television, and their impacts on the youth's leisure experience. The methodology used in the analysis of eighteen beer commercials is that of Martine Joly's semiotics. In conclusion, the contents of the pieces of advertising analyzed emphasize only the "beneficial" part of drinking alcoholic beverages in leisure experiences.

Key-words: Leisure. Youth. Alcohol.

INTRODUCTION

One of the most currently discussed questions in Brazil is the use of licit and illicit drugs. For several factors, youth represents the most frequently social category related to the theme of use of licit or illicit drugs. This phenomenon is present in many societies, crossing the geographic and cultural borders of all peoples. The number of consumers of different drugs increases every day, in a non-perceptible way, within all social spheres, indistinctively. The use and abuse of drugs do not affect only more privileged strata, but also those individuals with less favorable financial conditions, and recent researches about users point that there are no longer big differences in numbers when comparing genders (PINSKY, 2009).

The present research addresses a quite controversial and complex theme because, although media, in specific, and society, in general, are greatly concerned with the use of illicit drugs, we approach here in the dissemination of and consequent stimulation to alcohol consumption, a licit and socially accepted drug.

Although epidemiological studies conducted in Brazil by the CEBRID (Brazilian Center of Information on Psychotropic Drugs) with students or household (CARLINI-COTRIM et al., 1989; CARLINI et al., 1990; and GALDURÓZ et al., 1994; GALDURÓZ; NOTO; CARLINI, 1997; GALDURÓZ et al., 2005; e GALDURÓZ et al., 2000) point an increase in abusive alcohol consumption, society still demonstrates stronger concern with the use of illicit drugs – marijuana, cocaine, crack, ecstasy – and there is a greater tolerance and permissiveness regarding the licit ones, like beer, other alcoholic drinks or tobacco.

Dumazedier (1994), an important sociologist and expert in leisure, questions the greater attention from media, political authorities and society in general to the theme of illicit drugs to the detriment of licit ones, since, according to the sociologist, the individual and social losses derived from abusive alcohol consumption are bigger than those caused by the use of other drugs.

There are several epidemiological studies conducted in Brazil by the CEBRID: Carlini-Cotrim et al., (1989); Carlini et al., (1990); Galduróz et al., (1994); Galduróz, Noto and Carlini, (1997); Galduróz et al., (2005) and Galduróz et al., (2000). These studies point a very intriguing result: a much superior use of licit drugs, like alcohol, takes the first place among the Brazilian population of different age groups, when compared with the use of illicit

drugs, as media has been disseminating. For this reason, it is important to say that, differently from what people think and what media conveys, alcohol consumption in Brazil has been increasing considerably, and the CEBRID denounces that based on researches and surveys about this excessive consumption.

The studies mentioned in the previous paragraph confirm what is already known by the common knowledge and is present in the routine of a portion of the population: that alcohol is the most consumed drug among Brazilians, legitimating the concerns of the WHO regarding this subject, and reinforcing the conclusions by Noto et al. (2003) about the distortion promoted by media, which exalts licit drugs in comparison with illicit ones.

Although a licit drug, beer has been increasingly counting with social permissiveness, legitimated and strengthened by a wide space for media propagation, with special highlight to TV commercials, the focus of the present research. Beer advertisings are mostly directed to an increasingly younger audience, and contain several subliminal stimuli that, with very provocative scenes, encourage the consumption of alcoholic drinks. Pinsky (2009, p. 29-30) reinforces this statement: "alcoholic beverages' advertising is some of the main factors that influence habits of alcohol consumption of the population, in particular among youths. Its strategic role cannot and must not be despised".

IBOPE data (Brazilian Institute of Public Opinion and Statistics) (2009, [f. 2]) demonstrate that:

The volume of advertising invested by the beverage sector in the fourth quarter of 2008 was 675.7 million reais, 10% higher than in the fourth quarter of 2007. This increase was superior to the average growth of the whole advertising market, which stood at 5% in the same period. [...] Of the total invested in beverage advertising in Brazil in the fourth quarter of 2008, 45.4% was for beers, with a volume of 307 million reais, a growth of 23% over the fourth quarter of 2007.

Thus, we can state that every year sees an increase in the number of beer commercials broadcasted by TV, a mass communication instrument that reaches a significant portion of the population.

According to Pinsky (2009, p.30), alcohol advertising in Brazil, especially beer, is very appreciated for its quality and creativity, and adolescents and young adults seem to be especially exposed to it, being preferential targets. In respect to the arguments of persuasion of this media, it is important to highlight that drinks advertisings convey, through images, a close relationship between consumption and leisure. Those are images of parties, bars, meetings of friends in different contexts, on the beach, in the country or city, among other situations, always directly related to those experienced during free time, invariably showing beautiful girls, a lot of joy and sensuality.

Studies with focus on media images and their impacts on several spheres of society have already been conducted by different researchers in different areas of knowledge. Noto et al. (2003), Santos (2009), Pinsky and Judi (2008), Pinsky (2009), among others, stressed the details and subtleties of the promotion of such products, especially when directed to the young audience.

From the analysis of the contributions by De Grazia to studies about leisure with emphasis on the impacts of advertising on the habits of men, Andrade, Romera and Marcellino (2005, p.520), observe that:

The interferences of advertising with consumption habits cross the limits of material goods represented by objects, machines, clothing, cosmetics, and reach other levels and products, whatever they might be, music, movies and other artistic and cultural manifestations.

We highlight, about this aspect, the leisure taken as a product, which is so exalted in advertisings by breweries that ends up confusing the spectators, because the product to be sold and the tricks to convince them are so merged that it is possible to imagine that, when consuming such beer, one also acquires the same level of joy, aplomb, conquest and seduction power conveyed in the advertisings.

Supported by hermeneutics, here in broadly considered as Interpretation theory, Betti (1998) studied the discourses and images of the universe of sports propagated by television. The author states that, although images carry a symbolic dimension, the spectator has the chance to recognize them and make certain connections due to cultural codes that enable such recognition. The same recognition occurs in relation to the images transmitted by media associating joy and leisure with drinks consumption.

Symbols of masculinity, success, freedom, joy, worthiness, equality, among others, are disseminated, always working to assert one's joviality, when the product is consumed.

It must be said that alcohol, as well as other drugs, is preferably consumed in leisure situations, because these are moments for relaxation, enjoyment of free time.

Elias and Dunning (1992) consider that leisure offers a chance for pouring emotions out; however, because of the degree of oppression present in everyday life, sometimes a more intense flow of these repressed emotions occurs, for instance, through excessive consumption of licit or illicit drugs.

This association of leisure with drinks ingestion is quite frequent, as shown in the researches by Romera (2008), which reveal a high consumption standard among youths cheering their teams in sports events, and by Martins (2006), which investigated students in a city of the state of São Paulo and found that alcohol is consumed on weekends and during specific night events.

It is worth reporting that this is not about blaming or condemning leisure alone as the cause for excessive alcohol consumption, even because that would be impossible. In fact, leisure should be understood as a reflex of the society itself into which it is inserted, being a product of it.

If we regard leisure as a space for living free time – here in approached according to the concept by Marcellino (1990, p. 31) – “[...] a culture understood in its broader sense – lived (practiced and enjoyed) in the free time” – we will not attribute to leisure the onus of being the element responsible for abusive alcohol consumption in current days. Marcellino (1996, p.52) draws attention to what he calls “destructive values of leisure”, characterized by attitudes with pathological aspects developed during free time. Considering moralist, prejudiced and ideological aspects that involve these classifications, the author points out attitudes of leisure that are not desirable, for going against values of human development, putting the quality of life of individuals at risk - their own life and the life of other people.

The theme of excessive consumption of alcohol and other drugs, in addition to having become recognizably a worldwide problem, has turned into a question of responsibility of all segments of society – including professionals linked to leisure promotion, in general, since the consequences of the problem affect both users themselves and people around them.

Our purpose, with this article, was to analyze the discourse conveyed on television through beer commercials and to verify their relationship with leisure and youth.

METHODOLOGY

This work combines bibliographic and documental research, and the methodology used was qualitative, according to the classification by Gil (1995, p.35). The bibliographic research was conducted in the libraries system of the Methodist University of Piracicaba (Unimep) and the State University of Campinas (Unicamp) - both located in the state of São

Paulo -, in private libraries, in the portal of journals of the Brazilian Federal Agency for Support and Evaluation of Graduate Education, organ of the federal government, and in the Google Scholar, search website of the worldwide web. The following techniques were used: expansion of initial bibliographic survey referring to the key words: leisure, youth and drugs use, followed by text analysis, interpretative analysis and critical analysis (SEVERINO, 1993).

The documental research – taking into consideration the whole material available in electronic media (television) that refers more specifically to beer commercials (here in understood as specific forms of presenting information about a product attempting to influence the attitude of an audience) –consisted of collection and analysis of advertising material with content referring to leisure and youth, based on content analysis (Gil, 1995). An adaptation had to be made, since, originally, the technique refers to texts and, in our case, images were also analyzed.

To select this documental material, some criteria were necessary. The first one was the choice of top-selling beer brands (here in understood as symbolic representations of products) and those that most broadcasted commercials on TV between 2006 and 2010. The second criterion consisted of working on one video only of each of the brands, for each year – because we had three of them – due to the great number of material published every year by breweries. Moreover, we have chosen only one video for other three well-selling brands too, but just as an example (Annex 1).

The research has not been conducted observing the temporal criterion, that is, the specificities of the commercials throughout the year, which could hinder its results. We have attempted to minimize this effect by choosing the most differentiated thematic commercials.

The analysis of the material was based on the semiotic methodology (here in considered a sphere of knowledge that reveals the forms how an individual attributes meaning to everything that surrounds him/her) by Martine Joly (2007), which corresponds to a complementarity between image and language. According to this methodology, the image/language opposition is false, since language not only participates in the construction of visual image, but also replaces and complements it, in a circularity that is both reflexive and creator.

RESULTS AND DISCUSSION

This study was based on bibliographic research and documental analysis of the material selected. This material, which corresponds to videos of beer commercials broadcasted on TV, was taken from a repertoire of videos on the internet (Youtube). Due to the great number of videos posted every year by breweries, this work has chosen to analyze the pieces of advertising of the last five years of the three major brands in the country, *Skol*, *Brahma* and *Antarctica*, besides, as an example, one commercial by *Kaiser*, *Nova Schin* and *Devassa*.

Having as source the results obtained in the I National Survey on Patterns of Alcohol Consumption in the Brazilian Population (LARANJEIRA et al., 2007), data point that 24% of young subjects aged below 18 years old drink at least once a month, and these numbers increase with age; among 18-24 years old youths, 22% drinks from 1-4 times a week, which means a considerable frequency in alcohol consumption.

Regarding the usual volume of alcohol, a study by Laranjeira et al. (2007) points that 24% of youths aged between 18 and 24 years old drink 5-11 shots per occasion – therefore, one does not need to drink for several years to verify chemical dependence and observe adverse consequences from alcohol abuse. The high consumption standards verified during leisure situations, even if sporadic, have provided very negative results.

About the relationship of leisure with rules dictated by society – which should be followed by those who live in it -, Almeida and Gutierrez state:

For the generalization of the norms, individuals need to repress desires and dreams in order to construct a society with superior moral laws and rules. A society where there is respect for people, equality of opportunities, democracy and freedom of expression needs their members to repress their violent acts and blindly trust collective rules and state justice, so they live in harmony and solidarity. For every individual, citizen or vassal to be able to incorporate the rules, and then live in harmony, there is a social and personal cost [...] Leisure has as function the liberalization of actions repressed by the incorporation of this dominant state moral (ALMEIDA; GUTIERREZ, 2005).

Thereby, we can say that the search for excitement is a form of pursuing relief for social repression (ALMEIDA; GUTIERREZ, 2005) – a repression that may come from the family, the job or any other sphere of society – and, especially to youths, is found in leisure experiences, often associated with drinking.

We know that TV is currently one of the most important and efficient means of communication and plays, very skillfully, one of its roles, which is the act of advertising ways of living, as reinforced by Isayama and Werneck (2001, p.54):

The ideology preached by media reinforces the idea that, after many decades turned exclusively to job and professional walking, people conclude that “living well” – that is, enjoying leisure as a product commercialized in the form of malls, discos, shows, clubs, radical sports, movie theaters, CDs, electronic games, internet, amusement parks, casinos, resorts, spas, tour packages and other many attractions – is more than an obsessive search for professional success. This is made concrete through the rediscovery of the “value” of leisure for people of different age and social groups.

Thus, it is possible to affirm that a big part of what media presents as being an ideal of life – and here in we approach more specifically the forms of using free time for leisure – is followed by its spectators, not in a blind or uncompromised way, but rather from their identification with what is advertised (ISAYAMA; WERNECK, 2001, p.54). Still about this influence exerted by beer advertising, Pinsky (2009, p.17) states:

The influence of advertising on consumption has, also, a much more subtle relationship than the desire to go to a bar as soon as one sees a commercial. It is the image made about drinking: the association between drinks and good moments, joy, party, relaxation, sexuality.

So that there may be a regression in this process of unrestrained consumption, Pinsky (2009, p.58) states that:

the reduction in the exposure to advertising has a positive and proportional impact, non-linearly tough, on alcohol consumption, especially among youths, exactly the most vulnerable population.

Because this work is characterized as an analysis of advertisings, its relevance to society needs to be confirmed first. According to Joly (2007, p. 69-70),

In fact, advertising is a great consumer of theory or, at least, “of theoretical tools that allow it analyzing and understanding individuals in their relationships with their own desires and motivations, in their interactions with other individuals of society, in their perception about media and its forms of representation”.

The pieces of advertising chosen for analysis bring in their content images of young people in varied manifestations or leisure experiences. This age group is quite explored by advertisings for being potential consumers of drinks in their, many times, few options of

leisure. As for that, Isayama and Gomes (2008, p. 162-163) affirm that youths lack options of leisure and are even more strongly surrounded by the most diverse initiatives of cultural manipulation, even because they are seen as the main “niche market”. Regarding the videos selected for the analysis of the present study, it is possible to observe in all of them that youths are a constituent part of their content.

When watching the videos by the brand *Antarctica*, we see that young people are usually hanging out at bar tables. In all of them there are at least two actors/actresses known by the mass audience, who play themselves, not fictitious characters. An exception is the 2009 commercial, that happens during a June Festival (Brazilian celebration), not full of drinks that are typical to that party, but of beers of that brand.

A clear element in the commercials of this brand is the exposure of feminine sexuality, represented in the form of female beer consumers. It is perceivable, also, the use of poster boys in a very persuasive manner. They are mostly well-known actors/actresses, suggesting that they themselves enjoy their leisure time drinking.

In the pieces by Skol, the spaces for leisure manifestations are different, but the focus is still youths. In each of these commercials, the association between youth and leisure is very emphatic. These commercials demonstrate that it does not matter the place, what matters is to be “accompanied” by a beer, whether at home or with friends, whether while waiting in a line at a civil registry, whether in Carnival or even in a June Festival.

The advertisings by this brand are also explicitly directed to youths and demonstrate that the situations lived by the characters are found in the daily lives of many people, and can happen in the life of the spectators.

Regarding the commercials by the brand *Brahma*, we have found another type of approach to the audience to which it directs. Keeping the youth line in its advertisings, it has also as target audience workers, whether young or not. In that video, there is an implicit discourse that after work, one has to preferably have a drink, but it is explicit that workers have the right to enjoy leisure drinking.

From the five videos analyzed, two make a direct reference to leisure enabled by places of specific events, one by Carnival and the third by a bar or the beach. The beauty and sensuality of the youths were also observed in these commercials and, although with less emphasis, they occurred. It also must be said about the commercials by this brand that in 2008 the figure of a singer very popular in Brazil was used, for he was an artist well-known for the apology to beer consumption.

As for the advertisings by the other three brands – *Nova Schin*, *Kaiser* and *Devassa* – the following observations can be made:

1. The video by the brand *Nova Schin*, of 2007, pictures a huge June Festival playing a jingle sang by a female singer who is very popular in Brazil too, in which, besides the typical foods of this celebration, the element remembered is the *Nova Schin* beer. In this commercials, there are also references to youths as the protagonists of the party, in addition to the joy promoted by the event in which this beer is drank;
 2. The commercial by *Kaiser*, of 2009, brings as a protagonist the “Little Kaiser Man”, an emblematic figure of many years in the advertising campaigns of this brand. In this video – a short man who is no longer young and not seen as handsome according to beauty social standards – appears at the bar of a beach, being the target of young and beautiful women’s flirts; but, when one of them approaches, his “girlfriend” – young and beautiful too – comes and kisses him. A TV presenter well known in the country interprets this “girlfriend”. The commercial suggests that drinking allows the “Little Man” being admired by young and beautiful women in his leisure situations, and uses the image of a public figure to affirm his importance;
-

3. Of all the videos analyzed, the most controversial in Brazil, whose broadcasting was prohibited, was the one by *Devassa* beer. The commercial, which shows a North-American socialite exhibiting her body to people, from the window of an apartment and with a can of *Devassa* beer in her hands, generated a lot of criticism. The video has a strong sexual appeal, which has to do with the protagonist, because she is worldwide known for her erotism.

The *Devassa* beer commercial, according to Ana Paula Cardoso, a journalist of the Brazilian newspaper “O Globo”

starred by the socialite Paris Hilton, has not resisted to the looks of the National Council for Advertising Self-Regulation (Conar) and stopped being broadcasted this Monday, for an indefinite period. The Brazilian advertising self-regulator sent a notification– when the advertising may cause damages – to Schincariol this Friday, after filing four suits of denunciation against the campaign, and the group has decided to suspend the material. [...] The excessive sexual appeal of the commercial and the promotion exposed on the website that, according to the Conar, could suggest an excessive consumption of alcoholic drinks, were some of the points highlighted in the three lawsuits that the Schincariol group and the Modd agency, responsible for the campaign of the beer, have decided to observe. (CARDOSO, 2010).

The fact has not impaired the sellings of this beer; on the contrary, according to Mariana Barbosa, of the “Folha de São Paulo” newspaper,

Since when Paris Hilton appeared at the indiscrete window of an apartment holding a can of *Devassa*, a controverse campaign broadcasted during Carnival, the brand managed to establish in 15,000 bars and restaurants at the Rio-São Paulo axis – 20% of the total in the market (BARBOSA, 2010, [f.1]).

These data prove that the importance given to advertising generates a vicious circle where the spectator goes after the products advertised on TV, whether they are popular or not, and most of the times they appear to be interesting and worthy of approval. The order these facts happen is not known, but following this great interest, new advertisings emerge to establish the brand, and so on and so forth.

It is also important to say that the question of consumption is a constituent part of this analysis. Isayama and Werneck (2001, p. 52) states:

Consumption, remarkable dimension of the 20th century, has defined new frames and determinations for leisure and, from the perspective of Santos (2000, .34), this is being enabled by the extraordinary mercantilization of relationships in the globalized society.

Thus, we can affirm that the visualization of these advertisings by members of the young audience may lead them, many times, to leisure experiences with drinks consumption simply because they are incited to engage in these acts of socialization with other members of society.

Still about leisure, the sociologists Elias and Dunning (1992, p. 151) state:

In the set of leisure activities, all of them are part of a peculiar type of risk. They are capable of challenging the rigorous order in the everyday lives of people without putting at risk the means of subsistence or their statute. They allow people facilitating or ridicularizing the norms of the parts of their lives not related to leisure, and everyone does so without insulting conscience or society.

It is possible to understand that leisure experiences at bars, parties or other places where alcoholic drinks are offered as one of the main products to give joy, fun, happen because in these moments human beings, in general, and not only youths, want to break their routine and establish new rules for that moment.

Thus, it was possible to observe in the analysis of the commercials that youth and leisure are themes approached in a correlated way, and it is almost impossible to disconnect one from the other. In these advertisements, young people are social protagonists of leisure enabled by drinks, and vice versa. This is a very complex relationship, because, according to Santos (2009),

Research conducted by Nielsen Company in 47 countries, during April and March 2007, revealed that Brazilians are the second people that most believe in advertising in the world, staying behind Filipinos only.

Since this is a reality found in Brazil, the concerns of public organs regarding the unrestrained dissemination of beer advertisements are justifiable, even though they have already not overcome the powerful beer industry and the lobby they promote.

Brazil counts with the National Council for Advertising Self-Regulation (Conar), which is responsible for regulating advertisements in the country. This council is ruled by a specific code (CÓDIGO DO CONSELHO NACIONAL DE AUTORREGULAMENTAÇÃO PUBLICITÁRIA, 2009), but, according to news by “Folha de São Paulo”, from 2008,

Study conducted by the Federal University of São Paulo (Unifesp) shows that beer commercials broadcasted on TV do not respect the many determinations of the advertising self-regulation code of Conar. The commercials, according to the study, have imperative appeal to consumption, call the attention of children and adolescents, show people appearing to be below 25 years old, explore eroticism, are not broadcasted only during TV shows directed to the adult audience and show beer related to professional, social or sexual success. Of the 16 rules of the Conar assessed in the research, 12 were disrespected. “Self-regulation serves for absolutely nothing”, says the psychologist Ilana Pinsky (WESTIN, 2008).

There are also data asserting the influence exerted by these beer advertisements. According to Santos (2009),

Research conducted by Datafolha Polling Institute and published in the “Meio & Mensagem” newspaper pointed that, in July 2008, the Brahma beer commercial was the second advertising of product most remembered by Brazilian TV spectators (Table 01), with 11.3% of the total of remembrances (Sample: total of 644 interviewees in São Paulo, SP). In 7th place, the Skol beer commercial had 5.1% of all remembrances. Summing Skol and Brahma, 16.4% of all Brazilian TV spectators were impacted by commercials of the beer industry. Besides, of all nine most remembered commercials, two are about beer. Between 16 and 25 years old, the rate of remembrance of Brahma was of 9.3% against 5.3% of Skol. A substantial number, since Conar defines in the Brazilian Advertising Self-Regulation Code (CBARP) that beer advertising “will not have children and adolescents as target audience” and “the messages are exclusively directed to the adult audience”. This age group is a potential consumer group for breweries; therefore, it is inevitable that advertising reaches them in some way, directed or not.

Thus, we can observe that pro-drinks advertising is much more persuasive than the prevention type that plays the role of “boring”, as Pinsky (2009) says, since drinking is also associated with joy and not with problems that addiction may bring.

A portion of society demonstrates their concern with preventing the abusive use of these alcoholic substances, as Pinsky (2009, p. 15-16) says:

researchers have been analyzing the impact of TV shows and advertising on many behaviors, including the consumption of alcoholic beverages. From the political perspective, some national governmental organs seem to be interested more in fiscalizing the content of advertisements. Thus, organs such as the Federal Public Ministry, the Ministry of Health, the Consumer Protection and Defense Agency (Procon), the National Health Surveillance Agency (Anvisa) and the National Congress have been working toward regulating and prohibiting advertisements.

These people and movements are concerned with the approach used by breweries in the advertisings of their products and with the unrestrained way that they are made public. One of the best examples to mention is the “Movimento Propaganda Sem Bebida” [Advertising without drinking], a movement headed by the Unit for Research on Alcohol and Drugs (Uniad), of the Federal University of São Paulo – EPM/Unifesp), and the São Paulo State Regional Council of Medicine (Cremesp). This movement has a website with information about who they are and the cause for which they fight:

O Movimento Propaganda Sem Bebida é uma iniciativa da “Aliança Cidadã pelo Controle do Álcool”, articulação de entidades da sociedade civil, sem personalidade jurídica e sem fins lucrativos, que reúne igrejas, universidades, serviços de saúde, entidades de defesa do consumidor, entidades médicas, conselhos profissionais, ONGs que trabalham com dependência química, grupos de apoio e autoajuda, entidades de defesa de portadores de patologias, dentre outras. Uma das metas da “Aliança Cidadã” é a aprovação de legislação que limite a publicidade de álcool nos meios de comunicação e eventos esportivos, culturais e sociais, semelhante à legislação que restringe as propagandas de cigarro. (MOVIMENTO PROPAGANDA SEM BEBIDA, [2010?], [f. 1]).

The “Advertising Without Drinking” movement is an initiative of the “Aliança Cidadã pelo Controle do Álcool” [Citizen’s Alliance for Alcohol Control], articulation of entities of the civil society, without legal personality and without lucrative purposes, that unites churches, universities, health services, entities for the consumer’s defense, medical entities, professional councils, NGOs that work with chemical dependence, support and self-help groups, entities for the defense of individuals with pathologies, among others. One of the goals of the “Citizen’s Alliance” is the approval of the legislation that limits alcohol advertising in means of communication and sports, cultural and social events, similar to the legislation that restrains tobacco advertisings. (MOVIMENTO PROPAGANDA SEM BEBIDA, [2010?], [f.1]).

CONCLUSION

It is possible to finish this analysis by affirming that the commercials selected and studied have a discourse or, so to speak, an intention to persuade youths to consume their products, and many times during leisure experiences. We do not state that the consumers of these commercials and of alcoholic drinks are mere manipulable objects of advertising campaigns, but it is clear that, when watching these commercials, they relate them to their routine and end up, often, justifying their desires and wishes ruled by such commercials.

Thus, for us to slow down this unrestrained consumption, a more effective work is also necessary in order to fulfill the existing regulations referring to beer advertising, besides greater dissemination of campaigns against alcoholism and its damages to the daily lives of everyone, not only youths.

When finishing this research, we can conclude that the discourse implicit in them influences the way youths experience leisure in their routine. In all of the pieces here in analyzed we could find direct references to youth and the diverse forms of practicing, in their leisure time, the ingestion of drinks – in this case, beer, at bars, parties, beaches and even at their homes. In this advertisings, everything related to young people is demonstrated in order to create an imaginary according to which drinking may lead to a state of happiness, meeting of and acceptance by friends, also drinkers, besides allowing affective conquests of the opposite sex, among other questions.

What these advertisings do not address is the damages of alcohol ingestion in small or large quantities, especially in these places and situations indicated as ideal to drinking. Although they always add in the end of their videos the message that it is not advisable to drive after drinking, in many cases the opposite happens: young individuals – but not only them -, after drinking and having fun, drive an automobile or motorcycle, and besides putting

their own lives at risk, for not being mentally able to drive, put the lives of other people at risk too.

There is a need for a stronger emphasis in the requirement of fulfillment of the already existing regulations referring to the broadcasting of these commercials on TV channels.

REFERENCES

- ALMEIDA, M. A. B.; GUTIERREZ, L. G. A busca da excitação em Elias e Dunning: uma contribuição para o estudo do lazer, ócio e tempo livre. **Efdeportes**: Revista Digital, Buenos Aires, v. 10, n. 80, p. 1, 2005. Disponível em: <<http://www.efdeportes.com/efd80/ocio.htm>>. Acesso em: 20 jul. 2010.
- ANDRADE, C. P.; ROMERA, L. A.; MARCELLINO, N. C. Contribuições de Sebastian de Grazia para os estudos do lazer. **Motriz**, Rio Claro, v. 16, n. 2, p. 516-526, abr./jun. 2010.
- BARBOSA, Mariana. *Devassa* muda o perfil da Schincariol. 2010. **Folha de S. Paulo On Line**. Disponível em: <<http://www1.folha.uol.com.br/fsp/mercado/me3105201001.htm>>. Acesso em: 31 maio 2010.
- BETTI, M. **A janela de vidro**: esporte, televisão e Educação Física. Campinas, SP: Papirus, 1998.
- CARDOSO, Ana Paula. Propaganda da cerveja *Devassa Bem Loura* com Paris Hilton é retirada do ar. **Jornal O Globo On Line**. 2010. Disponível em: <<http://oglobo.globo.com/economia/mat/2010/03/01/propaganda-da-cerveja-devassa-bemloura-com-paris-hilton-retirada-do-ar-915962911.asp>>. Acesso em: 20 jul. 2010.
- CARLINI-COTRIN, B.et.al. O uso de drogas psicotrópicas por estudantes de primeiro e segundo grau da rede estadual, em dez capitais brasileiras, 1987. In: _____. **Consumo de drogas psicotrópicas no Brasil, em 1987**. Brasília, DF: Centro de Documentação do Ministério da Saúde, 1989. p. 9-84. Série C: Estudos e Projetos 5.
- CARLINI, E. A. et al. **II Levantamento nacional sobre o uso de psicotrópicos em estudantes de primeiro e segundo grau - 1989**. São Paulo: CEBRID: Departamento de Psicobiologia da Escola Paulista de Medicina, 1990.
- CÓDIGO DO CONSELHO NACIONAL DE AUTORREGULAMENTAÇÃO PUBLICITÁRIA. Disponível em: <<http://www.conar.org.br/html/codigos/todos%20os%20capitulos.htm>>. Acesso em: 20 jul. 2010.
- DUMAZEDIER, J. **A revolução cultural do tempo livre**. São Paulo: Nobel, 1994.
- ELIAS, N.; DUNNING, E. **Memória e sociedade**: a busca da excitação. Lisboa: Difel, 1992.
- GALDURÓZ, J. C. F. et al. **III Levantamento sobre o uso de drogas entre estudantes de 1º e 2º grau em 10 capitais brasileiras – 1993**. São Paulo: CEBRID: Universidade Federal de São Paulo, 1994.
- GALDURÓZ, J. C. F.; NOTO, A. R.; CARLINI, E. A. **IV Levantamento sobre uso de drogas entre estudantes de 1º e 2º grau em 10 capitais brasileiras**. São Paulo: CEBRID: Universidade Federal de São Paulo, 1997.
- GALDURÓZ, J. C. F. et al. **V Levantamento nacional sobre o consumo de drogas psicotrópicas entre estudantes do ensino fundamental e médio da rede pública de ensino nas 27 capitais brasileiras**. Brasília, DF: SENAD: CEBRID, 2005.
- _____. **I Levantamento domiciliar nacional sobre uso de drogas psicotrópicas**. Parte A: Estudo Envolvendo as 24 Maiores Cidades do Estado de São Paulo – 1999. São Paulo: CEBRID: Universidade Federal de São Paulo, 2000.
- GIL, A. C. **Métodos e técnicas de pesquisa social**. 4. ed. São Paulo: Atlas, 1995.
- IBOPE. **Um brinde à propaganda**: setor de bebidas amplia investimento em publicidade em 10% no quarto trimestre. 2009. Disponível em: <<http://www.ibope.com.br/calandraWeb/servlet/CalandraRedirect?temp=5&proj=PortalIBOPE&pub=T&db=caldb&comp=Not%EDcias&docid=35E06C3706A26286832575990049249E>>. Acesso em: 20 jul. 2010.
- ISAYAMA, H.; GOMES, C. O lazer e as fases da vida. In: MARCELLINO, N. C. (Org.). **Lazer e sociedade**: múltiplas relações. Campinas, SP: Alínea, 2008. p.?
- ISAYAMA, H.; WERNECK, C. Lazer, cultura, indústria cultural e consumo. In: WERNECK, C. L. G. (Org.). **Lazer e mercado**. Campinas, SP: Papirus, 2001. p.?
- JOLY, M. **Introdução à análise de imagem**. 11. ed. Campinas, SP: Papirus, 2007.
- LARANJEIRA, R. et al. **I Levantamento nacional sobre padrões de consumo de álcool na população brasileira**. Brasília, DF: Senad, 2007. MARCELLINO, N. C. **Estudos do lazer**: uma introdução. Campinas, SP: Autores Associados, 1996.
- _____. **Lazer e educação**. 2. ed. Campinas, SP: Papirus, 1990.
- MARTINS, R. A. **Uso de álcool, intervenção breve e julgamento sócio-moral em adolescentes que bebem excessivamente**. 2006. Tese (Livre-Docência em Psicologia da Educação)–Instituto de Biociências, Letras e Ciências Exatas, Universidade Estadual Paulista, São José do Rio Preto, 2006.

- MOVIMENTO PROPAGANDA SEM BEBIDA. **Quem somos**. [2010?]. Disponível em: <http://www.propagandasembebida.org.br/index_interna.php?siteAcao=Quem_Somos>. Acesso em: 20 jul. 2010.
- NOTO, A. R. et al. Drogas e saúde na imprensa brasileira: uma análise de artigos publicados em jornais e revistas. **Caderno de Saúde Pública**, Rio de Janeiro, v. 19, n. 1, p. 69-79, jan./fev. 2003.
- PINSKY, I.; JUNDI, S. E. O impacto da publicidade de bebidas alcoólicas sobre o consumo entre jovens: revisão da literatura internacional. **Revista Brasileira de Psiquiatria**, São Paulo, v. 30, n. 4, p. 362-374, 2008.
- PINSKY, I. (Org.). **Publicidade de bebidas alcoólicas e os jovens**. São Paulo: FAPESP, 2009.
- ROMERA, L. A. **Juventude, lazer e uso abusivo de álcool**. 2008. Tese (Doutorado em Educação Física)– Faculdade de Educação Física da Unicamp, Campinas, SP, 2008.
- SANTOS, M. Lazer popular e geração de empregos. In: GARCIA, E. B.; LOBO, F. (Ed.). **Lazer numa sociedade globalizada**. São Paulo: SESC: WLRA, 2000. p.?
- SANTOS, R. **A influência da publicidade no consumo de bebidas alcoólicas**. [S. l.]: Artigonal, 2009. Disponível em: <<http://www.artigonal.com/publicidadeartigos/a-influencia-da-publicidade-no-consumo-debebidas-alcoolicas-999231.html>>. Acesso em: 09 abr. 2010.
- SEVERINO, A. J. **Metodologia do Trabalho Científico**. São Paulo: Cortez, 1993.
- WESTIN, R. Regras do Conar são desrespeitadas, diz estudo. **Folha de S. Paulo**, 2008. Disponível em: <<http://www1.folha.uol.com.br/folha/cotidiano/ult95u400500.shtml>>. Acesso em: 9 abr. 2010.

ANNEX 1

List of videos analyzed:

- *Antarctica*, videos analyzed
<http://www.youtube.com/watch?v=xCJeH65REs> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=gTZzeUeiQA> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=6400NtlzNUI> (Access on July 30, 2010).
http://www.youtube.com/watch?v=QsNXl_-cDA0 (Access on July 30, 2010).
http://www.youtube.com/watch?v=crSGe_kFA_M (Access on July 30, 2010).
- *Brahma*, videos analyzed
<http://www.youtube.com/watch?v=xlp4N0ncCDw> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=sSU4GeVa2Fw> (Access on July 30, 2010).
http://www.youtube.com/watch?v=-4ofFW_l14 (Access on July 30, 2010).
<http://www.youtube.com/watch?v=G9Mnu1GzQKc> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=Oz1pzRSZK-E> (Access on July 30, 2010).
- *Skol*, videos analyzed
<http://www.youtube.com/watch?v=Yt1BjvzFPRY> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=jMDMMCi4eTg> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=dJJ2vNbqiEM> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=LHRiBBBldx8> (Access on July 30, 2010).
<http://www.youtube.com/watch?v=cE8iggo-yxU> (Access on July 30, 2010).
- *Nova Schin*, video analyzed
<http://www.youtube.com/watch?v=geZ9xPD1vmM> (Access on July 30, 2010).
- *Kaiser*, video analyzed
<http://www.youtube.com/watch?v=JerqUL3Hvek> (Access on July 30, 2010).
- *Devassa*, video analyzed
<http://www.youtube.com/watch?v=VqNIq-9Lin8> (Access on July 30, 2010).

Auhtor address: Marcela de Oliveira. Rua Luiz Silveira de Moraes, 300, CEP 13486-597, Limeira-SP, Brasil. [E-mail: marcela.oliveira@msn.com](mailto:marcela.oliveira@msn.com)