

TO: Professor Resnick and Professor Tang

FROM: Student Group #9

SUBJECT: Globalization Presentation on Popular Culture

DATE: November 25, 2009

Our intention for our Globalization team project on popular culture is to compare and contrast the cultural norms associated with alcohol in different countries around the world. We will choose two countries and consider two key components related to alcohol consumption: 1) How alcohol is advertised, and what this reveals about a culture's values, and 2) What consumption traditions reveal about a culture.

First, we will consider how alcohol is advertised in two different countries by looking for television advertisements and magazine advertisements. Our sources will be YouTube and foreign magazine publications. We will examine how women are portrayed, how explicitly alcohol is presented, and whether the cultural presentation of alcohol appears to be conservative or not. Students A and B will be responsible for this subtopic.

Second, we will examine consumption traditions in these countries in an attempt to find correlations between drinking norms and cultural values. We will consider how a culture's traditions surrounding the consumption of alcohol reflect its beliefs on youth responsibility, conservative versus liberal lifestyles, and individualism versus collectivism. The internet will be our primary source of information for learning about and comparing the attitudes of our chosen countries regarding alcohol. Informational websites, statistics, and blogging websites will be helpful in establishing the social norms related to alcohol and the relationship between its consumption and certain lifestyles.¹ Students C and D will be responsible for this subtopic.

Additionally, if we have time, we would like to examine how these ideas are spread across the world through the international exchange of alcohol, which types of alcohol are held as a source of national pride, and how does pride promote foreign trade and tourism.

We will attempt to choose two countries with very different cultures, for example China vs. Mexico, to learn how alcohol is portrayed in advertising and how there are different cultural rituals surrounding it. We will then compare this with our own cultural norms to see what these beverages reflect about the people and places where they are consumed.

¹ Example of information about alcohol consumption in another country compared to the United States:
<http://italianfood.about.com/library/snip/blsip045.htm>

Statistics webpage (also includes some nice comparative information on the attitude toward alcohol in different regions of the world): http://www.ias.org.uk/resources/factsheets/binge_drinking.pdf

Detailed information on alcohol and the cultural traditions surrounding it on a specific national basis:
Heath, Dwight B. *International Handbook on Alcohol and Culture*. Westport, CT: Greenwood Press, 1995.

This is just a sampling of the sources out there. Once we choose our subject nations, the search will be much more defined.

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21F.076 Globalization: the Good, the Bad, and the In-Between
Fall 2009

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