

Alcohol in Popular Culture in China and Mexico

Student Group #9

Introduction

Key Message:

- Alcohol consumption is defined by culture and reflected through advertising



Method:

- Compare and contrast cultural values and advertising related to alcohol in China and Mexico

Alcohol Use in China

- Improves communication

“Alcohol can make you bold. Many people can speak out after drinking. Alcohol helps communication and allows people to speak in a more relaxed way.”

- Anonymous student survey response

- Encourages and enhances friendship
- Used in business meetings and to consummate agreements

Chinese Cultural Expectations

Part of everyday life;
No substantial
binging culture

Don't often consider
the potential negative
effects of alcohol

Self-control and good
behavior expected,
even when intoxicated

No "guilt" associated
with drinking

Gender Roles

- Women are dramatically less likely to consume alcohol or become drunk than men

Drinking Patterns	Men	Women
Not at all	8.2 %	52.6%
Daily	10.0 %	2.6%
<50mL	27.6 %	61.0%
50-100mL	39.2%	25.0%
>250mL	0.0%	0.0%
With friends	60.7%	26.6%
With parents	10.6%	52.9%

Gender Roles in China

Alcohol is generally associated with business and social interactions-
Men's beverage

Women drink in small quantities and with their parents approval-
Submission and dependence


Drinking patterns are changing in places where traditional roles are also changing

China: Rural vs. Urban

Traditional values in urban areas are changing



Higher rates of alcohol abuse, intoxication, and drunk driving in larger cities than in rural areas



Western values are changing Chinese culture and the attitudes toward alcohol and responsibility

Alcohol Use in Mexico

Popular Beverages

Pulque

Mezcal

Beer

Wine

Rum

Tequila

- Relatively low consumption rate
 - Persons 15 and older average 5.4 L of pure alcohol per year
- High proportion of abstinence
 - 46.5% of study participants 18 to 65 years of age claim abstinence from drinking
- Frequent / heavy drinking predominant in social situations

Mexican Cultural Expectations

Drinking occasions

Family parties:
Families are the building block of society; tight family unity

With close friends –
more common
among men

Attitude toward drinking

Little emphasis on
negative effects of
drinking

Accepted and
expected at
gatherings of close
groups of people

Gender Roles in Mexico

Breakdown of Abstinence by Sex

Men	26.6%
Women	63.3%

Drinking population dominated by men

Machismo

- Focused outward demonstration of masculinity
- Reflected in heavier drinking among young and middle-aged men

Women more conventionally assume domestic role

- Expected to remain sober as hostess

Mexico: Socio-Economic

Graph removed due to copyright restrictions. Please see Fig. 1 in Soong, Roland. "[Alcohol Consumption in Mexico](#)." *Zona Latina*, October 20, 2002.

Alcohol in Chinese Advertising

Before economic reform in 1978, production was kept to a low level and all advertising was prohibited

Graph removed due to copyright restrictions. Please see Fig. 1 in Zhang, Jiafang. "[Alcohol advertising in China](#)." *Asia Pacific NGO Meeting on Alcohol Policy*, September 2004.

Communism and Alcohol

In 1998, Ministry of Industry heavily restricted alcohol advertising on TV (2004 source)

Nevertheless, \$357M spent on alcohol advertising in 2003, with 11% annual growth

Table removed due to copyright restrictions. Please see Table 1 in Zhang, Jiafang. "[Alcohol advertising in China](#)." *Asia Pacific NGO Meeting on Alcohol Policy*, September 2004.

Advertising Trends in China

Often represent alcohol, especially beer, at sports events

- Shows that alcohol encourages social interaction, no binging

Do not use women as advertising objects through sexual exploitation

- Cultural conservatism, respect

Forbid explicitly advertised drinking

- Conservatism

Western alcohols promoted with western cultural associations

- People desire exotic products, willing to pay

China: TV Advertising

Advertise western alcohol with western culture: music, club scene, clothes

Please see studioxtv. "Bacardi in The Mix China Tour Promo." February 11, 2008. YouTube. Accessed August 5, 2010. <http://www.youtube.com/watch?v=1JNDeyUDT8>

Culture and Alcohol

Images from Chinese TV ads removed due to copyright restrictions. Please see slides 8, 9, 13, and 14 in Zhang, Jiafang. "[Advertising of alcohol in China.](#)" *Asia Pacific NGO Meeting on Alcohol Policy*, September 2004.



“Luck” spirits –
Jinliufu

- Sponsor of Chinese Olympic Committee



Celebrate Olympic
win with Snow
Beer

Alcohol in Mexican Advertising

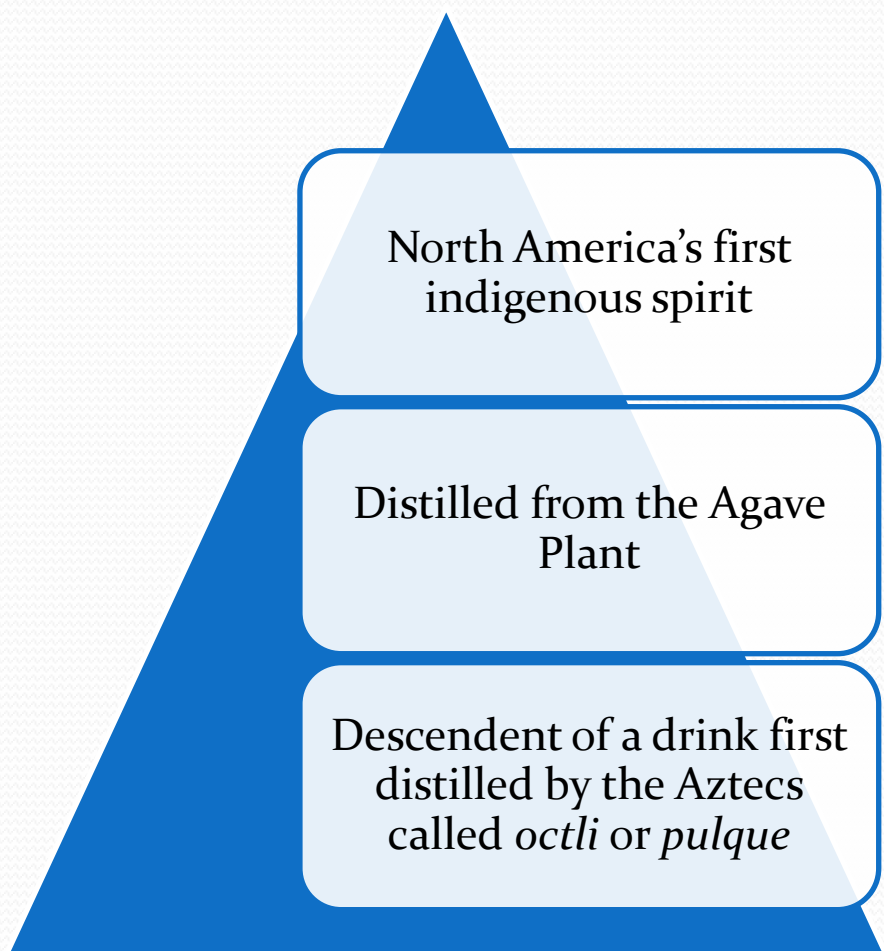
Pride in culture and diversity, united by Mexican beer

- elregionatlanta1. “discusion norteño vs reggeaton comercial cerveza modelo.” May 25, 2008. YouTube. Accessed August 5, 2010. <http://www.youtube.com/watch?v=jMVquz3gxUs>

Views towards women

- soldemexicotequila. “Sol de Mexico tequila commercial by the pool.” August 12, 2009. YouTube. Accessed August 5, 2010. <http://www.youtube.com/watch?v=eani9LnU7Xo>

Tequila - Mexico's unofficial National Drink



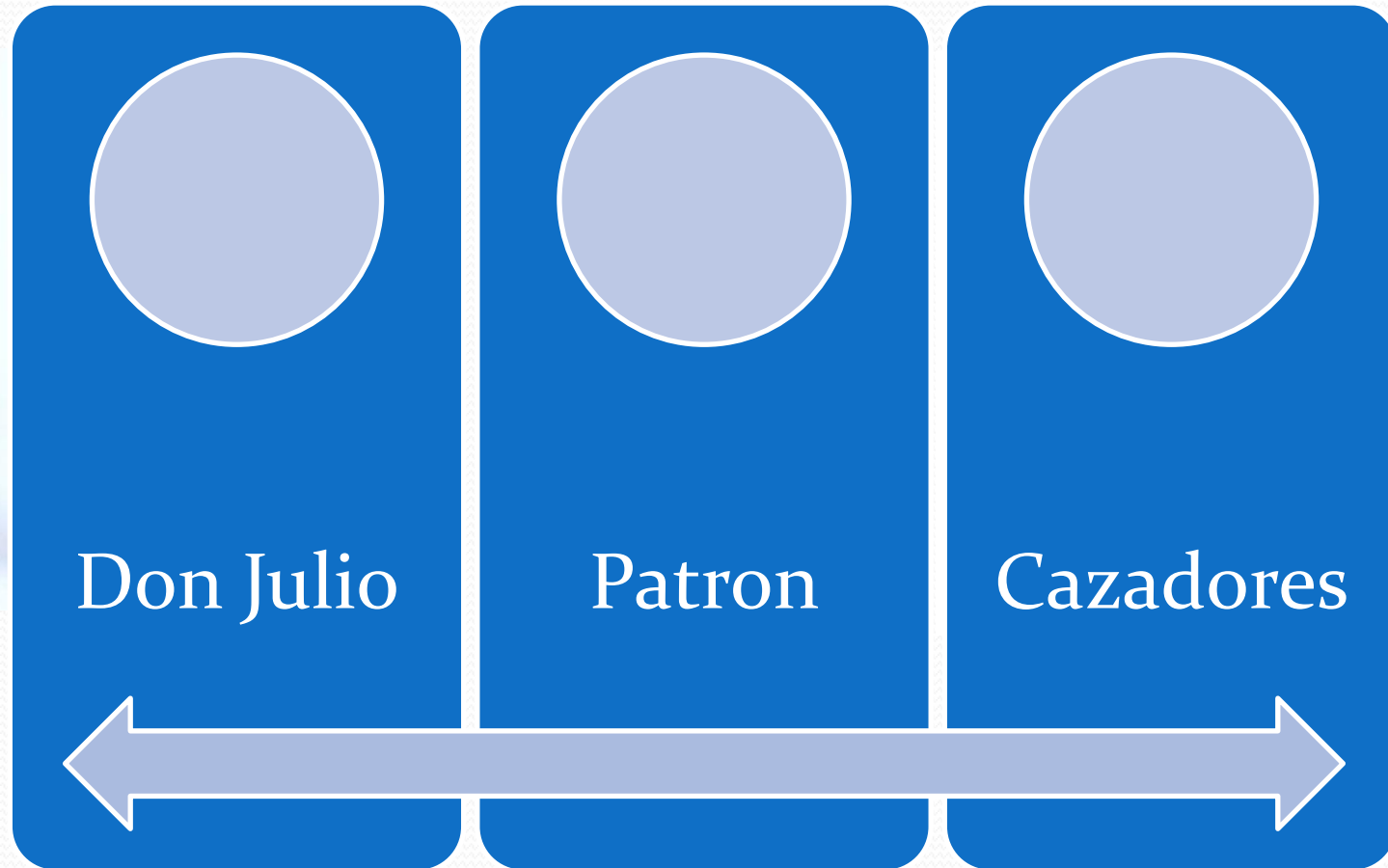
North America's first indigenous spirit

Distilled from the Agave Plant

Descendent of a drink first distilled by the Aztecs called *octli* or *pulque*

Mexican Tequila Brands

Images of Don Julio, Patron, and Cazadores tequila removed due to copyright restrictions.



Conclusion

Consumption habits

In Mexico, alcohol consumption is less widespread but in larger amounts

In China, consumption is more widespread but also more moderate

Gender roles

In Mexico, a lot of male-dominated, machismo advertising

In China, better balance of gender roles: More conservative view of women

Nationalism

Mexico promotes nationalist pride in its advertising

China adopts western culture alongside its own



“The Mexican Spirit Knows No Boundaries”

gabicamachop. “China – Corona.” September 27, 2008. YouTube. Accessed August 5, 2010. <http://www.youtube.com/watch?v=u855H8sWQw4>

Sources

1. Bennett, Linda A. "[Alcoholic Beverage Consumption in India, Mexico, and Nigeria.](#)" *Alcohol Health and World*. Vol. 22, No. 4. 1998.
2. Feuerberg, Gary. "[Youth in China Not Concerned About Drinking Too Much.](#)" *The Epoch Times Online*.
3. Ramirez, Alfred. Personal interview. December 2, 2009.
4. Soong, Roland. "[Alcohol Consumption in Mexico.](#)" October 20, 2002. Retrieved November 28, 2009.
5. Thomas, Ryan. "Tequila – A Bit of History." *Los Cabos Magazine*. Vol. 8. October 2002.
6. Zhang, Jiafang. "[Alcohol Advertising in China.](#)"
7. Youtube!

MIT OpenCourseWare
<http://ocw.mit.edu>

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

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.