1. I think any drink that mixes a stimulant with alcohol is a bad product just because it’s an unhealthy substance that messes with your body by stimulating and relaxing it at the same time. I didn’t see any of those commercials so I can’t accurately judge them but I would think if the product was being advertised to younger legal aged drinkers then it would most likely attract under aged drinkers as well. This, however, doesn’t mean the drink was marketed objectionably. I don’t think that caffeinated drinks are healthy at all so I don’t believe we should allow them to be sold anymore.
2. I believe that alcohol companies do fulfill their ethical duty to inform the society of the dangers of drinking. They can’t hold everyone’s hands and prevent them from drinking because alcohol has been around for a long time and it’s something that helps people relive some stress and for some it’s something to look forward to after a long week of hard work. I personally don’t like to drink that much but I still believe people should have the right to choose. There are laws in place to prevent underage drinking and the responsibility is up to the parents to prevent their children from dinking not the alcohol company.
3. I don’t think that I remember an ad that has ever made drinking appealing to me when I was underage. What I do remember is that most of the misleading images I’ve seen was in movies like Beerfest, and Project X. These types of movies would be the cause of underage drinking, not alcohol company commercials in my opinion.
4. I don’t believe that we need to implement any more extensive restrictions on alcohol advertising but rather keep them from reverting to the old ways of promoting alcohol with sexual images. This could have some effect on underage boys maybe but as far as I’m concerned the responsibility lies with the parents to protect against underage drinking. Alcohol companies aren’t sending messages telling your teens to drink so that’s is good enough for me.