

ENG2602 ASSIGNMENT 01

QUESTION 01

PERSUASIVE PROSE

The article is particularly about enlightening people or a society as a whole by not displaying alcohol to the sight of children. All the stakeholders or liquor companies that are engaged in this article have come forward and clearly outlined the principles and rules that guide them, the rules that boycott them from exposing alcohol to young people. We have just learnt from the article that England is one of the strictest countries in the world, when it comes to the exposure or advertising of alcohol on national television.

Programmes that produce contents that have age restriction do not cover or display alcohol adverts. And programmes for children under the age of 18 do not have any display of alcohol, according to the rules of ASA that are set for British broadcasters. However, there are broadcasting companies that were found having breached the schedule rules. Companies like Channel Four Television Corporation and Paramount UK Partnership were amongst of them.

The article teaches an important message to other countries in the world to see England as a standard of imitation in terms of their strict rules on the public display of alcohol, chiefly on national television. Probably other countries and broadcasters will take into consideration what has been said in the article. However, I argue that the display or advertising of alcohol on television is not the cause for child-drinking. For example, in South Africa, cigarettes are not shown or advertised on South African television, they have been banned because the government believes that smoking is dangerous, as a result it should not be advertised as this will be seen as promoting smoking.

South Africa became one of the first countries in the world to ban smoking in public places in the year 2000 when it introduced its Tobacco Products Control Amendment Act. The act put a serious dent in the smoking culture in South Africa, as it prohibited smoking in restaurants, pubs, shopping centres and offices where there was no separate, enclosed smoking room. The South African smoking laws were tightened even further in 2009 when the government banned smoking in partially enclosed public places such as covered patios, verandas, balconies, walkways and parking areas, as well as smoking in cars where there were children under the age of 12 present.

Children under the age of 18 were also prohibited from entering designated smoking areas and purchasing cigarettes. There are stiff penalties associated with anti-smoking legislation in South Africa, including hefty fines for both the smoker and venue operator. Be aware that smoking is banned on all domestic flights in South Africa; in all airport terminals; in all restaurants, pubs and offices with no designated smoking areas; on all public transport; in cinemas and shopping malls; and even in some hotel rooms (check on booking).

I lay my reasons on these grounds; South Africa's youths have immensely engaged themselves in excessive consumption of alcohol, drug and dagga abuse, nyaope, marijuana and other dangerous substances. So the abolishment of advertising alcohol or cigarettes is not a solution, and it does not stop or reduce, nor limit the spread or usage and/or consumption of these substances. Smoking is not advertised in South Africa, yet many young people are smoking in the country. Probably it works for countries like England. I doubt those restrictions will work in South Africa because it is evident that the abolishment of advertising smoking never worked for our country.

Alcohol is a universal beverage, but the rate of consumption in Africa is particularly on the high side. However, it is not all African countries that are guilty of this outrageous alcohol consumption. There are those that are called "The Chiefs of Drunkards". The surprising aspect of it is that according to the latest records, the countries one may think will top this continent could scarcely be found here. Based on the World Health Organisation's Global Status Report on Alcohol and Health, the following African countries reported the highest annual alcohol consumption on the continent, measured by the amount of pure ethyl alcohol consumption per capita, per year in people aged 15 and above.

South Africa is in 7th rank in consumption of alcohol in Africa. This is evident that we still have a problem in our country. We have not taught our children about the danger of alcohol. Alcohol is harmful to the health, especially when it is taken excessively. The statistics shows that children from the age 15 consume alcohol in South Africa. We drink more alcohol than focusing on education. South Africa is a country with a rich economy. Therefore it is not surprising that 56% of their alcohol consumption comes from legally brewed, while 17%, 16% and 11% come from wine, spirits, and 'other' types respectively. South Africa is among the African countries where alcohol is enjoyed the most; this is noticeable in the numerous beer joints and bars which characterize the streets and roads of the country.

THE LIST STARTS FROM THE HIGHEST TO LOWEST

- 1) Nigeria- **12.28 litres** per capita, per annum
- 2) Uganda-**11.93 litres** per capita, per annum
- 3) Rwanda-**9.8 litres** per capita, per annum
- 4) Kenya-**9.72 litres** per capita, per annum
- 5) Namibia-**9.62 litres** per capita, per annum
- 6) Burundi-**9.47 litres** per capita, per annum
- 7) South Africa-**9.46 litres** per capita, per annum
- 8) Botswana- **7.96 litres** per capita, per year
- 9) Gabon-**9.32 litres** per capita , per annum
- 10) Tanzania- **7.7 litres** per capita , per annum

Alcohol is easily purchased from bottle stores, supermarkets, bars and shebeens and other unlicensed liquor stores outlets, which outnumber licensed ones, particularly in disadvantaged communities. It is also well promoted in ceremonies and social gatherings. Alcohol is advertised in South Africa's televisions anytime of the day. But that does not mean is the reason why young people get drunk. And young people are continuing to drink like no body's business. If one could see these young boys in taverns, they are not sipping; they are actually pouring alcohol into their stomach. You could see that these people are enjoying the beer. So I highly contend with what is happening in Britain. Besides, people do not buy alcohol simply because it has been advertised or they saw it on Television. People drink alcohol because of the desire, lust and craving for it. And other reasons are for enjoyment and leisure.

I suggest that as a nation, we need to take responsibility for the actions of our children. We can't blame it on advertisement and be convinced that it is the primary suspect that leads our children astray or cause them to engage themselves in alcohol and drug abuse. If we really want to build our nation, our future generation; we then need to provide our children with a different upbringing. The way in which we raise our children, treat them at home can yield either a positive or negative effect on their growth. Sometimes as parents, we become surprised when our own children we begot in our youth and strength become hooligans, criminals, rapists, or drunkards. You will even other parents saying their children must be "possessed". In fact, it should start with us parents. Children nowadays behave in the way they are behaving because we failed to guide the, to teach them what is right and what is wrong in life. We need to teach our children to choose a right life that will bring forth ripe fruit for them in future. Not the future of alcohol and drug abuse.

The way in which language has been used in the article is not correct. And it is confusing. For example, the last 6 paragraphs, the writer writes in first-person narration. Using the personal pronoun "we". But from the beginning of the article he writes in third-person narration. If we can look from the first two paragraphs of the article; I quote two examples that their meaning is ambiguous and not coherent as the writer has omitted some of the word and did not punctuate his work. Another mistake that he did was; he did not use quotation marks or inverted commas when he referred us to the responses of the companies that were accused of breaching the schedule of the broadcasting policies. This can tell us that the writer did not take into consideration the rules of grammar when he compiled the article

"With these issues high on the political agenda close scrutiny has been given....."

"According the rules"

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