

Glass: Don't Let Drinking Shatter Your Life!

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One of the rights of passage in many societies is the coming of age to drink alcoholic beverages. In North America, the ages of 18, 19, or 21 are the common hurdles one must meet to legally imbibe in such beverages. In this case, Randy Smith recently had just turned 19, thereby allowing him to celebrate his coming of age. Our society tends to associate drinking and certain social events in a positive way, like celebrating one's birthday with friends.

On September 23, Randy was following the ways of his culture. Unfortunately, he drank too much and got into an argument with another customer at the bar; both individuals were asked to leave. They left without incident.

After leaving, Randy realized that he had forgotten his coat, so he returned to the bar to retrieve his coat. Unfortunately, either the drinking and/or the request for Randy to leave again, made Randy angry. The consumption of alcohol affects different people in different ways: some people become happy or melancholy and others become angry and hostile.

Randy's behavioural response following the second request to leave was to kick in the glass door. The shattering glass sliced an artery in his neck. Fortunately, there was someone at the bar who had some medical training and had the foresight to apply pressure to the cut until an ambulance arrived. Unfortunately, too much blood had been lost and Randy died in the hospital the following Monday.

Randy's parents decided to donate some of Randy's vital organs to help others in need.

Focus: Consumer behaviour, locus of control, membership reference group, hedonic vs. utilitarian needs, culture, sub-culture, acculturation, enculturation, age cohort, CERTS (external environment: competition, economic, regulatory, technological, social [culture, political]), corporate social responsibility, communication process (sender, encoding, message channel, decoding, receiver, noise, common field of reference, feedback), learning theory, semiotics, demographics, needs and wants, limbic system, lifestyle (AIOs), trait theory (personality), self-esteem.

Questions:

1. Explain how the locus of control applies to this situation. Was Randy responsible for his fate? Explain.
2. Why do you think Randy was out drinking with his friends at this time? Why would friends be there? How does the concept of membership reference group apply to this case?

3. Explain how hedonic and utilitarian needs (consumption) relate to this social event.
4. What role does one's culture have in leading one to engage in drinking and celebrating one's birthday in the manner described?
5. What role does one's sub-culture have in leading one to engage in drinking and celebrating one's birthday in the manner described?
6. Explain how acculturation and enculturation would apply to the situation described.
7. Explain how the concept of age cohort would apply to the situation described.
8. What corporate social responsibility does a bar have in ensuring that a customer does not drink to excess? Explain.
9. Did the bar respond appropriately or inappropriately in dealing with Randy? Explain.
10. With respect to each of the two accompanying ads, explain each ad from the point of view of the communication process - make sure you discuss all of the components of the model. Explain the type and how learning theory applies to each ad?
11. Explain how the concept of semiotics applies to the two ads.
12. Explain how the demographic characteristics of Randy could have contributed to his behaviour during this night. What are the known demographic characteristics of Randy?
13. Explain how the concepts of needs and wants would apply to Randy's decision to go to a bar to celebrate his birthday with his friends?
14. Explain how the limbic system might explain the behaviour of Randy during this outing? [You might need to do some extra research to investigate this part of the brain.]
15. Explain how the concept of lifestyle applies to this case? What are AIOs? Do any of these apply to this case? Explain.
16. Explain how trait theory (personality) could be relevant to this case.
17. Why do you think Randy's parents decided to donate some of the vital organ's of their son? Explain.

Advertisement 1

EVEN IF YOU DON'T

DRINK & DRIVE

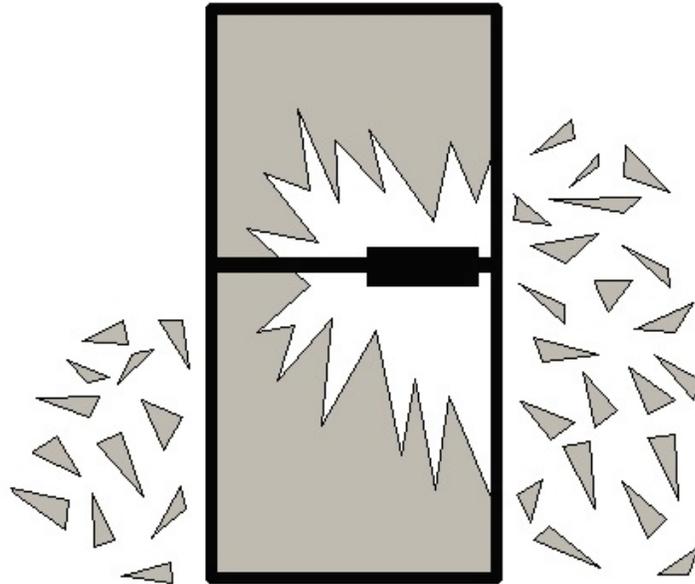
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DRINKING

CAN

KILL

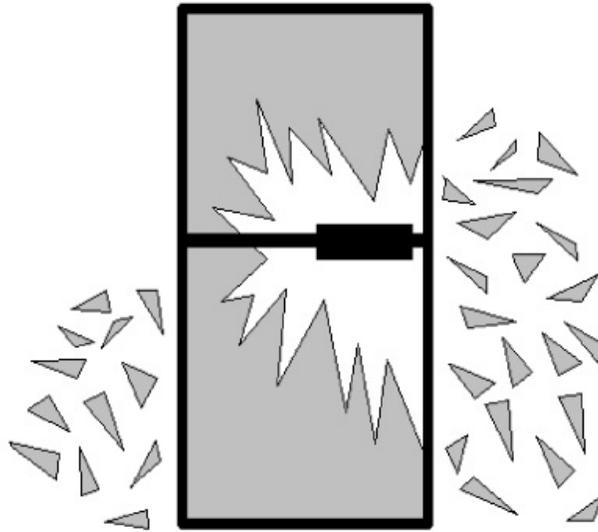
YOU!



On Friday, September 23, Randy Smith, 19, was drinking with friends at a local bar. Randy got into a scuffle with another customer. Randy and the other customer were asked to leave. Shortly thereafter, Randy returned to the bar to get his coat. When asked to leave again, Randy got angry and kicked in the glass door. Pieces of flying glass seriously cut Randy's throat. Randy died from his injuries on the following Monday. Randy's family donated his organs so that others could live.

Don't let drinking shatter your life!

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