

Name

Professor

Course

Date

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Audience Analysis

Policy makers are the target audience with respect to this paper's objective. Consumption of alcohol is a challenge to the well-being of people, despite the vast benefits it provides to the economy. The well-being of people is a chief contributory factor with respect to the direction of the economy. Therefore, alcohol consumption should be an essential topic for policy makers in the health care sector. Policy makers ought to act in the best interest of not only the country but also the people. On one hand, they should serve in a manner that ensures the economic growth, and this necessitates imposing inclining measures on alcohol consumption. On the other hand, they should seek to ensure the health of people.

Consequently, policy makers should impose measures, which limit alcohol consumption. For the policy makers, this is a dilemma. However, with a study on the medical effects of alcohol, this dilemma could be simplified. Policy makers are aware of the medical benefits that alcohol has as well as its implication on the economy. However, they may have little knowledge on the effects of a sick nation to the economy. There is a perceived challenge about the accomplishment of the present paper's purpose considering the differences in power. Policy makers have an economic authority considering that they are directly responsible for the country's economy. However, this study's authority is an academic one, and what the paper advances might be of little relevance to policy makers. However, policy makers should be aware that they are in a

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dilemmatic situation and that the present paper seeks to deliver them from it so that they can make worthwhile decisions.

Impact of Alcoholism

The continued usage of alcohol has been advocated considering its contribution to the economic growth as well as its perceived medical benefits. As determined in the previous paper, consumption of alcohol usually causes a reduction in the risk of contracting a series of diseases, such as cardiac arrest and gallstone diabetes, reducing medical and treatment costs. Consumption of alcohol has also been deemed to influence the economy positively. Policy makers often increase taxation on alcohol products, and this increases governmental revenue, which is then put into economic growth initiatives. In stark contrast to this thinking, rather than contributing towards economic growth, consumption of alcohol is a dragging factor. Based on this context, this paper takes a standpoint that the idea that alcohol has medicinal value is a fallacy and that it causes a decline in the economic growth in the country.

As identified previously in this paper, some people comment that alcohol consumption has a great deal of medicinal value (London 212). While this might be true, the World Health Organization describes the idea as impractical and incomprehensible (33). The Organization argues so indicating that alcohol is a very addictive substance (World Health Organization 37). Given such an attribute, it is hard to consume it in minimal amounts. As if affirming this stance, Goforth and Fernandez conducted a study in which he sampled 20 participants who used alcohol (277). The researchers aimed at establishing the drinking trend among these people (Goforth and Fernandez 277). The study found that 15 of them consumed small amounts of alcohol on a daily basis (Goforth and Fernandez 280). The rest of the study subjects explained that they used alcohol occasionally, but when they did, they consumed it beyond limits (Goforth and Fernandez

281). According to the researchers, for the two sets of participants, the consumption cannot be told as restricted (Goforth and Fernandez 283). Rather, it is excessive, and this clearly shows the addictive nature of the substance. Therefore, to argue that a person can be able to maintain a restricted alcohol consumption trend is illogical. Evidently, because of the addictive nature of alcohol, instead of reducing the risk of the said diseases, alcohol consumption rapidly increases the chances of contracting detrimental ailments, such as stroke, liver diseases, and so on.

Rather than having a positive influence on the country's economy, alcohol consumption drags it immensely. According to Balsa and French, the economy of a given country usually depends on the contributions of the labor force (833). Regardless of the sector of industry, the labor force is the source of innovativeness and creativity (Balsa and French 837). These two attributes have been profiled as the most essential, since it is through them that businesses can function optimally in terms of productivity. When different sectors in the economy are able to function optimally, the Gross Domestic Product increases, and as financial analysts posit, any rise in the GDP indicates economic growth. Suhrcke et al. express that the continued use of alcohol has a set of effects, which includes impairment of the cognitive ability of the brain (61). This claim implies that alcohol use, especially if it is habitual, erodes the labor force's creativity and innovativeness. With more and more labor force participants losing their innovativeness and creativity, the potent production across industries will be lost, and this would cause a lowered GDP meaning that a declining economy will be experienced. This context, thus, should be a call for policy makers to start concentrating on the medical implications of alcohol usage in order to establish the real consequences of alcohol consumption. Therefore, they will make informed decisions on how to regulate alcohol consumption.

As explained previously in the text, it is hard for a person to control his or her drinking habits given the addictive nature of alcohol. Consequently, as soon as an individual decides to

engage in alcohol consumption, the drinking trend will escalate. As informed by Goforth and Fernandez, escalated alcohol use is detrimental given the range of critical diseases it leads (277). In medical research conducted by World Health Organization, it was expressed that heavy drinking usually causes anemia (38). The researcher reported that binge drinking often causes a decline in the number of red blood cells, whose purpose is to carry oxygen. As a result, a person contracts anemia. The World Health Organization also reveals that heavy drinking often causes cancer (39). The entity explained that the increased risk often comes when a human body converts alcohol to a potent carcinogen acknowledged as acetaldehyde (World Health Organization 40). Other likely diseases caused by heavy alcohol consumption include cardiovascular diseases, cirrhosis, hypertension, pancreatitis, dementia, and HIV/AIDS, among others. According to Bouchery et al., increased range of diseases implies increased costs for the federal government (516). In a report published by Szalavitz in Time Magazine in 2011, it was revealed that heavy drinking usually costs American society close to \$225.5 billion in any particular year (Szalavitz par. 1). Out of this amount, 50% is met by the government, especially in the field of healthcare expenses. Such a situation is difficult considering the government's motivation to cause an increment in the economic growth (Szalavitz par. 4). Usually, the revenue that the government achieves through such sources as taxes is used to initiate public projects, which in turn promote economic friendly activities. A good account of such projects is electrification and road construction. As it is commonly acknowledged, electricity and roads are typical economic growth infrastructures.

When an area, which was previously not electrified, is lighted, it develops an industrial potential. Bouchery, et al. state that manufacturing companies are likely to come up in order to explore the various production capacities that the area offers (520). As a result, the production ability of a country will be increased, and this implies increased economic growth. The situation

is further improved by the presence of roads. The manufacturing companies will not have difficulties in transporting or distributing their products to other areas. However, if the government shifts its focus on meeting the increased medical costs due to alcohol consumption, such economic friendly initiatives will not be pursued. Therefore, the country's resources will remain untapped meaning that the full economic potential will not be gained. Indeed, the financial capacity will be decreased considering that the government will seek to cut down on economic-friendly economic spending to cater for the health costs. So, rather than favoring an economic growth, alcohol consumption decreases it.

Despite the vast evidence presented above, some commentators have continued to hold the opposite opinion. According to them, seeking to discourage alcohol consumption would cause severe harm to the economic status of a country considering that entities within the sector will be forced to close down, and the unemployment rate will increase. These commentators advance that the continued prevalence of alcohol production and consumption raises immense revenues for the government, which provide an avenue for economic growth. Therefore, if a retrogressive action or policy on the sector is imposed, there is a likelihood of hurting the economy. Given the reasoning in the previous sections of the paper, stern regulations would instead cause an increase in economic growth. As it has been revealed, because of alcoholism, the labor force loses its creativity and innovative attributes causing a loss in productivity. Similarly, with more people contracting alcohol-related diseases, the government is forced to abandon its economic valuable projects to meet the medical costs. However, if alcohol consumption is regulated in such a way that people stops drinking heavily, these challenges would not emerge. This means that economic growth will be maintained if not increased. Therefore, arguing that imposing stringent measures for alcohol consumers damages the economy is not only mistaken but also unreasonable.

To conclude, establishing that consumption of alcohol does not have any medical benefit and that it drags economic growth is worthwhile. As it has been established, it is hard for a person to consume small alcohol volume to maintain a healthy condition, especially due to the addictive nature of the substance. Consequently, rather than preventing them, alcohol consumption increases the risk of contracting detrimental diseases, such as STDs and HIV/AIDS. Aside from this, rather than contributing towards economic growth, consuming alcohol leads to pecuniary challenges. It causes impairment of the workforce and shifts the focus of the government. Therefore, it is justifiable to claim that alcohol consumption does not have any medicinal or economic value.

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