This is NOT an essay format homework, please write down the answers separately by questions.

**1.** Please read the following Siegel et al (2013) article[*Alcohol Brand References in U S Popular Music 2009 2011.pdf*](https://psu.instructure.com/courses/2034710/files/108071960/download?wrap=1)*[Preview the document](https://psu.instructure.com/courses/2034710/files/108071960/download?wrap=1)*.

* Ask **1 Question first (and bold it)** relating the article
* Make sure to use at least 1 source other than the reading material.
* There should be two parts of your question:1) briefly state your question in ONE sentence and bold it; 2) explain (not to answer it) the question in one or two paragraphs.

2. Answer each these two questions below and make sure:

* 1) briefly state your whole answer in ONE sentence first and **bold it;** 2) explain your answers in two to three paragraphs.
* Make sure to use at least 1 source other than the reading material in each for your answers.

# 1. Do you think certain types of alcohol could be mentioned in songs because the songwriters themselves consume it while writing it to get their thoughts rolling?

In my opinion, I feel that some songwriters mention a specific type of alcohol in their songs because they could have potentially been drinking it while writing it to get their thoughts rolling. I also think that most songs are written with certain lyrics due to personal experiences.

# 2. Do you think that promoting activities, such as partying, in songs endorses the excessive alcohol use? Do you think promoting a specific brand has an effect?

The article touches upon the theme of partying being used in many songs that mentioned brand-specific alcohol, although I think we'd find that partying is a common theme through many songs that don't mention specific brands of alcohol as well. The article mentions that the brands most used with lyrics about partying were brands of tequila, cognac, and vodka.

I would believe that songs promoting party activity leads to the endorsement of excessive alcohol use and just alcohol use in general. When people hear songs that have lyrics about partying all night, blacking out, etc., they internalize those messages. Additionally, these types of songs are often played at parties which could encourage people to drink more.

Also, I think that when people hear specific [**brands mentioned in songs**](https://www.usatoday.com/story/news/nation/2013/12/12/four-alcohol-brands-music/4000593/) with lyrics about partying, people might be more likely to buy those specific brands for parties. One that comes to mind for me is Hennessy - I've never tried it but I know people who say it's not good and people only buy it because they hear it in songs.