

# Meaning-making & alcohol

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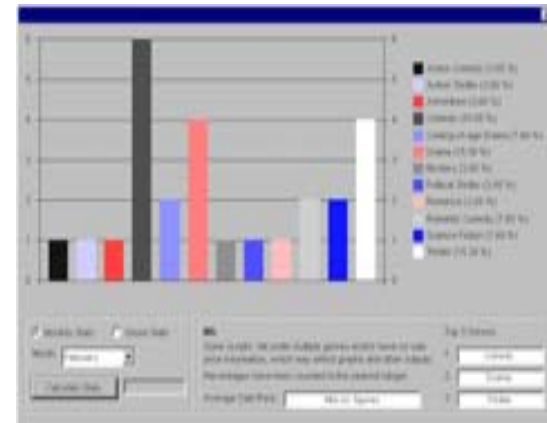
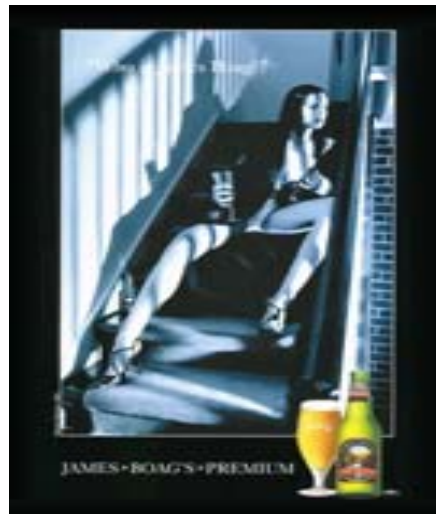
# Meaning making

- What?
- Where?
- How do we study / grasp it?



# Increased interest in production of:

- Discourse (= how we speak of things and hence make sense of / construct reality)
- Images
- Knowledge production



# Peer pressure



## The concept of "Peer pressure"

*"it efficiently blocks self-critical reflection and discussion of the social aspects of alcohol use"*

Solution to peer pressure = "stick to what you want to do yourself"

-> The programme seems fixed on that it is unlikely that teenagers truly want to smoke or drink

(Hulvej Rod, M., 2009)

## The concept of “Peer pressure” II

**The guide:** Is alcohol necessary for a good party?

**A boy:** It depends on the ones you’re partying with. Some of my friends really like to party a lot, and if I were to throw a party for them I would need to have alcohol there. But not if it was with my class mates.

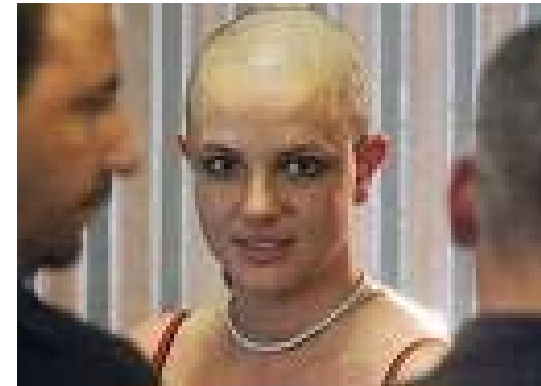
**The guide:** But isn’t that peer pressure?

**A boy:** No. That’s just two kinds of people, I think.  
(Hulvej Rod, M., 2009)

# When you are drunk you are a jerk



# Addiction as a cool accessory among others



## Addiction as a cool accessory among others

- Addiction styles
- = corporeal styles, über-mediocre positions
- > attractiveness in transgression
  - > new images of female addiction
  - > part of an internalization of addiction problems

# Meaning making

- What? Everything connected to the behaviour of drinking alcohol
- Where? Everywhere
- How do we study / grasp it? By the critical study of discourse, images, representations etc. connected to the behaviour in question. And by discussing the consequences.



# THANKS FOR YOUR ATTENTION!

## REFERENCES:

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