

Patrick Bissell

Deconstructive Essay

### Beer in American Culture

American culture is seen in every aspect of daily life for the average U.S. citizen. In my opinion American culture can be viewed as rough around the edges, hardworking while still being able to enjoy the small things. American culture can also be viewed as being more laid back, relaxed, and less worried about what others think about them. American culture is also obsessed with constantly trying new tactics or designs to make something smaller, faster, or easier to use. Many everyday objects have become ingrained into American culture through socialization and exposure to the media. This is obvious to me in the case of beer in the United States.

American beer advertisers are constantly attempting to find new ways to portray the cultural link between Americans and beer. Beer to Americans can be closely linked to the relationship that the French have with wine. Beer and wine have the same relative significance to each of their perspective cultures and are seen as the “national beverage”.

Beer to American culture represents the tough working people of this country, that work all day to come home to a cold brew. It also represents a relatively less refined alcoholic beverage that better encompasses the norms of American culture. To American beer represents enjoyment, relaxation and satisfaction after a long day of hard work.

Finally I believe that Americans prefer to drink beer because it is easy to drink. A recent trend in beer advertising is to “upgrade” the beer bottles or cans in an attempt to make them poor

more efficiently and easier to drink. This trend has led to many new products such as aluminum cans, wider mouths, and better insulation. Beer is American for a variety of reasons including, it's social qualities, it's "Americanness", the ease of drinking it, and its advertising.

Many companies intentionally position their products to take advantage of this cultural phenomenon. American Beer advertising is specifically designed to take advantage of the cultural connection that Americans have with beer. Budweiser recently released a new kind of beer called Budweiser American Ale. Budweiser created this new ale strategically by branding the product "American", while simultaneously using the existing link between American culture and beer. This was clearly evident in all of the advertisements that followed, which were filled with other "American" iconic images such as a steak dinner complimented by a Budweiser American Ale.

These American cultural icons are carefully designed and placed throughout Budweiser's American Ale advertising campaign to help you subconsciously associate their product with their cultural significance. Budweiser is not the only company to take advantage of this cultural phenomenon; many more will follow as companies attempt extend their brand. Beer compliments the American culture and represents its hard working, tough, and innovative people as their alcoholic beverage of choice. Beer and its cultural significance will evolve overtime, but will always be "American".