

BIOPOWER AND BIOPOLITICS OF ALCOHOL CONSUMPTION: A FOUCAULTIAN ANALYSIS OF SOCIOPOLITICAL, CULTURAL AND ECONOMIC RELATIONS



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ABSTRACT

The discourses and legal reproductions arising from the consumption of alcoholic beverages from the Foucaultian perspective represent the object of this study when analyzing the concept of biopower in the public dimension, the social and cultural relationship, as well as the economic one. The study is classified according to the focus on qualitative research, whose approach is descriptive based on documentary analysis. The findings of the research present the analogy of biopower, concomitant with biopolitics, coeval by the sociopolitical and market perspectives of alcohol, associated with the economic potential of the sector, in the generation of jobs and the high taxation of the State. The presence and consumption of the stigmatized substance to the standards accepted by society is highlighted, even in the face of scientific efforts, and State actions that demonstrate its harmful power over individuals. In addition, the State's efforts to implement accident prevention measures or even traffic awareness and education are limited and do not fulfill the role of regulatory agent.

Keywords: Alcohol. Biopower. Biopolitics. State.

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INTRODUCTION

The consumption of drugs and alcohol dates back to the history of humanity. Throughout history, alcohol has played many roles in human societies. From the earliest civilizations to contemporary cultures it has been an integral part of celebrations, religious rituals and social standards. In addition, alcohol was also used for medicinal purposes and as a form of food preservation.

Alcohol, often perceived as a socially accepted and legal substance, can also be approached from the broader perspective of a drug. Despite its deep-rooted presence in cultural and social practices, alcohol has psychoactive properties and substantial impacts on the central nervous system, causing addiction and negative social impacts. Its classification as a drug raises significant questions about public policy, government regulations, and the way society deals with its consumption.

The abusive use and dependence on drugs, including alcohol, has become a global concern because it poses threats to quality of life and collective health. Psychiatric disorders due to the use of psychoactive substances, both licit and illicit, evaluated by the World Health Organization (WHO) are a disease, and are among the main public health problems in the world (UNODC, 2022; Ministry of Health, 2023; PAHO/WHO, 2023).

In view of this scenario, the central question of research is presented: How can the concept of biopower be applied to understand the regulation, control and effects of alcohol as a licit drug in society? This paper investigates the concept of biopower, as proposed by Michel Foucault in the context of alcohol under cultural, social and public manifestation.

Starting from the context that the State holds the regulatory and governance power of the production, distribution, advertising and consumption of this substance. In addition, biopower allows us to examine how market practices are present in the approach to alcohol, such as the classification of alcoholism as a disease and issues related to the availability, accessibility and standardization of alcohol in society.

Exploring alcohol as a drug offers a critical insight into the complex relationships between its legal status, its cultural origins, and the effects on the organism, highlighting the need for a deeper analysis of the social, health, and regulatory implications associated with this substance. In view of this scenario, the objective of this research emerges, which consists of analyzing the relations between the alcoholic beverage sector and identifying legal disciplinary measures employed by the government, from the Foucaultian perspective.

This is a qualitative study, anchored in bibliographic and documentary analysis of public access about legalization, as well as social responsibility measures on the harmful consumption of alcohol. In addition to other international publications, reports and documents from the United Nations (UN), Pan American Health Organization (PAHO/WHO), among other bodies linked to the central theme of the research, in which they are responsible for agreements with member countries to achieve goals.

APPROACH TO FOUCAULT'S THEORETICAL PERSPECTIVE ON BIOPOWER

In the conceptual perspective proposed by Foucault (1987), technologies, in general, play an active role in most modern institutions sponsored by the legitimized power, associated with forms of knowledge through instruments that justify their applicability. So that individuals have their behaviors induced through subjectivity, effected by surveillance instruments with the feeling of being observed at any and all times.

In the process of generalization, disciplinary institutions underwent changes, especially regarding the punitive method, as presented by Foucault (1987), in the penal system of France. Among the punitive measures, throughout history, there are: torture, generalized punishment and mitigation of penalties, and putting an end to discipline.

Torture relates the methods of public physical punishment, such as execution and torture, with the aim of causing pain, using physical and psychological violence as a penalty, and accompanied by the population that conferred legitimacy to the act. In other words, an example of a mechanism of power and social control (Foucault, 1987). The author also states that the generalized punishment and mitigation of penalties are the result of protests against torture, and they began to employ more humanitarian forms of criminal sanction with the deprivation of liberty, with incarceration being the main form of reprimand for crimes, as a way of "punishing the soul".

Discipline, on the other hand, has surveillance mechanisms that produce docile bodies that are easily manipulated, disciplined, subjugated, governed under the aegis of the State (Foucault, 1987). The power of discipline, which makes docile bodies easily manipulated, effective is not limited only to prisons, according to observations made by Foucault (1987), it is present in different modern institutions. Such modern disciplinary institutions, to which the author refers, play the role in regulating behavior, replacing the practices of torture with schools, hospitals, industries, prisons where constant surveillance shapes the behavior of individuals.

In modern institutions, disciplinary techniques such as constant surveillance, normalization, hierarchical control, and regular examinations highlight the intentionality of power, not only repressive but also productive, actively shaping people's behavior. Repression, seen as a set of interests by the power of the minority and political agents, is maintained to the extent that the subject is dominated and susceptible to other fundamental forms of submission (Foucault, 1988).

In this context, being awake makes the subject controllable by being aware of being watched (Foucault, 1987). The individual is, in all his conducts, situated in relation to a standard of the normal that must be guided, being punished in deviations, which will be readjusted to the standard according to the normative knowledge that re-educates him (Foucault, 1999).

The presence of discipline in terms of its disciplinary power is established long before we live in society. As a child we are subjected to the structures of the family to which we belong. One is indoctrinated around the norms imposed to preserve the imperial prudishness figured by the Victorian regime (Foucault, 1988). Making passive subjects and accepting any and all forms of submission, sometimes by family, religion, society and other links that develop along the way as a person. Sometimes, accepting and believing in this passive role of multiplying agent imposed by conjugal despotism.

Although not free from such a conjuncture of power, this discourse serves bourgeois interests to the domination of power, commonly accepted. And the transgression of conditioned freedom is a threat to this capitalist domination. Therefore, it was maintained in the discourse of "[...]a new economy of the mechanisms of power; because the slightest outbreak of truth is politically conditioned" (Foucault, 1988, p. 11). The practices said to be marginalized have since then incorporated the system of power (Foucault, 1987).

However, Foucault analyzes the manifestation of power and control over bodies based on certain social stimuli that shape their behavior as a subject through disciplinary power (Foucault, 1987). In this disciplinary model, the subject becomes concerned with his actions, starting to monitor his conduct, so as not to relapse his acts (Foucault, 1999).

Discipline forms the policy of coercion over bodies, through the manipulation of elements, gestures and behaviors so that it can be mastered. From these consequences, Foucault's theoretical strand on biopower arises related to the dimensions of power associated with the instruments of knowledge. Conceptually, biopower is practiced in

society in a subtle way, not by weakening the physical body, but by controlling through norms, rules and regulations to discipline bodies (Foucault, 1987).

Whose development of science in the modern society of knowledge was important to employ techniques for manipulating socioeconomic phenomena (Foucault, 1999). Deriving from biopolitics, a concept by which Foucault (1999) analyzes the practices, emerged in the modern West, aimed at the management and regulation of bodies. So that power over life is installed as a way of managing populations, taking into account their fundamental biological reality.

In such a way that "[...] biopolitics deals with the population, and the population as a political problem." (Foucault, 1999, p. 292). Based on this concept, the technology of power is implemented by regulatory mechanisms presenting global estimates, statistical projections to intervene in individual phenomena in order to establish a point of equilibrium and regularity. On the other hand, individual power is not applied, as seen in the power of discipline, but associated with biological realities the population in general (Foucault, 1999).

To this end, the power of biopolitical practices does not exceed the models of disciplining power, but rather analyzed from the perspective of the denomination. Considering Foucault's vision, biopolitics is part of the complementary dimension of biopower. Central change in Foucault's analysis of society, disciplines and their implications for the individual and power structures.

When analyzing the evolution of punitive practices, we note the replacement of torture by disciplinary forms in modern society, as discussed by Michel Foucault. This critical look at the transformations in power structures leads us to consider the new section of this study, which explores drinking as a form of drug.

ORIGINS AND MECHANISMS OF ACTION OF ALCOHOLIC BEVERAGES

Alcoholic beverages follow the trajectory of human civilization over the centuries in various cultures. The oldest beverages are beer and wine with relatively low alcohol content. In the Middle Ages, the technique of distillation was introduced in Europe by the Arabs. In this environment, the belief that the addictive properties of alcohol was the remedy for all ills emerged (CENPRE, 2023; PAHO/WHO, 2023).

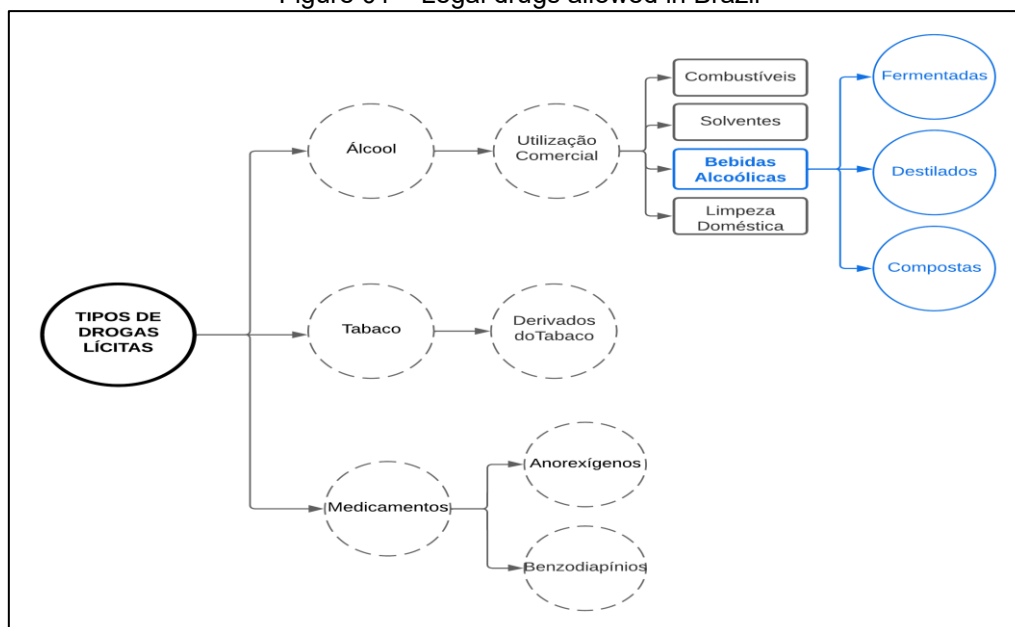
Alcohol, unlike many other psychoactive drugs, is widely accepted and even encouraged by society. This differentiated perception in relation to other substances is influenced by the fact that alcohol is one of the few drugs whose consumption is tolerated

by social acceptance. Characterized as a licit psychotropic drug that produces the sensation of momentary relief from psychological or physical tensions (Lima, 2013; CENPRE, 2023).

It is assumed that alcohol is classified as drugs. Drugs are defined as any natural or synthetic substance or any compound of substances (semi-synthetic) that include characteristics to modify the biological function and/or structure of the organism (Ministry of Health, 2023). Called psychoactive substances or psychotropic drugs, they act on the central nervous system (CNS), altering sensations, emotions, perception, behavior, states of consciousness and other health problems (Malbergier; Amaral, 2013; Ministry of Health, 2023).

Regarding legality, drugs are divided into two major groups: those considered licit and those illicit (UNODC, 2022). Drugs (alcohol, tobacco and medicines) are based on the legislation regarding production, use and commercialization, as shown in figure 01. Legal drugs, thus accredited, are generally socially accepted, and sometimes stimulated by their social group in certain cultures, such as the consumption of alcohol, teas, tobacco and coffee (Malbergier; Amaral, 2013; BRAZIL, 2016; Ministry of Health, 2023).

Figure 01 – Legal drugs allowed in Brazil



Source: The author, based on BRASIL (2020); CENPRE (2023), 2024.

Figure 01 classifies alcohol according to the forms of production. In the field of health, apart from the classification of its production and consumption, legalized substances can be equally dangerous, such as alcohol, for example. The changes caused by these

substances vary according to the subject's conditions, the amount, the situation, the type of drug and the expected effect when it is ingested.

Illicit drugs (cocaine, crack, marijuana, among others) are prohibited by specific laws in different countries. Throughout its chain, from production, manipulation, commercialization and use are not regulated by legislation, constituting a crime. The production of psychoactive substances is constituted by different configurations (Malbergier; Amaral, 2013; Ministry of Health, 2023).

Data released in the *World Drug Report 2022*, by *The United Nations Office on Drugs and Crime* (UNODC), in relation to global estimates of the extent of drug use, including alcohol and cigarettes, considered a total of 110 countries, which represents 60% of the world's population in 2020. It is estimated that about 284 million people, aged 15 to 64 years, predominantly men, consumed some type of drug in the period of twelve months. This corresponds to an increase of 26% compared to the previous ten years. This result is partly related to population growth and the consequences of the pandemic caused by COVID-19 ⁴ (UNODC, 2022).

Among psychotropic drugs, alcohol is the most harmful to public health, as it causes changes in behavior and the high potential to develop dependence, a condition called alcoholism (Lima, 2013). The factors that lead the individual to alcoholism are heterogeneous and correlate with sociocultural and biopsychological factors (PAHO/WHO, 2023).

The consequences of alcohol ingestion compromise brain structures, narcotics can lead to physical, psychological, occupational and legal problems, among other health consequences (Malbergier; Amaral, 2013). In addition, the harmful use of alcohol causes significant social and economic losses for individuals and society in general (PAHO/WHO, 2023).

The next section of the study is limited to dealing with the issue of alcohol in society. The dynamics of the consumption of this substance are presented through surveys carried out by world representative bodies, such as the WHO, and the country's figures, with emphasis on surveys carried out by the Ministry of Health.

⁴ Acute respiratory infection caused by the SARS-CoV-2 coronavirus, potentially serious, highly transmissible and globally distributed (Ministry of Health, 2023)

DYNAMICS OF ALCOHOL CONSUMPTION IN CONTEMPORARY SOCIETY

With regard to contemporary daily life, psychoactive substances, especially alcohol, play a role of significant proportions in terms of economic, social and health problems related to injuries resulting from violence and traffic accidents; in relation to absenteeism and accidents in the work environment; the triggering of conflicts and breakdown of families; and the growing increase in pathologies (physical and psychological) with hospitalizations emergency, general and psychiatric hospitals; an increase in the number of cases of cardiovascular and immunosuppressive diseases (Lima, 2013; PAHO/WHO, 2023).

Alcoholism is recognized as a chronic disease that affects millions of people worldwide (PAHO/WHO, 2016). Characterized by a pattern of compulsive and uncontrolled alcohol consumption, alcoholism causes physical and psychological dependence, leading to negative consequences for the individual's health and well-being. The pathology can manifest itself progressively, with a gradual increase in alcohol tolerance and the need to consume more and more to achieve the same effects. (CENPRE, 2023; PAHO/WHO, 2023).

Alcoholism not only affects the individual who suffers from this disease, but also has an influence on interpersonal relationships, family, professional and social life. The PAHO/WHO report (2022) points out that 3 million people die every year caused by the harmful use of alcohol, which corresponds to 5.3% of all deaths in the world. Agent of disability and deaths of relatively young people, in the age group of 20 to 39 years, which represents 13.5% of all deaths attributable to alcohol. Among the diseases and injuries that occur worldwide, 5.1% are attributed to alcohol consumption, based on *Disability Adjusted Life Years (DALY)*⁵ (PAHO/WHO, 2022).

In addition, alcohol intake is associated with the risk of developing more than 200 health problems caused by communicable and non-communicable diseases, injuries, and a series of mental and behavioral disorders, which follow the International Classification of Diseases (ICD) (PAHO/WHO, 2016). Regarding communicable diseases, the causal relationships between harmful alcohol consumption and its incidences have recently been established, among which are infectious diseases such as tuberculosis and HIV/AIDS

⁵ DALY - *Disability Adjusted Life Years* is the indicator used in the study of the burden of disease that considers two factors combined simultaneously: mortality and morbidity. **One Daly is equivalent to a year of healthy life lost.**

(PAHO/WHO, 2022). In addition, pregnant women who consume alcohol can cause fetal alcohol syndrome and complications in premature birth (PAHO/WHO, 2023).

In the numbers presented by PAHO/WHO (2023) regarding mortality and morbidity by gender conferred by levels and patterns of alcohol consumption. Deaths in a global context, 7.7% are male and 2.6% female. In Brazil, table 1 identifies the variable of alcohol consumption in liters of pure alcohol per capita, per person aged 15 years and over.

Brazil has significant numbers in relation to per capita alcohol consumption, table 01. According to data from the Pan American Health Organization - PAHO, episodes of excessive alcohol consumption and alcohol use disorders are prevalent in adults and adolescents, and mortality rates linked specifically to alcohol are high in this age group (PAHO/WHO, 2016).

Table 01 - Consumption of pure alcohol per capita, by persons aged 15 years and over (Liters)

Variável	2017	2018	2019	2020
Consumo de álcool per capita, por pessoas de 15 anos ou mais de idade	9,2	9,4	9,8	9,8

Source: The author with IBGE data, 2024

Based on these data, it is observed that despite government efforts and organizations, per capita alcohol consumption is growing in the country and studies predict that it will increase if measures are not effective (PAHO/WHO, 2016). Epidemiological studies, carried out by the Ministry of Health (2022), show that the onset of alcohol, cigarettes, and other drugs occurs predominantly during adolescence. In the research published in the *World Drug Report 2022*, alcohol is the substance most consumed by children and adolescents in the world (PAHO/WHO, 2022). Between 51% and 94% of children aged 13 to 15 years report having started drinking alcohol before the age of 14 (PAHO/WHO, 2016).

In the global panorama, it should be noted that the COVID-19 pandemic has restricted the accessibility of drug-related project and intervention actions (PAHO/WHO, 2022). In which the impact on the provision of services meant consistent and characterized generalized stoppages in most of the support services to the communities, especially in situations of social vulnerability. Seen not as a rule, but leading to a decrease in reception, attendance to the number of individuals reached by drug treatments (UNODC, 2022).

Data presented by the Ministry of Health (2022), the year 2021, registered 400.3 thousand attendances to people with mental and behavioral disorders due to drug and alcohol use. This corresponds to an increase in SUS service of 12.4% compared to 2020, a year with 356 thousand records, predominantly male aged between 25 and 29 years. The SUS provides reception and accompaniment for any drug-related epidemiology. Primary Health Care (PHC) has the role of identifying the pathology in the approach to patients and directing when necessary to centers specialized in this type of care, such as the Psychosocial Care Center (CAPS) or another support center of the network (BRASIL, 2022).

The research aims to investigate the process of production and consumption of alcoholic beverages and the relative legislation in force in the country. The considerations are presented in the next session, in order to contribute to the theoretical deepening.

OVERVIEW OF THE PRODUCTION OF ALCOHOLIC BEVERAGES IN THE COUNTRY

In the beverage segment, several types of activities can be developed, such as a producer, in which it operates exclusively in the operation of manufacturing and/or packaging for bulk sale of products. Bottler, when in the industrial establishment he bottles his own or third-party products. The wholesale sector that sells products in bulk. Importer, when the establishment, even if it carries out another type of operation, imports the products (registration with Siscomex is mandatory) (Ministry of Economy, 2024).

The socioeconomic relationship of the sector is highlighted, when observing the types of activities that are interrelated, which suggests a diversity of actors involved. Whether directly or indirectly, production and/or distribution, in addition to the need for action by the public authorities regarding production standards and regulatory laws.

The historical series of the production of alcoholic beverages in Brazil, presented in table 02, surveyed by the Brazilian Institute of Geography and Statistics (IBGE), as available in the National Classification of Economic Activities (CNAE), brought by the Annual Industrial Product Survey (PIA Product). The cut of the last five years was considered, for the purposes of table 1, compiled the presentation data according to the classes of activities (CNAE 1111, 1112, 1113), with their respective Lists of Industrial Products and Services (PRODLIST-Industry). PRODLIST-Industry is a detailed list of industrial goods and services investigated by the Annual Industrial Survey - Product, PIA-Product, dated up to 2021 (IBGE, 2024).

Table 02 – National production of alcoholic beverages

CLASSES DE ATIVIDADES E DESCRIÇÃO DOS PRODUTOS	2017	2018	2019	2020	2021
Fabricação de aguardentes e outras bebidas destiladas	1196723	14496673	1163415	1197878	1097233
Fabricação de vinho	630744	425133	435473	366696	659708
Fabricação de malte, cervejas e chopes	14159846	15922005	17865512	16024319	18773812
TOTAL DE PRODUÇÃO AGRUPADA	15987313	30843811	19464400	17588893	20530753

Source: The author based on the IBGE - Annual Industrial Survey - Product, 2024.

Table 02 shows the products with the highest productivity, beer stands out in relation to the number of production, even with the arrival of the Covid-19 pandemic, in 2020, there were no oscillations that impacted the demand for production. Also, the Brazilian beer market is highly competitive, with the presence of several local and international suppliers and major *players* with global operations (Ministry of Economy, 2023).

The results published in the Beer Yearbook (Ministry of Agriculture and Livestock, 2023), point to beer as the most consumed beverage in Brazil, no different from the results of other countries. In addition, the country is the third largest beer producer in the world, behind China and the United States. In the last release of the Ministry of Agriculture and Livestock, in 2022, the brewing sector grew 11.6%, with the opening of 180 new establishments, registering a total of 1,729 breweries, generating more than 42 thousand direct jobs. In the southeast region, direct jobs add up to 57.8%, followed by the Northeast with 16.8% and the South with 14.7%. And in the Midwest and North region, respectively 7.1% and 3.7% (Ministry of Agriculture and Livestock, 2023).

With regard to alcohol production, the importance of the public sector as a driving agent of economic development is highlighted. Regarding the normative instructions and the taxation (ICMS, IPI, Confins and others) of the activities of the beverage categories differ between Brazilian states between 25% and 37% (ABRADT, 2024).

On the part of the State, taxes are attributed to discourage the consumption of alcohol, caused by the consequences to health and society. It is worth noting the existence of indirect taxes, which are those that are levied on revenue and that should also make up the price of the final product.

In the next session, the intrinsic relationships that permeate the relationship between the state and the alcoholic beverage segment are presented, as well as the relationship between biopower and biopolitics.

ANALYSIS OF BIOPOWER AND THE SEGMENT OF THE ALCOHOLIC BEVERAGE INDUSTRY

This conceptual arrangement is considered important, as the approach is discussed in the light of the contributions brought by Foucault. In this way, it allows us to understand the relations of biopower that are established about production, distribution, consumption, linked to alcohol and actions of the public power.

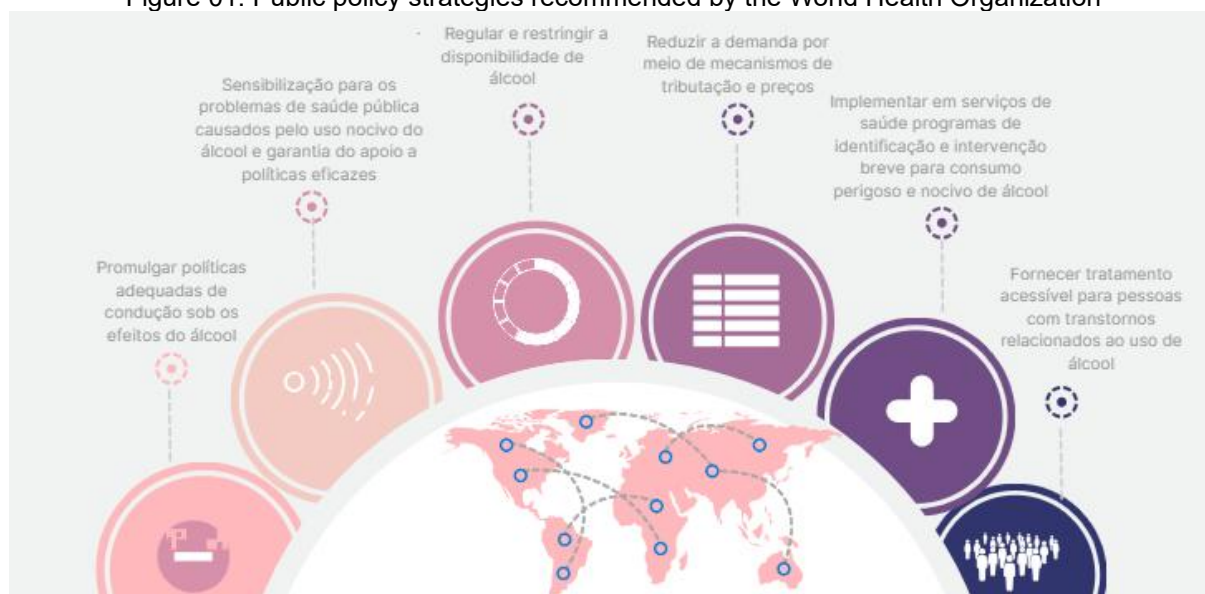
Research carried out by global organizations, such as PAHO/WHO, UNODC, as well as data from the Ministry of Health, mentioned in the text, signal the threats attributable to the harmful use of alcohol, related to health, safety and socioeconomic issues. Scientific studies sanction the harmful effects of alcohol consumption, which are used as references for the elaboration of strategies for the implementation of public policies (Lima, 2013; PAHO/WHO, 2023).

Following the path of global agreements, in which Brazil is included, organizations such as the UN assign to countries the responsibility of developing, implementing, supervising and evaluating public policies to reduce the harmful use of alcohol, employing actions and indicators to validate results (PAHO/WHO, 2023). Among the projects for the country to achieve the goals of reducing the impact on alcohol consumption, we can mention global strategies, regulatory laws, such as the Dry Law, the regulation of advertisements, and other measures.

Temperance movements in the perception of alcohol consumption have been regulated in international agreements and internal measures. For example, in the country, some global strategies are developed to combat the weakening of alcohol use, such as participation with the United Nations (UN), in the 2030 Agenda with the Sustainable Development Goals (SDGs), in the global action plan on alcohol 2022 – 2030 (PAHO/WHO, 2023).

Global strategies, it is recommended that the Government implement actions, as shown in figure 01, to reduce the damage caused to health by alcohol include a collective commitment of the WHO Member States (PAHO/WHO, 2023).

Figure 01: Public policy strategies recommended by the World Health Organization



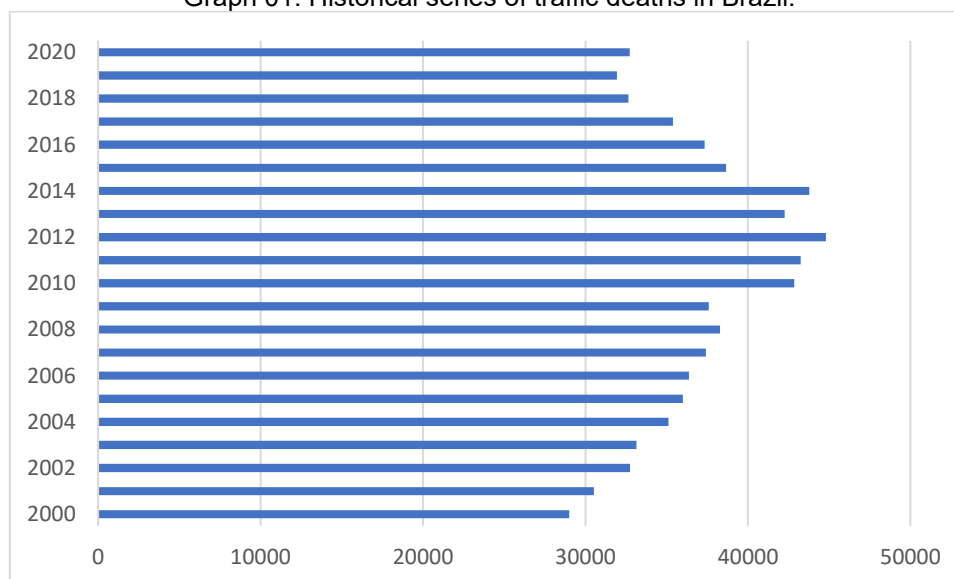
Source: The author with PAHO/WHO data, 2023

It is up to public actors to define the roles of action and responsibility to implement and evaluate the indicators to achieve the strategies, as proposed by the SDGs. At this point, one of the consequences of the COVID-19 pandemic in relation to drug use, including alcohol, has been the discontinuation, cut-off, or even the difficulty of implementing new preventive actions (UNODC, 2022). It mainly affects people in vulnerable situations, raising the standards of social inequality and the distribution of risks with regard to alcoholism and other diseases due to its use.

Aiming at disciplinary measures, the Brazilian legislative power amended the National Traffic Code by Law 11.705 of 2008, becoming the "Dry Law", to inhibit the practice of drinking and driving. The driver having an alcohol concentration (per liter of blood equal to or greater than six decigrams) or under the influence of any other psychoactive substance that determines dependence is considered a crime. When consuming alcohol, even at minimal consumption, a reduction in motor coordination and reflexes is observed, affecting the ability to drive vehicles or operate machinery (Brasil, 2020).

Surveys carried out in the country by the Ministry of Transport (2023), show that a significant portion of accidents are caused by drivers who ingested alcoholic beverages before getting behind the wheel, as shown in Graph 01. For the applicability of the survey, the IBGE considered a variable - mortality rate from traffic accidents, by sex and age groups (IBGE, 2024).

Graph 01: Historical series of traffic deaths in Brazil.



Source: Adapted by the author, based on IBGE data, 2024.

Note: The survey considered the numbers from the Ministry of Health, through the Mortality Information System – SIM

Graph 01 presents the historical series of traffic deaths, covering the data corresponding 2000 to 2020. It should be noted that before the enactment of the Law, the combination of alcohol and driving was widely tolerated. The country faced, and still faces, serious difficulties in controlling alcohol consumption by drivers. The legislation has been establishing stricter penalties, which may include: fines that vary according to the severity of the infraction and recidivism; suspension of the National Driver's License (CNH); seizure of the vehicle; and criminalization (BRASIL, 2020).

The Dry Law, the main legislation for road safety and accident prevention, aims to curb the consumption of alcohol by drivers, aiming to reduce accident rates on public roads. To this end, the inspection of this measure becomes the main tool of control actions by the government. In addition, the inspection of this regulatory measure involves different agents, the Military Police (PM), Federal Highway Police (PRF), and other authorities, each playing a role in the effectiveness of the Law (Brasil, 2020).

However, the number of accidents with deaths is significant and does not present satisfactory results in terms of reducing these events. The impacts of the Dry Law on society, although insufficient, due to the absence of the State of preventive measures and stricter inspection, have been making attempts at public awareness, education and prevention. The actions seen use awareness slogans: "If you drink, don't drive"; Yellow May Campaign, in addition to videos and images.

The Dry Law, by prohibiting or even restricting the consumption of alcohol before driving, directly seeks to preserve lives, managing behaviors that can put road safety at risk. The imposition of legal limits on alcohol consumption is a form of regulation of the body and behavior of individuals in favor of safety and preservation of life (Brasil, 2020).

Regarding production, biopower can manifest itself through government regulations that establish rules and restrictions for the manufacture and distribution of alcoholic beverages, in addition to high tax rates. These regulations aim to protect public health, control the market, and reduce the negative effects associated with excessive alcohol consumption.

Disciplinary power emerges as a form of discourse, related to the order of knowledge, situating the reproduction of new discourses and knowledge, combining techniques and normalization of the system of power with a view to the singularization and subjection of individuals to the State (Foucault, 1987; 1999). In this context, it is suggested that the socioeconomic relationship of the sector, generated by the number of jobs and taxes are forms of analysis of biopolitics.

Another important measure of normalization on the intake of the substance, gives warnings to the advertisements of alcoholic products. Responsible consumption and awareness of the risks associated with excessive consumption have become the focus of public health campaigns in the country. In this context, the manifestation of biopower lies in the implementation of awareness campaigns about the risks of alcohol abuse.

Considering the social repercussions of advertising activity, the Brazilian Code of Advertising Self-Regulation (CONAR) regulates ethical standards in the Brazilian advertising market. When considering the restricted and inappropriate nature of alcoholic beverages for certain audiences and circumstances, its structuring should be done in a socially responsible way (CONAR, 2023).

Remaining with the main purpose of promoting the brand and its characteristics, texts, images, including slogans, are forbidden to any imperative stimuli to consumption and excessive supply of product units in any form of communication. Maintaining the principles of consumption with social responsibility, not inducing, in any way, exaggerated or irresponsible consumption and preserving the principles of protection of children and adolescents (CONAR, 2023).

In the unfolding of alcohol consumption, biopower directs strategies of social control, establishing legal limits on consumption and medicalization. In this context, the State sets

the age restrictions for alcohol consumption established in the Statute of the Child and Adolescent, present in Law No. 13,106. In which, the sale and consumption of alcoholic beverages by minors under 18 years of age are prohibited in Brazil (Brasil, 2015).

The legal measures make it a crime to sell, supply, serve, administer or deliver alcoholic beverages to a child or adolescent. Even if free of charge, it stipulates that the supply of any title, subject to the presentation by the consumer of an official identity document. Failure to comply with the Law can generate a fine and even interdiction of the commercial establishment (Brasil, 2015).

In addition, the negative impact of alcohol abuse is observed in a considerable burden of diseases to its use, representing a social and economic burden for society. The effects of alcohol on people and society are varied, influenced by the quantity consumed, consumption patterns and, in rare cases, the quality of the substance (Lima, 2013; PAHO/WHO, 2023)

It is emphasized that not only the relationship between biopower and biopolitics permeates power in the context of the manufacture and consumption of alcoholic beverages. Factors of cultural, commemorative and social influences shape attitudes and behaviors towards consumption.

RESEARCH CONSIDERATIONS

Society as a whole, in Foucault's view, is permeated by class power relations, which are part of the debate about alcohol consumption, as well as the role of the State as a grantor, or even absent. In general, the relationship between biopower and biopolitics with the consumption and production of alcoholic beverages involves government regulation, social control strategies with the objective of protecting public health and reducing the risks associated with excessive alcohol consumption.

Alcohol control policies can vary widely between different countries and societies, reflecting different approaches to balancing state regulation and individual freedom. By adopting measures such as the Dry Law, the State exerts control over the population, not only in the sense of repression, but also in the promotion of public health and collective security. The enforcement and penalties associated with Prohibition reflect the practical application of these concepts, influencing citizens' behavior regarding alcohol consumption and driving.

Therefore, in the context of public policies, dictated by the Dry Law, the prohibition of the sale of beverages to minors under 18 years of age constituted by law, advertising rules, and taxation when analyzed in the light of the concepts of biopower and biopolitics can provide a deeper understanding of the power dynamics involved in the regulation of human behavior in society, particularly with regard to the preservation of life and the mitigation of collective risks.

In general, the alcoholic beverage processing industry is one of the industrial segments of relevance to the national and global economy. The activity in question has different technological levels and scales of production, covering companies of all sizes. In view of the above, it is understood that the regulation of the manufacture and consumption of alcohol is implemented by control laws, such as the legal age for consumption, restriction of sales at certain times, and other actions. Therefore, manifesting the action of the State through public policies.

The results of the research emphasize the analogy between biopower and biopolitics, which coexist within the social, cultural and market perspectives related to alcohol. The persistence of the intrinsic presence and consumption of this substance is evidenced, even when there are scientific efforts and state actions that seek to raise awareness about the damage and risks involved. These results point to the harmful power that alcohol exerts on individuals, reinforcing the challenges faced in combating socially accepted consumption patterns.

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