

The Socio-Language Effects of Alcohol Consumption in the Buea Municipality

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ABSTRACT

There are several debates about the consumption of alcohol in our society today (effects of alcohol). These debates are animated in religious, academic, social and even political circles. Is it really possible to give a clear cut ruling as to whether alcohol consumption is good or not? It may be a daunting task to comfortably answer this question. This study is out to investigate the possible social and language effects of alcohol consumption in the lives of the inhabitants of the Buea Municipality. The study adopted the formula of Daniel (1995) for sample size determination when population is unknown, to bring out a sample size of 384 consumers of alcohol. From the total of 384 questionnaires administered, a total of 342 were retained since some were not returned and some were not completely answered. We also used observation as a means of gathering information, where we visited over 200 bars, especially in the evenings. This permitted us to witness the reactions on people after the consumption of alcohol. Demographics show that most participants were male (76.9%). Their age range was between 15 and 35 (75.7%), they have white collar jobs (46.5%), and they have been working for less than 4 years (49.1%). A majority of the respondents were Christians (51.5%). Concerning the social effects of alcohol, we noticed that a majority of the population consume alcohol and too much consumption causes them to fall sick. Too much consumption equally makes them not to pray. As far as the effects of alcohol consumption on language is concerned, we realized that features such as writing, thought process, hearing ability, hearing ability and language/speech fluency are seriously affected. These findings show that too much alcohol consumption have negative effects on the social life of people and it also serves as a great hindrance to language in particular and to communication in general.

Key Words: Alcohol consumption, social effects, language effects, hustler (used in this study to refer to no defined job).

INTRODUCTION

Quoting from the Christian most secret scriptures, the Bible, in 1 Timothy 5:23 Saint Paul tells Timothy that he should not only consume water, but that he should also consume some wine since he was always sick. Saint Paul also told Timothy that alcohol will help him in his digestion process. Also, in John 2:1-11, we see how Jesus transforms water into wine at the wedding feast in Cana upon the request of his mother Mary. Thus, following the tenets of such a reputable historical and religious document, the transformation of water into wine shows us that wine/alcohol has a suitable role to play in the well being of humanity or mankind. However, there exist several debates about the consumption of alcohol in our society today (especially on the effects of alcohol). These debates are animated in religious, social and even political milieus. Is it really possible to give a clear cut ruling as to whether alcohol consumption is good or not? It is a daunting task to satisfactorily answer this question.

According to the magazine Business in Cameroon (2017), many people had a wrong belief that Cameroonians consumed alcohol more than citizens of other African countries. In 2004 Cameroon was

ranked 12th in Africa out of 49 countries following a study that was published by the World Health Organisation (WHO). The study was based on the calculation of the quantity of alcohol by year and by inhabitant over 15 years of age.

According to the above mentioned magazine, alcohol consumption is very high in Africa. With the large consumption of alcohol in Africa, I therefore ask myself if there are consequences. We might have seen people from time to time who fight or misbehave when they consume alcohol. We might also have come across persons in beer palours or other places who have some communication or language problems after the consumption of alcohol. Studies and some medical personnel have demonstrated in the past how alcohol could be detrimental to our health and to the society at large. Alcohol abuse could lead to liver complications and other illnesses.

This present study is out to investigate the possible social and language effects of alcohol consumption in the lives of the inhabitants of the Buea Municipality.

Buea is the Headquarters or capital of the South West Region of Cameroon. It is on the eastern part of Mount Cameroon and is located in the Fako Division. The population of Buea is estimated at 300,000 people. Buea is the host town of the famous University of Buea, which is a state owned university.

It is important to clearly state here that we set out in this study to bring forth the social and language effects of alcohol on alcohol users. We set out to find out the effects alcohol has on the behaviour and the language pattern of those who consume it. This study will not focus on the analysis of the language of alcohol consumers. There is another ongoing study which will focus on the analysis of the language of alcohol consumers.

In order to achieve the objective of this current work, the following questions will guide this study:

1. What are the social effects of alcohol?
2. What are the language effects of alcohol?

LITERATURE REVIEW

In a study carried out by Mennen et al.(2000), on the habitual diet in rural and urban Cameroon, it was found out that men who live in villages or rural areas consumed more alcohol than men living in cities or in urban areas. The daily eating habit of people in remote places involved more alcohol than that of people who live in cities. The traditional alcohol that is commonly consumed in Cameroon is palm wine (commonly known as **matango, pami, white stuff or tumbu liquor**). Palm wine is harvested from the raffia tree and it has a very high estimated percentage of alcohol. People also consume corn beer in Cameroon (also known as **shar**), especially in rural areas. Corn beer has an alcohol volume of between 3 to 5%.

This study further presents some problems that people who consume alcohol encounter. Alcohol consumption has financial implications because the price of a bottle of beer is very high, compared to the daily income of the people in rural areas. According to a Global Status Report on Alcohol of 2004, after comparing the price of two major drinks that were consumed in rural areas in 1983, it was realized that alcohol consumption took away 60-84% of women's and 36-50% of men's daily income. We can therefore conclude that the financial effects of alcohol consumption will be devastating on the daily income of the rural people of these days.

Excess alcohol intake is known as binge drinking and Binge drinking in America is determined by a person's Blood Alcohol Concentration (BAC). BAC is therefore not determined by the number of bottles a

person consumes. When excess drinking happens weekly, the consumer is at the risk of transforming into an alcoholic. A study by Zieve (2011), concluded that a person can fall under the category of alcoholics if they take five bottles at a go, and once every week. Zieve equally states that females who take in 12 alcoholic drinks and men who take in 15 alcoholic drinks every week are at the risk of becoming alcoholics.

According to Cairney, Clough, Jaragba &, Maruff, (2007), too much alcohol intake within a short lapse of time cause psychological problems on the consumer. The frontal lobe and other brain nerve cells are attained. The attainment or damaging of any area of the brain may lead to different physical and psychic or cognitive consequences. According to George *et al*, (2004), and Stephens & Duka, (2008), the frontal lobe is house to many cognitive functions. Cognitive functions may involve activities such as initiation of language, memory, and problem solving.

Monnot *et al*. (2001) carried out a study that evaluated the social skills of individuals. Their study involved skills such as problem solving and understanding of social stimuli such as facial expression and intonation. Individuals with Fetal Alcohol Syndrome, alcoholism and a control group were part of the study. The researchers concluded that individuals who suffered from Fetal Alcohol Syndrome and people who suffered from alcoholism faced difficulties in comprehending emotions and prosodic clues in the voices of others. The lack of comprehension of these two elements could have a negative effect on the social life and on the social competence of the individuals.

FACTORS THAT INFLUENCE ALCOHOL CONSUMPTION

Ampofo et al (2000) worked on the effects of alcoholism among the youth of Zongo Community of Wa in the Upper West Region of Ghana. The study focused on the causes of alcohol consumption among the youths of the community. There were several aspects that caused the youths to consume alcohol; some of which can be seen below.

Environmental and Customs

Many research works have shown that the environments where children grow play a great role in them consuming alcohol. In an environment where children are looked at as adults, will prompt them to consume alcohol. Also, the aspect of children leaving home to school in other areas other than their family homes open a gateway for them to consume alcohol. The aspect of living with a friend or classmate and having limited parental control influence young people to use alcohol (Latendresse, 2008). The youths of Zongo generally stay in faraway physical and social environments which make them to come in contact with activities such as idling in groups, having parties and indulging in other activities that cause them to consume alcohol.

Peer Influence

Peer influence is a situation whereby one is pressured or influenced by friends to follow their pattern of living or to live in a way that is acceptable to them. According to Marie (2001), several studies have posited that peer influence could be the greatest indicator of alcohol intake among young people. During their growth process and as children attain adolescent hood, they define their identity by comparing themselves their peers or by looking up to their peers. The peer identification play a role in their socialization pattern and friendship orientation. The Centre for Disease and Control (2010) said that as far as alcohol consumption is concerned, youth more influenced by their peers or friends than their parents. Laibson (2001) said that youth are highly motivated to consume alcohol because they want to be accepted by their peers; as a matter of fact, peers can influence ones choices and preferences. A 2009 study that was done by Chikere & Mayowa to establish the dangers of alcohol on health among the youth of Owerri, Nigeria showed 46.8% of them consumed alcohol, and these young people were first made to take alcohol by their

friends.

Family History and Parental Behaviour

The family in which a child grows will generally influence or affect the choices or lifestyle of the child. A family is a place where a child learns personal or individual behaviour and it is also a place where children are socialized. Children who grow in a family that has a history of alcohol use are more liable to become alcohol users themselves. The lifestyle of parents will also determine the path their children will follow. This is simply due to the fact that parents are the ones who inculcate morals into their children. Newman (2000) inscribed that there is a clear link between parents who consume alcohol and their children use alcohol.

The Extent of Alcohol Use among the Youth

According Wechsler, Lee, Kuo, & Lee (2000), most youth consume alcohol today. Powell et al (2002) posited that the prime age for drinking is the youthful age; most alcohol drinkers started drinking in their youth. According to Johnston (2002), the age range in which students consume alcohol is between 18 and 22. Atwoli, Mungla, Ndun'gu, Kiende, Ogot et al., (2011) did a cross-sectional survey among university students from four institutions found in the Eldoret municipality, Kenya. They worked on the topic, "prevalence of substance use, including alcohol use among the youth." They randomly sampled 500 students and 478 answered to questions related to alcohol use. 51.9% representing 248 respondents consume alcohol. 97.6% of the alcohol consumers confirmed that they had taken alcohol a week before the study. Further results indicated that the students approximately took 3 drinks daily, with 50.4% of them affirming that they had consumed 5 or more drinks daily for the last month. In conclusion, the researchers wrote that alcohol use is high among the youth and raised the necessity for the implementation of programmes that will fix the problem.

EFFECTS OF ALCOHOL USE ON THE YOUTH

"The effects of alcohol use refer to the probable or actual outcomes associated with the use of alcohol. These effects may be positive or negative" (Taner, 2005). Alcohol has several consequences on the youth who consume it, and it also has consequences on the people who are around the alcohol consumers. *"The consumption of alcohol can be expected to have negative effects on the youth both directly through its potential impact on cognitive abilities or indirectly through its impact on their health condition"* (Powell, Williams and Wechsler, 2002). Binge drinking is a great health hazard in the United States. It has led to the death of 6 million and above youth (Marczinski, Combs, & Fillmore, 2007). Youth develop health issues related to alcohol. 1.5% of students have attempted to commit suicide because they had consumed alcohol or other drugs (Hingson, et al., 2002). Atwoli et al (2011) indicated in their study that some problems of alcohol use include fights, accidents, loss of money, injuries, arguments, problems with friends and parents among others. Benzmilller (2008) stated that serious alcohol consumption leads to loss of self-control and the inability to process incoming information. It can also lead to low emotional response and high impulsivity, which pushes alcohol consumers to resort to violence.

In all, the various reviews above treated alcohol consumption or use in the youth or school children. It looked at the causes and consequences of alcohol on the youth. However, our study is not limited to only the youth, but it deals with people of different ages. It also deals with people of different works of life. Finally, our study fills a gap in the sense that it treats features related to language.

CONCEPTUAL FRAMEWORK

According to a study done by Sudhinaraset et al. (2015), the use and abuse of alcohol account for about 3.3 million mortality rate in the world. They focused on the cultural and social influences of alcohol use. The study shows the various contexts that may shape alcohol use. These social concepts are reviewed below.

Community Influences

According to the study, community influences are based mostly on environmental aspects that characterize the neighbourhood. As Bernstein et al. (2007) report, a poorly developed environment with poor housing and sanitary conditions will be inclined to too much alcohol consumption. Chung et al. (2014) demonstrated that alcohol use is influenced by a neighbourhood in which drug dealing and consumption of alcohol by peers is common. Several studies show that minority or underprivileged societies have more liquor spots than privileged or white communities (Romley et al., 2007).

Family and Peer Influences on Adolescent and Young Adult Drinking

Young people or adolescents are easily influenced by elderly or senior persons they hang around with frequently. Research has shown that alcohol use among parents and friends influence the use of alcohol among adolescents and young adults. From a developmental point of view, the social context of individuals shift from the family unit as the children go to school and mingle with friends in the adolescent stage (Dawson, 2000). On the other hand, parental control and monitoring lead to lesser use of alcohol by adolescents (White et al., 2006).

Alcohol Improves Language Abilities

Several people hold the claim that alcohol improves some of their motor abilities. They claim to see and drive better when they consume alcohol. Others claim that their language abilities become better when they consume alcohol. They claim to be more fluent and pronounce words better. A study was conducted by Renner et al. in 2018, and it was based on the effects of acute alcohol consumption on self-ratings and observer ratings of foreign language skills. The results of the study showed that the participants who consumed alcohol had significantly better observer-ratings for their Dutch language. They especially had great ratings as far as their performance in pronunciation is concerned, in comparison with those who did not consume alcohol.

The concepts above show the causes of alcohol consumption. We can clearly see that the environment plays a big role as far as the influence of alcohol consumption is concerned. Poorly built environments and neighbourhoods are more likely to influence people to consume alcohol, especially adolescents and young adults. Parents can equally influence their children to become alcohol users if they are themselves alcohol users. Peers and older persons can also influence people to consume alcohol. From a language perspective, we can see that alcohol can influence second language use positively.

However, our study is different in the sense that we are not dealing with the possible causes of alcohol use neither are we analysing the language of alcohol users. In this study we look at the effects alcohol has on the social and language behaviour of alcohol consumers.

METHODOLOGY

The inhabitants of the Buea Municipality constitute the population of this study and we used random sampling in getting our respondents.

Data was collected with the aid of questionnaires and analysed using the Statistical Package for the Social Sciences (SPSS). The study adopted the formula of Daniel (1995) for sample size determination when population is unknown, to bring out a sample size of 384. From the total of 384 questionnaires administered, a total of 342 were retained since some were not returned and some were not completely answered. There was some follow-up with some of the respondents a day after they had consumed alcohol. We observed some of them during and after consumption of alcohol. Observations focused at the way they talked, how they behaved towards others, the way they spent money and how they felt the next day, after consuming alcohol.

It is worth noting that this study is a survey of the alcohol landscape of the Buea Municipality. It does not study the language of the people. Another study is in gestation; a study that will strictly handle the language of alcohol consumers. Observations were done in the homes and offices of some respondents, and even a return to the bars the next day.

PRESENTATION OF FINDINGS

This section presents the analysis and discussion of findings.

Demographic Analysis

This part of the work shows results that are related to gender, age group, job type, longevity in service and religious orientation.

Table 1: Demographic characteristics of the study

ELEMENT	OPTIONS	FREQUENCY	PERCENTAGE
GENDER	MALE	263	76.9
	FEMALE	79	23.1
AGE GROUP	15-25	184	53.8
	26-35	75	21.9
	36-45	81	23.7
	46-55	2	0.6
JOB	WHITE COLLAR	159	46.5
	STUDENT	32	9.4
	MILLITARY OFFICER	61	17.8
	BUSINESS MAN	80	23.4
	HUSTLER (no defined job)	10	2.9
LONGEVITY	0-4 yrs	168	49.1
	4-8 yrs	131	38.3
	8-10 yrs	9	2.6
	ABOVE 10 yrs	34	9.9
RELIGION	CHRISTIAN	176	51.5
	MUSLIM	6	1.8
	OTHERS	160	46.8

Source: Compiled by the author from field work, May 2022

The study adopted the formula of Daniel (1995) for sample size determination when population is unknown, to bring out a sample size of 384. From the total of 384 questionnaires administered, a total of 342 were retained since some were not returned and some were not completely answered.

Demographics show that most participants were male (76.9%). The age range with the highest participants is 15-25 (53.8%). The majority of the respondents had white collar jobs (46.5%), had been working for 4 years and below and most of them were Christians(51.5%)(Table 1).

Social Effects of Alcohol Consumption

Here, we present different findings that pertain to alcohol consumption and the social life of the people.

Table 2: The Social Effects of Alcohol Consumption

Element	Options	Frequency	Percentage
I consume alcohol every day	Agree	77	22.5
	Neutral	114	33.3
	Disagree	151	44.2
I consume alcohol every weekend	agree	134	39.2
	neutral	27	7.9
	disagree	181	52.9
Alcohol affects my behavioral pattern	Agree	159	46.5
	Neutral	110	32.2
	disagree	73	21.3
I consume large quantities of alcohol	Agree	176	51.5
	Neutral	78	22.8
	disagree	88	25.7
Alcohol makes me very happy	Agree	223	65.2
	Neutral	35	10.2
	disagree	84	24.6
Alcohol makes me sick	Agree	97	28.4
	Neutral	123	36
	disagree	122	35.7
I become very aggressive when I consume alcohol	Agree	74	21.6
	Neutral	119	34.8
	disagree	149	43.6
I feel guilty when I consume too much alcohol	Agree	83	24.3
	Neutral	12	3.5
	disagree	247	72.2
I consume large quantities of alcohol	Agree	176	51.5
	Neutral	78	22.8
	disagree	88	25.7
Alcohol makes me very happy	Agree	223	65.2
	Neutral	35	10.2
	disagree	84	24.6

Alcohol makes me sick	Agree	97	28.4
	Neutral	123	36
	disagree	122	35.7
I become very aggressive when I consume alcohol	Agree	74	21.6
	Neutral	119	34.8
	disagree	149	43.6
I feel guilty when I consume too much alcohol	Agree	83	24.3
	Neutral	12	3.5
	disagree	247	72.2
I'm very addicted to sex when I take too much alcohol	Agree	102	29.8
	Neutral	117	34.2
	disagree	123	36.0
I smoke only when I take alcohol	Agree	71	20.8
	Neutral	78	22.8
	disagree	193	56.4
I do not pray when I consume alcohol	Agree	148	43.3
	Neutral	106	31.0
	disagree	88	25.7
I sleep in the gutter when I consume alcohol	Agree	16	4.7
	Neutral	14	4.1
	disagree	312	91.2
I sleep in the bar when I take alcohol	Agree	70	20.5
	Neutral	66	19.3
	disagree	206	60.2
I mess up myself when I take alcohol	Agree	29	8.5
	Neutral	20	5.8
	Disagree	293	85.7
I do not go to work the next day after consuming too much alcohol	Agree	26	7.6
	Neutral	35	10.5
	Disagree	280	81.9
I fall sick when I consume too much alcohol	Agree	206	60.2
	Neutral	18	5.3
	Disagree	118	34.5

Source: Compiled by the author from field work, May 2022

Here were looked at some social aspects that are directly linked to alcohol consumption (Table 2). Table 2 shows the social effects of alcohol consumption. We looked at aspects such as the regularity of consumption, the behaviour of people after they consume alcohol, the quantity of alcohol intake, the effects of alcohol, the emotional effects of alcohol and the psychological effects of alcohol consumption amongst others.

From the table, we can see that a majority of the respondents do not consume alcohol every day, neither do they consume alcohol every weekend. It is evident that alcohol affects the behavioural pattern of consumers.

Also, a majority of the population consumes large quantities of alcohol (51.5%) and they are very happy when they consume alcohol (65.2%). This can explain why many beer palours and snack bars are found in the Buea Municipality. The Buea Council was unable to give us any statistics concerning the number of bars in the area, but they however referred us to the office of the Divisional Officer. Information from the Divisional Officer’s cabinet stated that 66 bars were registered from January to June of 2022, 70 bars were registered in 2021 while 80 bars were registered in 2020. Generally, unrecorded information from the Buea Divisional Office has it that the Buea Municipality has over 500 bars. Too much consumption of alcohol makes the people sick with 60.2% of the population being affected.

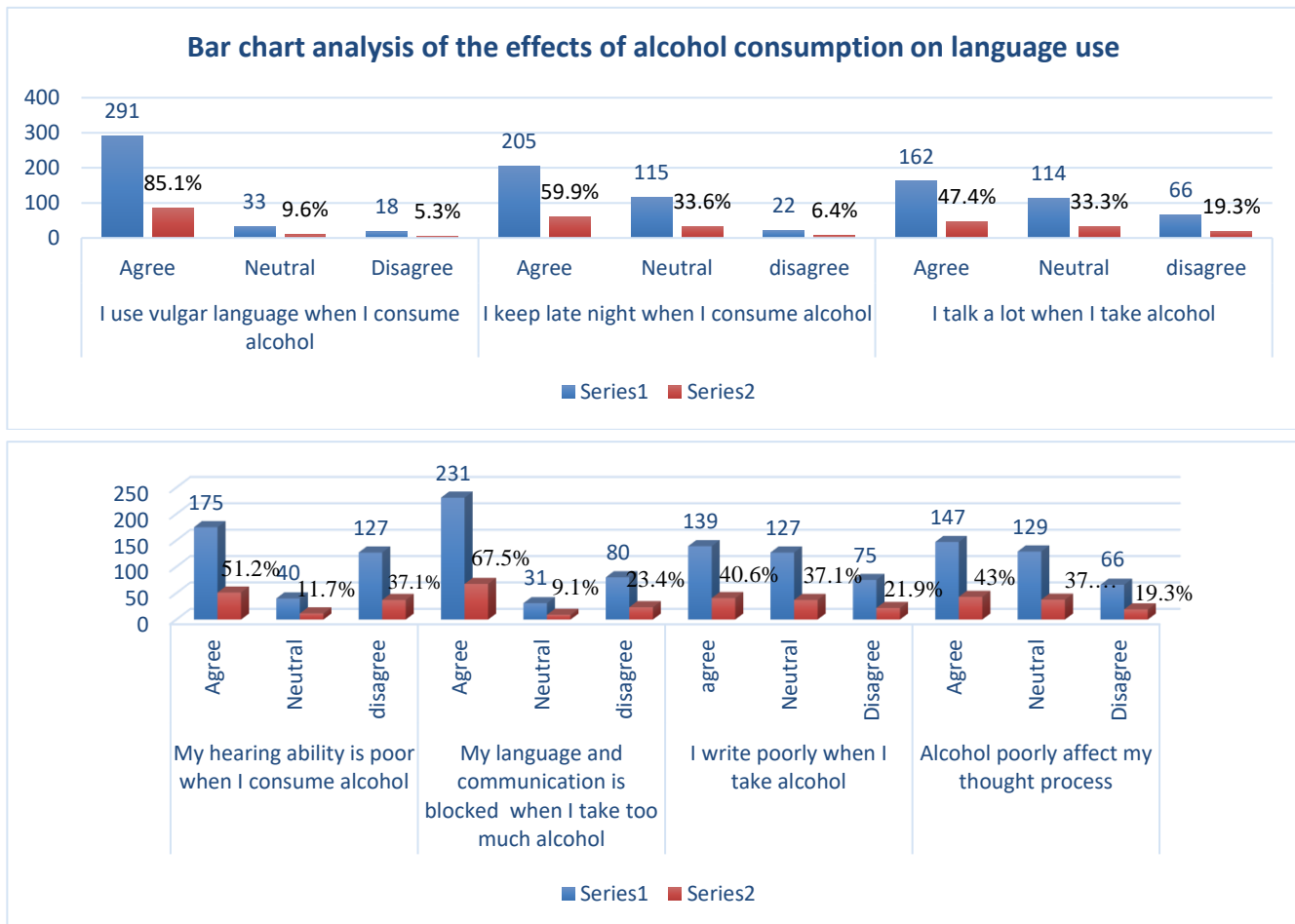
Again, we can realise that alcohol affects the spiritual lives of the people, since a majority of them do not pray when they consume alcohol.

As mentioned earlier, observation was used in gathering information. From some observations in bars and snacks, we realized that the behaviour of most people changed after they had consumed two bottles of beer. We came to this conclusion after closely observing the respondents. Their behaviours however got bad or unpleasant when they consumed from three bottles and above. Some people became uncontrollable; they harassed waitresses, insulted other customers, picked up fights and even refused to pay their bills. Others vomited carelessly, urinated on the floor, broke bottles and made the bars nasty, while some cried and became too loud after consuming too much alcohol. Some people had severe headaches after hangovers.

Language Effects of Alcohol Consumption

In this area of the work, we analyse different language elements that deal with alcohol consumption such as the use of vulgar language, hearing impairment, language blockage, and poor writing and thought processes.

Figure 1: Bar chart analysis of the effects of alcohol consumption on language use



Source: Compiled by the author from field work, May 2022

Concerning the use of vulgar language after taking alcohol, 85.1% of the respondents agree to this statement which means that a majority of the respondents use vulgar language after taking alcohol.

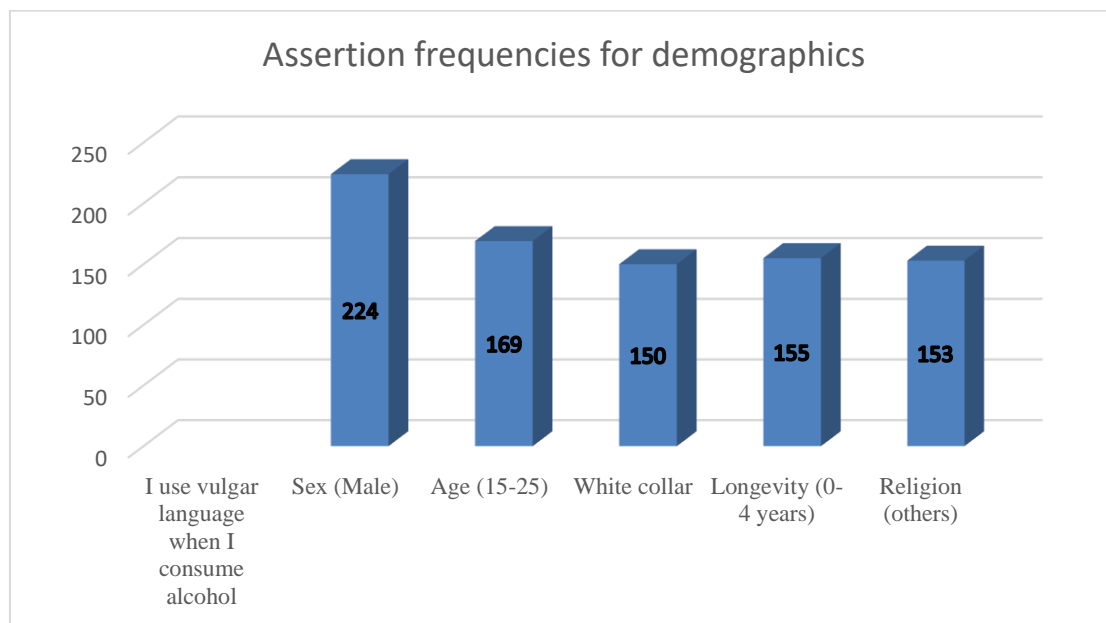
59.9% of the respondents admitted that they keep late nights when they drink much alcohol while 47.4% asserted that they talk a lot when they take much alcohol.

51.2% of the respondents acknowledged that their hearing ability is poor when they take alcohol while 67.5% claimed that their communication is blocked whenever they take too much alcohol.

40.6% of respondents asserted that they write poorly after taking a lot of alcohol while 43% of the respondents were of the view that alcohol consumption poorly affects their thought process. From the opinions raised by the respondents in the above language indicators, too much of alcohol poorly affects the way people communicate and think.

From observations, we noticed that the language and thought process of people were affected. We found people who stammered after consuming too much alcohol. Some were unable to talk due to alcohol (blockage), while others said things that they would never say in their right senses. People who were normally the very quiet and shy became talkative after consuming alcohol. However, alcohol permitted some people to express themselves because through the consumption of alcohol, they had the courage to speak up courageously, something that they would never do with a clear mind.

Figure 3: Assertion frequencies for demographics

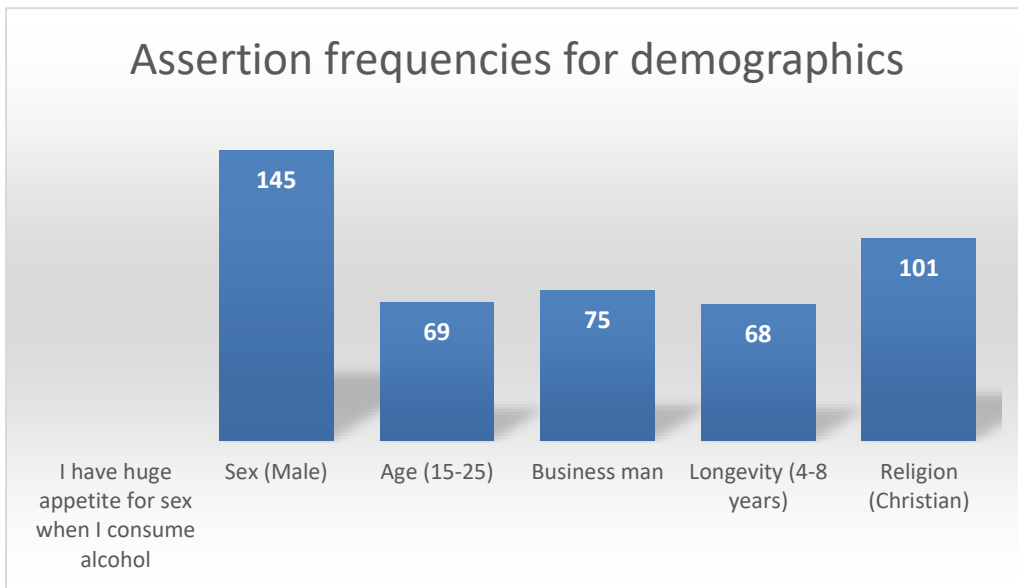


Source: Compiled by the author from field work, May 2022

Findings from the bar chart indicate that males consume alcohol than women and that the age group with the highest rate of consumption is 15-25 followed by 26-35, and are mostly made up of people who have white collar jobs, then business men and finally military officers. Longevity in service is between 0-4 years and between 4-8 years with most of them being either Christians or falling in other religious denominations. This is equally seen in the bar chart outlining frequencies for sex appetite after drinking.

We can therefore deduce from the above chart that there are many young people involved in alcohol consumption and this influences their sexual drive. Also, Christians are more involved in alcohol and this will definitely affect their spiritual life in a negative way.

Figure 4: Assertion frequencies for demographics



Source: Compiled by the author from field work, May 2022

DISCUSSION

Social Effects of Alcohol Consumption

This aspect of the study investigated the consequences of alcohol consumption in the Buea Municipality. The study revealed that majority of the respondents (65.2%) consume alcohol because it gave them happiness. This tally's with the work of Chikere and Mayoma in 2009 among the 482 male undergraduate students in universities in Owerri, Nigeria, where only 24.4% of the respondents said they consume alcohol because it made them "high". This indicates that most respondents in our study consumed alcohol because it made them happy. Most (60.2%) of the respondents responded that alcohol made them sick. This corroborates the work of Atwoli *et al* (2001) which revealed that 49% of their respondents indicated that they were injured and fell sick when they used alcohol. This therefore tells us that alcohol consumption or too much alcohol consumption is not good to the health of those who consume it. 43% of respondents responded that alcohol consumption made them not to pray. As such, we can conclude that alcohol affects the spiritual life of people negatively. The behaviour of our respondents was also affected by the use of alcohol. 46.5% of respondents confirmed that they portrayed unusual behaviours when they consumed alcohol. They harassed waitresses, insulted other customers, and broke bottles among others. This ties with the work of Ampofo (2020), which found out that many of the youth (66%) who used alcohol exhibited certain behaviour that they would not have if they had not consumed alcohol. Therefore, the behavioural pattern of people gets affected (negatively) when they use alcohol.

Language Effects of Alcohol Consumption

This sought to identify the language features that were affected due to alcohol consumption. In this regard, our study found out that (85.1%) of respondents responded that they used vulgar (wild and abusive) language when they consumed alcohol. This matches again the study of Ampofo (2020), which found out that 66% of their respondents behaved inappropriately because they used alcohol. Our respondents would not use vulgar language when they are sober. As such, we conclude that alcohol affects the language of people negatively. 47.4% respondents agreed that they talked too much when they consumed alcohol.

Alcohol is therefore a catalyst for increased speech. Also, Alcohol consumption causes hearing deficiency as it was indicated by 51.2% of our respondents. Alcohol use further leads to communication blockage and eventually miscommunication. 67.5% of respondents indicated that there was blockage in their communication (speech) when they consumed alcohol. 40.6% of respondents responded that alcohol affected their writing while 43% responded that alcohol affected their thought process. The above summaries show that there is negative correlation between alcohol and language.

CONCLUSION

This study focused on the effects of alcohol consumption on the social life and language/communication of the people of the Buea Municipality. Findings and discussions show that men consume alcohol more than women and that Christians consume alcohol more than Muslim and other religious sects. Further findings show that the younger population (15-25 and 36-45 year) consume alcohol more than the older generation. The consumption of alcohol has mixed effects as far as the social life of the people is concerned (both positive and negative effects), meanwhile alcohol consumption has overall negative effects on the language/communication of the people.

Recommendations will first of all go to the council of the Buea Municipality. The number of beer palours should be reduced and or limited in different neighbourhoods. Bar owners should ensure that the age limit of alcohol consumption is strictly respected in order to prevent minors from taking alcohol. They should also the quantity/bottles of alcohol their clients consume. Religious authorities should take out time during masses or church services to sensitize their Christians on the negative effects of alcohol on their spiritual lives. Medical personnel should double their efforts in teaching/sensitizing the population of the negative effects on alcohol on their health, be it in the short term and in the long term. Finally, the population should know that alcohol will obviously have negative effects and as such, they should control the rate and quantity of alcohol they consume.

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