

Tobacco in Australia

Facts & Issues

Relevant news and research

11.10 Smoking in movies as promotion

Last updated October 2020

Research:

El-Awa, FMS, El Naga, RA, Labib, S, Latif, NA. Tobacco advertising, promotion and sponsorship in entertainment media: a phenomenon requiring stronger controls in the Eastern Mediterranean Region. *East Mediterr Health J.* 2018 Apr 5;24(1):72-76. Available from:

<https://www.ncbi.nlm.nih.gov/pubmed/29658623>

Choi K, Fabian L, Jansen J, Lenk K, and Forster J. Young adults' support for adult-ratings for movies depicting smoking and for restrictions on tobacco magazine advertising. *World Med Health Policy*, 2013; 5(4):335-346. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/25485169>

11.10.3 'Bollywood' and smoking

McKay, AJ, Negi, NS, Murukutla, N, Laverty, AA, Puri, P, Uttekar, BV et al (2020). Trends in tobacco, alcohol and branded fast-food imagery in Bollywood films, 1994-2013. *PLoS One*, 15(5), e0230050. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32469942>

News reports:

Hefler, Marita. Differences in tobacco product depiction in a movie's promotion material: the case of I, Tonya. *Tobacco Control Blog*, 2018. May 22, 2018. Available from:

<http://blogs.bmj.com/tc/2018/05/14/differences-in-tobacco-product-depiction-in-a-movies-promotion-material-the-case-of-i-tonya/>

No authors listed. Standardised packaging for tobacco products. Heart Foundation, 2014. Dec 18, 2014. Available from: http://www.itcproject.org/files/ITC_British_Heart_FoundationA4-v8-web-Final-18Dec2014.pdf

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Taylor, Richard. Cigarette packaging. The Law Society Gazette, 2015. Jan 19, 2015. Available from: <http://www.lawgazette.co.uk/law/legal-updates/cigarette-packaging/5046086.article>

Philip Morris International. Plain packaging: the scream test theory debunked. 2014. Last update: 1 December 2014; Viewed February 2015. Available from: <http://justthefacts.pmi.com/plain-packaging-the-scream-test-theory-debunked/>.

Philip Morris International. "BE MARLBORO": What our campaign is all about. 2014. Last update: 14 October 2014; Viewed February 2015. Available from: <http://justthefacts.pmi.com/what-our-be-marlboro-campaign-is-all-about/>

Philip Morris International. Plain packaging: a failed experiment masked as a success. 2014. Last update: 4 December 2014; Viewed February 2015. Available from: <http://justthefacts.pmi.com/plain-packaging-a-failed-experiment-masked-as-a-success/>

Philip Morris International. Trade agreements and ISDs: protecting public interests and investors. PMI, 2014. Last update: 13 October 2014; Viewed February 2015. Available from: <http://justthefacts.pmi.com/international-trade-agreements-and-isds-protecting-the-intellectual-property-rights-of-legal-business/>.

Philip Morris International. Data from Australian states revealed. 2015. Last update: 22 January 2015; Viewed Available from: <http://justthefacts.pmi.com/data-from-australian-states-revealed/>

No authors listed. Clearing the smoke from movie screens. The National, 2014. Sep 6, 2014. Available from: <http://www.cbc.ca/player/News/TV%20Shows/The%20National/ID/2509485083/>

11.10.2 The tobacco industry and movies

No authors listed. Smoking in a TV program: unauthorized advertising in favor of tobacco? Lexology, 2017. Apr 3, 2017. Available from: <http://www.lexology.com/library/detail.aspx?g=eeeece7e-6f3f-4d1a-b492-b9dc73fb80f0>

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