An Observational Study of the Implementation of the Tobacco-Free Film and Television Policy in India

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ABSTRACT

BACKGROUND: Positive portrayals of tobacco use in entertainment media can normalize and perpetuate use. In 2012, the Government of India implemented the Tobacco-Free Film and Television Rules, a first-of-its-kind comprehensive regulation to restrict tobacco depiction in films and television programs. Two complementary studies were undertaken to assess the implementation of the film rules on television and in movie theaters.

METHODS: In the first part, movie theater observations and exit surveys were conducted from Feb. 3 to March 24, 2015. In total, 308 movie theaters were selected for the observation of films. A total of 3080 exit surveys were conducted to assess moviegoers' reactions toward the film rule. The second part comprised the systematic observation of 424 prerecorded television programs that aired from Nov. 20 to Dec. 30, 2015.

RESULTS: Compliance with the Tobacco-Free Film and Television Rules policy was lower on television than in movie theaters. While 66% of television programs with tobacco scenes implemented at least 1 of the 3 elements of the film rule, not a single program executed all required elements correctly. In movie theaters, 99% of films that contained tobacco scenes implemented at least one element of the film rule. However, all elements of the film rules were implemented correctly during 27% of the films observed. Exit surveys showed that among moviegoers who recalled viewing at least one element of the film rule, there was increased concern about tobacco's harms and intentions to quit.

CONCLUSION: Implementation of the film rules was higher in movie theaters than on television, though there were gaps in implementation for both. Despite inconsistent application, audience reactions to the anti-tobacco messages were favorable, with increased concern about tobacco's harms and intention to quit. Overall, the film rules offer a strong tool for countering tobacco promotion, reaching hundreds of millions with anti-tobacco messaging.

KEYWORDS: tobacco-free film, anti-tobacco, mass media campaigns, policy, static message, disclaimer, India, film rule

Introduction

Tobacco use is the single most preventable cause of premature death and disease, claiming more than 8 million lives worldwide each year.[1] India is home to the second largest number of tobacco consumers in the world, with an estimated 1.35 million deaths annually attributed to tobacco use.[2] A large body of evidence has shown that positive portrayals of tobacco use in media and entertainment can normalize and perpetuate use.[3-6] India has the world's second largest population and one of the largest film and television industries, so Indian media and entertainment wields significant influence over millions of people and their tobacco use behaviors, especially youth, who are particularly susceptible to social and environmental influences to use tobacco.[7,8] India is the world's largest producer of films, producing more than 1500 films each year with a footfall of more than 2.1 billion in cinemas worldwide.[9] Films are also frequently broadcast on television in India, alongside a multitude of other general entertainment shows that are programmed to entertain viewers, who watch an average of three hours and 42 minutes of television a day.[10] According to the Broadcast Audience Research Council, the number of Indian households that own a television set continues to grow, with approximately two-thirds of all households now owning a set (210 million households).[11] Research has shown that tobacco media advertising[12] and exposure to cigarette brand names or visuals of actors smoking on

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British Television Policy Bob Franklin,2001 British Television Policy A Reader provides a forum for the significant policy debates which have informed and shaped television broadcasting since the publication in 1986 of the Peacock Committee Report on the financing of the BBC The Reader presents key documents and critically analyses their impact on the organisation financial resources programme content editorial philosophy and the regulatory environment of television broadcasting Recognising that policy making is not wholly a prerogative of government British Television Policy provides readers with access to a wide range of statutory and non governmental documents which have affected British broadcasting legislation Acts of Parliament Private Members Bills Select Committee Reports Official statements by Ministers Parliamentary inquiries such as the Davies Report Policy documents prepared by interest groups such as the Campaign for Quality Television and the Voice of the Listener and Viewer Strategic announcements from the ITC Statements from the BBC and ITV Public lectures by media owners and executives such as Rupert Murdoch and Richard Eyre Commentaries from media academics and media analysts Beginning with a comprehensive editorial introduction which details television policy since 1945 the Reader is arranged in thematic sections which explore the purpose of television broadcasting the financing of television broadcasting policy and quality regulation and the relationship of broadcasting and politics Each section is accompanied by an editor s introduction and commentary and the Reader is supported by a glossary and a guide to further reading   **Television Regulation and Media Policy in China** Yik-Chan Chin,2016-08-12 Since the late 1990s there has been a crucial and substantial transformation in China s television system involving institutional structural and regulatory changes Unravelling the implications of these changes is vital for understanding the politics of Chinese media policy making and regulation and thus a comprehensive study of this history has never been more essential This book studies the transformation of the policy and regulation of the Chinese television sector within a national political and economic context from 1996 to the present day Taking a historical and sociological approach it engages in the theoretical debates over the nature of the transformation of media in the authoritarian Chinese state the implications of the ruling party s political legitimacy and China s central local conflicts upon television policy making and market structure and the nature of the media modernisation process in a developing country Its case studies include broadcasting systems in Shanghai and Guangdong which demonstrate that varied polices and development strategies have been adopted by television stations reflecting different local circumstances and needs Arguing that rather than being a homogenous entity China has demonstrated substantial local diversity and complex interactions between local national and global media this book will be of interest to students and scholars of Chinese media politics and policy and international communications   **Canadian Television Policy and the Board of Broadcast Governors, 1958-1968** Andrew Stewart,William H.N. Hull,1994 With the establishment of the Board of Broadcast Governors in 1958 Canada entered into a watershed decade in the development of

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