

Tobacco in News and Entertainment Media

The average American is exposed to news and entertainment programming every day, yet the influence of these media on tobacco use remains an area open to future study. This part reviews the current evidence concerning tobacco use and exposure to mass media, together with the methodologies used to research these areas.

The first chapter looks at the influence of the news media on tobacco use and the broad range of metrics used to assess news coverage related to tobacco and whether it correlates with tobacco consumption, policy outcomes, and activities from both pro- and antitobacco stakeholders to influence news coverage. The following chapter then closes this part by examining the role of entertainment media in affecting attitudes and behavior toward smoking, particularly among children and adolescents. The research base in this area, much of which revolves around the relationship between movies and smoking, informs policy development and further research as newer entertainment media channels compete for the attention of today's youth.