

Future Directions

Most formal research into media and tobacco dates back little more than four decades, and numerous areas remain open for further study. This final part explores possible directions for future studies of the relationships among the media, tobacco industry interests, and tobacco control efforts and their interaction as components of a system.

This part first outlines forward trends in tobacco promotion, including point-of-sale marketing, packaging, entertainment media, and public relations, and examines the future of tobacco control efforts from the perspectives of news and media advocacy and media interventions. Calling for more research on how tobacco-related disparities related to socioeconomic and other factors may be exacerbated or mitigated by communications for and against tobacco, this monograph can serve as a foundation for progressive research and tobacco control practice in years to come as efforts continue to address the major cause of preventable death in the United States.