

Hollywood Cigarettes: How American Cinema Promotes Smoking Among Young Algerian Cinephiles

Walid Kefali¹

¹ Abbas Laghrour University of Khenchela, Algérie. kefali.walid@univ-khenchela.dz

Received: 30/08/2022

Accepted: 24/09/2022

Published: 15/12/2022

Abstract:

The present study reveals the implications of onscreen smoking on young Algerian cinephiles. It argues that media consumed by Algerians prompt a desensitization towards smoking and recruit more adolescent smokers. The study deploys a mixed methodology via conducting a survey to reveal the onscreen-smoking exposure rates. It launches an analysis of a cross-compared list of top 10 popular action films viewed by Algerians on MBC channels, Egybest and Netflix during the last decade using content analysis. It also employs Mise-en-scène analysis of several scenes to account for tobacco product placement in movies. The study concludes that excessive exposure to onscreen-smoking is a major cause of smoking initiation among Algerians.

Keywords: Cigarettes; Hollywood; Film; Algerian Youth; Tobacco.

Résumé:

La présente étude s'axe autour des ramifications du tabagisme via l'écran sur les jeunes cinéphiles algériens. Ils stipulent que les médias déployés par les Algériens incitent à une désensibilisation au tabagisme et recrutent de fumeurs adolescents. L'étude déploie une méthodologie mixte via une enquête pour révéler les taux d'exposition au tabagisme à l'écran. Il lance une analyse d'une liste comparée des dix meilleurs films d'action populaires visionnés par les algériens sur les chaînes MBC, Egybest et Netflix en utilisant l'analyse du contenu. L'étude se couronne et résulte que l'exposition excessive au tabagisme à l'écran est une cause majeure d'initiation au tabagisme chez les algériens.

Mots-clés: Cigarettes; Hollywood ; Film; Jeunesse algérienne ; Le tabac.

Corresponding author: Walid Kefali, e-mail: kefali.walid@univ-khenchela.dz

1. Introduction:

Smoking is deemed as one of the major causes of death around the world with a toll of over 7 million deaths per year which equals the death toll of car accidents, epidemics, drugs, homicide and suicide combined (World Health Organization, 2017, p. 76). More importantly, for every one death caused by smoking, more than 30 person suffer tremendously traumatic smoking-related pathologies, not to mention the horrific ordeal of the Covid 19 pandemic whereby smokers, or persons with smoking history suffered more severe symptoms that led either to death or intensive care admission. Accordingly, recent decades have witnessed a strong activism towards raising people awareness on the danger of cigarettes, nicotine and active and passive smoking.

The crackdown on tobacco companies' activities included systematic anti-smoking campaigns among teenagers and adults financed by governments, non-governmental organizations like Truth Initiative, and surprisingly some tobacco companies which pledged massive donations to these campaigns, notwithstanding that the true motive behind such massive financial engagement was a part of a new large tobacco strategy to study and find new markets, to provide an alternative to cigarettes, and insidiously find new horizons and recruit more customers for its product, and that was the case as more than 3 million smokers switched to the Phillip Morris's IQOS device or to other brands of electronic cigarettes also known as the Next Generation Products (Pfanter & Mulier, 2017). Further efforts to combat smoking comprised the inauguration of the 'World No Tobacco Day' by the World Health Organization to alarm and inform the masses of the toxic and deadly outcomes of tobacco use, the environmental costs of producing its deadly carcinogens and draw the attention of the people towards this long-growing epidemic (World Health Organization, 2022).

However, despite the overwhelming efforts to raise awareness about the danger of smoking and tobacco, and the strict regulations imposed by the World Health Organization and governments across the world to combat this epidemic, the tobacco industry still generated over 849.9 billion dollars in 2021 with profit increase prospects of 2.4 % from 2022 to 2030 to reach 1,049.9 billion dollars thanks to the extensive marketing strategies deployed

by the tobacco companies that recruited enormous numbers of smokers and prompted rapidly expanding markets mainly in Asia and Africa (Grand View Research, 2022, p. 23). The other major reason for the growing market size and revenues of this industry is the increase in spending on advertisements and promotions. According to the Center for Disease Control and Prevention, the tobacco industry in the United States alone spent around 7.62 billion dollars on publicity, which exceeds the expenses of the oil, car and pharmaceutical industries combined (The United States' Center for Disease Control and Prevention, 2021).

The tobacco companies are keen to explore further venues and methods for advertisement and promotion. In the United States, where tobacco companies are private enterprises and not government owned companies, they were banned from advertising on television by President Richard Nixon on the 1st of January of 1970 (Nixon, 1971, p. 71), while in some countries where tobacco companies are state-owned like in Algeria for instance, there is a total lack of regulations or legislations to shackle the tobacco industry from infesting the markets and causing severe damage to the people. It was not until 2001, that the Algerian government decided to issue a legislation to prohibit smoking in public places and public transportations. The legislation also prohibited vendors from selling tobacco to minors (CNN in Arabic, 2016). Nonetheless, the number of smokers is increasing on daily basis, not only in Algeria but worldwide as the World Health Organization estimates over 1.3 billion smokers and the number is likely to surge (World Health Organization, 2021).

The massive increase of smokers around the world is mainly attributed to the cunning corporate tactics deployed by the tobacco companies. Such tactics rely primarily on advertisement and promotion via product placement firms and public relation agencies to promote their product via different instrument and attempt to find or create fresh markets thereof (Segrave, 2014, pp. 15-16). These latter firms placed the movie industry as the number one tool to advertise for tobacco without any repercussions from the public or the legislator. Movie represented a magic wand to the tobacco companies; it was a universal language that everybody speaks regardless of their origin, beliefs, religion, race and ethnicity. It exceeded all

barriers and geographical boundaries unwatched; it visited homes uninvited; it triggered emotions of happiness, love, hate, sympathy and affection (Niemiec & Wedding, 2013, pp. 3-4).

More importantly, early cinema featured a spiritually emotional journey in a package of entertainment but the audience got more than what they paid for as they were unconsciously coerced to undergo a chain of propaganda, brain washing and behavior adjustment under the disguise of entertainment, as the renown Hollywood studio executive Nicholas Schenck put it: “Screen advertising is unfair to our audiences. An advertisement on the screen forces itself upon the spectator. He cannot escape it, yet he has paid his admittance price for entertainment alone.” (Segrave, 2014, p. 42) .

All in all, movies provided a fertile framework of publicity and advertisement for the tobacco industry since its inception in the early decades of the twentieth century thanks to its massive outreach, climatographical potential, and linguistic-free performing (Niemiec & Wedding, 2013, p. 3), and to talk about the story of tobacco in Hollywood is to narrate the exploits of hand-in-hand beneficial relation of promotion, sponsorship and win-win deals starting from movie stars endorsement of smoking as 2 out of 3 top grossing adult movies’ stars promoted cigarettes on and off screen with a financial reward from the tobacco industry that tantamount to 3.3 million dollars in one year (Tickle, Sargent, Dalton, Beach, & Heatherton, 2001, p. 16). Accordingly, this state will trace similar attitudes and behavior among young Algerian cinephiles prompted by the tobacco industry through the medium of cinema with the purpose of generating more smokers. Furthermore, it will inquire on the link between onscreen smoking in films and smoking among Algerian audience of American cinema.

2. Tobacco Inroads in Hollywood

Cinema offers a unique experience of entertainment tampered by sentimental reactions, armed with cinematographic aesthetics, and boobytrapped with ideological messages of all sorts; religious; political; ethnical; and notably commercial. In addition, the characteristics of film made it very suitable for commercial discourse of advertisement and promotion as it instills a variety of values referred to by Peterson and

Seligman as 'Values in Action Inventory' or VIA and which can be positive or negative (Peterson & Seligman, 2004, p. 627) . accordingly, Cinema has been in the spotlight of several parties who sought to exploit its great potentials to their favor; be they politicians, unionists, the government, the military but no more so than the tobacco industry in the United States who has been engaged in an interlocking inextricable partnership with Hollywood since its infant steps of the Silent Era to Sound Cinema (Polansky, Jackler, Glantz, & Lum, 2008, p. 313).

The early days of Hollywood witnessed a huge collaboration of mutual promotion, at that time there was no legislation against promoting cigarettes. Thus, Hollywood promoted cigarettes on and off-screen; on one hand, movies were infested with smoking scenes and incidents and on the other hand; movie stars, who are then idolized by the masses, promoted cigarette brands off screen. And the tobacco companies spared no dime to reward these stars as its revenues were tripled thanks to this tactic. For instance, the then-leading cigarette brand 'Lucky Strike' which opted for Hollywood to advertise and promote its product tripled its revenues in no time thanks to the massive turnout to cinema halls and tobacco-sponsored lavish parties where actors promoted the Lucky Strike Cigarette brand (Brandt, 2007, pp. 74-75).

Tobacco companies at the early days of Hollywood approached stars directly or brokered deals with studios which were very willing to coerce stars to promote smoking off and onscreen and benefit from tobacco spendings on advertisement, and it was safe to say that tobacco companies spent more money to promote Hollywood than what Hollywood spent to advertise itself (Proctor, 2011, p. 11). More importantly, star endorsement of tobacco combined with onscreen promotion of cigarettes reflected a national consensus towards the acceptance of smoking as part of the American culture at that makes the average person looks cool and hip and up-to-date with the popular culture of the time. In addition, the exaggerated onscreen smoking and cigarette endorsement gave a sense that smoking might not be dangerous after all and it was some kind of assurance that there are no health repercussions for smoking and it is indeed necessary artistic device for entertainment (White, 2008).

Nonetheless, the growing awareness towards the dangers of smoking, its health implications and the subsequent media advertisement ban of 1971 complicated the tobacco reach to its potential consumers, so the industry had to resort to different tactics to make its product more visible to the audience. Some of the ongoing used instruments by the tobacco industry are the Product Placement Firms which battle to place tobacco product in films. These firms mainly sought arrangements in favor of the party they represent on one hand, and filmmakers, producers, screenwriters and studios on the other hand, with the purpose of placing tobacco products at the heart of films that will receive massive turnout and make such product more visible to potential consumers (Glantz & Mekemson, 2002, pp. 81, 88). This tactic soared after the 1970s and is still being used till nowadays with a yearly increase of tobacco use in movies. For instance, between 2010 and 2018, these firms succeeded in placing tobacco in most of the top Hollywood grossing movies with the average of 45 to 46% of tobacco incident in all films (Tynan, Polansky, Driscoll, Garcia, & Glantz, 2018, p. 974). Another example of the enormous product placing in popular media, is the *Peaky Blinders* series, on which the Independent reported that the protagonist of the series Tommy Shelby, played by Cillian Murphy, has smoked over 3000 cigarettes in one season (Hooton, 2016).

3. Smoking from reel to real

Several studies concluded that youths who are unduly exposed to reel-smoking are very likely to develop favorable attitudes towards smoking thinking it is the answer to cope with movie stars and celebrities or to develop a certain type of personality similar to that of movie's protagonist or antagonist. Furthermore, the delirium of associating cigarettes with fun, modernity and style, excitement, power and mystery makes them very appealing and favorable (Glantz & Mekemson, 2002, pp. 81-82). In other words, movies can advance positive ideas and attitudes or negative ones towards people, politics, and products. an example of this, is when a spectator is beholding a cinematic character engaging in a specific activity or process, the spectator will be very receptive to the messages, behaviors or any other type of modeling adopted by the onscreen character (Niemi & Wedding, 2013, pp. 5, 10) .

Every year several hundred of studies warn of the traumatic effect of smoking on teenagers and children and alarm societies about the cunning tactics deployed by the tobacco industry to hook them up and get consumers for life, but seldom warn against onscreen smoking as an effective tactic to recruit young teenagers and even children. Studies done by Cin, Stoolmiller, & Sargent, (2014), Heatherton & Sargent (2009), Kubrak (2020) and McMillen, Valentine, & Winickoff, (2007) stress the idea that high exposure to onscreen smoking is a major cause of smoking among teenagers and youth despite the Movie Ratings (G, PG, PG-13, R, NC-17) that regulation imposes on media channels to prevent underage and teenagers from being exposed to some types of movies that include scenes of violence, sex and smoking. The studies also revealed that teenagers exposed to celluloid smoking are three times more likely to smoke than any other average teenagers.

It is worth considering that these studies were conducted in countries with strict regulations on media, TV channels and internet download, not to mention the different cultural background of western societies where parents are very cautious, they monitor and filter any media content that is not suitable for their teenagers or children. However, in country with total lack of movie ratings like Algeria, children, teenagers and youth can access any film regardless of its age compatibility or content via TV channels like MBC 2, MBC Action, MIX and other channels, which have never displayed any movie rating sign, or via websites like Egybest or networks like PopCorn and Netflix. Furthermore, the absence of rating in Hollywood productions consumed by Algeria via the previously mentioned channels and other instrument increased the chances of behavior adjustment and mood induction of vulnerable children and teenagers, who lack the mental capacity to assume risks of smoking, towards the consumption of cigarettes at early age, taking into consideration the fact that movies generate a fake environment with a dynamic context that stimulate smoking among the vulnerable segment of society (Fernández-Aguilar, Navarro-Bravo, Ricarte, Ros, & Latorre, 2019, pp. 1-2).

Recent decades, smoking incident, cigarettes, or smoking devices became an essential part of all action movies produced by Hollywood and

70% of the total production including all genres. In addition, nearly 1 in 4 movies rated G (suitable for children) contained scenes that feature smoking and cigarette (Heatherton & Sargent, 2009, p. 64). Recently, Hollywood introduced a new genre of Action-animation which is dedicated to children but in fact it was an insidious tactic to lure children into watching more violent content that includes smoking, and thereby generate more smoking initiation among them and steering them as potential future costumers of the tobacco industry.

4. Smoking among Algerian cinephiles

In 2020, the World Health Organization reported that 16% of Algerians smoke cigarettes out 0.4% of which are females, ranking 59 worldwide with a yearly average of 1041per individual. In another study, the Algerian Ministry of Health reported that 2 million of the total smoking population of 6 million are teenagers below the age of 17 (Khatou, 2021). Nonetheless, these reports are described only the segment that smokes and uses cigarettes despite the fact that there are more than 2 million Algerians who opted for the popular tobacco alternative known in Algerian dialect as ‘Chamma’ or ‘Chewing tobacco’ which is more dangerous than cigarettes. The other addictive alternative that is met with great popularity and appeal in Algeria is ‘Chicha’ or ‘Narghile’ which is 30 times more hazardous than cigarettes as Chicha smokers inhale up to 200 times more smoke in a single session as compared to cigarette smokers (Aslam, Saleem, German, & Qureshi, 2014, p. 5).

The reasons attributed to the widespread among Algerians, regardless of their age category, is due to the lack of strict legislation, anti-smoking activism which barely touch the category of adults much less teenagers or children who are the main target of tobacco companies, and most and foremost, tobacco companies in Algeria are owned by government. In other words, the government cannot make legislations that might destabilize its revenues flow from the tobacco trade, and when it comes to financing anti-smoking campaigns, government sponsorship is always kept at minimum. In addition, the Algerian popular culture as opposed to other cultures does not properly condemn smoking or consider it to be a taboo or undesirable practice. In fact, most Algerians believe that smoking decreases

psychological pain and mental exhaustion, some others believe it is prestigious and some segments including females consider it to be a dieting tool to keep the person more fit. Nonetheless, some of these beliefs and myths about smoking can be traced to Cinema that Algerians consume or simply action movies produced by Hollywood which constitute a delirious source of entertainment to Algerian youth.

Algerians consume any type of movies; action, drama, horror, and thriller, with a total disregard to the cultural or ideological content therein. Also, most of them lack awareness of movie ratings that specify the age category allowed to view such content. As per movies, where there is a rating mainly PG-13 or 17 or so, it constitutes a trademark of excitement and of excellence of the movie. In other words, if there is no movie rating, it is unnoticeable, if there is a warning (explicit or violent content) that is more luring and appealing to the large segment of Algerian society, thinking that this film is full of action and fun. Furthermore, be it for the national television channels, privately owned channels, or any other channels that Algerians usually watch like the MBC channels, and Mix channels, there are no movie ratings or warning about any violent or explicit content and all films broadcasted therein are deemed fit for all age categories. Accordingly, Algerian children, teenagers and youth are exposed to all kinds of propaganda, ideology, culturally incompatible explicit content, violence and onscreen smoking.

5. Methodology

The present study deploys a sequential mixed method research paradigm, relying primarily on a triangulated data-collection to increase the validity of the study's main hypothesis. According to Patton (1999, pp. 1192-1193):

“The logic of triangulation is based on the premise that no single method ever adequately solves the problem of rival explanations. Because each method reveals different aspects of empirical reality, multiple methods of data collection and analysis provide more grist for the research mill... Studies that use only one method are more vulnerable to errors linked to that particular method than are studies that use multiple methods in which different types of data provide cross-data validity checks.”

Furthermore, the study rests on inductive reasoning and deploying several data analysis methodologies: mainly a survey on cinema and smoking among young Algerians, content analysis of films and mise-en-scene analysis of smoking scenes and their impact on human psyche.

According to Krippendorff (2004, pp. 18-19): “Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. As a technique, content analysis involves specialized procedures... As a research technique, content analysis provides new insights, increases a researcher's understanding of particular phenomena, or informs practical actions.” Thus, the implementation of content analysis will provide clearer insight as to the amount of smoking scenes (incidents) in films that have high rating and very popular among Algerians. As per, the mise-en-scene analysis of smoking scenes, it will provide a testament to the profound psychological damage and behavior adjustment that spectators are subjected to via the unduly exposure to smoking in entertainment media and spaces.

6. Data Analysis and interpretation

6.1. Survey

For the purpose of gathering data in regard to smoking and cigarettes in entertainment media consumed by young Algerian, a survey of 14 questions; open and closed ended, have been designed and administered via the internet to a population aging between 17 and 23. The survey was designed to provide insight as to; the frequency of exposure of young Algerian to Hollywood action cinema, Algerian popular beliefs about smoking in general, the absence of movies ratings on TV channels and smoking in cinema and youth tendency to seek assimilation and simulation of their favorite characters' attitudes towards the use of tobacco.

6.1.1. Sampling

The survey was constructed through Google Forms and administered via the internet (Facebook Groups and Google Classrooms) to reach a large population of young Algerians aging between 17 and 23 years old. Hence, the sampling was completely random. The results obtained contained 1381 respondents. The answers were then processed and organized into visible comprehensible tables using IBM SPSS version 23.

6.1.2. Results

6.1.2.1. Frequency of Exposure to Hollywood action movies with smoking and tobacco products

The following table (table1) shows that average young Algerian is exposed to at least 3 hours of Hollywood action movies per week with a sum of 156 hours per year. In addition, table 2 reveals that most of young Algerians who consumed Hollywood action movies come into contact with onscreen with a ratio of 87.8%.

Table 1. Frequency of exposure to Hollywood movies among young Algerians.

Answers	Number of Respondents	Percent
From 1 to 3 Hours per Week	762	55.2%
From 3 to 6 Hours per Week	443	32.1%
More than 8 hours per Week	176	12.7%
Total	1381	100%

Table 2. The presence of smoking and tobacco products in Hollywood movies

Answers	Number of Respondents	Percent
Always	1213	87.8%
Never	81	5.9%
Not Sure	87	6.3%
Total	1381	100.0%

6.1.2.2. Absence of movie ratings on Algerians’ favorite TV Channels

The survey reveals 92.5% of our population have never seen any movie ratings or warnings about the content of this entertainment media they so eagerly consume (see table 3). Accordingly, all movies displayed in these channels where young Algerians get their movies are deemed safe for all ages including children. As such, young Algerians and children are being exposed to all kinds of violent contents including onscreen smoking, sex, violence and blood and gore.

Table 3. The Absence and presence of movie ratings Movie Ratings (G, PG, PG-13, R, NC-17) in TV Channels watched by young Algerians

Answers	Number of Respondents	Percent
No	1278	92.5%
Yes	103	7.5%
Total	1381	100.0%

6.1.2.3. Young Algerians' perception towards smoking in movies

The majority of Algerian cinephiles (60.5% as shown in table 4) have emphasized that in the majority of movies that have watched, the lead actor, who is always a famed media personality, an idol and an influencer, smokes in the movies and this act of smoking makes the actor 'cool, fashionable, seductive and appealing' (see table 5). Such rational is the reason why young generation always endeavor to imitate their favorite media personality not only in the positive side but also the negative one.

Table4. Protagonists & famous movie stars consumption of cigarettes and tobacco products in action movies

Answers	Number of Respondents	Percent
No	546	39.5%
Yes	835	60.5%
Total	1381	100%

Table 5. Young Algerians' perception of smoking in movies

Answers	Number of Respondents	Percent
Repugnant and repulsive	518	37.5%
Cool, fashionable, seductive and appealing	863	62.5%
Total	1381	100%

6.1.2.4. Tendency of smoking initiation

Surprisingly, 59.4% of the study's sample is willing to imitate their favorite media personage when it comes to smoking and cigarettes' use (see table 6). While in table 7, the survey reveals that 68% of young Algerians believe that onscreen smoking is undoubtedly one of the main reasons of smoking initiation among youth and behavioral adjustment towards the acceptance of smoking as a social culture rather than a health hazard.

Table 6. Youth tendency to imitate smoking following their movie idols

Answers	Number of Respondents	Percent
No	561	40.6%
Yes	820	59.4%
Total	1381	100%

Table 7. Movies as one of the main factors behind smoking initiation among young Algerians

Answers	Number of Respondents	Percent
No	440	31.9%
Yes	941	68.1%
Total	1381	100%

6.2. Content Analysis of young Algerians' most watched/downloaded movies

6.2.1. Films Selection

In the survey administered in this study, two major questions were enquired with the purpose of revealing the main sources of media consumption and the most memorable films ever watched. The first question revealed the main sources of media consumption among young Algerian cinephiles included but not limited to; TV channels and internet downloads & streaming. For TV channels, most Algerians have stated that their main source of films are the following channels: MBC 2, MBC Action, MBC Max, and MIX TV. As per the internet downloads or streaming, the main sources were Egybest for films and Netflix and torrent downloads. The second question revealed 104 memorable films among Algerians 93% of which are Hollywoodian action films.

The second step was to cross-compare the 104 list with the most displayed films in the previously mentioned TV Channels for the past decade, and the most downloaded films on Egybest and streamed on Netflix taking. The list then was filtered by selecting the most watched films with IMDb rating (Internet Movies Database) equal or over 6.5/10. The final outcome of 10 movies represented the most consumed Hollywood action films by young Algerians.

6.2.2. Coding Scheme

After watching each of the 10 movies for 3 times, the study's coding implement included several categories that serve the same purpose of revealing smoking and tobacco consumption in movies popular among young Algerians. Accordingly, coding categories included: smoking, cigarettes, electronic cigarettes, cigarette brands, cigarette ads and any other tobacco product. After that, the total number of scenes in each film was counted, and also the number of scenes with smoking implement.

6.2.3. Scenes and ratio of smoking implement in the selected movies

The table below (table 8) is the outcome of the content analysis of the 10 most popular films among young Algerian cinephiles. The table clearly shows that all films watched by Algerians include smoking incidents with the average of 11.34% to 44.7% of the total scenes of the film. It is safe to say that young Algerians are unduly exposed to onscreen smoking with an amount that tantamount to a quarter of the total time of the film consumed. And with a simple calculation it is safe to say that average young Algerian is exposed to over 39 hours of onscreen smoking considering that they consume at least 3 hours of American action movies per year. Also, the other factor that increases the risks of onscreen smoking is the third-party effect represented in the lead actors of the film who are mainly very famous actors and influencers.

Table 8. Content analysis of smoking in top 10 popular movies watched by Algerians

6.3. Mise-en-scène Analysis

6.3.1. Tobacco product placement category in movies

The following set of scenes (see Fig.1) from the top 10 movies watched by Algerians features a clear and visible tobacco product placement. Scene (1) features the Newport cigarette brand, scene (2)

Num	Film	Rating /10 (IMBD)	Num of Scenes	Scenes with implement of smoking	Percentage of smoking implements per film
1	The Mechanic	6.5	116	26	22.40%
2	Constantine	7	76	25	32.90%
3	American Made	7.1	150	17	11.34%
4	Training Day	7.7	86	32	37.20%
5	Taxi Driver	8.2	42	18	42.80%
6	Joker	8.4	89	18	20.20%
7	The Departed	8.5	136	27	19.85%
8	American History X	8.5	85	38	44.70%
9	Leon the Professional	8.5	80	29	36.20%
10	Pulp Fiction	8.9	93	24	25.80%
Total	Most Popular films	/	953	254	26.65%

features Kool cigarette brand and scenes (3&4) features the fictional Red Apple brand created by director Tarantino in all his movies. Furthermore, in most of the product placement scenes, products are usually consumed by the lead actor to increase the viewers' inclination towards simulation and assimilation.

Fig.1. Set of scenes from different movies that shows product placement



Source: Fuqua, A. (Director). (2001). *Training Day* [Motion Picture]. Scorsese, M. (Director). (2006). *The Departed* [Motion Picture]. Tarantino, Q. (Director). (1994). *Pulp Fiction* [Motion Picture].

6.3.2. Smoking associated with power, masculinity and authority

In the set of scenes below from the movie *Training Day* (see Figure N° 2), the director opted for close-up shots to add more emotions to the scene and make the actor's action and reaction the main focus of the viewer and as such fascinates the latter and engage him deeply with actor's behavior. The set of scenes features smoking associated with power, masculinity and authority displayed and manifested in the lead actor George Washington who is famous for his method acting. Unfortunately, the director depicted the masculine powerful authoritarian appealing character of the protagonist as a heavy smoker, who may find more power and authority through the smoke of his cigarette and gun.

Fig.2. Set of scenes from different movies that shows product placement



Source: Fuqua, A. (Director). (2001). *Training Day* [Motion Picture].

7. Discussion

The data obtained and analyzed in this study revealed several aspects that relate onscreen smoking to smoking among the aggregation of young Algerian cinephiles. The survey revealed huge consumption of Hollywood movies with all age categories with a total absence of movie ratings or censorship of inappropriate contents. It also revealed the Algerian youth's tendency to imitate and resemble their favorite movie actors in their positive and negative attitudes including smoking which according to young Algerians makes them cool, hip and attractive. Furthermore, the content analysis of the most popular movies among young Algerians showed a horrifying amount of onscreen smoking and product placement that target the young and vulnerable segment of the Algerian society; children and youth. Finally, the mise-en-scène analysis of some smoking scenes revealed a psychological behavioral adjustment that try to hook up the youth to smoking via making smoking as the focus and the answer to their needs of modernity, power and masculinity.

8. Conclusion:

The study has revealed an important black corner in the entertainment business that no one dares to go to. It has tackled the issue of onscreen smoking in Hollywood action movies and its implication on young Algerian

cinephiles. It has re-visited, with critical analysis, several studies that tried to establish a link between smoking in movies and smoking initiation among youth and dig deep in the available literature to trace the tobacco industry's inroads in Hollywood, and thereby provides a holistic vision about onscreen smoking and its incentives and health implications in general.

Furthermore, the study related onscreen smoking to smoking among young Algerians considering that Algerians consume a huge amount of entertainment media. It also has pondered several important questions that revealed Algerians' tendency to follow the smoking attitudes of their favorite movie stars. Also, a content analysis of the most watched films by Algerian showed a massive onscreen smoking to which Algerians are exposed in the absence of any warnings as all movies are deemed safe.

All in all, combining all the analyzed data revealed that onscreen smoking in Hollywood movies is one of the reasons behind the spree of smoking among Algerian youth and accordingly legislations, regulations, and awareness campaign must ensue upon this imminent danger that targets all categories of the Algerian society regardless of their geographical locations and linguistic differences.

9. Bibliographical List :

1. Aslam, H. M., Saleem, S., German, S., & Qureshi, W. A. (2014, April 4). Harmful effects of shisha: literature review. *International Archives of Medicine*, 7(16), pp. 1-9. doi:10.1186/1755-7682-7-16
2. Brandt, A. M. (2007). *The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America*. New York: Basic Books.
3. Cin, S. D., Stoolmiller, M., & Sargent, J. D. (2014, April 1). Exposure to Smoking in Movies and Smoking Initiation Among Black Youth. *American Journal of Preventive Medicine*, 44(4), pp. 345-350. doi:10.1016/j.amepre.2012.12.008
4. CNN in Arabic. (2016, February 9). Algeria bans smoking in transport stations and public spaces and obligates allocating a smoking-zone. Retrieved May 22, 2022, from CNN in Arabic: <https://arabic.cnn.com/world/2016/02/09/algeria-prohibiting-smoking>

5. Fernández-Aguilar, L., Navarro-Bravo, B., Ricarte, J., Ros, L., & Latorre, J. M. (2019, November 21). How effective are films in inducing positive and negative emotional states? A meta-analysis. *PLoS One*, 14(11), pp. 1-28. doi:10.1371/journal.pone.0225040
6. Glantz, S. A., & Mekemson, C. (2002, March 1). How the tobacco industry built its relationship with Hollywood. *Tobacco Control*, 11(1), pp. 81-91.
7. Grand View Research. (2022). Tobacco Market Size, Share & Trends Analysis Report By Product (Smokeless, Cigarettes, Cigars & Cigarillos, Next-Generation Products, Waterpipes), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2022 - 2030. San Francisco: Grand View Research. Retrieved from <https://www.researchandmarkets.com/reports/4613441/tobacco-market-size-share-and-trends-analysis>
8. Heatherton, T. F., & Sargent, J. D. (2009, April 15). Does Watching Smoking in Movies Promote Teenage Smoking? *Current Directions in Psychological Science*, 18(2), pp. 63–67. doi:10.1111/j.1467-8721.2009.01610.x
9. Hooton, C. (2016, April 26). Peaky Blinders: Cillian Murphy has smoked over 3,000 (herbal) cigarettes playing Tommy Shelby. Retrieved June 11, 2022, from *The Independent*: <https://www.independent.co.uk/arts-entertainment/tv/peaky-blinders-cillian-murphy-has-smoked-over-3-000-herbal-cigarettes-playing-tommy-shelby-a7000006.html>
10. Khatou, A. (2021, May 31). World No Smoking Day: Algeria Ranks 59 Globally. Retrieved May 2, 2022, from *Awras News*: <https://www.awras.com/>
11. Krippendorff, K. (2004). *Content analysis : an introduction to its methodology* (2nd ed.). London: Sage Publications.
12. Kubrak, T. (2020, May 2). Impact of Films: Changes in Young People’s Attitudes after Watching a Movie. *Behavioral Sciences*, 10(5), pp. 86-99. doi:10.3390/bs10050086

13. McMillen, R., Valentine, N., & Winickoff, J. (2007). Attitudes about Smoking in the Movies. Social Sciences Research Center, Mississippi State University.
14. Niemiec, R. M., & Wedding, D. (2013). Positive Psychology at the Movies: Using Films to Build Virtues and Character Strengths (2nd ed.). Boston: Hogrefe Publishing.
15. Nixon, R. M. (1971). Public Papers of the Presidents of the United States: Richard M. Nixon. Washington, D.C: Government Printing Office.
16. Patton, M. Q. (1999, December). Enhancing the quality and credibility of qualitative analysis. *Health Services Research*, 34(5 pt 2), pp. 1189-1208.
17. Peterson, C., & Seligman, M. E. (2004). Character Strengths and Virtues: A Handbook and Classification (Vol. I). New York: Oxford University Press.
18. Pfanner, E., & Mulier, T. (2017, September 13). Philip Morris Pledges \$1 Billion to Fight Smoking. Retrieved February 10, 2020, from BLOOMBERG: <https://www.bloomberg.com/news/articles/2017-09-13/philip-morris-pledges-1-billion-to-foundation-to-fight-smoking#xj4y7vzkg>
19. Polansky, J. R., Jackler, R. K., Glantz, S. A., & Lum, K. L. (2008, September 25). Signed, sealed and delivered: “big tobacco” in Hollywood, 1927–1951. *Tobacco Control*, 17(5), pp. 313-323. Retrieved from <https://tobaccocontrol.bmj.com/content/17/5/313.info>
20. Proctor, R. N. (2011). *Golden Holocaust: Origins of the Cigarette Catastrophe and the Case for Abolition*. Berkeley: University of California Press.
21. Segrave, K. (2014). *Product Placement in Hollywood Films: A History*. London: McFarland .
22. The United States' Center for Disease Control and Prevention. (2021, May 14). Tobacco Industry Marketing. Retrieved June 13, 2022, from Center for Disease Control and Prevention: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/index.htm

23. Tickle, J. J., Sargent, J. D., Dalton, M. A., Beach, M. L., & Heatherton, T. F. (2001, March 1). Favourite Movie Stars, Their Tobacco Use in Contemporary Movies, and Its Association with Adolescent Smoking. *Tobacco Control*, 10(1), pp. 16-22. Retrieved from <https://www.jstor.org/stable/20207860>
24. Tynan, M. A., Polansky, J. R., Driscoll, D., Garcia, C., & Glantz, S. A. (2018). Tobacco Use in Top-Grossing Movies — United States, 2010–2018. *Morbidity and Mortality Weekly Report*. doi:10.15585/mmwr.mm6843a4
25. White, T. (2008, October 1). Study reveals secret tobacco industry deals with Hollywood. Retrieved April 14, 2022, from Stanford University News: <https://news.stanford.edu/news/2008/october1/med-tobacco-100108.html>
26. World Health Organization. (2017). WHO Report on the Global Tobacco Epidemic. Geneva: World Health Organization. Retrieved April 12, 2022
27. World Health Organization. (2021, November 16). Tobacco use falling: WHO urges countries to invest in helping more people to quit tobacco. Retrieved May 22, 2022, from World Health Organization: <https://www.who.int/news/item/16-11-2021-tobacco-use-falling-who-urges-countries-to-invest-in-helping-more-people-to-quit-tobacco>
28. World Health Organization. (2022, May 31). World No Tobacco Day. Retrieved June 12, 2022, from World Health Organization: <https://www.who.int/campaigns/world-no-tobacco-day/2022>

