



ADDIS ABABA UNIVERSITY COLLEGE OF HEALTH SCIENCE

SCHOOL OF PUBLIC HEALTH

DEPARTMENT OF HEALTH SYSTEM MANAGEMENT

Assessment of tobacco and alcohol images in Amharic movies in Addis Ababa, Ethiopia

By

Bedilu Alemayehu

A Thesis Submitted to The Graduate Studies of Addis Ababa University School of Public Health  
In Partial Fulfillment of The Requirements For The Degree of Masters of Public Health in Health  
System Management Specialty.

Addis Ababa

June, 2019

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This is to certify that the thesis prepared by Bedilu Alemayehu Yilma, entitled: Assessment Of Tobacco And Alcohol Images In Amharic Movies In Addis Ababa Ethiopia And submitted in fulfillment of the requirements for the Degree of Master of Public Health in Health system management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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## **Acronyms and abbreviations**

COPD-----Chronic Obstructive Pulmonary Disease

CSA-----Central Statistics Agency

DALY-----Disability-Adjusted Life Years

EDHS-----Ethiopian Demographic and Health Survey

EFDA -----Ethiopian Food and Drug Administration

ETS-----Environmental Tobacco Smoke

FMoH-----Federal Ministry of Health

GATS-----Global Adult Tobacco Survey

GBD-----Global Burden Of Disease

GYTS-----Global Youth Tobacco Survey

NCD-----None Communicable Disease

NCI-----National Cancer Institute

REC-----Research Ethical Committee

TV-----Television

UK-----United Kingdom

US-----United States

WMS-----Welfare Monitoring Survey

WHO-----World Health Organization

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## **Abstract**

**Background:** Tobacco and alcohol use are the most known addictive habit all over the world. These substances are the known cause of or predispose to several diseases mainly cancers. The uses of these substances are now spreading in Africa and Asia and it has emerged as the major public health problem in developing countries. Smoking among the youth has emerged as the new social and health problem. Generally, the school going adolescents in these countries are at risk of smoking cigarette. Alcohol is the most prominent substance and drinking alcohol was predominantly presented as normal social activity. The reasons for alcohol use were pro-social, although a minority were related to alcohol dependence and crisis management. Mostly Direct advertisement is banned in almost all World Health Organization countries except seven. Television shows, movies, internet, magazines, music videos and other entertainment media can impact tobacco and alcohol use both positively and negatively. Perhaps the most intensively studied medium is cinema.

**Objective:** This study aims to assess the tobacco and alcohol images, in Amharic video films in Addis Ababa, Ethiopia.

**Method:** Ten minute descriptive content analysis. Ten minute interval content analysis of tobacco and alcohol use verbal, text and imagery information on the top 30 Amharic video films released on cinema and uploaded in YouTube channel from January 1 2018 to December 31 2018 was conducted in Addis Ababa. The data was collected by using film editors who have no interest of conflict with the investigated films and quantified the images of tobacco in each film in 10 minute intervals and by assessing the legal documents of Ethiopian media proclamations, and also the government proclamations of alcohol and tobacco control.

**RESULT:** Of the 30 films investigated, 771 frequency of alcohol and tobacco images have occurred in which 630 (81.8%) contained at least one reference to alcohol, and 141 (18.2%) contained at least one type of tobacco image appearance. And the other result of this investigation shows that users of the alcohol and tobacco were the main characters 427 (55.4%), co-characters 260 (33.7%) and supportive characters 84 (10.9%). The types of tobacco types viewed were cigarette 105 (75%), Shisha 16 (11.4) and others 19 (13.6%). The brand of tobacco that appeared was Niyala 10 (55.6%). Marlboro 8 (44.4%) and The type of alcohols used Beer 210 (41.3%), whiskey 89 (17.5), wine 59 (11.6%), areque 29 (5.7), and unknown 61 (12%) has been viewed.

**Conclusion:** Movies contribute to indirect tobacco and alcohol use promotion, FMOH and EFDA (Ethiopian Food and Drug Administration) with all relevant stakeholders should restrict tobacco and alcohol related information in films to prevent the youth from tobacco use exposure.

**Keywords:** tobacco and alcohol images, entertainment media, films and public health, Ethiopia

# **1. Introduction**

## **1.1 Background**

Tobacco use is responsible for 8 million deaths globally per year. 8 millions are the result of direct tobacco use of which more than 1,200,000 deaths are due to Environmental Tobaccos Smoke (ETS). Exposure mainly among women and children and 80% of the world's 1.1 billion smokers live in low-and middle income countries (1-3). It is emerging as a major public health problem in the developing countries (4).

Worldwide, 3 million deaths recorded due to alcohol use, which is 5.3% of all deaths. 200 diseases and injuries are caused by harmful alcohol use. Over all the global burden of disease and injury ,5.1% attributed to alcohol as measured in disability-adjusted life years(DALYs) (5).

Entertainment media comprise print (books and magazines), audio (radio and music), and audio-visual media (television, cinema, web-based media, and video/computer games). And it is one of the channels of communication through which people share and exchange information. The most important channels through which adolescents are likely to be exposed to smoking behavior are television, movies and videos (6). Data on Ethiopia shows that annual growth for Internet users is at 37 percent and the number of active social media users is growing by 20 percent. Findings show that majority of Ethiopians access the Internet from a mobile device (7). And YouTube users in Ethiopia is 12.9 % of the population in 2018/19 (8).

Alcohol is the most prominent substance and beverage portrayed in media consumed by young people. Drinking alcohol was predominantly presented as a normal social activity. The reasons for alcohol use were mostly pro-social, although a minority were related to alcohol dependence and personal crisis management (9). The cases of alcohol use and misuse in young people are multifactorial and include cultural norms, parental and peer influences, personality traits, alcohol use expectancies, and hereditary factors (10).

Exposure to media can also impact both positively and negatively on tobacco use, depending on how the behavior is presented Public health priority. As most smokers start smoking before the age of 20 and they are dependent in later life (3). Recently, attention has shifted towards assessing the impact of smoking imagery in popular media as an important factor in establishing

or maintaining pro-smoking beliefs and intentions. Frequency of viewing smoking imagery in film is strongly and directly associated with trying cigarettes (11), and extent of film viewing is associated with increasing smoking initiation among adolescents (12)

Exposure to tobacco media imagery is responsible to increased cigarette smoking habits and initiation (13). Cigarette is widely used in Ethiopia mainly by male and Female youth tobacco users is rising (14). This is because young people are easily exposed to various experiences seen in media. Watching celebrities smoking in movies affect the youth to try cigarette smoking (1). And also Cigarette is considered as modernization among youths in developing countries.

In Ethiopia alcohol using is common culturally and most populations are alcohol users including Young's. According to EDHS 2016 report by CSA of Ethiopia from the participants of the survey in the age group of 15-49 35% of female and 46% male have alcohol consumption history in their life time(15). And also alcohol use disorder is 17.4% 2016(16).The alcohol and tobacco advertisement restriction proclamation 1112/2019 is proclaimed on the Ethiopian parliament.

## **1.2 Statement of the problem**

Between 80,000 and 100,000 young people initiate smoking everyday globally, with half of them living in Asia (17). In 2008 the United States National Cancer Institute's monograph on the role of the media in promoting or reducing tobacco use reported that adolescents living with high risk in developing countries (4, 18).

According to the Global Burden of Diseases 2015 (GBD) study, smoking is the largest behavioral risk factor for mortality and morbidity, and second only to hypertension among all risk factors (19). A review of tobacco industry documents has demonstrated that the tobacco industry conducts extensive research to target youth and adolescents, aiming to associate a product with social and psychological needs including peer approval, autonomy, masculinity, and the quest for adventure (11).

Alcohol consumption and alcohol-attributable burden of disease in Africa are expected to rise in the near future, yet, increasing alcohol-related harm receives little attention from policymakers and from the population in general(20). It is one of the important risk factors for diseases, injury and death including high risk of contracting HIV by affecting the behavior of the individual (21). Approximately \$6 billion is spent annually on alcohol advertising and promotion. All of the top-15 teen-oriented shows contain alcohol advertising (22).

In Ethiopia there are no studies related to Medias (local movies) on tobacco and alcohol use and images in the movies which can affect the adolescent and young adults exposure to the product hence, this study tried to fill the gap by assessing the image of tobacco and alcohol in Amharic movies through descriptive content analysis on top 30 of Amharic films which are released on Addis ababa cinema and uplaoded in YouTube channel.

### **1.3 Significance of the study**

Exposure to media can impact both tobacco and alcohol use in which, these are the largest behavioral risk factors for mortality and morbidity due to injuries and also due to communicable and non communicable diseases. Hence, why it is becoming a major public health problem in the world?

This study attempted to assess audiences exposure to tobacco and alcohol use in entertainment media and will provide appropriate recommendations to stakeholders and provide a baseline information for future studies. Hence, this study will have significant contribution on the control of tobacco and alcohol exposure due to films particularly to those who are highly exposed to movies.

## **2. Literature Review**

### **2.1 Media**

Media is the way to disseminate any information to the society by using means of channels and it is one of the factors to increase alcohol consumption. Exposure to alcohol advertising influences the onset of youth increased drinking and occurrences of alcohol problems in later life (23). Alcohol and tobacco advertisements are featured prominently in mass media as well as in public displays in the form of hoarding boards and billboards(24). Exposure to media portrayals of tobacco and alcohol use leads to increased risk of adolescent tobacco and alcohol use. Whereas a substantial body of research has quantified the amount of tobacco and alcohol in movies. Few studies have examined tobacco and alcohol portrayals on television shows watched by adolescent males contained approximately 1 tobacco portrayal every 2 hours and 10 alcohol portrayals every hour (25). Exposure to each additional 1000 movie alcohol occurrences was significantly associated with increased relative risk for trying alcohol.(10).

There is now strong evidence that age before twenty exposures to paid-for advertising and other alcohol or tobacco media imagery in the media increase subsequent alcohol and tobacco use. Media exposure includes films and television programs, in which both tobacco and alcohol imagery is common. Further, social media have provided tobacco companies with new opportunities to promote their products and generate favorable attitudes towards tobacco, including intention to smoke, in young nonsmokers. In the 1990s and early 2000s televised music videos included significant alcohol and tobacco content. However, music videos are now viewed predominantly via on-line channels such as YouTube, and are another potentially important source of exposure (3). And in the other study conducted on Prevalence and determinants of adolescent tobacco smoking in Addis Ababa, found that 35.3% of adolescents exposed by TV(26).

## **2.2 Tobacco**

Tobacco use causes nearly 8 million deaths worldwide each year (3, 27), more than any other avoidable cause predominantly lung cancer and chronic obstructive pulmonary disease (COPD) (28). Smoking, which is the major single known cause of non-communicable diseases, is widespread around the world. The World Health Organization (WHO) estimates that about 30% of the adult male global population smokes. National smoking prevalence among men in sub-Saharan Africa varies from 20% to 60% and the annual cigarette consumption rates are on the rise for both men and women. The prevalence of smoking among young Ethiopian (15–19 years of age) was 11.5% for males and 5.8% for females in 2016(29).

In a previous analysis of UK prime-time TV using content, tobacco content occurred frequently before the 9p.m. breaking time in both programs and advertisement breaks, and that exposed children and adolescent audiences to smoking messages and tobacco branding. Point-of-sale displays were a regular occurrence in the previous analysis (30). Other study in UK demonstrated that despite regulations restricting tobacco content being broadcast, tobacco imagery still occurs commonly on UK television. While the majority of tobacco depictions occurred after the 9p.m. (31). Most smokers start smoking during adolescence, and initiating alcohol consumption at a young age is a strong risk factor for dependence in later life, it is crucial to identify avoidable risk factors for tobacco or alcohol use in this period of development(32).

In the case of smoking, literature shows that media exposure is associated with increased smoking behavior, such as experimentation with cigarettes or age of smoking initiation. Behavioral intention is a widely used conception behavioral theories and is a strong predictor of actual behavior. Smoking intention often precedes smoking initiation but has not been systematically studied (33)

Media exposure could increase adolescents' access to smoking-related information, from either television programs or videos. In support of this view, a content analysis by Heaton et al showed that 14.4 percent movie trailers shown on television during 2001–2002 included images of tobacco use (34). They found that 95 percent of the youth saw at least one movie trailer depicting

tobacco use and 88.8 percent saw at least one of these trailers three or more times on television. Additionally, Cullen et al (35) found that 40 percent of TV programs popular among US youth in 2007 contained at least one depiction of tobacco, which doubled the rate found in a similar study 10 years earlier (36) found tobacco reference in 22 percent and tobacco use in 19 percent of the top-rated prime-time shows of the fall 1998–1999 season, with one or more major characters using tobacco in 11 percent of top-ten programs. Shanahan et al found that TV exposure was related to higher prevalence estimates of smoking (37). Nan found that adolescents who watched a lot of television tended to overestimate real-world smoking prevalence and also to hold more favorable attitudes toward smokers (38).

It is well established that tobacco companies have used films to promote tobacco products (39). Adolescents who view tobacco use in film and who admire leading actors and actresses whose characters smoke in films are more likely to smoke themselves, and are more likely to view smoking favorably. A study from New Zealand reported that adolescents felt that smoking in films was highly prevalent and believed it to be a true representation of reality (6). These young people perceived smoking prevalence amongst their peers and adults to be higher than it was (40). Beliefs like these can assist in the social normalization of smoking, which in turn can promote youth initiation (41). An exposure response relationship between smoking imagery in films and subsequent adolescent smoking behavior has also been demonstrated (42). Given these strong associations and that uptake of smoking has considerable future health implications, exposure to tobacco imagery including branding might be expected to be an important determinant of age classification of films(43).

### **2.3 Alcohol**

According to WHO report alcohol use is the major cause of more than 200 diseases and injuries and also responsible for social violence in the society(44). When effects of alcohol were shown, they tended to focus on acute intoxication (i.e. drunkenness) and extreme adverse effects such as violence and alcohol dependence. Celebrity alcohol use, particularly by female celebrities, was frequently depicted in female-targeted magazines; in these it was depicted as a glamorous aspect of celebrity events and day-to-day activities, and as a problematic activity for a small minority.(9) Alcohol is the leading risk factor for death for men aged between 15 and 59(45).

When alcohol is consumed in excess it can cause a range of harms, including disease, disability and premature death as well as other social problems. The range of drinking behaviors surrounding alcohol can range from total abstinence, to occasional use, to harmful use (also frequently referred to problematic use or abuse) to dependence(46). For young people the problems linked to alcohol use are often very different in nature than those affecting older adults, being more centered on issues resulting from acute alcohol intoxication than disease and disability arising from chronic use and abuse(47).

In the last decade some attention has been given to the question of whether alcohol exposure in the media might also account for variance in young people's alcohol consumption (48) One of the most problematic types of risk behaviour in adolescence is substance use and abuse, such as alcohol consumption. The negative effects of alcohol abuse are currently well known. Heavy alcohol consumption leads to personal, social and economic problems, and is associated with mortality(49).

### 3. Conceptual framework

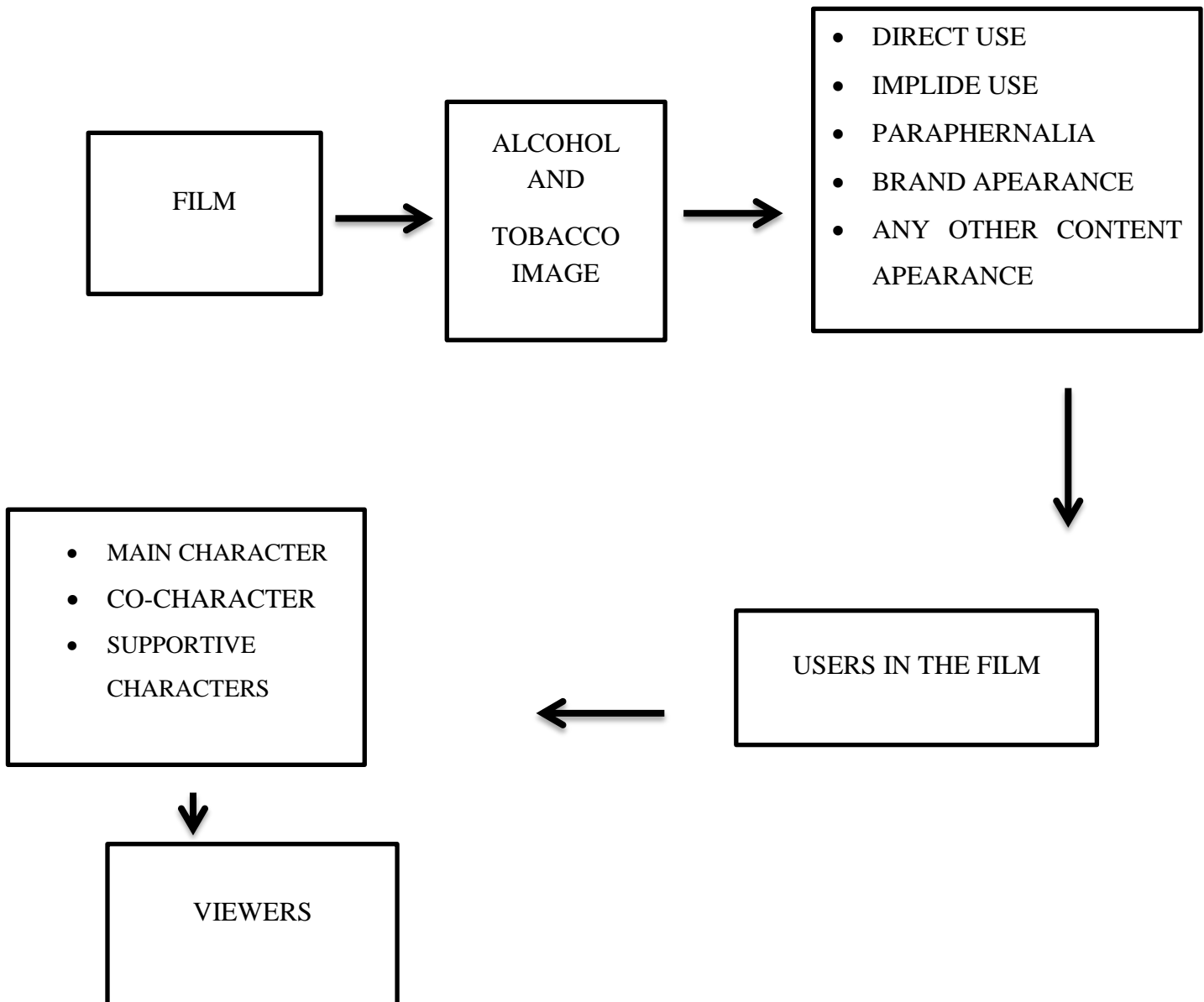


Figure 1 conceptual framework for the assessment of Tobacco and alcohol images in Amharic films in Addis Ababa 2019

## **4. Objectives**

### **4.1 General Objective**

To assess tobacco and alcohol image appearance in Amharic video films in Addis Ababa Ethiopia, 2018.

### **4.2 Specific Objective**

- To quantify the frequency of tobacco and alcohol images in Amharic video films among the top 30 Amharic video films.
- To identify type of tobacco and alcohol images in Amharic video films among the top 30 Amharic video films.

## **5. Methods And Materials**

### **5.1 Study area and period**

The study was carried out in Addis Ababa. Addis Ababa is a capital city of Ethiopia with a population of 3,433,999 in 2007 according to the Population Projection of Ethiopia (CSA Ethiopia, 2013). Estimated 61.79 % of the population under 29 years of age 34.81% under 20 (50). And there are 4 governmental and more than 40 private cinemas in the city, they are open all the week days and they show 4 video films per day most of them are focus on Amharic video films and more than 25 local TV stations and free internationally released TVs are available and can access by satellite dish. According to Central Statistics Agency (CSA-WMS) report of 2016 81.36% of Addis Ababa households have TV and 57.62% households have satellite dish.

### **5.2 Study period**

The study was conducted from January to October 2019.

### **4.3 Study design**

Discriptive study design. A ten minute interval Descriptive Content analysis of tobacco and alcohol imagery in top 30 Amharic video films among released in Addis Ababa cinemas and uploaded in YouTube channel in 2018.

### **4.4 Population**

#### **4.4.1 Source population**

All Amharic films released in Addis Ababa cinemas and uploaded on YouTube channel were the source population.

#### **4.4.2 Study population**

All Amharic films released in Addis Ababa cinemas and uploaded on YouTube channel in January 1 to December 31 2018 were the study population.

#### **4.4.3 Sampling frame**

List of all Amharic video films released on cinema and uploaded in YouTube channel in 2018.

#### **4.4.4 Sample size determination**

The sample size was determined based on numbers of viewers of films in youtube channel. Those Amharic films which were got at least 200,000 and above views films were included in this study.

#### **4.4.5 Sampling procedure**

Listed all Amharic video films passed through in Addis Ababa cinemas and which were uploaded from January 1 to December 31 2018 on YouTube and were selected the top 30 on number of viewers.

### **4.5 Inclusion and exclusion criteria**

#### **4.5.1 Inclusion criteria**

All Amharic films passed through on Addis Ababa cinemas and uploaded in YouTube 2018 were included in this study.

#### **4.5.2 Exclusion criteria**

All amharic films which were the number of viewers were under 200,000 and the films has a problem of audio and pictures were excluded from this study.

### **4.6 study variables**

#### **4.6.1 Outcome variables**

Number of tobacco and alcohol image in the films.

#### **4.6.2 Independent variables**

Number of Viewers, Rating Category, Type of Image, The Exposure Condition (SINGLE OR MULTIPLE), Screen Duration of the Images, Product Name, Brand, Presence of Health Discussion And, Classification of Characters.

### **4.7 Data collection tool and process**

There are different accesses of video film in Addis Ababa like cinema, rental shops, purchasing and on line accesses including TV stations. First, we take list of Amharic films, which exhibited in Addis Ababa cinemas from Addis Ababa Culture and Tourism Bureau. This office is the responsible office for giving the license for film exhibition. After took the list of the Amharic films, went to the Ethiopian Film Producers Association to confirm the lists of the films were

passing in the Addis Ababa cinemas. Then after we searched, YouTube based on the list. In addition, we downloaded 73 Amharic films, which were uploaded between January 1, and December 31 2018. Those films which had number of viewers from 4,300 to 1,000,000 were listed down. After listing we selected the first top 30 Amharic films based on the number of viewers in YouTube channel and those films were passing through in Addis Ababa cinemas, according to Ethiopian Film Producers Association representative discussion about 100,000 peoples presented each films during on cinema. The films on cinema duration were 2-3 months. In addition, prepare those films to data collection. Data was collected by using film editors who have no interest of conflict with the investigated films and was quantified the images type and frequency of alcohol and tobacco use in each film by 10 minute intervals which was used by other studies (13, 51, 52). The data was collected by check lists.

#### **4.8 Data management and analysis**

After the data collection, the data was checked manually for its completeness every day by data collectors and by principal investigator. The raw data was coded and entered into Microsoft excel. Has been cleaned, edited (editing, recoding, checking for missing values outliers) accordingly and were export to statistical packages for SPSS VERSION 23 for statistical summary analysis with descriptive statistics of the data. Which was used by other study(53).

#### **4.9 Data quality assurance**

The checklist used in this study is adopted from similar studies. It is prepared in English. Pretesting of the checklist was done in 5% of the sample and modified accordingly. The data was collected by five film editors who don't have conflict of interest with the investigated films and one day training was provided about the objective, methodologies, tool and data collection techniques of the study by the principal investigator. There was continuous supervision to control the data collection procedure by the principal investigator.

All the data was checked for completeness, clarity, and consistency by both data collectors and principal investigator. Data was intensively cleaned before analysis.

#### **4.10 Operational definitions**

**Tobacco use:** any use of a tobacco product by any character, coded as cigarette, cigar, pipe or other (such as water pipe or chewing tobacco, inhaling/exhaling smoke).

**Implied tobacco use:** a smoky atmosphere, a character holding a cigarette but not seen smoking it, or any other implied but not actual tobacco use.

**Tobacco paraphernalia:** tobacco or tobacco-related materials, such as a cigarette or other tobacco pack, matches, lighter, ashtray, no smoking or smoking area signs, but without actual or implied use.

**Tobacco brand appearance:** clear and unambiguous tobacco branding, including cigarette or other tobacco packs, and branded merchandising.

**Any tobacco content:** the occurrence of any of the above

**Alcohol use:** actual consumption of an alcoholic drink by any character.

**Implied alcohol use:** open bottle so for glasses appearing to hold alcoholic drinks, drunken behavior or other appearance implying alcohol consumption but without actual use.

**Alcohol paraphernalia:** bottles, glasses or other materials associated with alcohol (for example, a shot of a bar containing alcohol bottles and glasses) without actual or implied use.

**Alcohol brand appearance:** clear and unambiguous alcohol branding on a product consumed or otherwise visible in the scene, or in advertisements, logos or other recognizable branded material.

**Any alcohol content:** occurrence of any of the above.

#### **4.11 Ethical consideration**

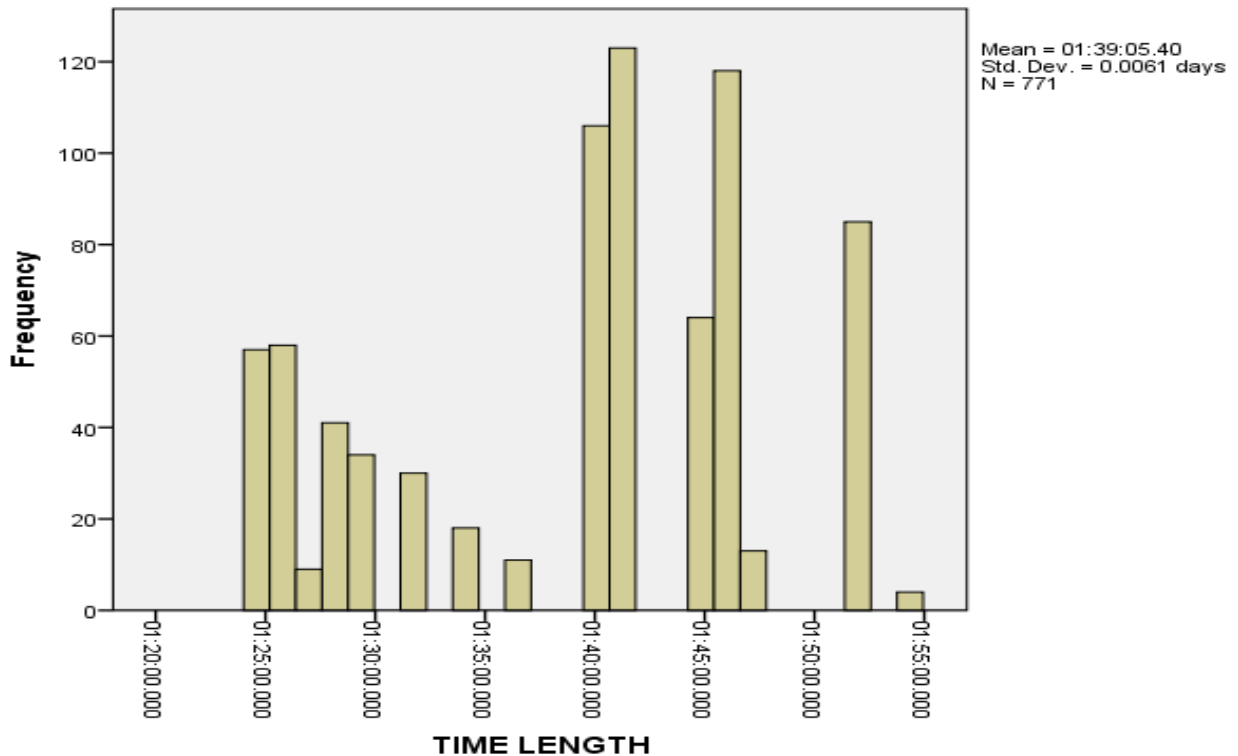
To carry out this study, ethical approval has been obtained from Research Ethics Committee (REC) of the School of Public Health At College of Health Sciences of Addis Ababa University. Formal (supportive) letter was written and delivered to all concerned bodies from Addis Ababa University School of Public Health to inform to Addis Ababa Culture and Tourism bureau and Ethiopian Film Producers Association about the study.

#### **4.12 Dissemination plan**

After completion of the research, the final result submitted to Addis Ababa University School of Public Health .The results of the study presented during thesis defense and after approval of the study the final result document will be disseminated to FMOH, FMOCT, A.A Culture Tourism bureau and Ethiopian Film Producers associations. Findings will also disseminate to different stakeholders that will have a contribution to improve public health service. Finally, efforts will be made to present in various seminars, workshops and for publications of the research in national or international reputable journals.

## 5.RESULT

The total number of viewers 15,875,763 and average number of in YouTube was 497745 with the range of 209,000 to 1,000,000 viewers and the total time length 41.62 hours(2,497.2 minutes) average length of the movies was 1:39:05.40 hours. In all 30 films there are images or other appearances of alcohol, and tobacco found in 17 films for the 297:43 (average of 23.2 per film) minutes of screen duration time and also there is no the movie rating categories in the investigated films



**Figure 3 Time length of the assessed films Amharic films in Addis Ababa 2019**

### **Alcohol and tobacco frequency**

Of the 30 films investigated, 771 frequency of alcohol and tobacco images has occurred in which 630 (81.8%) contained at least one reference to alcohol, and 141 (18.2%) contained at least one type of tobacco image or other appearance.

### **Alcohol Imagery**

Direct alcohol use has occurred in 187 (24.3%), implied alcohol use in 124 (16.2%), alcohol paraphernalia in 236 (30.7 %), and alcohol brand appearance in 83 (10.9%) in all movies. The type of alcohols used Beer 210 (41.3%), wine 59 (11.6%), areque (locally produced) 29 (5.7), whiskey 89(17.5), and unknown 61(12%) has been viewed.

### **Alcohol brand appearance**

Brand appearances occurred 84 times in 630 ten-minute episodes (10.9%) of the total; alcohol brands were visible, the top four most frequently depicted brands were the beer brands. Walya St. George, habesha, and black label which appeared 209 times (84%; 176/209) appearances of Branding the most frequently depicted brands. Other alcohol content appearances were occurred in verbal communication and in place (eg. bar, party...), These have occurred 130 times.

**Table 3 Tobacco and alcohol images reference, imaging types and brands in the images in Amharic video films in Addis Ababa Ethiopia 2018**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
Type of image		
Alcohol	630	81.8
Tobacco	141	18.2
Total	771	100
<b>Imaging type</b>		
Alcohol paraphernalia	236	30.7
Direct alcohol use	186	24.3
Implied alcohol use	124	16.2
Alcohol brand appearance	83	10.9
Any alcohol content	1	.1
Total	630	100
<b>Type Of Alcohol</b>		
Beer	210	41.3
Whiskey	89	17.5
Unknown	61	12.0
Wine	59	11.6
Areque (Locally Produced)	29	5.7
Tela (Locally Produced)	17	3.3
Vodka	15	2.9
Champagne	12	2.3
Tejji (Locally Produced)	10	1.9
Gin	6	1.1
Total	508	100
<b>Appeared brand</b>		
Walya Beer	57	27.2
St. George Beer	45	21.5
Habesha Beer	44	21
Black label	30	14.3
Others	33	11.5
TOTAL	209	100

## Tobacco imagery

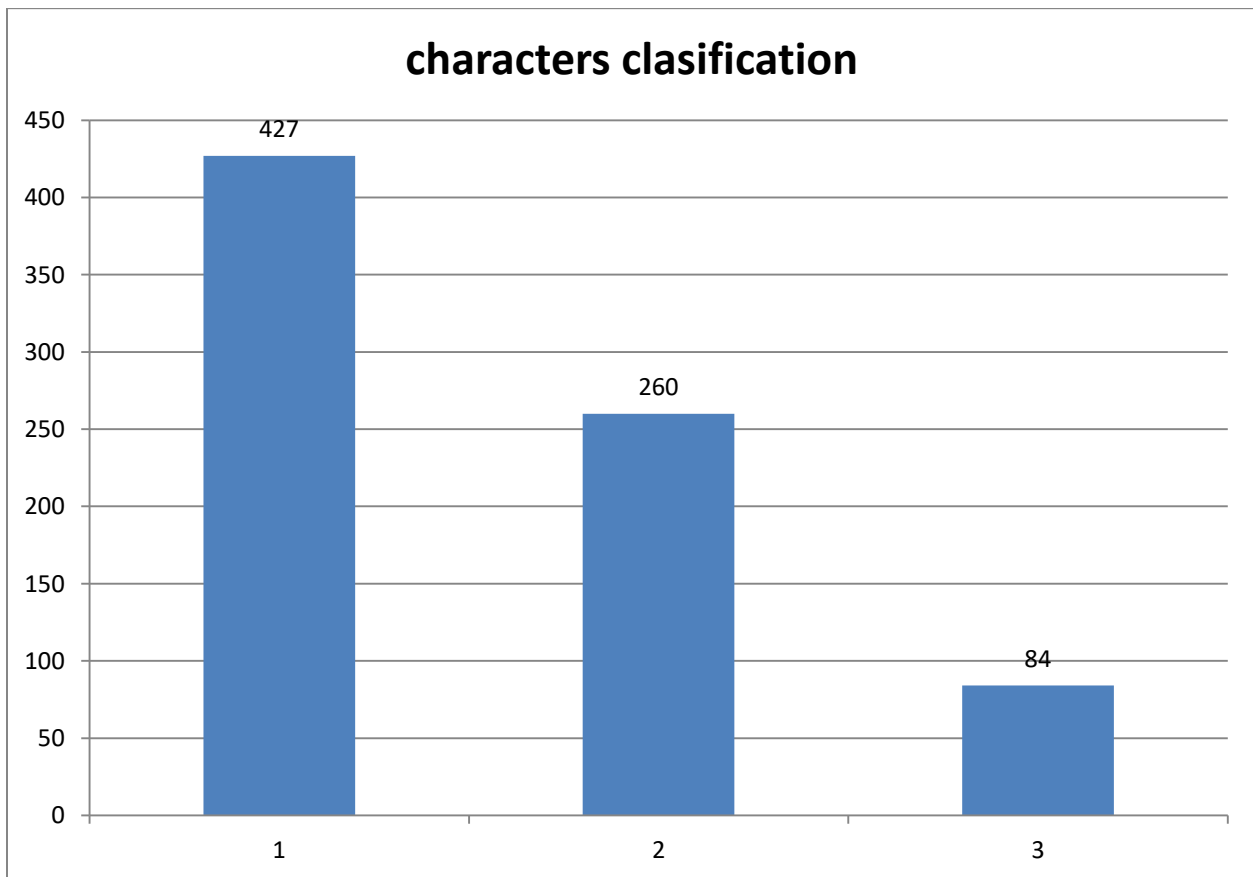
A tobacco image has appeared 141 times out of 771 frequencies of alcohol and tobacco images observed in Amharic video films. Direct tobacco use has appeared 57 (40.4%) times, implied tobacco use 54 (38.3%) times, tobacco paraphernalia 20 (14.3%) times, and tobacco brand appearance 5 (3.5%) times. The types of tobacco viewed were cigarette 105 (75%), Shisha 16 (11.4) and others 19 (13.6%). The brand of the tobacco that appeared was Marlboro 8 (44.4%) and Niyala 10 (55.6%).

**Table 4 Tobacco imaging types and brands in Amharic video films in Addis Ababa Ethiopia 2018**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>
<b>Imaging type</b>		
Direct Tobacco Use	57	40.4
Implied Tobacco Use	54	38.3
Tobacco Paraphernalia	20	14.3
Tobacco Brand Appearance	5	3.5
Any Other Tobacco Content	5	3.5
Total	141	100
<b>Product type</b>		
Cigarette	105	75.0
Shisha	16	11.4
Others	8	5.7
Cigar	5	3.7
Hashish	3	2.1
Ashtray	3	2.1
Total	141	100
<b>Type of brand</b>		
Niyala o	10	55.6
Marlbor	8	44.4
Total	18	100

### Characters classification

Out of the total 771 observed tobacco and alcohol imagery use, more than half of the result of this film investigated showed that users of the alcohol and tobacco were the main characters 427 (55.4%), and the rest were co-characters 260 (33.7%) and supportive characters 84 (10.9%).



Key: 1-main character, 2-co-character and 3-supportive character

**Figure 4 the characters classification in the assessed films of alcohol and tobacco users in Amharic films in Addis ababa 2018**

## **6.Discussion**

This research has shown that tobacco and alcohol are commonly seen in Amharic films with 81.8% of containing at least one alcohol episode this is greater than compared with the study conducted in UK which is 45% and 18.2% of containing at least one tobacco episode this is less than UK which is 22% (54) of the 30 films analyzed. And Tobacco branding appeared in 3.5% this is half of the above study and Alcohol branding appeared in 7% of all films, while alcohol branding appeared in 10.9% and this is more compared to the above study tobacco branding in 4%.

This study has found the alcohol and tobacco use in Amharic films has no restriction for the audience age this means in the country there is no movie rating system. The Film policy of the Federal Democratic Republic of Ethiopia presented in it but not applied. The censorship of films before release to the audiences is ceased from October 4 2018, according to the information from Addis Ababa Culture and Tourism office.

According to the film producers association representative information in the association there are 210 film producers and the Ethiopia film industry is increases by number of production up to 84-90 films per year and the audiences also increase 100,000 per film. As our observation the genre of films is different but all films are similar identification in alcohol and tobacco imaging. This imaging condition is one of the factors of alcohol and tobacco use initiation for peoples that are under twenty years of age.

A study published in UK on this topic argues that no association between film-smoking exposure and young people's smoking among an older study population before age of 20 (55). That study raised the possibility that concerns about exposure to smoking in films among UK youth (43) were not empirically justified. But the current results suggest that they are and that young UK adolescents respond in much the same way to films as adolescents in other countries. Recent studies confirm that the effect of exposure to film smoking and alcohol drinking is strong for smoking and drinking onset than for progression from onset to established smoking and drinking (56).

Exposure to tobacco smoking and other forms of tobacco imagery in film is a potent driver of youth and adult smoking, with major consequences for the subsequent health of the smoker such as lung cancer, COPD and pneumonia. The serious potential hazard represented by tobacco exposure should also be a determinant of film classification, to prevent unnecessary or inappropriate exposure of children and young people to smoking role models (52). Structural preventive measure applying this concept would be to incorporate movie alcohol use in to the movie rating systems, which would lower the “dose” of exposure(48).

This study demonstrates that both tobacco and alcohol imagery, including branding, occur frequently in Amharic video films verbal and visual content. We were unable to measure any effect of exposure on use of tobacco or alcohol in our study, but there is strong evidence that exposure to such imagery in other media increases tobacco and alcohol use initiation (54). It is widely acknowledged that smoking and other tobacco use on-screen in popular films as well as in television programming can normalize smoking.(13)

The other finding in this study is the characters classification that acting in the films main character 55.45%, co character 33.7% and supportive characters 10.9% has occurred on screen the celebrities using of alcohol or tobacco on the screen leads the viewer’s initiate alcohol and tobacco use. In our observation the characters are mostly young and the films capturing setting is bars, night, clubs, hotels, pensions, these places are common place for tobacco and alcohol, and have their own implication on the viewers. Young people were critical media consumers and were aware that some sections of the media might have an economic or editorial agenda in focusing on celebrity alcohol use. The media were viewed as exaggerating the extent and nature of celebrity drinking, with extensive media coverage giving the impression that celebrities drank more than they really did. Young people were also critical of celebrities who were depicted drinking to intoxication, and it was these celebrities that young people tended to dislike. Images of casual drinking by celebrities were regarded as unproblematic(9).

As Ethiopian Food, Medicine Agency Tobacco Control Directive 2015 and The advertisement proclamation 759/2012 any tobacco products prohibited to communicate by audio ,visual or audiovisual means (57, 58). there are these and other directive and proclamation but can’t protect the tobacco and alcohol product adverting indirectly in movies and other type of means.

The latest proclamation no.1112/2019 ban direct and indirect advertisements of alcohol and tobacco, it is a good measure to protect the generation, the application and the result of the proclamation will evaluate on the future. To our knowledge this study is the first study in the Country we didn't find other study in the area.

## **7.Limitations**

The study shows only the number of viewers, it doesn't indicate the age and sex of the viewers. and the study didn't identify the association between viewers and smoking and drinking initiation. Also this study is bounded in films only but can cover more entertainment Medias including the consumers. The other is the absence of published articles in the same area in Ethiopia.

## **8.Conclusion**

In Amharic films alcohol and tobacco images are more frequent and the screen time length is long and also the main characters use of tobacco and alcohol is high in the films. The alcohol and tobacco branding is frequently seen in the films. According to our result the Amharic film production contributes to indirect tobacco and alcohol use promotion, especially to those below the age of 20 years who are the highest consumer of the entertainment media. And tobacco and alcohol industries got possibility to indirect influence.

## **9.Recommendation**

Alcohol and tobacco are becoming major public health problem and their use is under strict regulation and harm caused by their use should be prevented. The globalization impact and the commercial interest of the tobacco and alcohol industry are factors that we cannot escape from it but we can prevent and minimize its damage to the public. The movies are a single factor to promote tobacco and alcohol initiation specially people before age of 20 therefore the young people are at risk of initiating tobacco and alcohol use in their early age because of the media influence. Then:

- FMOH and EFDA (Ethiopian Food and Drug Administration) and Addis Ababa Culture and Tourism bureau with all relevant stakeholders should restrict tobacco related information in films to prevent the youth from tobacco use exposure.
- Should have make awareness creating mechanism with the stakeholders.
- The Ministry Of Culture And Tourism needs to apply the film policy so that, the film professionals can perform the movie rating system, it is easy to put on their films rating signs.
- And the concerned bodies should have encouraged tobacco and alcohol free films by supporting the producers.
- And other researchers should have to do further studies in this area specially to identify the age of audiences, to describe the effect of the imagery and the regulatory mechanism.



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## Annex 1:

### Check list for the study of assessment of tobacco images in Amharic video films images in Addis Ababa 2019

film title	no. of viewers	time length	age rating category	type of exposure	type of imaging	imaging condition	starting time	ending time	duration	episode	product type	brand name	health discussion	character classification



## Annex 2 list of the Investigated Films

S.NO	FILM TITLE	NUMBER OF VIEWERS	TIME LENGTH
1	GOMISTAW	1000000	1:29:00
2	OPLITICA AYDELEM	913000	1:46:00
3	MISTEN DARKUAT	846000	1:41:00
4	SES SIL	816000	1:47:00
5	ZEMEDE NESH	791000	1:41:00
6	ZEMENE	791827	1:45:00
7	DINGLU	762000	1:45:00
8	AB SALAT	762000	1:51:30
9	GURA BICHA	751000	1:24:00
10	YEMEJEMERIAW MECHERSHA	729000	1:27:00
11	SERKESH LIHID	729000	1:40:00
12	MEDA	722000	1:32:00
13	YETEKELEKELE	631000	1:51:38
14	EMBI	629631	1:25:27
15	BEBADO	615000	1:24:00
16	LEKA ALITELEYAYENIM	483000	1:32:00
17	FIYAMETA	457000	1:28:45
18	ESU ENA ESUA	426000	1:29:00
19	ASINEKIGN	361000	1:46:05
20	WASHAW	328000	1:41:00
21	AMAREGN	318000	1:34:00
22	MIERAF ANID	318000	1:46:00
23	YEWEDEDU SEMMON	299137	1:41:00
24	HA ENA LE 2	281000	1:40:00
25	ANID HULET	239000	1:46:30
26	GUDAYE	235000	1:54:00
27	YANCHIW LEBA	230168	1:52:00
28	HIYAB	214000	1:40:25
29	YESEW WERK	209000	1:26:00
30	YENEMA	718000	1:37:00