



**ADDIS ABABA UNIVERSITY**

**SCHOOL OF JOURNALISM AND COMMUNICATION**

**Representation of Tobacco and Shisha Smoking Characters images in  
Selected Amharic Movies and Dramas: A content Analysis.**

**By Abera Deneke**

A Thesis Submitted to the Graduate Studies of Addis Ababa University School of Journalism and Communication In partial Fulfillment of The Requirements for the Degree of Masters of Arts in Journalism and Communication (Multimedia Journalism).

**Addis Ababa, Ethiopia.**

**July 2023**

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*This is to certify that the thesis prepared by Abera Deneke Wendimu, on the title of: Representation of Tobacco and shisha Smoking Characters images in Selected Amharic Movies and Dramas: A content Analysis.*

*A Thesis Submitted to the Graduate Studies of Addis Ababa University School of Journalism and Communication In partial Fulfillment of The Requirements for the Degree of Masters of Arts in Journalism and Communication (Multimedia Journalism) complies with the regulations of the University and meets the accepted standards with respect to originality.*

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## ***Abstract***

*Watching Amharic movies and dramas have become common through online media like YouTube with negative and/or positive influences. This study focused on evaluating tobacco and shisha smoking imagery representation, nature of depiction, amount, length and health warning messages within tobacco and shisha smoking imagery scene in movies and dramas. The study included selected top 11 Amharic movies and dramas with viewers of 500,000 and above uploaded in YouTube from January 2020 to December 2020. This study applied case study research design, and used content analysis as quantitative which was supported by qualitative analysis. The result of this study illustrated that almost all selected movies and dramas were contained tobacco and shisha smoking imagery; smoking in group were frequently occurred in movies. Totally 291 tobaccos and shisha smoking image occurrence, and smoking image were delivered; totally 48 minutes and 5 second depicted that manse 2910 seconds. This indicated that almost all selected Amharic movies and dramas subjected tobacco and shisha smoking imagery and depicted smoking incidence in analyzed movies and dramas; this study analysis indicated that smoking imagery characters representation in the movies and dramas were engaged good looking and fissionable, attractive, educated young productive men and women and all age groups of the society in the role play. And also almost all tobacco and shisha smoking incidents frequently were depicted without any health warning messages. To conclude selected Amharic movies and dramas with highest number of viewers indicated that tobacco and shisha smoking imagery occurrences without health warning message in high amount and were depicted to all age groups of viewers. Especially result showed that 89.7% of the pictures of tobacco and shisha smoking characters were adolescence (15-24) and young (25-34). Therefore, such smoking practice of images of the same age groups in movies and dramas exposure directing their behavior and could be model the actions that they were observed by young and adolescence viewers. This shows that youth were frequently exposed for tobacco and shisha smoking; this was lead for negative mind cultivation, data from the finding illustrated that the youth who were viewing Amharic movies and dramas were made venerable. This study could be used by regulatory bodies; television stations owners, film makers, academicians, Policy makers and stockholders in general.*

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## **Acronyms and Abbreviations**

**CSA:** - Central Statistical Agency

**DStv:** - Digital Satellite Television

**DACA:** - Drug Administration and Control Authority of Ethiopia

**GYTS:** - Global Youth Tobacco survey

**GATS:** - Global Adult Tobacco Survey

**EDHS:** - Ethiopian Demographic and Health survey

**FCTC:** - Framework Convention on Tobacco control

**TAPS:** - Tobacco Advertisement Promotion Sponsorships

**UNESCO:**-United Nations Educational, Scientific and Cultural Organization

**WHO:** - World Health Organization

**WHOFCTC:** - World Health Organization Framework Convention on Tobacco control

# Chapter one

## 1. Introduction

### 1.1. Research Background

Global tobacco smokers' projection trend indicated that there were 1.1 billion tobacco users worldwide in 2000, and that figure is expected to stay around the same until at least 2025. This statistic has been slowly declining since it stopped expanding about the year 2005, although the fall is too little to see when rounded to billions (WHO, 2019, p. 21).

At least 43.8 million teenagers aged 13 to 15 consume tobacco products globally. (WHO, 2019, p. 29). In Ethiopia according to Global youth Tobacco survey (GYTS) findings show that 7.9% of students now use tobacco in some way; 1.9% smoke cigarettes; and 6.6% use tobacco in some other way from the total population included in study (GYTS, 2003).

And also there were different motivational factors like media, movies and dramas they viewed, the environment and family they lived around; and individual attitude they have about tobacco smoking.

According to the results of the global youth tobacco survey conducted in Ethiopia, More than 2 in 7 students who lived in homes where others smoked in their presence, more than 4 in 10 students were exposed to smoke in public places, and 8.8% of students had one or more smoking parents. About half had exposure to pro-cigarette advertisements in the past 30 days (GYTS, 2003).

Information accesses get easier because of communication technological enhancement and, increase in penetration of broadcasts and digital platform forms which citizens overloaded by information that are important and/or negative impact in their life. As studies shows, because of these motivational factors technological development and easiest accesses of information in different platform forms maximized the negative and positive role of the media.

In Ethiopia today there are 13 government owned and some 36 private television stations in Ethiopia. On the pay TV segment, the international porters DStv (Multi choice) and Star Times are leaders, with Canal+ launched in 2021 (UNESCO, 2021, p. 115).

Even though there are 127 cinema screens in Ethiopia, spread across the capital, Addis Abba, The digital plat form growth offered an opportunity for film makers in Ethiopia to release their Amharic language films on social media like YouTube and other social media plat form.

The Ethiopian film industry relies on YouTube with both experienced and amateur filmmakers capitalizing on the digital space to make their work and earn income videos views of up to 800,000 (UNESCO, 2021, p. 115).

There were roughly 140 production companies operating in Ethiopia, according to UNESCO's publication on the African film industry. Despite the financial difficulties, Amharic movies and dramas were produced and provided by Ethiopian film production companies. Between 2005 and 2015, 600 films are thought to have been made in Ethiopia, according to experts (UNESCO, 2021, pp. 115-116).

By 2015, close to 150 locally produced new features were released in the theaters in Addis Ababa every year. In 2021, the government reports that 140 local and 4 foreign films on average are produced in Ethiopia annually (UNESCO, 2021, pp. 113-114).

So these technological advancement, digital media encasement and increasing of accesses; Studies done shows that imagery in movies and dramas representations and depiction become broad both on the negative and positive side.

Images in movies and dramas played by actors and actresses with different role create a negative impression for young viewers, emotion reflected by actors and actresses, which are undesirable practices like smoking tobacco, rape, hatred and violent behaviors. These emotions and practice influenced children and youth movie viewers.

Further researchers stated also that entertainment media have significant unintended and typically negative effects on health related knowledge, attitudes and behavior (Brown, 2009, p. 475).

Young people are less experienced and informed than adults and therefore less able to discount the information offered by the film when it is new and unfamiliar to them. Young film viewers are more exposed than adult because of the less experience in life they have to weigh the information (Gray, 1950, p. 135).

One of the information types portrayed in movies and dramas scenes were tobacco use by endearing actors and actresses. Because the imagery in movies and dramas was created to inspire the youth, it also encouraged young people to begin and use tobacco and shisha smoking.

Adolescents tend to smoke in order to align their self-perceptions with personal ideals to the extent that smoking portrayals are consistent with their actual or ideal self-images or a prototype of the ideal group member (that is, appearing mature) (Barton,J., L.Chassin,C.C.Presson & S. J.Sherman, 1982, pp. 1499-1511).

As the focus of African movies has increasingly shifted to entertainment in lieu of nationalist discourse and political propaganda (Tcheuyap, 2015),young people who are seen as particularly susceptible to media imagery(such as tobacco depiction)are more likely to be attracted by the movies (Rebecca J.Haines-Saah, 2015).

Even though as some studies show the history of movies short in Africa and especially Ethiopia, The tobacco smoking imagery in movies and dramas negative motivation impact expected from the exposure to stylish and lovable actors and actress in the scene.

Studies available in the topic which shows supportive information on tobacco smoking and its promotion had been include the Ethiopian Demographic and Health survey(EDHS) (CSA, Sep.2011),Global Youth Tobacco survey (GYTS) (GYTS, 2003)and Global Adult Tobacco Survey(GATS) (GATS, 2016).

Those are representative supportive evidence on the front line to show about tobacco use and promotion in the Ethiopia.

In addition to this, there were studies which illustrate the impact of smoking movie imagery in the country. Mesfin's theory based content analysis's result indicated that smoking imagery leaves deceptive schema of smoking on the viewers.

According to GYTS result among those more than 20% of the youth surveyed associated smoking with a positive image (smokers 'movie than nonsmokers, with boys higher than girls.).GYTS survey point out that out of ten students five of them saw pro cigarette advertisements in the past 30 days (GYTS, 2003).

Even if direct or indirect promotion of tobacco smoking banned by law in Ethiopia, movies and dramas which are researched show that cigarettes smoking through stylish prominent and dignified movie actors which represents respected profession in the society.

Through my reading there were limited number of studies available which were directly related studies made on tobacco smoking imagery examined the extent and nature of smoking portrayal in locally produced Ethiopian movies; they focused on the content analysis of duration and times of repetition of smoking depiction in movies.

Even though few studies found which show the amount of smoking and nature of smoking depictions in the Amharic movies, they were not abundantly studied in Ethiopia context which show as the gap that the influence of tobacco and shisha smoking imagery in movies. Secondly the studies didn't incorporate weather health warning message appears while smoking characters in movies displayed in scenes.

Therefore, this study added that the amount of smoking and nature of smoking depictions in the Amharic movies and on untouched area to show the gape of tobacco smoking health warning message implementation in Amharic movies and dramas .

This research employed social cognitive learning theory psychology these theories fall with two models of media effects. These are the social learning (cognitive)theory and

Cultivation theory, In the social learning (cognitive) theory views behavior as function of person's self – efficacy (self – confidence) and outcome expectations (Negussie, 2017).

According to the social learning (cognitive) theory, a person's self-efficacy (self-confidence) and result expectations determine their conduct. Vicarious (observational learning) is a key component of social learning theory, according to Albert Bandura (1977).

Simply said, when someone else (a "model") conduct desirable behavior, our capacity to do so is improved.

The other important theory which used in this study was Cultivation theory. The theory stated that that television and media possess a small but significant influence on the attitudes and beliefs of society about society.

Those who absorb more media are those we are more influenced many times the viewer is unaware the extent to which they absorb media, many times viewing themselves as moderate viewers when, in fact, they are heavy viewers. Geber claimed that theory of cultivation in its parts of assumption that about the effect component, meanings presented in media cultivates public beliefs (Gebner,G.& Groos,L.,1976).

Therefore the research should that cultivation theory for the research showed that cultivation theory initiate to examine enduring influence of highest and frequent conception and depiction of any media content and it is influence on viewers.

Further As Albert Bandura (1986) noted that social cognitive theory predicts that behaviors that negatively consequence are more likely initiated, and that behaviors of attractive characters are more likely modeled by observers, And also he point out that established theories in social cognitive theory helpful to support the as an evidence and gave clear detail on the issue and make it clear the media influence (Brown, 2009, p. 477).

## **1.2. Statement of the problem**

Tobacco use is a major preventable cause of premature death and disease worldwide. Globally, more than 8 million people die each year from tobacco-related illnesses (more than 6 million from direct tobacco use and approximately 890,000 non-smokers being exposed to secondhand smoke), and if current trends continue, this number is expected to increase to more than 8 million a year by 2030. An efficient and systematic surveillance system is important to monitor tobacco use and evaluate tobacco prevention and control interventions.

Monitoring and tracking of tobacco use and policies provides a foundation of effective tobacco control policy development and implementation (GATS, 2016). There were facts which show drives to begin using or to start tobacco smoking which causes death and non-communicable diseases.

Movies and dramas in general play its vital role in awareness creation, and enhance knowledge and attitude of society positively and negatively through entertainment nature of the imagery used in scene.

As world health organization report noted that the role of movies as vehicles for promoting smoking has become even more important as other forms of tobacco promotion are concentrated (WHO, 2015, p. 6).

Analysis of most viewed locally produced Ethiopian movies showed that such movies contain a considerable amount of smoking imagery that delivers millions of misleadingly impartation of tobacco use (Bekalu, 2018).

Smoking poses a serious threat to global public health, particularly in nations with lower incomes. By 2025, it is predicted that diseases associated with smoking would account for 75% of early fatalities in emerging nations (WHO, 1998).



As world health organization report on the global tobacco epidemic report indicated that tobacco kills over 8 million people per year. There is no level of cigarette use and exposure that is safe; all kinds of are toxic (WHO, 2021).

Tobacco is the only legal consumer product that kills half of its regular consumers when used exactly as manufacturer intended .As truly toxic and addictive product, it has no place in movies and dramas that are marketed to youth with approximately 100,000 young people around the world taking smoking each year ,it is imperative that countries avail themselves to best practice recommendation such as those outlined in the guidelines for implementation of Article 13 of World Health Organization Framework Convention on Tobacco control (WHO FCTC ) (WHO,2005).

Furthermore the WHO FCTC, which has been ratified by 180 countries, clearly includes smoking in movies and dramas as indicated tobacco marketing that requires policy action (WHO, 2015, pp. 6, para 2 ).

The effect of media to motivate youth positively and negatively, In this case of imagery in movies and dramas which represent lovable and admirable profession and played by well-known actor or actress in movies has great role to shape the behavior of youth, and motivate them in different ways.

In Ethiopia there are a few studies which investigate movies and dramas imagery influence on youth. That means locally produced films /movies smoking tobacco representation contributes for youth motivation to start and use tobacco because of the influence from smoking imagery in movies they watch much.

Ethiopia has been one of those countries which ratified WHO Framework convention on Tobacco Control (FCTC) as country. Furthermore, Ethiopia had legislations like Food and Medicine Administration proclamation No. 1112/2019, tobacco control directive No. 771/2021 and proclamation No. 533/2007 to govern and control tobacco use, including Advertisement, Promotion and Sponsorship(TAPS).

However, Ethiopia as country enacted bans on TAPS actions and get some success, but in movie scenes Tobacco and shisha smoking have been appearing in locally produced Amharic movies and dramas uploaded in YouTube and other social Medias.

Therefore this research attempts to evaluate tobacco and shisha smoking characters images representation, amount and nature; and evaluate whether depictions of tobacco use movies incorporate disclaimers in Ethiopian Amharic movies and dramas about the harms of tobacco smoking that assessed health warnings messages if there is tobacco smoking in scene in movies and dramas viewed.

### **1.3. General Objective of the study**

The aim of this study is to evaluate the amount (frequency and length) of tobacco and shisha smoking imagery, the nature of depiction (representation), and the presence of health warning messages in Amharic movies and dramas uploaded and viewed on YouTube in 2020.

#### **1.3.1. Specific objective**

- To identify the level of frequency and duration of depictions of smoking tobacco and shisha in the top selected Amharic movies and dramas uploaded on YouTube in 2020.
- To identify representation of tobacco and shisha smoking imagery in Amharic movies and dramas uploaded in YouTube in 2020.
- To find out whether tobacco and shisha smoking imagery incorporate health message/anti-tobacco smoking message/ while the tobacco or shisha smoking portrayal in Amharic movies and dramas.

### **1.4. Research Questions**

- How often and long have images of tobacco and shisha smoking depicted in Amharic movies and dramas?
- How is tobacco and shisha smoking depicted in Amharic movies and dramas?

- Do Amharic movies and dramas include health warning messages/anti-tobacco smoking messages/, while tobacco and shisha smoking imagery appears in the movies and dramas?

### **1.5. Significance of the study**

This study has the following importance to add for the existing knowledge about the about the issue.

It identifies limitation of Amharic movies and dramas that are inconsistent with the laws ratified and implemented in the country to control tobacco promotion and direct and indirect advertisements through movies and dramas online media platforms like YouTube.

It points out and shows against which a smoking imagery movies can be examined by concerned government body before distributed to the public addressing viewers.

It could help parents, schools and community to apply evidence based intervention and prevention. It helps to decrease and control parents in particular and the society in general the exposure of such Amharic movies and dramas which has smoking imagery in the scène, the society may request the government additional rules and regulation to control such kind of movies and dramas before they distributed to the public.

It gives the opportunity to minimize their children's viewing Amharic movies with smoking imagery, and to protect those who were vulnerable to tobacco initiation and frequently exposed youngsters for tobacco smoking imagery in films.

Furthermore it gives a chance for film makers to examine the negative impact of their movies and dramas; they produced for the society and get a chance to correct and much with rules and regulations of the country.

It could be used by regulatory bodies; television stations owners' film makers' academicians to protect the youth vulnerability of tobacco and shisha smoking.

It could also be baseline for more investigation to other studies on tobacco and shisha smoking imagery health implication and on the incorporation of message in Amharic movies and dramas about harm of tobacco smoking.

### **1.6. Scope of the study**

The study focused on Amharic movies which were uploaded in YouTube in 2020. Amharic dramas and movies that have been posted on YouTube are available in the study area. The most popular movies on YouTube were chosen for the study's purpose based on the number of viewers they received. It is a reliable method for gathering a representative sample of locally produced Amharic movies that were primarily watched in Ethiopia and elsewhere through YouTube and had viewers number of five hundred thousand and above.

### **1.7. Limitation**

This research employed content analysis on limited numbers of full sample movies and dramas so it may not covered almost all movies uploaded and distributed in year 2020, but this study only covered mostly viewed and uploaded in YouTube in 2020.

There were also short dramas and movies even long hours which were uploaded after this study began and recent two years on other digital Medias including YouTube. The other limitation of the study it doesn't look the inter relation between tobacco smoking imagery influence and age, tobacco and shisha smoking imagery initiation and vulnerable non-tobacco smoke.

Most of Amharic movies and dramas researched focused on the effect of tobacco and shisha smoking imagery.

Additionally researchers could improve on this by using different methodology like experimental and case study on viewers and incorporate the impression of movies and dramas with smoking imagery and occurrences.

Furthermore studies also should improve by examining what kind of effect can bring watching smoking image frequently through television movies and serial dramas in Ethiopia, spicily adolescents' age groups.

Finally there were inadequate information about particular movies and dramas produced in this specific year.

### **1.8. Organization of the study**

The Study is comprised of five Chapters. The first chapter briefs the study with general introduction, statement of the problem, objective of the study, basic research questions, significance of the study, scope of the study, and limitation of the study standard definition of basic terms.

The second chapter discussed about the review of related literatures regarding definition and concepts of tobacco, shisha, tobacco and shisha smoking imagery, global and regional trend of tobacco smoking imagery promotion and advertisement, economic and social impacts of smoking imagery, tobacco definition and tobacco smoking imagery.

The third section covered research methodology, data sources, data collection methods, data processing, analysis, and presentation, as well as tobacco and shisha smoking imagery representation, level of frequency and length, and health warning messages that were anticipated to be conveyed if scenes with tobacco and shisha smoking imagery were present in Amharic movies that were uploaded to YouTube.

The study's thorough findings and analyses are presented in depth in the fourth chapter, which triangulates the findings and theories employed with the study.

The fifth chapter of this research concentrated on the study's conclusion and recommendations for additional research, and it was anticipated that stakeholders and concerned entities would take the recommendations and put them to use.

## **Chapter Two**

### **2. Literature Review of the study**

#### **2.1. Introduction**

There were researches which were conducted in different area of study of media and communication with its enhanced digital plat form and its functions, the researched areas of media effects are broad and extensive; however it would be impossible to find out all the possible media effects. Rather as part of media effects characters images in movies and dramas representation were also studied, so the aim of this study was focused on tobacco and shisha smoking images representation, amount and nature; and depictions of tobacco and shisha and anti-tobacco and shisha smoking messages in area of the study of media effect in general; the range of the existing literature of the field illustrates the data from findings from previous studies.

Since previous studies have shown, smoking was frequently depicted in media, such as movies and dramas, which can influence viewers to start smoking. Other factors include the environment and the people around them, including their families and friends.

As a result, this section of the study attempted to provide tobacco and shisha smoking image representation, amount, and nature; depictions of tobacco and shisha use in movies and dramas; and whether they incorporate anti-tobacco and shisha smoking messages and disclaimers (about the harms of tobacco smoking that assessed health warnings messages) in previous studies or related literatures. They were also reviewed from many fields of study relevant to this research problems, objectives, and questions.

It was presented, defined, and discussed the major important ideas. Key ideas in this research area that were previously researched, as well as potential factors and difficulties, were described and addressed in this chapter of the study, and then for global youth tobacco smoking exercise, additional motivational elements such as (media, movie, and dramas)exposures were summarized and discussed.

Health warning messages, global and national regulating legislations and laws relating to tobacco and shisha smoking, advertisement, promotion, and sponsorship in movies and dramas were all grasped in these subject topics. And theories that were used in such studies were also examined; finally, gaps for additional investigation were identified and summarized to maintain continuity with prior studies that were studied and reviewed. In this study, operational definitions were provided for essential key words. The conceptual framework was then provided.

In this study, researchers looked at current and potential factors and issues related to amount, nature-based smoking depictions, anti-tobacco smoking messages on smoking portrayal, global youth tobacco use, motivational factors like media, movie, and dramas exposure, social media development, and factors that enable movies and dramas to be uploaded and accessed online. Additionally, findings from earlier literature were discussed. Literature on the subject was also discussed, and relevant studies that provided support were also found and seen as follows.

## **2.2. Growth of Digital platforms and Entertainment Medias in Ethiopia**

The expansion and transformation of digital platforms produced favorable conditions for the availability of Amharic movies and dramas. The digital platform significantly boosted the number of people utilizing social media in particular and digital platforms in general in the country.

For this reports disclosed that Ethiopia reported 44.86 million mobile connections in 2021, representing 38.5% of the total population .23.96million people were connected to internet as of January 2021; there were also 20.6%internet.and also reported that there were 6.7 million online media users in Ethiopia. From the countries digital development and usage report confirmed that the digital shows rapid growth in the country. Those in January 2022 data portal report noted that there were 29.83 million internet users in Ethiopia. According the report Data from Intelligence shows that there were 58.54 million cellular mobile connections in Ethiopia at the start of



2022. and also mobile connections in the country were equivalent to 49.1 percent of the total population. And there were also 6.35 million social media users (Datareportal, 2022).

A video-on-demand streaming service for movies and dramas will provide users with simple access to selected regional Ethiopian content. The Ethiopian film industry is heavily reliant on YouTube, with both professional and aspiring filmmakers taking advantage of the online platform to promote their work and make money. Videos can receive up to 800,000 views (UNESCO, 2021, p. 115).

The social media were made easy to access locally produced movies and dramas in Ethiopia. As data illustrated that most of locally produced movies and dramas uploaded and accessible in social media particularly YouTube to make money and at the same time they had been working to address their audience.

The above enabling factors Ethiopian Amharic Movies and dramas; cinema in particular has been growing as one of media activity in Ethiopia in particular and around the world in general.

As film professionals estimation shows that numbers of movies and dramas were produced increasingly in Ethiopia. From this it was noted that about 600 films were produced and provided for viewers between 2005 to 2015 in the country. Data presented that numbers of movies and dramas were produced and disseminated using different platforms for viewers. Prominently they were broadcasted through social media, in theaters, cinema houses; and were dominated through DVD or VCD format for Amharic movie and dramas viewers.

### **2.3. Tobacco smoking exercise and smoking imagery in movies**

Study had demonstrated that health hazard substance kills many millions of children, young and adult people around the world. Tobacco smoking is one of these health hazards (GYTS, 2003).

According to Global adult survey tobacco is becoming the leading cause of death worldwide in low and middle income countries ,causing more death than HIV, tuberculosis ,maternal mortality ,road traffic accidents ,homicide and suicide ,combined studies suggested that unless preventive and control mechanisms put in its place current data shows that 650 million people will be killing by tobacco (GATS, 2016, p. 7).

There were many contributing factors for this killing health hazard substance exposure. Tobacco smoking imagery in movies and dramas, the digital media and movies which casted in different formants were influence immensurable impact. Furthermore there were also rules and regulations to protect viewers from such kind of health hazard contents from casted movies but dramas in digital plat form made it difficult.

Even if Media play great role in human development; further in the contemporary world, movies and dramas have contributed positively and negatively for economic, political, social and psychological change of society.

This tobacco industry rises with its power which has been changing people's attitudes, thinking and psychological mind set; in relation to this raise of the conventional and digital media plat form created opportunity and treat for the society.

For example, with the rise of social media, controlled activities those were against the social norms of society appeared and were openly entertained in many ways.

According to WHO experts groups report most of youths unprotected from tobacco smoking representation in entrainments media usage form and outline completely and increasingly changed because the accessibility with manageable manner of internet

and internet assisted technologies providing chances to watch movies with smoking imagery increased (Expert Group on Tobacco Advertising, 2016, p. 4).

Smoking was more widespread in movies than in real life; movies smoking rates had not decreased throughout the years. Smoking is frequent even in rated movies aimed at younger children; in their sample of children's animated movies, more than half of the films depicted smoking (Perse, 2001, p. 188).

As Mesfin 's content analyses study finding presented that on average Amharic movies posted in YouTube were watched by more than five hundred thousand times. And also the movies conveyed a total of 194,781,304 tobacco smoking impressions in three years through YouTube alone (Bekalu, 2018, p. 691).

In locally produced movies and dramas tobacco smoking portrayal influence and contribution to use tobacco on early age stage of young people.

One of contributing factors for tobacco use and death of millions were movies and dramas smoking imagery, for this as Mesfin noted on his study; both genders from almost all age groups are portrayed as smokers can possibly create a situation where by every single member of movies audience can have one smoking character to identify with (Bekalu, 2018, p. 691).

Mesifin has demonstrated in his study cited (Shadel et al.2010) that the amount of smoking imagery in movies ,the way smoking portrayed in movies has been shown to be an important moderator of the association between exposure to movies smoking and viewers behaviors (Bekalu, 2018, p. 691).

Studies showed that tobacco smoking advertisement has been working on the promotion people to smoke. Previous researches noted that some Amharic movies actively engage well-known actors and actress by the general public who had smoking characters in the movies and dramas. From Mesfin content analysis, we can understand how these issues had become complicated. Most of analyzed movies smokers in sample movies were major characters, most of whom playing positive role

.and tobacco smokers in movies were represented in successful, attractive ,sexy and fashionable way (Bekalu, 2018, p. 693) .

Even though any tobacco product promotion completely banned in Ethiopia, tobacco products promotion work had done indirectly through movies and dramas imagery to the general public. Researchers presented that in Ethiopia locally produced movies represented all types of tobacco brand occurred in the movies .and all age groups and gender smoking imagery these were male and female smokers ;young ,adult ,elderly and adolescents who were most liked and with more socially valued profession represented in movies and dramas.

According to Mesifem Amharic movies and dramas analysis of a sample of most viewed locally produced Ethiopian movies showed that such movies contain considerable amount of smoking imagery that delivers millions of misleadingly positive impressions of tobacco use (Bekalu, 2018, p. 694).

Tobacco smoking image viewing in movies were become common; characters which represented and depicted smoking in movies were all age groups such as young, adult, elderly and old; and also both female and male; further different types of tobacco and brand of tobacco smoked in movies. In addition to the nature of smoking in movies and dramas, the role of smokers and their state of smoking were importantly analyzed.

From Elizabeth citation from (Altman, Slater, Albright and Maccoby, 1987) indicated that tobacco corporations aggressively employ product placement to ensure that their products are used by well-known and respected movie actors. As a result, the prevailing image of smoking is that promoted by cigarette businesses. Smoking is portrayed as a glamorous, sexually attractive, independent, healthy, slender, manly, and active lifestyle choice. (Perse, 2001, p. 187 & 188).

This research is content analysis study .Therefore the impact of tobacco and shisha smoking imagery representation in Amharic movies and dramas were analyzed; further the study focused on exposure, frequency, length, depiction of tobacco and shisha smoking images , and anti-tobacco and shisha smoking messages and/or health

warning messages consideration while smoking scene occurred in Amharic movies and dramas.

#### **2.4. Health warning /Anti-tobacco smoking messages in movies and dramas**

Since Food and medicine proclamation 1112/2019 ratified, tobaccos advertisement, promotion and Sponsorship were completely banned from print and broadcast media. But studies indicated that in different parts of the globe the direct and indirect advertisement of tobacco smoking and its influence through media and entertainment were continued, this assumption had been true because there were tactical shift of media plate form from the traditional media plate form to the online media.

The key premise of this thesis is also that viewers were unknowingly exposed to smoking images when they watched Amharic dramas and movies that featured tobacco and shisha smoking imagery that was shared on social media, particularly YouTube, and had the potential to portray smoking images without anti-tobacco and shisha smoking messages. Additionally, it was looked into how anti-smoking and health messages were incorporated into dramas and films that featured tobacco and shisha smoking.

The aim of this study is to show how movies and dramas with tobacco smoking images appear and increased without hearth warning messages and how to corrected using global experience.

Accordingly as Global youth tobacco survey executive summary indicated that 52% of the sample students who investigated in the survey seen encouraging and positive sign of smoking cigarettes advertisements on billboards, in one month period of time (GYTS, 2003).

Based on the recommendations stated in the guideline for the implementation of Article13 of WHOFCTC regarding any entertainment like movies and dramas which represents and depicts tobacco products ,use or images required to display or

incorporate prescribed anti-tobacco advertisements when the movies, dramas and other entertainment products starts. Further the guidelines forbid the use of identifiable tobacco brands or imagery, it was also perquisite to incorporate anti – tobacco advertisements and implementing movies and dramas ratings or classification systems that takes tobacco representation into consideration (WHO, 2013, p. 102 & 103).

Smoking in movies and on TV, 106 countries (or 74% of the world's population) have passed laws outlawing tobacco use depictions or the use of tobacco brands and products in TV and film. Despite the fact that a larger portion of the population in middle-income countries is protected by such a ban, high-income countries are more likely to have implemented it. This requirement has been in place since 2010 in eight nations, or 5% of the global population. Anti-tobacco advertisements must not be shown before, during, or after television, movies, or other forms of visual entertainment that feature tobacco products, use, or images in any additional 11 countries, which account for 25% of the global population (WHO, 2013, p. 74).

A study done in October 2012, shows that India implemented new rules on the display of tobacco products, tobacco brands and tobacco use in domestic and foreign film and television programs. Brand display was banned with product placement, and producers must provide strong justification for any tobacco content in new productions. Film or television programs with tobacco imagery must now run 100 seconds of government supplied anti-tobacco announcement and no-screen health disclaimers; further health warnings beneath in movies scenes with tobacco use (WHO, 2015, p. 29).

According to study done in India anti-tobacco health advertisements, Audio and video health messages and health warnings messages developed and disseminated for large population about health risk and danger of tobacco use through movies (WHO, 2015, p. 35).

WHO 2012 tobacco product Advertisements control report demonstrated that some of member states like Tonga prohibited occurrences of tobacco products or brands in communication channels like television and artistic work or entertainments products in

films. Data's presented that from WHO report (2012) noted that Indian National tobacco control program resulted forcing to implement large pack warnings and, a tobacco free films policy. It was also present that countries in the globe were passed laws to regulate and forbid tobacco use in television and film accordingly their country existential situation and WHOFACTC.

Data show us that, according to a study of global youth tobacco survey Ethiopia (GYTS) seven in ten saw anti-smoking media messages in the past 30 days over five in ten students saw pro- cigarette advertisements in the past 30days (GYTS, 2003).

However, anti-tobacco smoking health warning messages or information in Amharic movies and dramas assessed by most of the studies in areas, it was related with advertisements, promotions and sponsorships. For this according to a study of global Adult tobacco survey Ethiopia (GATS) were presented that health warnings on cigarette packages and awareness creation of about anti cigarette information were assessed (GATS, 2016, p. 70).

Even if proclamation 1112/2019 part one Article 2 sub article 43 prohibit means of advertisement and dissemination including film, video, internet, website, cinema; it didn't say anything about health warning messages in between of movies and dramas tobacco and shisha smoking exposure and reasonable usage of types and brand of tobacco smoked in Amharic movies and dramas. Even though, shisha smoking 100% banned in Ethiopia and categorized under tobacco because of its health hazard content, usage and disclosure of this product in Amharic movies and dramas were not properly taking into account it is health hazard.

Importantly it was clearly stated in tobacco control directive number 28/2015 which ratified after food and drug administration proclamation 1112/2019, and forbid communication or promotion or advertisements of smoking wither it is direct or indirect ,that means shisha or tobacco smoking promotion through audio visual, films, DVDS, videos, games and other digital communication channels and theater or other

live performance .But wouldn't include the issues of health warning or anti-tobacco smoking messages in locally produced movies and dramas if there were tobacco smoking image incidences in these movies and dramas( (Ethiopian Food, 2015).<sup>i</sup>

However; health warning messages were not forced in movies and dramas with smoking occurrences, rather the directives mainly enforced health warning messages to be written outside packaging of tobacco products in Amharic and English language. Through this directive Ethiopian food and drug Authority required text and graphics messages of health warning such as tobacco smoking is addictive, that causes pulmonary disease, cancer, bronchitis and the like.

.  
A study done in anti-tobacco messages or anti-tobacco spots recommended that if it is important to use advertisements in movies and dramas with tobacco smoking incidence and imagery. Using resilient anti-tobacco adverts that have been demonstrate to be usable and impactful. And also health warning messages or symbols have to be distorted tobacco product type and names in movies.

## **2.5. Global and National Legislations to control smoking imagery**

In this part Global and national Legislations related to govern and control the influence of tobacco smoking, advertisement, promotion and sponsorship were summarized for the purpose of this study.

World health organization Framework Convention on Tobacco control (WHOFCTC) has been ratified globally by 180 countries clearly includes smoking in films as indirect to tobacco marketing that requires policy action.

WHOFCTC adopted by WHO member states ,it provides a framework for tobacco control measures to be implemented by its parties in order to reduce continually and substantially the prevalence of tobacco use and the exposure to tobacco smoke(WHO, 2021, p. 24).



Ethiopia signed up to the WHO Framework Convention on Tobacco Control in 2004 and has until 2020 to implement the ban on smoking in public places across the country.

For the application of WHO FCTC related with a complete ban on tobacco advertising, promotion and sponsorship is obligatory for full enactment by member states which already signed the agreement. In this part of the agreement of article 13(3) clearly stated that what is required from them. And they also carry out appropriate actions to prohibit tobacco advertising promotions and sponsorship.

Article 13 (3) of the WHO FCTC states that parties that are unable to implement a total ban because of their constitution or fundamental constitutional values must impose limitations on all tobacco advertising, promotions, and sponsorships. This should include limitations or a total prohibition on advertising, promotion, and sponsorship coming from its territory with cross-border consequences, pursuant to the legal frameworks and technological tools available to the party (WHO, 2013, p. 11).

Further article 13 sub article 4(e) in convention depiction of tobacco smoking exposure restricted using of different media platform like the electronics media radio and television, all prints and internet to advertise, to promote and sponsor.

The implementation guideline of the articles stressed and specifically restricts using of entertainment products usage for direct and indirect tobacco imagery depiction or advertisement, promotional and sponsorship through representation of any tobacco brand through the content of any journalistic, artistic work.

This guide used for the enactment of the signed convention, particularly on the grassroots of all member states. It's recommended for member states, in relation with the depiction of tobacco use in entertainments media products like films, (movies and dramas), theatre and games. It was suggested that such kind of art work spastically highly expose and targets young people in particular manner. So for this the article 13 implementation guide recommended the enforcement of the restriction that the depiction of recognizable tobacco brands or tobacco brand images in association with

or part of the content of any films movies, dramas in general any art work which is entitlement product (WHO, 2013, p. 102).

However, tobacco and shisha smoking images indirectly appears through violating some of the points which were stated in the proclamation .it was noted as flows the ban of smoking and tobacco usage in communal places according to the legislation passed; according to the law passed no person may smoke or use tobacco products in any part of all indoor workplaces, all indoor public places, on all means of public transport, and in all common areas within condominium housings.

No person may smoke or use tobacco in any outdoor space that is within ten meters of any doorway, operable window, or air intake mechanism of any public place or workplace provided under sub-article; of this article; Nevertheless to sub-article; of this article, smoking in any outdoor part of healthcare facilities, government institutions, facilities including schools intended mainly for children or youth under the age of 21, higher education institutions, youth centers, amusement parks banned to use tobacco products (Federal Negarit Gazette:, 2019, p. 11143).

The WHO FCTC, which has been ratified by 180 countries, clearly includes smoking in Films as indicated tobacco marketing that requires policy action (WHO, 2015, p. 5).

As country Ethiopia there are governing laws which bans Tobacco advertisement promotion and sponsorships/TAPS/ and tobacco use regulation (Federal Negarit Gazette:, 2019, p. 11153).

And when we talk about Ethiopian locally produced films, movies and dramas; there are nationally different principals which were governed rules and regulations. Film and broadcast policy, proclamations, directives and guidelines were some of them. As experts stated even if Ethiopian's film policy was ratified in 2017, it gives a special focus on job creation for youngsters and gender equality; even though no content evaluation policy were ratified and implemented in the country (UNESCO, 2021, p. 113).

According to Ethiopian Food and Drug administration proclamation 1112/2019 article 34 tobacco advertising and promotion defined that any form of commercial communication whether it is directly or indirectly ,it is claimed that any activity which leads for tobacco use were forbidden (Federal Negarit Gazette:, 2019, p. 11106).

The proclamation article sixty one sub article one concerning tobacco products advertising, promotion, and sponsorship; the proclamation boldly stated that total ban of the direct and indirect advertisement, promotion and, sponsorship tobacco products .Furthermore, on sub article two of the proclamation forbid initiation, production, publishing, distributing and appealing of making available tobacco advertisement, promotion and sponsorships The article clearly stated as follows:

No one is allowed to: a) start any tobacco products advertising, promotion, or sponsorship; b) create any tobacco products advertising, promotion, or sponsorship content; or c) engage in any tobacco products advertising, promotion, or sponsorship as a media or event organizer, celebrity or other participant, recipient of any sponsorship contribution, or as an intermediary that facilitates any such contribution (Federal Negarit Gazette:, 2019, p. 11153).

Ethiopian Food and Drug Authority tobacco control directive more elaborated the prohibition of tobacco representation using audio visual and movies and dramas including distributing this art work with tobacco advertisement, promotion and sponsorship using different platforms.

All forms of tobacco-related sponsorship, advertising, and promotion are forbidden. The following acts and associated activities are forbidden, subject to the total prohibition on tobacco advertising, promotion, and sponsorship of tobacco products: Print, movies, DVDs, videos, and CDs; games; other forms of digital communication; theater or other live performances; a) audio, visual, or audiovisual communication; b) the provision of gifts or items like key chains, T-shirts, hats, and cigarette lighters and related promotional activities with the purchase of tobacco products; etc. (Ethiopian Food, 2015).

## **2.6. Theoretical Framework**

In this study it is assumed that the cultivation theory and social learning cognitive theory applied to analyze the content of Ethiopian Amharic movies dramas which contains tobacco smoking imagery repeated depictions effect.

### **2.6.1. Cultivation Theory**

The founding father of cultivation theory George Gerber approach cited that cultivation analysis focuses on televisions contributions to viewers' conceptions of social reality.

According to Gerbener's main assumption is that those who spend more time watching television are more likely to perceive the real world in ways that reflected the most common and recurrent messages of the television world; consequently, The theory is predicated on the idea that viewers unintentionally absorb the dominant symbols, images and messages of media, which has subtle effects on viewers. The focus of cultivation analysis is on long-term results rather than immediate changes in attitude and behavior. As to him, long-term exposure to media can build shared worldviews. As to him the theories, media messages do not accurately depict reality in society, but regular exposure to such distortions leads to the formation of specific opinions about the world. And once formed, these beliefs are maintained ( Brown, 2009 , p. 4 ).

Further Gerbner and Gross (1976) discovered that the heaviest television viewers were the most likely to be "cultivated" by its image patterns and embrace the television world view as their vision of reality. Of certainly, these substantial viewers were not selective about what they viewed on media (Perse, 2001, p. 26).

The Gerbner's team argues that for heavy viewers, television virtually monopolizes and considers other sources of information, ideas, and consciousness. The effect of all this exposure to the same messages produces what these researchers call cultivation, or the teaching of a common worldview, common roles, and common values. The typical viewer was found to watch television for four hours per day. The interested viewer

continues to watch. Cultivation of dominant image patterns is what Garbner refers to as. He contends that the media influence how society is shaped.

Early work by Gutschoven and Van den Bulck (2005) supported that levels of television exposure among filmish students was related to earlier onset of smoking initiation and also to more positive smoking attitudes .They speculate that both social learning from television role model (Brown, 2009, p. 44).

### **2.6.2. Social Cognitive Learning Theory**

Among the health behavioral models is that contemporary leading in the field of health communication and promotions are social cognitive learning theory functional human behavioral analysis in relation to media.

The social learning theory is the most frequently cited theory to explain how watching television affects learning behaviors, also known as observational learning, - developed by Albert Bandura (1965, 1977, 1984). According to the social learning theory, mass media could be a potent force in shaping people's behavior. Social learning explains how people may modeled the behaviors they see in the media in the most basic terms. The social learning theory is a cognitive approach which underlines the significance of thinking before acting. In actuality, an individual's behavior is influenced by external factors through their cognitive process (Perse, 2001, p. 191).

As Albert Bandura (1986) noted that social cognitive theory predicts that behaviors that are shown frequently and without negative consequence are more likely initiated, and that behaviors of attractive characters are more likely modeled by observers (Brown, 2009, p. 477).

On the bases of media influence and its motivational factor conceptual understanding tobacco smoking imagery exposure of youngsters for entertainment product like movies, music videos and etc. with tobacco smoking representation; this lead them to forms an attitude. That means they become assertive for tobacco smoking by

developing positive attitude from the role model from movies and dramas they were watching smoking (Perse, 2001, p. 187).

The theory of social learning was first applied to media violence. The theory projected those media characters who serve as models for aggressive. Behavior may be attended to by viewers and, depending upon whether the behaviors are rewarded or punished, would either disinherit or inhibit imitation of the behavior respectively. Media characters (models) can influence behavior simply by being depicted on the screen. The audience member need not be reinforced or rewarded for exhibiting the modelled behavior (Bryant, J.& Beth Oliver,M., 2009).

Negussie cited research showing that conduct is influenced by a person's self-efficacy (self-confidence) and results expectations (Bandera, 1977). Self-efficacy is a key component of the social learning theory because it mediates how information and skills are used in the pursuit of behavioral goals.

As he noted, Self-efficacy is a term used to describe a person's confidence in their ability to plan and carry out the course of action necessary to successfully accomplish a specific behavior.

Due to prior behavior experience or watching others successfully do the action, a person has confidence in this or her competence.

The anticipation of either a favorable or unfavorable outcome will rely on prior direct or indirect experience (Negussie, 2017, p. 66).

Tobacco and shisha smoking imagery representation in movies and dramas most of the time assumed that targeted young productive age groups as research noted. These young later adolescents age viewers influenced through well known, famous, attractive educated personality characters in the movies. For those they were more venerable to model films celebrities with their roles given in the movies. Weather it is convincing behavior or negative one like smoker in movies.

According to Bandura's theory, observational learning is a central theme of social learning theory. Simply stated, when we see someone else (a "model") perform a behavior, our ability to produce that behavior is enhanced. Bandura divides vicarious learning into four steps: 1) attention to the model, 2) retention of what was observed, 3) reproduction of the behavior, and 4) reinforcement of behavior. Reinforcement can be vicarious when the learner sees the model meet with a constructive outcome for his or her behavior. Additionally, "learners may reinforce themselves or may receive reinforcement from others (Bandura, 1977).

Albert Bandura cited from (Harris & Evans, 1973) that an idea exposure for modeled persons positive and negative quality behaviors and others practice influence the viewers to change their own mind set and adopted the new one which the model reflect or practice. That means when viewers are exposed to models of different ways of thinking and behaving, they vary in what they adopt, resulting in special combinations of personal qualities that differ from the individual models. Modeling new ideas and innovative thinking ways of further encourages creativity by weakening established mind sets (Bandura, 2001, p. 276).

The studies' findings done show that the influence of imagery in mass media, entertainment, online and other media very broad. McGuire (1986) cited that mass media in particular media in general had an effect and that was demarcated as cognitive, affective, or behavioral, as it was cited by Elizabeth M. Perse from (Ball-Rokeach and MacCoby, 1985; Chaffee, 1977; Roberts and MacCoby, 1985) (Perse, 2001).

So from this it was noted that the main focus of cognitive effects concerned about the attainment of information. Besides it was concerned about how people's beliefs are structured or acknowledged in one's mind, how information necessities fulfilled to advance public information needs. And it was also worried what are people's information necessities addressed or not. What was learned and influenced by information, what was learned or acquired leads people for further initiation to try it and modeling what they were learned.

Study done indicated that the other important thing about cognitive effect in media study the focus and main concern under this title was the cognitive influence of entertainment was an essential area to be studied. Additionally the other important to be raised as it was cited below under cognitive learning affective effect included how once attitude influenced through media or entrainment Elizabeth cited that as follows from Bandura's social cognitive learning theory perspective. The model's behavior influences how they respond to media or entertainment pictures. Moreover, behavioral impacts might be seen. That are brought upon by media exposure the focus of the majority of behavioral impacts research is on pro- or antisocial behavior (Perse, 2001, p. 3).

As Albert Bandura noted in his social cognitive learning theory predicts the behaviors that are appeared recurrently and with no significant undesirable impact more probable the action or the behavior taken and repeated by the observer, As he noted that behaviors of attractive behaviors representation more probably taken and modeled by observers (Liver, 2009, p. 477).

Study done in relation with entertainment media, television movies and others demonstrated that the entertainment industry influenced people to have undesirable health knowledge, made them to develop negative attitude and to form , imitate and modeled unwanted health behaviors unintentionally (Liver, 2009, p. 475).

In summary, although there is suggestive evidence that tobacco and shisha smoking imagery depiction in movies and dramas influences viewers, but there were not findings which show amount and nature of tobacco and shisha smoking imagery with health warning messages in it. As consequence, currently it is not clear whether movies and dramas contain anti-tobacco and/or shisha smoking messages or disclaimers, about harm of tobacco smoking.

This study further investigate the amount , nature and anti-tobacco smoking messages in Ethiopian Amharic movies and dramas imagery .the study employed the social learning (cognitive) theory and media effect cultivation theory.



## **2.7. Operational Definition**

**2.7.1. Tobacco** is a dried leaf that smokers use in cigarettes, pipes, and cigars. Tobacco can also be used to describe cigarettes, cigars, and pipes together. It is a material made from the dried leaves and stems of the nicotinic tobacco plant, which also happens to be the source of the chemical nicotine. Although it is native to North America, the plant is now found all over the world. Nicotine is a potent nerve stimulant and a very hazardous substance (DACA, 2005, pp. 63-64).

**2.7.2. Tobacco Use** any reference to smoking a cigarette, cigar, pipe, or another tobacco product by any character (such as water pipe or chewing tobacco, inhaling exhaling smoke).

**2.7.3.** Behavior according to social cognitive theory, conduct is goal-directed; objectives are specified and action is guided to achieve them.

The American psychologist Albert Bandura highlighted that three factors—personal or cognitive (experience and cognitions), environment (external social context), and conduct—interact dynamically and reciprocally to shape behavior (skills, ability, etc.).

**2.7.4. Cigarettes** are little tobacco-filled paper tubes that people smoke.

**2.7.5. Shisha** meaning tobacco products with molasses, honey, vegetable glycerol, and fruit tastes that can be flavored or unflavored and are used using a single or multiple stemmed smoking device that contains water or another fluid through which the smoke flows prior reaching the smoker (Federal Negarit Gazette:, 2019, p. 11107).

**2.7.6. Tobacco advertising and promotion** denotes any sort of commercial communication, advice, or action with the intention, result, or expected

result of directly or indirectly promoting a tobacco product or tobacco usage (Federal Negarit Gazette:, 2019, p. 11106).

**2.7.7. Tobacco sponsorship** denotes any type of support given to a project, activity, or person that has the direct or indirect intention of promoting tobacco use or the use of tobacco products (Federal Negarit Gazette:, 2019, p. 11106).

**2.7.8. Incidents** as Mesfine defined incidence in his study in titled smoking partial in Ethiopia movies, he cited that tobacco incidence is an amount of smoking of tobacco or usage occurred in movies and other motion picture (Bekalu, 2018, p. 689).as studies done in Canada, United Kingdom and USA almost of tobacco occurrences were existed in movies that were movie contents which concern young people (WHO, 2015, p. 11).

**2.7.9. Adolescence** is a stage of development where the improvement of self-regulation and control of emotions and actions is prioritized.

This is a time when we develop the social and emotional abilities necessary to build lasting relationships, especially with our partners of the opposite sex. We also develop the ability to manage our anger and aggressive sentiments, which may help us, resolve problems amicably.

**2.7.10. Media effect** According to Oxford Dictionary (2012), an effect is a change that happens as a result of a behavior or other cause.

Effect in this study refers to the outcomes of the cause that result in methods and alter the pupils' attitudes or behaviors.

Thus, "Media impact" according to researchers noted that earlier study presents the likelihood of media influence.

The imagery that often appears in various media, especially internet media, may have an impact on people's beliefs, attitudes, and behaviors.

**2.7.11. Motivation** is an internal condition that "gets us starting" and keeps us moving in a particular path, which might be cognitive or behavioral.

As we shall see, motivation is influenced by a variety of elements, some of which are internal and others external.

**2.7.12. Influence** According to the 2012 Merriam Webster definition, influence is the act or power of obtaining a result without the overt use of force or explicit order.

Influence in this research refers to a movie that alters viewers' attitudes or behaviors toward the target audience, such as students, whether such changes are bad or good.

## 2.8. Conceptual Framework Model Chart.

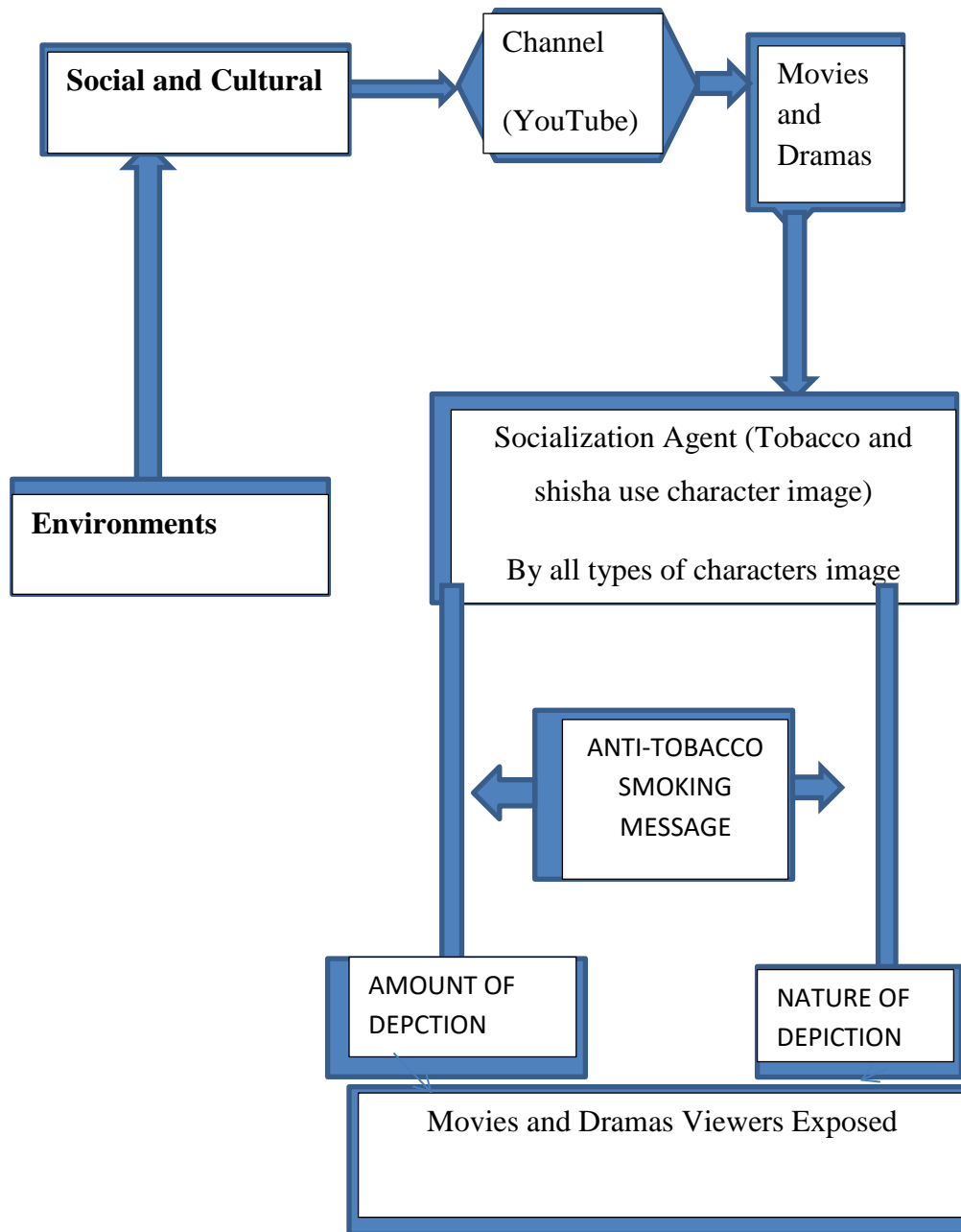


Figure 1 (International, 2015)Adopted from ETIOOGY model provided that ,the literature areas that have been studied to get better Knowledge about the conceptual framework of this study and to find out some of the answers to the research questions.

## Chapter Three

### 3. Research Methodology

#### 3.1. Methods

##### 3.1.1 Introduction

This study employed media content analysis methodology. Most researchers using both quantitative and qualitative approaches for media content analysis. As Jim Mc Namara noted in his article that (Shoemaker and Rees,1996)and others cited ,that a combination of quantitative and qualitative content analysis offers the best of both worlds and further ,that a combination of quantitative and qualitative content analysis methodologies is necessary to fully understand the meanings and possible impacts of media (Macnaamara, 2015).

Therefore, this study was more descriptive. And it engaged content analysis as quantitative which is supported by qualitative methodology to study the Amharic movies and dramas tobacco and shisha smoking imagery representation.

Since the study was based on the influence of The Ethiopian movies and dramas tobacco and shisha smoking characters on viewers; the size of the country's population and the locations and conditions in the capital about movies and dramas viewed were discussed as follows. According to (worldBank, 2019) indicated that Ethiopia population estimated with rapidly growing population 114,963,588 people in the year 2020, but based on (Woldmetroelaboration, 2022)the number of population increased to 120,241,699 people lived in the country.

Addis Ababa is capital city; it is set for many national and international organizations. As different data sources show with estimated number of 4 to 5 million people lived in the city. Addis Ababa City Administration culture and tourism office indicated that the city situated with 24 government and Privet Theater and Cinema houses. Some of them provide theaters, films and others focused on international hits both in 2D and 3D.

### **3.2. Research Design**

The research designed to analyses the content of selected Amharic movies and dramas uploaded in YouTube, This study applied descriptive strategy.

This study applied case study research design, and used content analysis as quantitative which was supported by qualitative analysis.

The study content analysis includes information on tobacco and shisha smoking imagery nature of depiction amount (frequency and length) and health warning messages within the context of tobacco and shisha smoking imagery scene in movies and dramas which were produced and uploaded in YouTube in 2020 would be analyzed using movie and TV player; it is operating by ten second interval skip back and thirty second skip forward. For this study to trace tobacco and shisha smoking image occurrence ten second intervals skip back play strategy.

Researchers showed that today in Ethiopia movies and dramas are shot in digital format, are independently founded and commercially driven, use Amharic as main language, and target local and Diasporas audiences (Jedlowski, 2015).

Researches also confirmed that unlike distribution patterns commonly seen in other African countries, Ethiopian Movies are first screened in the large theater halls of the capital Addis Ababa and via the Internet throughout the Diaspora (Bkalu.M.a\* & K.Viswanath, 2018).

Even though there are theater halls and cinema screens in Ethiopia, spread across the capital, Addis Abba, The digital plat form growth offered an opportunity for film makers in Ethiopia to release their Amharic language films on social media like YouTube and other digital plat form.

This study incorporated selected top eleven Amharic movies and dramas uploaded in 2020 on YouTube.so movies and dramas incorporated in this study which had 500,000 and above viewers. And it also focused on all Amharic film audience including the

Diasporas community abroad who viewed the movies and dramas in the social media specifically YouTube.

This study was descriptive content analysis on tobacco and shisha smoking imagery in top eleven Amharic movies and dramas uploaded in social media specifically in YouTube in the year 2020 and movie and dramas videos with five hundred thousand and above views included in this research.

### **3.3. Population**

#### **3.3.1. Sources of Data**

The data which are important evaluated through content analysis most popular Amharic movies and dramas descriptive sample taken from which was uploaded in YouTube, had an audience and got half million and above viewers where source of population.

Secondary data source used with the description; of quantitative statistical data's and qualitative results other similar studies. And also Archives, documents, government education reports, health reports, and data's which show legislations related to the research topic and other important documents which in hard copy and soft copy utilized in appropriate manner.

#### **3.3.2. Study Population**

All Amharic movies and dramas published to YouTube in January 2020 and December 2020 comprise the study's target group. Those movies and dramas were chosen based on how many people watched them.

All Amharic movies and dramas that have been uploaded to YouTube are the study's target group. For this study, the top eleven Amharic movies and dramas were picked, along with their audiences. These movies and dramas got uploaded to YouTube, and only those with at least half million viewers were included.

### **3.3.3. Sampling frame**

Sample of this study taken from target population Amharic Ethiopian movies and dramas uploaded on YouTube from January 2020 to December 2020. To reach into the ultimate sampling unit that was representative sample, Amharic Ethiopian movies and Ethiopian dramas searched from YouTube and analyzed in ten second interval tobacco and shisha smoking image occurrence.

### **3.3.4. Sample size determination**

Movies are thus chosen from a YouTube channel based on the number of viewers. Then, I used the keywords "Ethiopian Amharic movies" and "Ethiopian Amharic dramas" to search YouTube.

### **3.3.5. Sampling strategy.**

On the subject of Ethiopian film industry and local Amharic movies in general, information rarely found from official or published sources about (Bkalu.M.a\* & K.Viswanath, 2018, p. 689).

So those movies and dramas searched as mentioned on the above sample size determination through using key words, all Amharic movies uploaded on YouTube from January 2020 to December 2020 were listed. Than movies and dramas which were viewed by 500,000 and above viewers in YouTube; were incorporated by this study. From those top 11 Amharic movies and dramas selected as target representative sample for the study and image analyzed.

## **3.4. Inclusion and exclusion criteria**

### **3.4.1. Inclusion criteria**

This study included Amharic movies and dramas with viewers of half a million and above and which were uploaded on YouTube in year 2020.



### **3.4.2. Exclusion criteria**

The sample selection did not include movies which viewed below half million. Amharic movies which had production quality defect; and were uploaded on YouTube out of the time period which was stated above excluded from this study.

### **3.5. Data Validation**

The checklist have been designed and employed to cover the areas addressed the research questions and objectives highlighted at the beginning of this study. The variables in the checklist were also designed to cover topic reside by this study. Furthermore once the sample movies and dramas taken from YouTube and examined; than they were coded. The data of the topic collected from selected top eleven movies and dramas for the statistical data was listed and selected accordingly the data selection strategy and were coded; than cleaned and checked for its comprehensiveness by the researcher. The data in this study was valid because the checklist as too used much with the principle of research.

### **3.6. Methods of Data presentation and analysis**

As it was mentioned on the above the study was descriptive content analysis, it employed case study research design and used both methods quantitative which was supported by qualitative. The raw data were collected according to the checklist through downloading selected top eleven movies and dramas which had viewers of half million and above. Fifteen different factors were measured. The variables of interest are related to the amount and nature of smoking depiction in the movies, and dramas which correspond to the study's objectives and which go in line with other studies. The raw data has been cleaned that means the data edited, recorded and checked for missing values than coded and for statistical packages SPSS Version 24 and Excel sheet employed for statistical summary. At the same time the qualitative data also transcribed and rewrite accordingly. Analysis with the descriptive statics of the data which was result comes out from the qualitative data summary. There for in this study; numbers, percentages, tables, graphs and pictures were used during result

presentation analysis and discussion; and facts also interpreted. All data completeness, clarity and consistency were checked. In addition to this all research questions answered through the result analysis discussions.

### **3.7. Ethical Consideration**

This study were used ethical all data from coded movies and dramas specifically drawn from YouTube. Moreover, the study includes pictures from selected movies and dramas (Figures 7-13) for illustration purposes. The pictures are screen – shot from the coded movies. As described in the method part, the movies and dramas were downloaded from YouTube. Hence the pictures are openly available documents that do not need prior consent for use. Secondary data were collected through the formal supportive letter was written from Addis Ababa University Journalism and communication Schools to all whom were concerned bodies on this research topic.

### **3.8. Dissemination plan**

After completion of the research, the final result submitted to Addis Ababa University School of Journalism and communication. And also the result of the study presented for thesis defiance and after approval of study the final result document will be disseminated to different concerned governmental and civic organizations; to minimize tobacco and shisha smoking characters images influence on young generation and its health hazards and other related issues regarding the general public health problems. It also needs multi-sector solution and cooperation. So this study result will be disseminated to Federal Ministry of Health, Ethiopian Food and Drug Authority, Federal Ministry of Culture and Truism, Ethiopian Media Authority and for policy makers. Finally effort will be made to disseminate the findings for movies and dramas producers and other in the films industries. It also alerts for those who execute policy, rules and regulations of the country, to avoid negative motivation and initiation of youth because of tobacco smoking practices in movies and dramas.

## **Chapter Four**

### **4. Results and Discussions of the study**

#### **4.1. Results**

##### **4.1.1. Introduction**

This chapter focuses on the result analysis and discussion of the findings from the content analyses of top eleven selected Amharic movies and dramas with their viewers of at least 500,000.

The main objective of this study in this chapter was to evaluate the occurrences of tobacco and shisha smoking characters image, as well as how often and for how long they were shown. It also examined the nature of smoking representation of tobacco and shisha smoking characters images that appeared in movies and dramas, in order to determine how the portrayal of smoking characters in these mediums was depicted. The presence of anti-tobacco smoking messages in the movies and dramas that were uploaded to and watched through YouTube in 2020 was further examined and discussed in this chapter.

The data obtained from the statistical analysis were weight tobacco and shisha smoking imagery occurrences through variables which shows frequency and length; variables which illustrated the nature of tobacco and shisha smoking portrayal; and presences of anti-tobaccos and shisha smoking messages or health warning messages in Amharic movies and dramas incidents evaluated and the results also has been discussed in the chapter.

The research was explored by checklist collected the data and the variables coded and analyzed from the selected movies and dramas.

So in this study, facts interpreted, numbers, percentages, graphs, tables and pictures were used during data analysis and discussions .and the research questions also answered through result analyses and discussions.

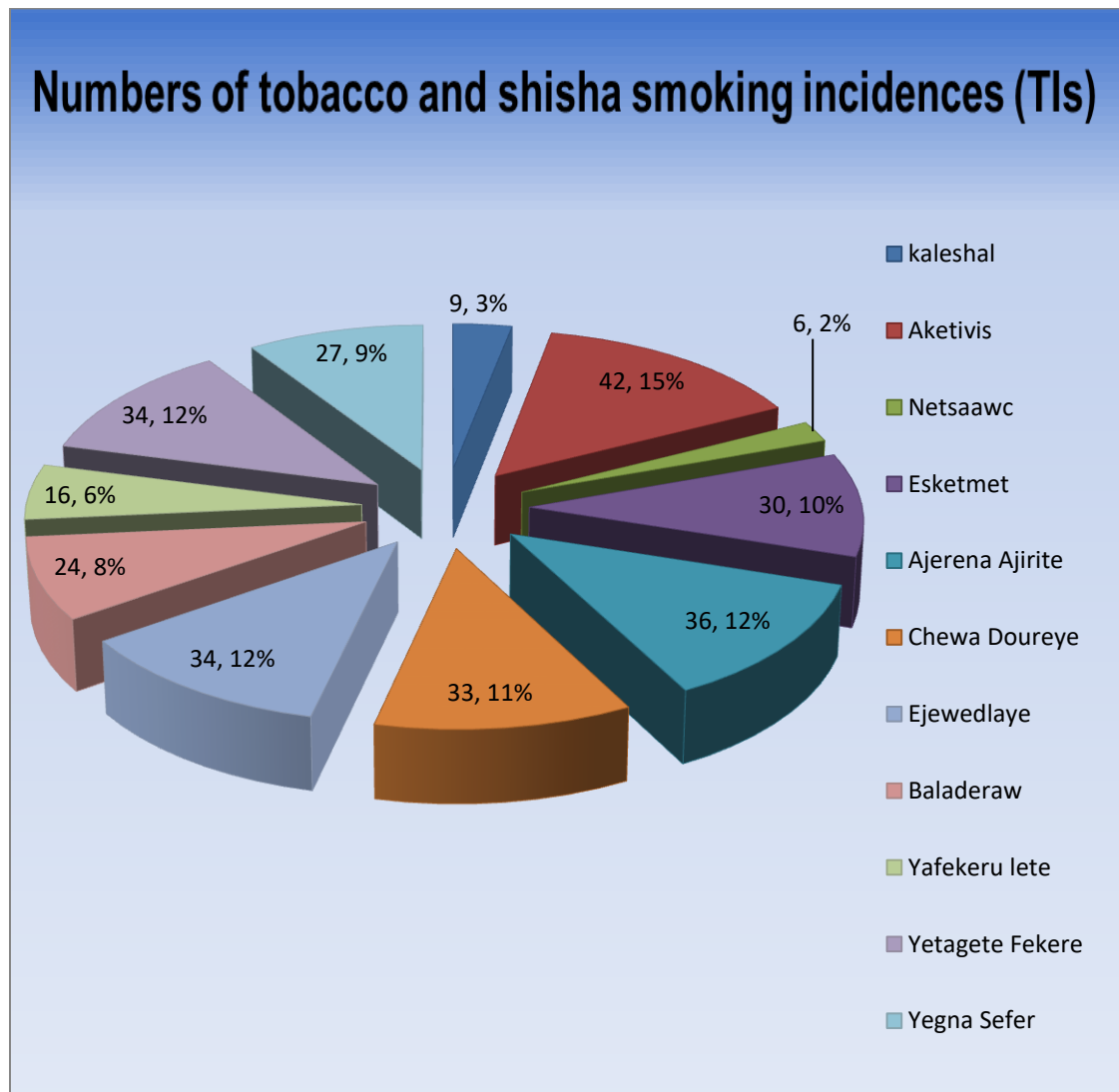
#### **4.1.2. Amount of smoking image and number of effects conveyed in Amharic Movies and dramas**

From the sample Amharic movies and dramas uploaded in YouTube in the year January 2020 to December 2020, out of most viewed movies and dramas eleventh of them selected for the content analyses on their views.

From these almost all Amharic movies and dramas contained tobacco and shisha smoking imagery, more over smoking images in these movies and dramas seen that characters who played the role of smoking represents group of smoking images within same occurrence. The selected movies and dramas a minimum of 532,601; maximum of 2,388,162 and on average 960,411 people were watched the movies and dramas. Totally 291 tobaccos and shisha smoking image occurrence and smoking image delivered, totally 48 minutes and 5 seconds depicted that manse 2910 seconds.

These movies and dramas had drawing an average of 26.45 minutes tobacco and shisha smoking occurrences; moreover, minimum of 6 and maximum of 42 incidence of tobacco and shisha smoking image occurred and delivered smoking through famous and the most good looking, fashionable actors and actress in each movies and dramas uploaded and watched in YouTube from January 2020 to December 2020. Overall 5,954,000 viewers were subscribed and more than 79,327 thousand had liked the movies. It was assessed that these Amharic movies and dramas conveyed 271,727,412 tobacco and shisha smoking imagery in this sample eleven movies and dramas analyzed in this study.

**Figure 2: Numbers of Tobacco and Shisha smoking incidences (TIs) with Titles of Movies& dramas viewed.**



The above Fig.(2) indicated that distribution of tobacco smoking characters occurrence in Amharic movies and dramas, this can help to show tobacco and shisha smoking image occurrence amount differ among them. The highest tobacco and shisha smoking character recorded inform selected Amharic movies “Activistu” 42 times smoking image appeared in the movies this means 15% out of the total 291 smoking occurrence; on contrary the movie entitled ‘Netsaawchiw’ was recorded minimum smoking image occurrences’; out of eleven selected movies only six occurrences

appeared in the movies that means 2% of the total. This shows that smoking tobacco and shisha differs from movies to movies.

#### 4.1.3. Nature of Tobacco and Shisha smoking and representation in Amharic movies and dramas

**Table 1: Gender represent tobacco smoke in the sample Amharic movies and dramas Frequency and percent.**

Variables	Frequency	Percent
Gender of tobacco and shisha smoker in the sample Amharic movies and dramas		
Female	51	17.53%
Male	125	42.95%
Group of female and male characters	115	39.52%
Total	291	100.00%

The above table 1 shows that in this sample Amharic movies and dramas assessed the tobacco smoking imagery depicted by Female (17.53%) actress; male (42.95%) actors; in movies and dramas group of female and male character in the movies (39.52%) were depicted shisha and tobacco smoking imagery.

**Table 2: Age represent tobacco smoke in the sample Amharic movies and dramas Frequency and percent.**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
The age of Tobacco and Shisha smoker in the movies and dramas		
Later adolescence (15-24)	136	46.74%
Young (25-34)	125	42.96%
Adult (35-60)	30	10.30%
Elderly >60	0	0.00%
Total	291	100.00%

As evident in table 2 in both sex, male and female the age of tobacco and shisha smoker distribution in movies and dramas were; (46.74%) later adolescence (15-24); 42.96% Young (25-34) and (10.30%) Adult (35-60) representation respectively but elderly > 60 tobacco and shisha smoking image in both sex and age group null.

In all ages and both sex tobacco and shisha representation used conveyed at most smoking images through young attractive, educated and fashionable both female and male characters image occurred in the movies and dramas analyzed.

Farther more, in this sample Amharic movies and dramas were presented that the existence of non-tobacco smokers around smokers in Amharic movies image 100% of movies show the smokers use cigarettes and shisha near one or more non tobaccos

shisha smoking individuals ;shisha smoked both sex in all age levels in group among non- tobacco smokers.

**Figure 3: Type of tobacco smoked in Amharic movies and dramas**

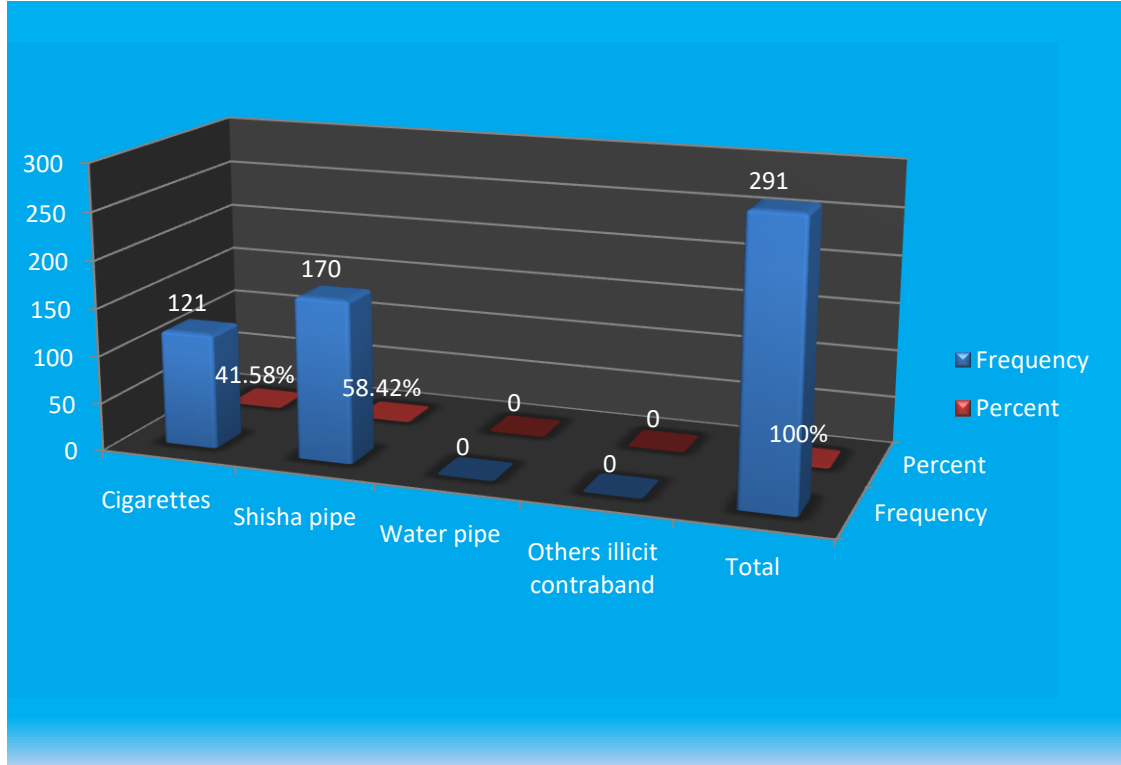
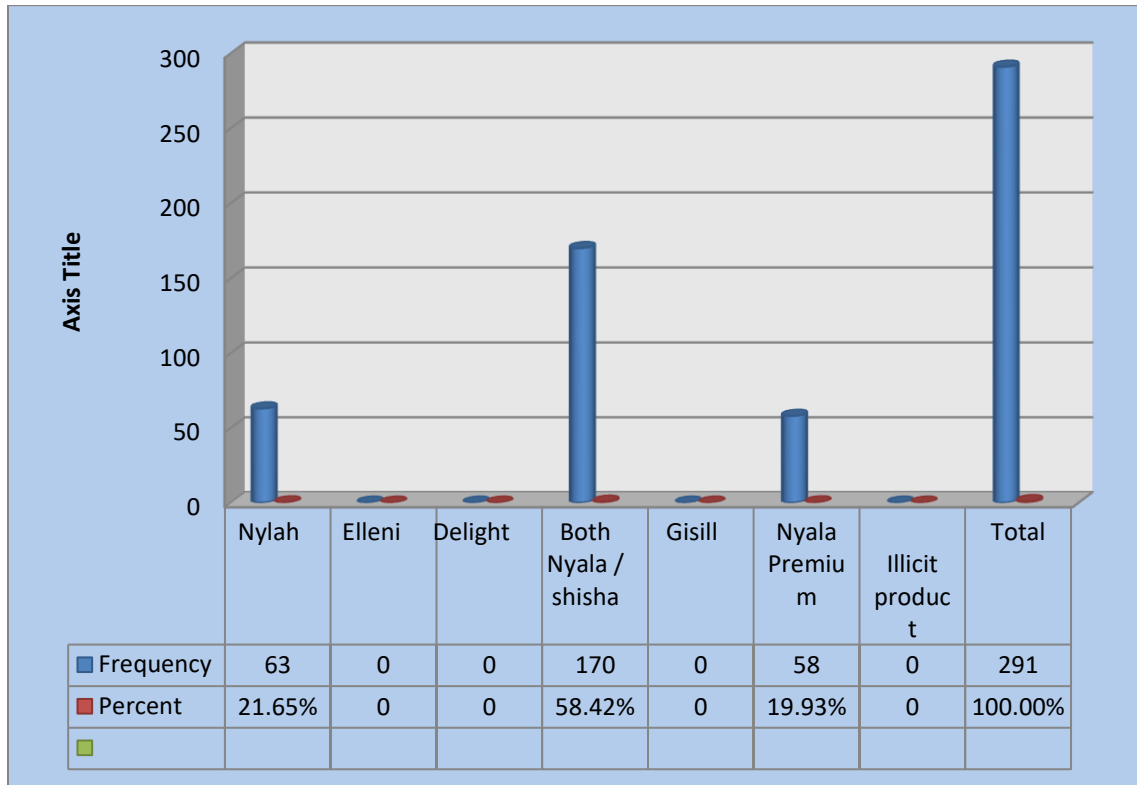


Figure 3 illustrated that Type and Brand of tobacco smoked in Amharic movies and dramas ;( 41.58%) Cigarettes, (58.42%) shisha pipe types of tobacco were used in analyzed movies other types of tobacco; shisha smoking completely banned in the country by law but almost in all movies and dramas uploaded in YouTube and studied showed that the product used in groups in all films. Other types of product produced and imported legally or illegally including illicit contraband tobacco and Water pipe were not used by tobacco smoking movie imagery.



**Figure 4: Tobacco Brand Smoked in Amharic movies and Dramas**



The above Figure 4 shows that in relation to tobacco Brand Tobacco Brands Nylah, Elleni, Delight, Gisill and Nyala Premium produced and imported in Ethiopian national tobacco enterprise but shisha and other illicit tobacco product banned by rules and regulations of national and international regulatory control bodies' proclamations, directives and guidelines.

From the result of investigated data were showed that tobacco brand smoked in Amharic movies and dramas image (21.65%) Nyala;(58.42%)both Nyala / Shisha ;and (19.93% ) Nyala Premium smoked in sample Amharic movies analyses the other brands like Elleni, Delight, Gisill and illicit product were not used in these analyzed Amharic movies and dramas.

**Table 3: Environment and state of Tobacco and Shisha smoking represent in Amharic movies and dramas**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
Environment of smoking in Amharic movies and dramas		
All indoor work place /office	6	2.06%
All indoor public place /bars, pubs etc./	30	10.31%
Public transport	0	0.00%
within condominium housing/ /living/bedrooms //	255	87.63%
Outdoor ten meters of any way	0	0.00%
Total	291	100.00%
State of smokers in sample Amharic movies and dramas		
Happy	196	67.35%
Not happy	95	32.65%
Not Known	0	0.00%
Total	291	100.00%

In table 3 show that regarding Environment of smoking in sample Amharic movies and dramas 2.06% All indoor work place /office / ;( 10.31%) in all indoor public place /bars, pubs etc. ;(87.63%) within condominium housing /, /living/bedrooms contained smoking imagery; but outdoor ten meters of any way of them and public transports were not seen smoking tobacco and shisha images in the movies and dramas.

Examined sample Amharic movies and dramas were indicated that most of the tobacco and shisha smoking smokers (67.35%) were in state of happiness; and (32.65%) of them were not happy as smoking imagery were represented.

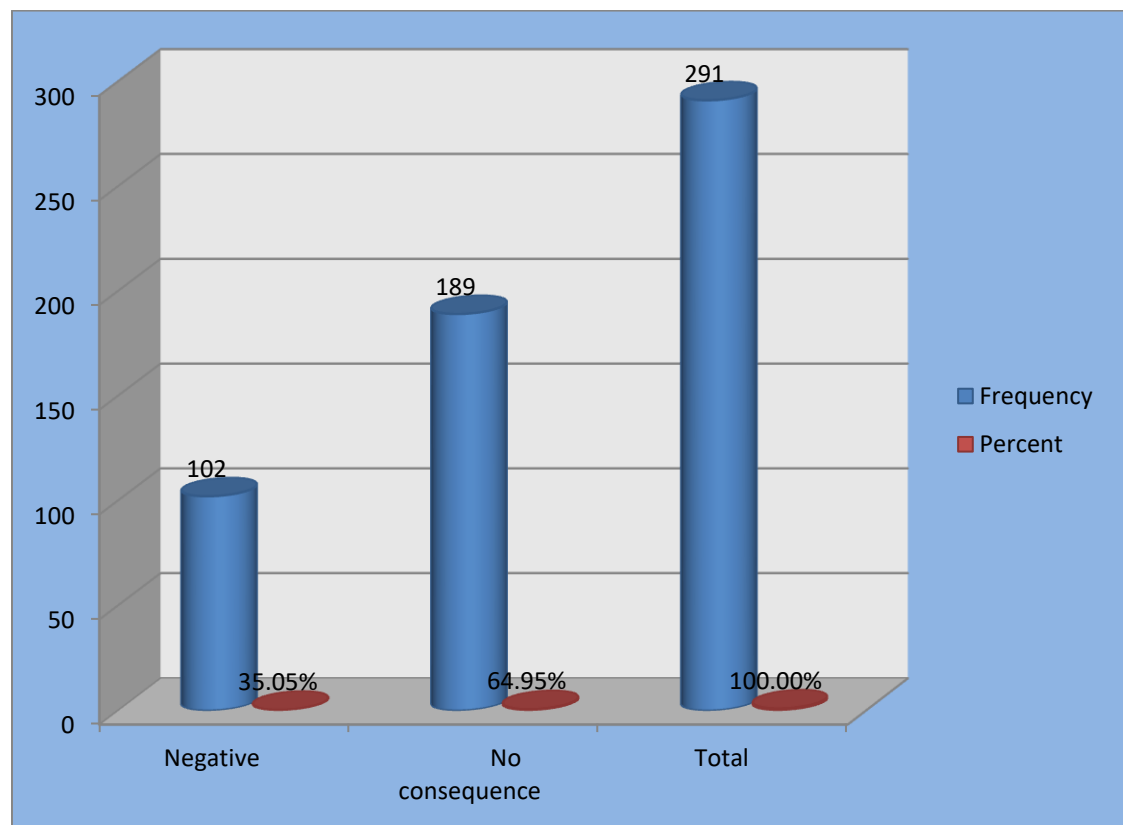
Different characters in movies and dramas to take different rolls and had some type of characters presented through movie images. In this particulars study 63.92% smoking imagery in this sample movies were took the role of Positive main character;(25.77%) negative main character; and (10.31%) not frequent character were depicted smoking in the movies.

**Table 4: Tobacco and Shisha smoking Characters image role and representation**

Variables	Frequency	Percent
Smoker image in Amharic movie and dramas took the role of		
Positive main character	186	63.92%
Negative main character	75	25.77%
Neutral	0	0
Not frequent character	30	10.31%
Total	291	100.00%
Smokers representation in sample Amharic movies and dramas		
Successful	40	13.75%
Educated/ Attractive /Fashionable	127	43.64%
Unsuccessful	90	30.93%
Uneducated	34	11.68%
Total	291	100.00%

In table 4 above display that smokers in sample Amharic movies and dramas were played an image of (13.75%) successful;(43.64%) educated /attractive /Fashionable; (30.93%) unsuccessful; and (11.68%) uneducated tobacco and shisha smoking imagery were appeared frequently in Amharic movies and dramas movies; at most educated attractive and fashionable female and meal; most of the time smoking imagery both sex in all age group were represented in studied movies.

**Figure 5: Consequences of tobacco smoking image in sample Amharic movies and dramas**



The above Figure 5 illustrated that even if smoking tobacco and shisha brought different negative health and social and Consequences and as social context there were also be some responses. Concerning the investigated movies and dramas (35.05%) the smoking imagery negative role were characterized; and (64.95%) of no consequences of tobacco smoking imagery represented as above on the bar graph.

**Table 5: Response of others for Tobacco and Shisha smoking characters image**

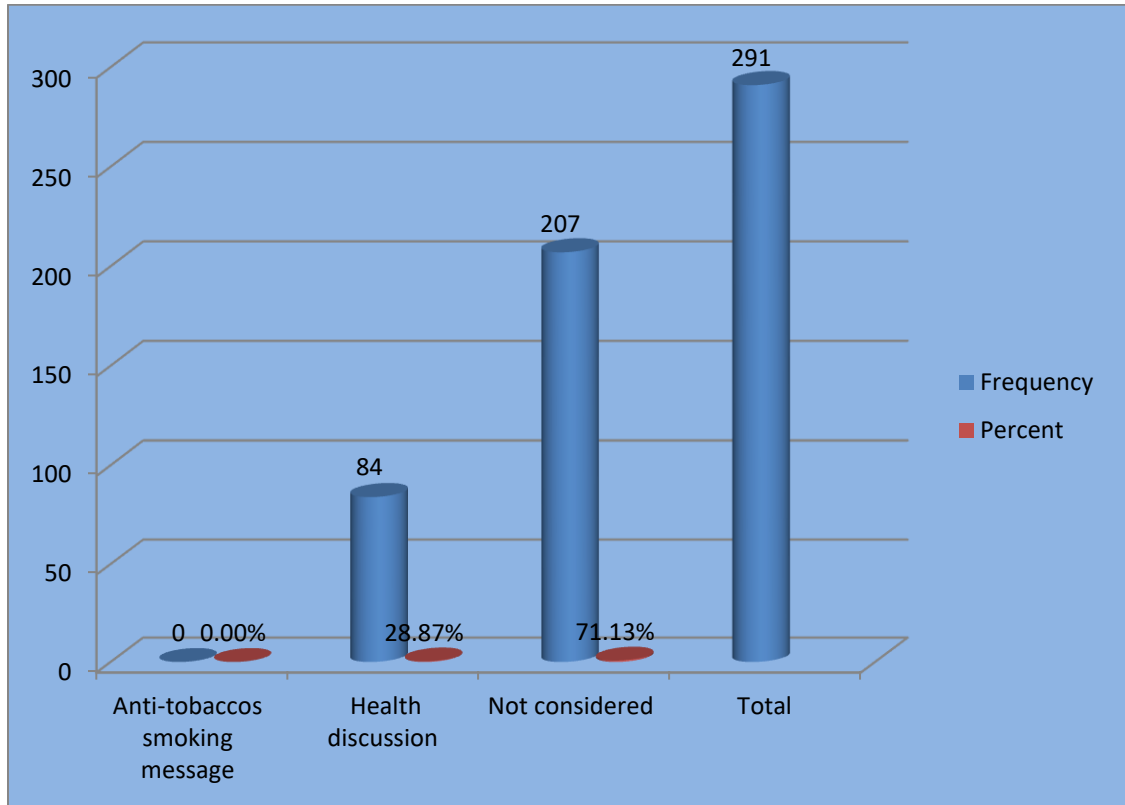
Response of others to tobacco smoking image in the movies		
Approval	16	5.50%
No approval	75	25.77%
Neutral	0	0.00%
No response	200	68.73%
Total	291	100.00%

This section of the research's findings in table 5 basically demonstrated that several measurement factors, as shown in the tables above, were used to determine the prevalence of cigarette use in Amharic movies and dramas. Moreover, (5.5 %) of the frequently occurred were showed positive response; whereas (25.77%) were negatively respond for tobacco and shisha smoking imagery; and almost most of around (68.73%)of people in the movie were not responded for smoking imagery near to them .

Together with dates, numbers that demonstrated the frequency and proportion of tobacco and shisha smoking imagery usage in plays and films were also evaluated.

#### 4.1.4 Health warning messages in Amharic movies and dramas

Figure 6: Health messages and discussion in Amharic movies and dramas uploaded in January 2020 to December 2020.



In the above figure 6 validates that analyzed sampled Amharic movies and dramas which were uploaded in January 2020 almost eight out of 11 selected Amharic movies were not displayed health messages and warning about effect of tobacco smoking .there for (71.13%) were not considered while smoking imagery depicted in each movies and dramas, any of the movies didn't contained any disclaimers anti-tobacco and shisha smoking message.

But 3 movies from the analyzed movies were included health discussion while the tobacco and shisha imagery depiction in the movies; that means (28.87%) of smoking imagery occurrences were contain health discussion in most viewed movies and dramas uploaded in YouTube in year 2020.but 100%of the movies and dramas didn't incorporate anti-tobacco or shisha smoking messages.

## 4.2. Discussions

The results of this study indicate that Amharic dramas and movies characters would serve as the socialization agent or graphics. Positive, negative, neutral, and infrequent character smoking images are all main characters. The physical environment affects feelings of safety and social communications through tobacco and shisha smoking representation on the productive age segments of society through contemporary and accessible digital media like YouTube. They were an agent in the social, cultural, and physical macro level environment influences on beliefs and behaviors.

This research identified that Amharic movies and dramas uploaded in YouTube in the year January 2020 to December 2020 contains large amount of tobacco and shisha use incidences ,these the study shows that most viewed movies and dramas almost all analyzed movies contain an average of 26.45 tobacco incidence depicted in the movies. When we compare this study with respective researches had done in Ethiopia about locally produced movies and dramas.

From these almost all Amharic movies and dramas contained tobacco and shisha smoking imagery, more over smoking images in these movies and dramas seen that characters who played the role of smoking represents group of smoking images within the same occurrence. The selected movies and dramas a minimum of 532,601; maximum of 2,388,162 and on average 960,411 people were watched the movies and dramas. Totally 291 tobaccos and shisha as smoking image occurrence and smoking image delivered; totally 48 minutes and 5 second depicted that manse 2910 seconds. This indicated that most of the Amharic movies and dramas subjected tobacco and shisha smoking imagery and depicted smoking incidence in the movies; In relation to this ;according to cultivation theory stated that the more viewers exposed for images through different media outlets ;viewers influenced to perceives the imagery roles as true social reality that existed.



According to Gerbener's main assumption is that those who spend more time watching television are more likely to perceive the real world in ways that reflected the most common and recurrent messages of the television world (Brown, 2009, p. 4).

Therefore, these movies and dramas had drawing an average of 26.45 minutes occurrences; moreover, minimum of 6 and maximum of 42 incidence of tobacco and shisha smoking image occurred and delivered smoking through famous at most good looking, fashionable actors and actress in each movies and dramas uploaded and watched in YouTube from January 2020 to december 20 20. Overall 5,954,000 viewers were subscribed and more than 79,327 thousand had liked the movies.

It was assessed that these Amharic movies and dramas conveyed 271,727,412 tobacco and shisha smoking imagery in this sample eleven movies and dramas analyzed in this study in view of the cultivation theory assumptions, it is easy to assert that from analyzed sample Amharic movies tobacco and shisha smoking occurrences and frequency intervals depiction result, viewers exposed to be the imagery and influenced to start smoking because of mind cultivation by smoker image in movies.

The data analysis result reflected that one of the variables which shows nature of tobacco and shisha smoking and representation in Amharic movies and dramas were the sex and age of tobacco and shisha smoker image frequent occurrence of in the movies.

From the result we understood that in the sample investigated Amharic movies and dramas assessed the tobacco smoking imageries depicted both Female and male actress, actors; in movies and dramas group of female and male character in the movies (39.52%) were depicted shisha and tobacco smoking imagery become more fashionable and familiar. These lead young productive age viewers would be highly affect negatively by movies smoking images indirectly.

The study indicates that both sex tobacco and shisha smoker in movies and dramas were; highly involved later adolescence, Young, and Adult representation targets at most the productive age viewers and some percent were early adult.

Therefore, this study noted that later adolescents and young productive age exposed for tobacco and shisha smoking imagery with frequent occurrence this may exposed them for mind negatively cultivated them and then made highly venerable to start tobacco and the illicit totally banned flavored tobacco shisha.

According to Mesfin's theory based content analysis's result indicated that an average tobacco smoking occurrences in year 2016 were 4.7 TIs in each movies (Bekalu, 2018, p. 691); but in this study focused on tobacco and shisha smoking in all Amharic movies and dramas, an average of tobaccos occurrences 26.45 in each is extremely increased and tobacco and shisha smoking in the movies scene in smoked in group and both female and male young and later adolescent age involved in the act.

This study shows that the most viewed analyzed Amharic movies and dramas produced and uploaded in YouTube in 2020 both male and female individually and in group appeared as tobacco and shisha imagery in all age groups.

In both sex the age of tobacco and shisha smoker in movies and dramas were; (46.74%) later adolescence (15-24); (42.96%) Young (25-34); and (10.30%) Adult (35-60) representation respectively but elderly > 60 tobacco and shisha smoking image in both sex and age group null.

In all ages and both sex tobacco and shisha representation used conveyed at most smoking images through young attractive, educated and fashionable both female and male characters image occurred in the movies and dramas analyzed.

From the analysis later adolescents; young and adult were almost in all investigated sample Amharic movies and dramas had conveyed tobacco and shisha smoking imagery in form of individual or in group for shisha smoking the actors and actress in all agenda both sex group depict smoking in fashionable, attractive and for non-tobacco or shisha smokers in away affected by the style role of the imagery.

In addition to this, this study finding noted that almost all (100%) of analyzed movie and dramas tobacco or shisha smoker imagery near or around to one or more non-

tobacco smokers. This means 100% of movies show the smokers use cigarettes and shisha near one or more non tobaccos shisha smoking individuals; shisha smoked both sex in all age levels in group among non- tobacco smokers.

In the contrary, national and international ratified rules and regulations that were control usage of tobacco in particular of shisha usage has been banned. Rules and regulations have been passed to control tobacco smoking; and shisha manufacturing importing and using completely banned by these national and international laws; It was part of minimizing and protecting second hand tobacco smoking and the health hazards of illicit product shisha smoking, For instance, in national tobacco regulation proclamation; in this proclamation obliged not to smoke tobacco in public place as mentioned on the above.

As other studies shows environmental tobacco smoking that means second hand smoke is number one killer of more people than those who smoke voluntarily. For this involuntary secondhand smoking is a means for deferent disease like lung cancer in healthy person who is non-smokers.

It was noted that many public palaces by Framework convention on tobacco control ratification proclamation number 822/2013, Food and Drug Administration proclamation 1112/2019, and directives and godliness were gave mandated to control taps tobacco advertisements promotion and sponsorships directly and indirectly in any means of media outlet to protect the public from the influence mad by tobacco smoking role models and the health of the society from second hand tobacco smoking.

As the result of Analyzed sample Amharic movies and dramas were showed that 100% of the movies indirectly promote tobacco smoking and the illicit flavored tobacco shisha in most of the movies using charming yang grouped productive age youngsters' image in its occurrences .It undermines international and national rules and regulations ratified incorporates issues of tobacco advertisement ,promotion and sponsorship articles to be implemented by the whole stack holders; to protect the public from the influence of smokers on non-tobacco smokes.

**Figure 7: Screen shot Picture from Baladeraw 2020 Full length Ethiopian movies.**



usage manners and code of conducts manner; this study incorporate 6 pictures for the purpose of showing or visualizing the study finding, from the binging this study set as method to draw movies and dramas from YouTube uploaded for public in January 2020 to December 2020. So till the movies pictures publicly available, permission not asked for use therefore screen shot taken for use.

Different types and brands of tobacco and illicit flavored tobacco smoking product image were depicted in Amharic movies and dramas through role of fashionable ,attractive and educated main character and actress additionally, these different types and brand of tobacco image represented by groups of male and female young and adult through charming and entertaining way.

**Figure 8: Screen shot Picture from kalesh alhu2020 Full length Ethiopian movies.**



From this finding tobacco and shisha smoking image existed almost in the sample movies. Types of tobacco like (41.58%) Cigarettes, (58.42%) shisha pipe but other types of tobaccos like water pipe other illicit contraband products has not existed in the movies and dramas investigated. Images also represented images were completely branded like shisha in were used in movies and dramas.

In regard to, even when the number of tobacco varieties grown in the nation expanded, and Ethiopian tobacco enterprise nonetheless sold to a global Japanese corporation.

The corporation smoked the tobacco brands Nyala (21.65%), Nyala / shisha (58.42%), and Nyala Premium (19.93%).

Yet, despite the Food and Drug Administration's proclamation number 1112/2019 making shisha completely illegal to consume, research shows that images of people smoking this particular illegal tobacco product commonly appeared in sample Amharic movies and plays.

The study has been shown that types and brand of tobacco and shisha smoking imagery depicted in higher amount in the nature of social interaction and group, almost the higher amount of cigarettes these locally produced Nyala and Nyala premium smoking represented higher level; and the illegal flavored tobacco shisha smoking image also occurred frequently cigarettes like Nyala and used in group of people in particular place or house.

**Figure 9: Screen shot Picture from Chewa Doureye2020 Full length Ethiopian movies.**



These kind of tobacco and shisha smoking image representation using brand and types of tobacco contradict with the proclamation 1112/2019 article 61 and tobacco control directive part three article twelve prohibited all indirect and direct tobacco product advertisements, promotion and sponsorship.

The proclamation sub articles one and stressed that the prohibition of direct and indirect promotion including initiating or motivating to use any form of tobacco products.

In this proclamation clearly stated that were banned not produce, publish, distribute, or make accessible any tobacco products types and brand advertising, promotion, or sponsorship content; or involve or join in any tobacco products promotion, campaign, or support as media or event organizer, figures or other contestant, as a receiver of any support involvement, or as an in-between that enables any such contribution.

But contrary to this and other rules and regulation research finding clearly has been shown that most of cigarettes that is Nyala and tobacco; and shisha smoking imagery in Amharic movies and dramas occurrences motivates non tobacco smoking late adolescents and young productive age of citizens.

Ethiopian Food and drug Authority Tobacco control Directive noticeably has been indicated that communication through audio, visual or audiovisual means: print, movies, DVDs, videos and CDs, games, other digital communication and theatre or other live performance.

In this study shown 100% the movies and dramas were tobacco and shisha smoking incidents depicted tobacco products brand smoked. Almost more than 40% of smoking imagery occurred in the movies smoked only locally produced tobacco brand used, these were (21.65%) Nyala and (19.93%) Nyala Premium was represented in the movies investigated.

These implies that the local tobacco product advertisement entered to the market indirectly through using entertainment movies and dramas which addressed many young generation which easily initiated and modeled others because of their stage of development.

Specifically flavored tobacco completely banned for use; but sample movies which were studied shows that almost all tobacco smoking image, usage and types and brand of tobacco used and occurred against the proclamation.



**Figure 10: Screen shot Picture from Aketivistu 2020 Full length Ethiopian movies.**



This particular legislation on article 48 sub articles 1 to 3 stated undoubtedly about restricted public place indoor and outdoor for tobacco smoking and general related issues.

Those are Ethiopian Food and Medicine Proclamation 1112/2019 stated that no person may smoke or use tobacco products in any part of all indoor workplaces, all indoor public places, on all means of public transport, and in all common areas within condominium housings. No person may smoke or use tobacco in any outdoor space that is within ten meters of any doorway, operable window, or air intake mechanism of any public place or workplace provided under sub-article of this article.



Notwithstanding to sub-article of this article, smoking in any outdoor part of healthcare facilities, government institutions, facilities including schools intended mainly for children or youth under the age of 21, higher education institutions, youth centers, amusement parks, and any other places as determined by the executive organ or regional health regulators shall be prohibited. (Federal Negarit Gazette:, 2019, p. 11143), tobacco control directive 771/2021 and proclamation No.533/2007 are some of the legislations to govern and control tobacco use in general.

This study investigation result has been shown that (10.31%) in all indoor public place /bars, pubs etc.; (87.63%) within condominium housing /living /bedrooms; and (2.06%) all indoor workplace like offices tobacco and shisha smoking imagery frequent representation.

Large amount of tobacco and shisha smoking image occurrences recorded in the movies and dramas in the community living area, through gathering all age groups both female and male, fashionable attractive and educated main characters and other supportive characters use tobacco openly in the movies uploaded in year 2020 movies and dramas.87.63% frequency of 255 tobacco smoking image seen in the house living area. Most of smoking image were seen using shisha in groups.

**Figure 11: Screen shot Picture from Aketivistu 2020 Full length Ethiopian movies.**



It was also alarming for the stockholders that 10.31% a frequency of 30 tobacco smoking image were representing public places which have been completely restricted to use tobacco smoke.

Even work place like offices also represented with smoking image in the movies. As mentioned in the proclamation 1112/2019 and the directive stated the restriction and complete ban of using movies and other forms of audiovisual and print material a lawful and consider strategic indirect and direct advertisement of tobacco products.

Human behavior to large extent is modeled on the life style of significant people. It was too likely to be modeled Tobacco and shisha use behavior by young productive generation.

Those human behaviors also are presented to tobacco and shisha smoking by associate and friends whom they know very well, famous stylish actors and actresses whom they admired and follow; and educated and attractive characters liked by audiences.

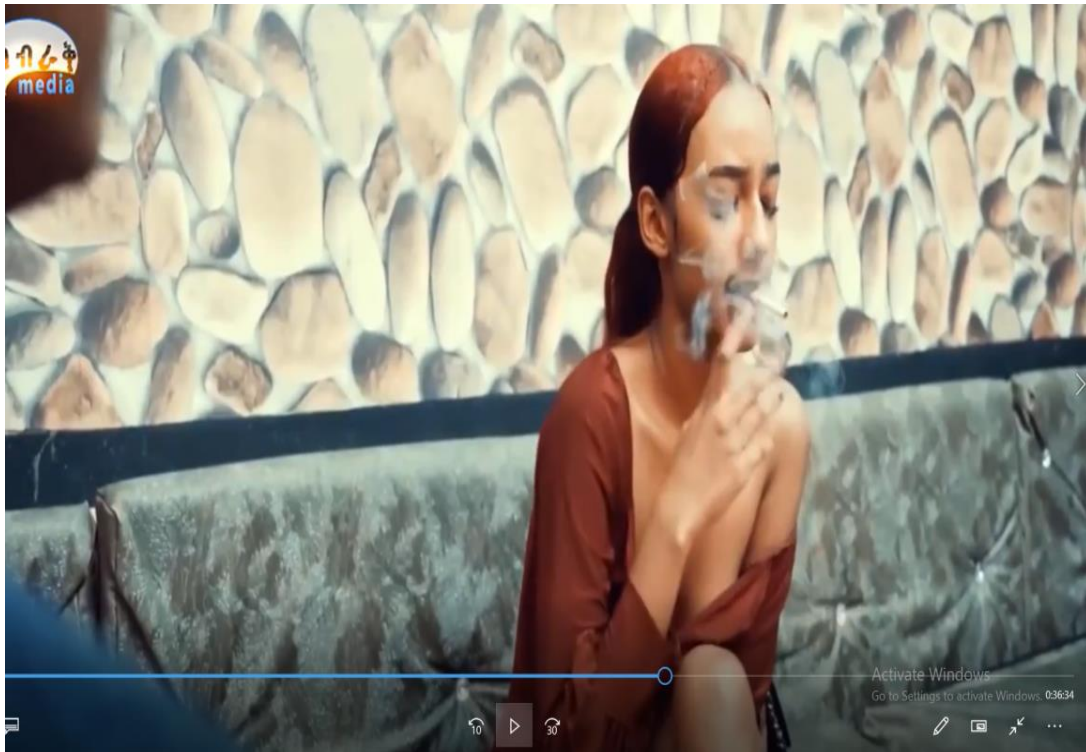
As researches has been shown most of adolescences motivated for drugs like tobacco and shisha smoking associate with well-known and admirable personality thy follow. And also they consider in drug use a form of group identification.

From the investigative Amharic movies and dramas tobacco and shisha smoking images were well known, stylish, famous and attractive and also most of the smoker images successful and attractive who had fun with his/her friends so most probably it is likely to be modeled by later Adolescents and young generations who modeled the actors and actress.

This study findings in line with early work by Gutschoven and Van den Bulck (2005) supported that levels of television exposure among filmish students was related to earlier onset of smoking initiation and also to more positive smoking attitudes .They speculate that both social learning from television role model (Brown, 2009, p. 44).

Therefore, tobacco and shisha smoking image occurred in Amharic movies and dramas in away young viewers learn from the from those who have been attractive and educated characters role in the movies appeared with tobacco and Shisha smoking image, so adolescences easily wonder and motivated what the movie actors or actresses did in the films.

**Figure 12: Screen shot Picture fromAjerenaAjrite2020 Full length Ethiopian movies.**



As Bandura (1986) noted that social cognitive theory predicts that behaviors that are shown frequently and without negative consequence are more likely initiated, and that behaviors of attractive characters are more likely modeled by observers (Brown, 2009, p. 477).

Tobacco and Shisha Smoking images in sample Amharic movies and dramas have been depicted; 67.35% frequency of 196 occurrences in happy state while using tobacco and shisha; but 32.65% of image from frequency of 95 incidents not represent happy state of smoking image in movies.

Related to roles of characters in tobacco and shisha smoking in this particular research finding has been noted 63.92% of smoker image took the role positive main character

in movies; 25.77% represent negative main character and the rest 10.31% represent not frequent character in a movies.

Even if the finding were shown that the role of positive character less than that of negative main character image occurrences took leading role in Ethiopia Amharic movies and dramas. These as most of social scientist agreed that the negative behaviors inculcated through controlled subjective perception of the smoking image.

**Figure 13: Screen shot Picture from Aketivistu 2020 Full length Ethiopian movies.**



Smokers' were represented in Amharic movies and dramas that (13.75%)successful and 43.64% educated/attractive and fashionable tobacco and shisha smoking image represented but only 30.93% of un successful and 11.68% of them uneducated image occurred in the films.

At present days tobacco smoking kills millions and thousands of people in the world but movies and dramas which were available for public of through YouTube without

incorporating any social and health consequence for the individual smoker in the movies; these practice initiates/motivates the onset of tobacco smoking on youngsters.

Data's from analyzed smoking image in sample Amharic movies and dramas were revealed that (35.05%) 102 frequently seen image negative got consequences; but large number of tobacco smoking incidence with (64.95%) of no health ,social and economic consequences at all.

Moreover response of others to tobacco smoking image in the movies, (5.50%) took in to account endorse the smoker to continue on its act; non-tobacco and non-shisha smoker in sample analyzed ;( 25.77 %%) of negatively responded for the tobacco smoking images occurrences; and almost (68.73%) of them no response were showed for smoking imagery.

This finding indicated that most of the movies considerably depicted tobacco and shisha smoking imagery without any complain even in the movies itself. Large amount of tobacco smoking images socialize viewers by imparting the positive and entraining part of smoking rather than the negative health, social and economic consequence tobacco and shisha.

As this study result shows that most of the smoking imagery in the movies and dramas analyzed. As Bandura (1986) noted that social cognitive theory predicts that behaviors that are shown frequently and without negative consequence are more likely initiated, and that behaviors of attractive characters are more likely modeled by observers (Brown, 2009, p. 477).

Therefore, The amount of tobacco and the illicit product shisha smoking and nature of depiction matters to influence and change for socialization .the existence of anti – tobacco and illicit products like shisha smoking message in the movies and dramas minimize the socialization level of early and later adolescents further young age tobacco smoking vulnerability through such depiction using fashionable, attractive, educated and successful actress and actors which took the role of portal in movies.

On tobacco control directive No.77//2021 part three Article 14 sub article 1-a and 2-b prohibited advertising in general and showing ,describing or indicating ,radio ,telephone ,social media page ,internet or similar communication means. Further on article 14 also stated that communication through audio visual or films, print ,image or any means that transmits messages about tobacco ,writing showing ,describing or indicating tobacco ,tobacco industry or related issues (Ethiopian Food, 2015, p. 6).

Health messages in Amharic movies and dramas at most were not considered as data shown from these analysis findings. As scholars agreed that to minimize the influence of smoking imagery which was appeared movies and dramas anti-tobacco smoking health warning message or advertisement displaying about tobacco smoking hazard in movies and dramas play great role to mystify smoking exposures in in movies scene played play actors and actress.

It was also suggested that anti-smoking advertisements and health warning messages displaying before the movie start at the middle and before and after smoking scene in movies and dramas have been employed some countries like India, to minimize the influence of smoking exposure and its motivational power.

## Chapter Five

### 5. Conclusion and Recommendations of the study

#### 5.1. Conclusion

This study finding presented almost the entire analyzed sample selected Amharic movies and dramas uploaded in YouTube. Dramas and movies are sometimes noticed when characters that reflect community traditions and values. However, it also include characters promoting tobacco and shisha smoking, in this study as analysis of data collected in selected movies shows that most movies are mostly represented by young smoking characters image. This problem has been particularly noticeable in some movies and dramas. Especially result showed that 89.7% of the pictures of tobacco and shisha smoking characters were adolescence (15-24) and young (25-34). Therefore, such smoking practice of images of the same age groups in movies and dramas exposure directing their behavior and could be model the actions that they were observed by young and adolescence viewers. This shows that youth were frequently exposed for tobacco and shisha smoking; this was lead for negative mind cultivation.

Even if international and national legislations ratified and all legal framework in place, and shisha, manufacturing importing and using the product totally banned; shisha smoking imagery presented by Amharic movies and dramas as if the it was legalized and the incidences of smoking the product also very frequent and used by both male and female later adolescent and young productive social group as indicated in this study.

According to study result most of Amharic movies and dramas engaged good-looking and fissionable characters for smoking imagery representation, and also the representation were included attractive and educated young productive men and women and all age groups of the society in the role play. In related finding of this study, tobacco and shisha smoking characters broadcast on YouTube in a variety of dramas and movies show a tendency to portray them as well-known, educated, attractive, acceptable, especially in terms of promoting youth's exposure to tobacco



and shisha smoking. So effort is expected to ensure the protect youth through implementing different legal framework.

As this study finding noted that 100% of the sample Amharic movies and dramas contain at list minimum of 6 tobacco and shisha incidence which measured 10 second each incidents of smoking imagery in the movies.

Amharic movies and dramas which were analyzed that most of the movies both sex meal and female; adolescent, young and adult viewed in movies and dramas that contain large number of tobacco and shisha smoking imagery occurrences, Even though the regulation laws and legislations in place, studies show that Amharic Ethiopian movies and dramas with tobacco and shisha smoking imagery appears in large amount.

In accordance with the study's findings, none of the Amharic dramas and movies with tobacco and shisha smoking incidents contained any anti-tobacco or health-related messages. These research findings showed that while 28.87% of tobacco smoking incidents in Amharic movies and dramas with tobacco smoking character image included health discussions, but 100% of all Amharic movies and dramas with tobacco and shisha smoking imagery incidents lacked such messages. Additionally, Amharic dramas and movies are offered on YouTube with no age restrictions and a health advisory. As a result, viewers of Amharic movies and dramas are exposed to smoking imagery without any prior notice.

Amharic movies image 100% of movies show the smokers use cigarettes and shisha near one or more non tobaccos shisha smoking individuals; shisha smoked in both sex male and female in all age levels in group among non- tobacco smokers. It seems that Amharic movies and dramas ignored second hand smoking and indirectly promote smoking in real life, which means as study indicated the effect of frequent exposure to tobacco and shisha smoking lead non-smoking all young age group adolescents to be motivated to start smoking. And also it is important to conclude that Amharic movies and dramas create perception that to second hand smoking.

Despite the use of beautiful, appealing, and well-known actors and actresses and frequent use of smoking imagery, none of the examined Amharic movies and dramas included anti-shisha and tobacco smoking health warning message and advertisement. This leads us to the conclusion that popular and influential actors and actresses who smoked shisha and tobacco served as role models for young viewers, initiating and encouraging them to start smoking.

The set of theory like social cognitive learning theory and cultivation theory, and propositions and principles helps to explained and predicted media effects in general.

As Albert Bandura noted on his social cognitive learning models has used to generate positive attitude towards tobacco if the viewers exposed for actors and actress who is attractive, most liked, good mannered and educated. Parallel to this in this study most of tobacco and shisha smoking images depicted through using fashionable ,attractive and well-known actors and actress characters image, undoubtedly it is possible to conclude that most of Amharic movies and dramas has been generates positive attitudes for viewers through the influence of model smoking imagery in the movies.

According to the founding father of cultivation theory George Gerber noted that if productive age society for frequent occurrence exposed for mind cultivation negatively, and made them highly venerable to start smoking of tobacco and shisha which was totally banned because of health hazard. In accordance with to this theory, viewers unintentionally take in the dominant symbols, images, and messages of media, which has subtle effects on viewers. In cultivation analysis, long-term outcomes are prioritized over immediate changes in attitude and behavior ( Brown, 2009 ).

As the study result indicated that in both sex the age of tobacco and shisha smoker in movies and dramas most of them were on later adolescence and Young. Furthermore In this particulars study 63.92% smoking imagery in these sample movies were took the role of Positive main character. Besides 100% of the movies and dramas were tobacco and shisha smoking incidents depicted tobacco products brand smoked

without any anti –tobacco and shisha health warning messages. So with tobacco and shisha smoking characters image influence were seen clearly in selected and analyzed movies ,from this viewers were strongly exposed to be motivated to start smoking, it was necessary for legal provision implementation to save many young venerable and tobacco and shisha smoking imagery exposed youngsters.

Based on this study result the data indicated that Amharic movies and dramas tobacco and shisha smoking displaying and depicting without any restriction and anti-tobacco and shisha messages and advertisement of health warning for all age groups; movies which had been broadcasted through social media in general and YouTube in particular.

As shown above most of selected Amharic moves and dramas viewers in YouTube were young People .From data it was discussed previously in this study indicated that the amount of smoking occurrence in investigated Amharic movies were very high and represented by the characters image positive role, at the same time in most of Amharic movies shisha and tobacco smoking character image in the scene were depicted in happiest state of mind. As a result, this constant exposure to tobacco and shisha smoking imagery draws the young generations encourages them to smoke.

According to this study finding presented that tobacco and shisha smoking on most popular Amharic movies and dramas uploaded in YouTube and at least watched by more than half million founded that 100% of the investigated movies displayed without anti-tobacco and shisha smoking messages health warning advertisement. Additionally, the study suggests that social responsibility representation of smoker characters who harm young people's thinking and promote tobacco smoking are appearing in Amharic movies and dramas, and in this regard, the study shows that the action tobacco and shisha smoking incidence is carried out in groups, especially when these smokers appear in the movies, and that without any health warning message in it, this can be encouraging youth to adapt to tobacco and shisha smoking.

The representation of tobacco and shisha smoking in Amharic movies and dramas highly interrelated with the exposure effect on movies' viewers; this means those who viewed frequently tobacco or shisha smoking imagery motivated to start smoking.

Furthermore, the lack of cooperation and disclosure by government regulatory establishments and other non-governmental organizations responsible for movies and dramas has made it harder to stop violations of law and ethics because the surveillance and surveillance work that should be done by the government bodies concerned during the broadcast of movies and dramas is inadequately carried out. Therefore, the finding urge all concerned body including policy makers to pay attention to the firstly taking into account to ratify laws which prohibited indirect and direct unreasonable display of tobacco and shisha smoking imagery in Amharic movies and dramas than it is expected from law makers to oblige Amharic movies and dramas incorporate anti-tobacco or shisha smoking messages ,health warning messages and health advertisement which shows the health hazard of smoking if there is tobacco and shisha smoking in movies and dramas scene.

From this, we can deduce that social media, in particular Amharic dramas and movies with smoking images that were uploaded to YouTube, showed how they could unintentionally influence people's attitudes and lead them to adopt unhealthy behaviors.

## **5.2. Recommendation**

Tobacco and shisha smoking imagery occurrence and representation of character regulation require multi sector integration because of the nature of the entertainment world /industry.

Further those which regulate movies and dramas by taking in to account to children and adolescents human development behavioral change, social, emotional and also cognitive development of human being. They have to apply age restriction and disclaimers in Amharic movies and dramas characters with smoking role.

By considering the influence of artistic work or product like movies and dramas which were produced and uploaded in YouTube; concerned government bodies must take action to address large amount of tobacco and shisha smoking depiction through images as it was indicated in this study finding, this lead us to suggested that it has to be enforced to incorporate anti- tobacco smoking message or health warning messages mandatory when smoking occurrence /incidences appeared in movies and dramas.

For this research finding indicted that almost all selected Amharic movies and dramas contained smoking image of character even if the amount of smoking occurrence varies, so the study result suggested that to call up on all stockholders, policy makers, executive bodies and regulatory bodies in all structure to pay attention to many occurrences of shisha and different types of tobacco smoking..

However, it is so difficult to regulate uploaded movies and dramas with smoking image in the digital media; it is important to urge strong cooperation and integration, to be register and regulate according to the national and international legislations.

Ethiopia is one of the countries which ratify world health organization Framework convention on Tobacco Control in 2014 and passed strong laws; so all regulatory laws and legislations which had been in place have to be enforced for its implementations.

Policies and law related to movies has to be revised and incorporate regulation and control mechanisms for movies and dramas produced in national levels.

The nation has robust legislation in place to control and regulate tobacco, so the parties with the lion's share of the vote must carry out and effect change in accordance with proclamation 1112/2019. Accordingly, this research's findings point to the necessity of carrying out proclamations and directives that have been prepared and approved.

To implement tobacco advertising, promotion, and sponsorship, it is necessary to create coordination with federal regulatory bodies on issues that affect other regions on a regional level.

The online media plat form owner has to review their media policies and the content they disseminate the public to avert the situations to decrease tobacco and shisha usage by young productive citizens through modeling celebrities in the movies and dramas they watched.

Further there is need of rules and regulations have to be ratified for anti- tobacco smoking health warning to incorporate in Amharic movies and dramas. And also whether it is static messages to be displayed at the top or bottom of the movie screen if tobacco or shisha smoking images appears in the Amharic movies and dramas. Including short advertisement at the beginning ,middle and ending of the movies about health hazard of tobacco smoking in the movies and dramas may protects many of millions adolescents from tobacco smoking exposure and influence.

Even tough, there were rules and prohibitions of tobacco advertisements and promotion about tobacco product and cigarettes in artistic work, movies and dramas, the rules has to be implemented coroner to coroner to decrease health hazards of tobacco and Shisha. It is important to review the rules and regulations concerning anti-tobacco smoking warning messages display and incorporation.

The researcher proposed that the results of the investigation into Amharic movies and dramas showed the severity of tobacco and shisha smoking imagery occurrences; as a result, newly produced Amharic movies and dramas must include strong editorial justification for showing different brands and types of tobacco products.

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**Annex 1: Check list to study tobacco smoking image in Amharic movies and dramas which were uploaded in YouTube in year 2020 in Addis Ababa.**

A	<b>Movies &amp; dramas Title</b>		
B	<b>Number of Viewer</b>		
C	<b>Number of Subscribe</b>		
<b>Coded variables</b>			(√)
1.	Gender of tobacco smoker in the sample Amharic movies	Female	
		Male	
		Group of female and male smoking characters in the movies	
2.	The age of tobacco smoker in the movie	Later adolescence (15-24)	
		Young (25-34)	
		Adult (35-60)	
		Elderly >60	
3.	Existence of non-tobacco smokers around smokers in Amharic movies image	One or more non smokers	
		No non smokers	
4.	Type of tobacco smoked in Amharic movies and dramas	Cigarettes	
		shisha pipe	
		Water pipe	
		Others illicit contraband	
5.	Tobacco Brand smoked in Amharic movies and dramas image	Nylah	
		Elleni	
		Delight	
		Both Nyala / Shisha	
		Gisill	
		Nyala Premium	
Illicit product			

6.	Environment of smoking in Amharic movies and dramas	All indoor work place /office /	
		All indoor public place /bars, pubs etc./	
		Public transport	
		within condominium housing/ /living/bedrooms /	
		Outdoor ten meters of any way	
7.	State of smokers in sample Amharic movies and dramas	Happy	
		Not happy	
		Not Known	
8.	Smoker image in Amharic movie and dramas took the role of	Positive main character	
		Negative main character	
		Neutral	
		Not frequent character	
9.	Smokers representation in sample Amharic movies and dramas	Successful	
		Educated/Attractive /Fashionable	
		Unsuccessful	
		Uneducated	
10	Consequences of tobacco smoking image in sample Amharic movies	Negative	
		No consequence	
11	Response of others to tobacco smoking image in the movies	Approval	
		No approval	
		Neutral	
		No response	
12	Health messages in Amharic movies and dramas	Anti-tobaccos smoking message	
		Health discussion	

**Annex2: List of movies, title and number of viewers**

<b>Film Title</b>	<b>No. Viewer</b>	<b>Like</b>	<b>Dislike</b>	<b>Subscribe</b>
<b>Kaleshalhu</b>	<b>2,388,162</b>			
<b>Aketivistu</b>	<b>1,592,640</b>			
<b>Netsaawchi</b>	<b>532,601</b>			
<b>Esketmeta</b>	<b>736574</b>			
<b>AjerenaAjirite</b>	<b>567,330</b>			
<b>Chewa Doureye</b>	<b>1,362,434</b>			
<b>Ejewedlaye</b>	<b>593,387</b>			
<b>Baladeraw</b>	<b>838,355</b>			
<b>Yafekerulete</b>	<b>540,000</b>			
<b>YetageteFekere</b>	<b>796,879</b>			
<b>Yegna Sefer</b>	<b>616,166</b>			

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