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Audience Reception of Health-Promoting Advertising:

Young adult smokers make-sense, interpret and decode shocking anti-smoking advertisements

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INTRODUCTION

On the first day of January 2007 and only six months before the smoking ban in all enclosed public spaces in Britain, Wales and Northern Ireland, a new anti-

1. PART I

caused controversies and public discussion about their appropriateness and efficacy. Some of the studies argue for their

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identity and also the danger they engender of labeling, blaming or stigmatizing³ (Guttman & Ressler, 2001; 23). Other scholars express their concerns for what they call the 'unintended effects' of health communication campaigns using fear appeals and point out that desensitization might be one of the most common and important of these (Cho & Salmon 2007; ~~Wolburg & 2006; Angelle 2006; 13~~) Cho (

something unified, instead it is fragmented and always in the process

research I contacted them personally to ar

controls the discussion by referring to an interview guide that sets out the issues to be covered during the exchange. This is why Lindlof (1995) suggests that these sorts of interviews are better described as 'conversations with a purpose'. (Deacon et al, 1999: 65).

Analysis of all data was based on the transcripts of the recorded interviews and on my own notes for the three interviews that were not tape

3. PART III RESULTS AND INTERPRETATION

In this section ~~is~~ results and main findings of this

individualism in the mind of the audience, for the promotion of health (smoking cessation) can also be questioned, though not completely rejected, as it is important for young smokers

3.3 Smoking Identity, the Media and Making sense of anti-sm

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3. GROUP (FOLLOW-UP) INTERVIEW TOPIC GUIDE

Brief Introduction

Clips 1, 2 (see below) shown twice

- First thoughts on the advertisement
- Description of the message
- Thoughts and feelings on hard-hitting image

If I see...Let me ask you something a bit different...Do you rememb

cough all the time, or you have trouble running up the stairs...or ot

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J: When I feel like it, just for some relax moments, you know?

I: Ok...You said you had quit...How did you make that decision? Was any anti-smoking message or campaign involved in that decision, or not?

J: No, no, nothing like that...It was a personal decision. The first time I was kind of sick and I smoked a cigarette and it felt so bad I said "I can't do this".

Ok, so tell me. You said you can not remember any particular anti-smoking ad or campaign...but do you have a general idea on how smokers are portrayed

I: Ok now I want you to take your time, look at these ads and tell me your first thoughts about them

J: Ok...Ohhh, yeah! I do r

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