

Table of Contents

1. Putting the problem in its present-day context	11
2. The motivation behind cigarette smoking	17
2.1 The influence of demographic variables on cigarette smoking	18
2.2 The influence of psychological variables on cigarette smoking	23
2.2.1 General personality factors	23
2.2.1.1 Seeking after sensation and “arousal” ...	33
2.2.1.2 Anxiety.....	35
2.2.1.3 Cigarette smoking as “a survival technique”	36
2.2.1.4 Intellectual ability	37
2.2.1.5 Attachment to values	39
2.2.1.6 Consumer styles	41
2.2.1.7 Socialization processes	42
2.2.1.8 Personality types	45
2.2.1.9 Summary of findings	52
2.2.2 Self-image	53
2.2.3 Conclusions	62
3. The effects of mass communication: theories and variables	64
3.1 The concept of effect and areas of effectiveness.....	64
3.2 Concepts in effect analysis	68
3.2.1 The stimulus-response theory	68
3.2.2 The theory of an indirect capacity for influence ..	69
3.2.3 Two-step-flow communication	70
3.2.4 The diffusion of innovations	72
3.2.5 Summary of findings	74
3.3 Factors that determine the effect of mass communication	75

3.3.1	Communicator variables	77
3.3.2	Message or communication variables	78
3.3.3	Media variables	80
3.3.4	Recipient variables	82
4.	Advertising and cigarette smoking	86
4.1	The available literature: sources consulted and themes of research	86
4.1.1	Themes of research.....	87
4.1.2	Types of studies	88
4.2	Results of research	89
4.2.1	The influence of cigarette advertising	89
4.2.1.1	Advertising as a direct cause of smoking	89
4.2.1.2	The influence of advertising on smoking behaviour via the mechanism of identification	99
4.2.1.3	Assessment of advertising effectiveness .	100
4.2.1.4	Other factors influencing smoking behaviour.....	103
4.2.1.5	Components of the interaction between advertising and the individual	112
4.2.1.6	The influence of genetic factors on the effectiveness of advertising	134
4.2.1.7	Personality factors controlling smoking behaviour.....	139
4.2.2	The effects of advertising bans and anti-smoking campaigns on cigarette consumption	148
4.2.2.1	The effects of bans on cigarette advertising in various countries	149
4.2.2.2	Adolescent views on the effect of anti-smoking campaigns	158
4.2.2.3	The effect of TV anti-smoking campaigns	16c
4.2.3	Methods and success of withdrawal therapy for smokers	164
4.2.4	Smoking as a self-reinforcing process	168
4.2.5	Theories and methods – some concluding observations	171

Bibliography	175
Authors Index	184
Subject Index	187