

Part

1

Introduction

The growth of mass media has been critical to the rapid expansion of tobacco use in the 20th century and the subsequent evolution of effective tobacco control interventions into the early 21st century. The public health field's understanding of this relationship has paralleled the growth of tobacco control efforts, even as smoking levels in the United States declined by approximately half since their peak in the 1960s. Today, innovative research frameworks advance the study of tobacco use and the media at individual, organizational, and societal levels, and the knowledge and evidence base in this area continues to expand.

This introductory part highlights the key issues and conclusions of this monograph and describes the theoretical frameworks for media research that shaped the individual chapters. The relationship between media and tobacco use is explored as a multilevel issue, ranging from consumer-oriented advertising and promotion to stakeholder-level marketing aimed toward retailers and policymakers among others. This systemic view of tobacco use and media is reflected in the structure of the monograph as it explores the impact of these issues on tobacco promotion and tobacco control.