

## **CHARACTER ASSESSMENT**

Title of Program \_\_\_\_\_

1. Product Depictions
  - a. Smoking/smokeless tobacco
  - b. Preparing to smoke
  - c. Tobacco Products or signs in the background  
(ash trays, cigarette packs, chewing tobacco, tobacco tins)
  
2. Placement
  - a. Foreground
  - b. Background
  
3. Characters
  - a. Main Character
  - b. Supporting character
  - c. Background character
  
4. Message
  - a. Describe the characters/celebrity that smoked, or used smokeless tobacco. Would this character be the same if he or she didn't use tobacco? Why? Why Not?
  
  - b. What was the response of other characters to tobacco use?
  
  - c. How were these responses shown? Were they simply implied (a character turning and walking away when offered a cigarette)? Or were there explicit comments about the tobacco use?

What was the overall message about tobacco? Did it appear normal, or the expected thing to do? Did it appear glamorous? Why or why not?