

A study on violation of tobacco control law in TV drama (17-24 July, 2015)

One of the major areas of the 2013 amendment to the ‘Smoking and Tobacco Products Usage (Control) Act, 2005’ and the corresponding Rules is the comprehensive ban on tobacco advertisement, promotion and sponsorship (TAPS) that includes prohibition of depiction, display and description of tobacco use in all entertainment media including TV, radio, internet and theatre. Accordingly this all kind of tobacco and smoking scene broadcasting in television is completely banned. The logic behind this kind of restriction is any kind of demonstration (direct or indirect) of tobacco product or tobacco related material is considered as one kind of advertising. In 25th May, 2015

Key findings of the study	
Total observed channel (in number)	06
Name of the observed channel	Channel I, NTV, RTV, Machhranga, ATN Bangla, Bangla Vision
Total observed drama (in number)	76
Contained smoking scene (in number)	10 out of 76
Total screened smoking scenes (in number)	52 times *30 times in one drama

MOI also issued a letter to all TV channels to comply with the law with regard to the ban on screening of smoking scene on any program. In spite of having a strong law TV channels are still violate the law and screened smoking scene in TV drama.

In reality there is no monitoring mechanism to observe these kinds of violation of law in TV channels regarding broadcasting tobacco and smoking scene, in spite of having a strong tobacco control law. Environment Council Bangladesh conducted a study on TV drama of leading channels of Bangladesh. The objective of this study is to observe tobacco and smoking scene in different TV channels. The study also scrutinizes how strategically tobacco and smoking scene broadcasted in drama. Study duration was from 17-24 July, 2015 during the Eid vacation. The observed channels under this study were Channel I, NTV, ATN Bangla, Masranga, Bangla vision and RTV. Total 76 dramas have been observed and total 10 out of 76 dramas contained smoking scenes. In total 52 times smoking scenes is screened and among them 30 times in one drama.

Following is the chart/description of smoking scene categorized according to channel

Name of TV Channel	Total observed Drama (in number)	Number of drama containing Smoking scene	Name of the Drama (with smoking scene)	Number of Smoking Scene	Length of Smoking Scene
Channel I	10	0	-	-	-
RTV	15	1	<i>Mr. Pashan in Love</i>	30 times	3.01 minutes
NTV	7	1	<i>Metropolitan Prem</i>	5 times	0.25 minutes
<i>Masranga</i>	11	5	<i>Tel</i>	2 times	0.16 minutes
			<i>Story of thousand days</i>	1 time	0.48 minutes
			<i>Jamai swosor</i>	1 times	0.11 minutes (Benson & Hedges)
			<i>Chad o Bamuner Golpo</i>	1 time	0.03 minute
			<i>Twelve Hours</i>	1 time	0.54 minute
ATN Bangla	22	2	<i>Shakkhat Pratthi</i>	1 time	1.08 minutes
			<i>Chayasongi</i>	2 time	1.24 minutes
Bangla Vision	11	2	<i>Tel o joler Golpo</i>	5 times	1.33 minutes
			<i>Cry baby Cry</i>	3 Times	0:10 minutes

Following are the description of drama which screened smoking scene

1. Name of the

Drama:

Metropolitan Prem

Name of Director:

Mahmud Didar

Name of TV Channel:

NTV

Telecasting Date &

Time: 20-07-15,
02.35pm



Total Length of Drama: 1 hour 12 min 27 sec

Number of Smoking Scene: 5

Total Length of Smoking Scene: 25 sec

Name of Producer/Media House: Mostofa Sorwar

Background of the Story: Metropolitan Prem, an Eid drama, was telecasted in a private TV channel named NTV on 20th July, 2015. It has three different segments. These are: Poetry Segment, Virtual Segment and Cinema Segment. This drama tries to represent the life style of three different characters. Each character has its own behavior and specification. Three different Love stories have also been implied in this drama.

Screening of Smoking Scene: Smoking scene is screening in Cinema segment of the drama. The main male character used to smokes in any pressure situation. Direct Smoking scene and some often smoke of cigarettes have shown separately in this drama. Total 5 times smoking scene has been showed in this telecasted drama from 53:55 – 54:00; 54:07 – 54:11; 54:19 – 54:20; 56:52 – 57:01; 57:22 – 57:24 minutes.

2. Name of the Drama: Tel

Name of Director:

Abu Raihan Jewel

Name of TV Channel:

Maasranga

Telecasting Date & Time:

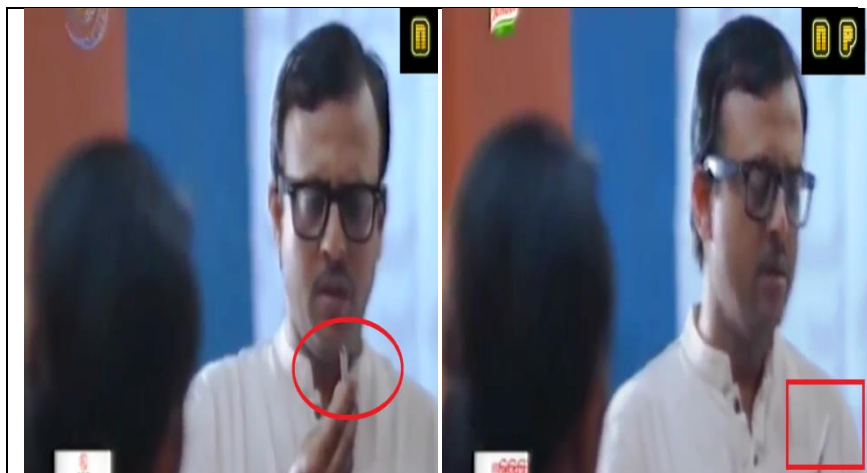
18-07-15, 10.30pm

Total Length of Drama: 36

min 52 sec

Number of Smoking Scene:

2



Total Length of Smoking Scene: 18 sec

Name of Producer/Media House: N. H. Khan

Background of the Story: Tel, an Eid drama, was telecasted in a private TV channel named Maasranga on 18th July, 2015. It was basically a love story. In this drama, heroine often behaves rudely with her husband and beloved daughter. The most important reason of her rude behavior is to make self-dependent both her husband and daughter. Because she has no time left to survive in this beautiful earth.

Screening of Smoking Scene: The main male actor of this drama is a smoker but he cannot continue his smoking behavior due to her wife. One day, the female actress finds a cigarette inside his desk. The Cigarette is shown in a focused way using close short. Total 2 times smoking scene has been shown in this drama from 28:44 – 28:57; 29:19 – 29:22 minutes.

3. Name of the Drama: Story of Thousand Days

Name of Director: Mabrur Rashid

Name of TV Channel:

Maasranga

Telecasting Date & Time:

19-07-15, 2.40pm

Total Length of Drama: 1

hour 6 min 59 sec

Number of Smoking Scene:

1

Total Length of Smoking

Scene: 48 sec



Name of Producer/Media House: Not Available

Story of the drama: Story of Thousand Days, an Eid drama, was telecasted in a private TV channel named Maasranga on 19th July, 2015. It was an unconditional love story. In this drama, the female actress wants that her boyfriend will be perfectionist but the boyfriend incapable to meet the need and the female actress often behave rudely. As a result they go through a breakup. After the break up female actress hospitalized due to road crush and the male actor again meet her in the hospital and promised that he will do everything according to her.

Screening Smoking Scene: The main male actor is a smoker but he cannot smoke due to her girlfriend. Heroine hides the lighter or Match box that's why he cannot smoke. Cigarette itself is shown. Total 1 time smoking scene has been shown in this telecasted drama from 17:46 – 18:33 minutes.

4. Name of the Drama: Jamai

Soshur

Name of Director: Shamim

Jaman

Name of TV Channel:

Maasranga

Telecasting Date & Time: 20-

07-15, 10.30pm

Total Length of Drama: 44 min

26 sec

Number of Smoking Scene: 1

Total Length of Smoking Scene:

11 sec



Name of Producer/Media House: Amina Jaman Omi (Sharat Telefilm)

Story of the drama: Jamai Soshur, an Eid drama, was telecasted in a private TV channel named Maasranga on 20th July, 2015. It was basically a comedy drama. In this drama, the main male character's would be father in law always tries to insult him. The main reason is that he loves his daughter and wants that his daughter will always stay in his house. As a result he always tries to create problems between his daughter and would be son. And finally he accept his daughter's choice and decision.

Screening of Smoking Scene: The main male character is a smoker and he always offers cigarette to others. Cigarette packet is shown in this drama in close short. Benson and Hedges (light) brand are highlighted here. Total one time smoking scene has been shown in this telecasted drama from 17:55 – 18:05 minutes.

5. Name of the Drama: Chad o Bamoner Galpo

Name of Director: Mohammad Mostofa
Kamal Raj

Name of TV Channel: Maasranga

Telecasting Date & Time: 21-07-15, 08.50pm

Total Length of Drama: 46 min 52 sec

Number of Smoking Scene: 1

Total Length of Smoking Scene: 3 sec

Name of Producer/Media House: Not Available



Background of the Story: Chad o Bamoner, an Eid drama, was telecasted in a private TV channel named Maasranga on 21th July, 2015. It was basically a love story. Two different life-styles are explained in this drama. The main male character is an artist and suffers financial crisis. This drama also represents the success story of a local artist.

Screening of Smoking Scene: Hero and heroine go to a romantic place for spending their leisure period. At that time, a passersby smoke there. Direct smoking scene is showing there. Total 1 time smoking scene has been shown in this telecasted drama from 3:18 – 3:20 minutes.

6. Name of the Drama: Twelve Hours

Name of Director: Mohammad Ali Munna

Name of TV Channel: Maasranga

Telecasting Date & Time: 22-07-15, 08.50pm

Total Length of Drama: 39 min 46 sec

Number of Smoking Scene: 1

Total Length of Smoking Scene: 54 sec

Name of Producer/Media House: Shadhin Multimedia



Background of the Story: Twelve hours, an Eid drama, was telecasted in a private TV channel named Maasranga on 22th July, 2015 is a love story. A misunderstanding between hero and heroine is the beginning of their love story. In this drama female actress is mental patient and one day she left her house. She meets one guy who is waiting to meet someone else. There is twist in this section because the guy didn't know that she (female actress) is not the girl whom he is waiting for. They passed 12 hours together and roaming around.

Screening Smoking Scene: Heroine offers cigarette and she also helps him to burn cigarette. Direct smoking scene is showing there and also cigarette packet of specific brand shown in this drama. These are: Banson and Hedges and Navy. Smoking scene has been shown one time in this telecasted drama from 7:45 – 8:38 minutes.

7. Name of the Drama: Tel o Joler Galpo

Name of Director: Maruf Mithu

Name of TV Channel: Bangla Vision

Telecasting Date & Time: 23-07-15, 08.00pm

Total Length of Drama: 49 min 33 sec

Number of Smoking Scene: 5

Total Length of Smoking Scene: 1 min 33 sec

Name of Producer/Media House: Not Available



Background of the Story: Tel o Joler Galpo, an Eid drama, was telecasted in a private TV channel named Bangla Vision on 23th July, 2015. It is a love story. Two different life-styles of two peoples and class conflict portrayed in this drama. This drama also described the success story of an architect.

Reasons for telecasting Smoking Scene: Here hero is a chain smoker. He usually smokes specially when he is caught by any tension. Not only hero but also heroines father often smokes in this drama. Direct smoking scene and smoke of cigarette are showing there in this drama. Total 5 times smoking scene has been showed in this telecasted drama from 7:21 – 7:32; 18:42 – 20:33; 21:25 – 21:31; 33:07 – 33:57; 38:27 – 38:37 minutes.

8. Name of Drama: Mr. Pashan in Love**Name of Director:** Himel Ashraf**Telecasting Date & Time:** July 18, 2015 (07.50 PM)**Total Length of Telecasting Drama:** 00:49:43 hour**Number of Smoking Scene:** 30**Total Length of Smoking Scene:** 03:01 minutes**Name of Producer/Media House:** N/A (Obscure)

Background & Context: Mr. Pashan in Love, an Eid Drama, was telecasted in a private TV channel named RTV on July 18, 2015 at evening during the time of Eid ceremony. It was a drama which tale was created by the combination of a criminal life style and his affection of fall in love. The drama wants to symbolize a criminal's character. Director wants to create a positive image criminal by using the smoking scenes also. Total 30 times smoking scene has been showed in this telecasted drama from 0:4:03-0:4:39; 0:4:45-0:4:58; 0:5:23-0:5:24; 0:6:04-0:6:06; 0:6:11-0:6:17; 0:19:16-0:19:18; 0:19:21-0:19:23; 0:19:26-0:19:33; 0:19:57-0:19:58; 0:20:04-0:20:08; 0:20:13-0:20:17; 0:20:22-0:20:27; 0:20:30-0:20:33; 0:20:40-0:20:42; 0:28:36-0:28:42; 0:28:48-0:28:53; 0:29:03-0:29:07; 0:29:09 - 0:29:12; 0:29:24-0:29:25; 0:35:42-0:35:46; 0:37:04-0:37:07; 0:37:12-0:37:14; 0:37:21-0:37:23; 0:37:24-0:37:25; 0:37:30-0:37:32; 0:37:43-0:37:44; 0:37:57-0:37:58; 0:41:15-0:41:33; 0:41:38-0:41:40; 0:41:50-0:42:00 minutes.

9. Name of Drama:

Chhaya Shongi

Name of Director:

Chyonika Chowdhury

Telecasting Date & Time:

July 18, 2015 (03.10 PM)

Total Length of Telecasting

Drama: 01:14:40 hour

Number of Smoking Scene:

2

Total Length of Smoking

Scene: 00:84 minutes

**Name of Producer/Media House:** N/A

Background & Context: It's an Eid drama telecasted in ATN Bangla during the time of Eid vacation. In this drama the male actor is a resort owner and he lives with his wife in hilly areas. They have no children and his wife request him to remarry and finally promise that she will give her a baby by hook or crook. One day a pregnant woman comes to their house and the female actress requests her to stay in their house rather roaming around in such condition. His husband become worried and tensed after seeing the pregnant lady. And the male actor smoked two times in this whenever he is caught by anxiety and tension. The screenings of smoking scene times are 19:30-20:29 minutes when the male actor is back to his resort by car after meeting with the pregnant lady and 37: 36- 38:01 when he was sitting in front of his resort.

10. Name of Drama: Shakhkhat Prarthi**Name of Director:** Shokal Ahmed**Telecasting Date & Time:** July 20, 2015 (08.50 PM)**Total Length of Telecasting**

Drama: 00:36:00 hour

Number of Smoking Scene:

1

Total Length of Smoking

Scene: 01:08 minutes

Name of Producer/Media House: N/A

Background & Context: It's an Eid drama and telecasted during Eid vacation in a private channel named ATN Bangla. This drama basically portrayed a conversation between an angel and a writer. The writer was written something when the angel appeared and she said that she reached the writer's flat due to wrong address. And the angel wants to meet Mr. President of Bangladesh and she has something to tell Mr. President. The drama continued with the conversation between the writer and the angel. In this drama from 00:34 minutes-01: 41 minutes total 01:08 minutes an astray has been shown.