

A study on violation of tobacco control law in TV drama (25 September-1 October, 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 all kind of tobacco and smoking scene broadcasting in television is completely banned. In 25th May, 2015 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.

Environment Council Bangladesh conducted a brief 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 TV drama. Study duration was from 25 September-1

October, 2015 during the Eid ul Adha vacation. The observed channels under this study were Channel I, NTV, ATN Bangla, Masranga, Bangla vision and RTV. Total 72 dramas have been observed and total 8 out of 72 dramas contained smoking scenes. In total 50 times smoking scenes is screened and among them 22 times (Promise, 7.05 PM, 27 September, 2015, NTV date, name of the channel) in one drama.

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)	72
Contained smoking scene (in number)	8 out of 72
Total screened smoking and tobacco display and description scenes (in number)	50 times *22 times in one drama
Total duration of smoking scene	Around 14 minutes and 38 seconds of smoking scenes
Brand name of Tobacco products displayed in 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 and tobacco products display and description scene	Length of Smoking Scene
Channel I	8	0	-	-	-
RTV	15	3	<i>Premier Galpo</i>	1 time	37 seconds
			<i>Jomoj Four</i>	2 times	57 seconds
			The Promise	22 times	4.59 minutes
NTV	9	3	<i>Dustu Cheler Dol</i>	1 time	10 seconds
			<i>Otopor Orindom kohilo</i>	7 times	1.40 minutes
			<i>Bubuner Bashor Raat</i>	4 times	37 seconds
<i>Masranga</i>	11	1	<i>Ochena Megher Sondhane</i>	10 times	3.51 minutes
ATN Bangla	12	0	-	-	-
Bangla Vision	17	1	Caught marriage	3 times	1.32 minutes

Following are the description of drama which screened smoking scene

1. **Name of the Drama:** Premier Galpo

Name of Director: Israfeel Babu & Koushik Shangkor Das

Name of TV Channel: RTV

Telecasting Date and Time: 25th September, 2015, 07.10pm

Total Length of the Drama: 51 min 38 sec

Number of Smoking Scene: 01

Total Length of Smoking Scene: 37 seconds

Name of Producer/Media House: Shahriar Shakil



Screening of Smoking Scene: The main male actor of this drama is a smoker. One day, he invites his friend into his house. Between their conversations, a packet of Benson and Hedges is shown into the hand of main male actor. The cigarette packet is shown in a focused way by using close short. Smoking scene has been shown in this drama from: 36:07-36:33 minutes.

2. Name of the Drama: Jomoj four

Name of Director: Azad Kalam

Name of TV Channel: RTV

Telecasting Date and Time: 26th September, 2015, 07.50pm

Total Length of the Drama: 53 min 27 seconds

Number of Scene: 02

Total Length of Smoking Scene: 57 seconds

Screening of Smoking Scene: The main male actor of this drama and his friends are going to a wedding ceremony. Both of them are smokers. Firstly the main male actor of this drama opens a packet of Gold Leaf cigarette and after this his friends also show him Benson and Hedges cigarette packet. The cigarette packet and cigarette stick shown in a focused way by using close short. Cigarette stick and packet displayed total two times in this drama from: 19:37-19:42; 19:53-20:44 minutes.



3. Name of the Drama: Dustu Cheler Dol Part-Two

Name of Director: Redwan Rony

Name of TV Channel: NTV

Telecasting date and time: 26th September, 2015, 09.55pm

Total Length of the Drama: 20 min 06 seconds

Number of Scene: 01

Total Length of Smoking Scene: 10 seconds

Screening of Smoking Scene: The main male actor of this drama is smoker. He and his office colleagues are going to enjoy a picnic. All of them are gossiping while they are travelling. In that time, main male



actor says that his girlfriend is fallen in love to see her stylish way of cigarette smoking. No direct smoking scene is screened in this drama rather description was given from: 05:58-06:07 minutes.

4. Name of the Drama: Otopor Orindom Kohilo

Name of Director: Kamrul Hasan

Name of TV Channel: NTV

Telecasting Date and Time: 27th September, 2015, 11.15pm

Total Length of the Drama: 43 min 53 sec

Number of Smoking Scene: 07

Total Length of Smoking Scene: 1 minute 40 sec

Name of Producer/Media House: KAMS Creation

Screening of Smoking Scene: The main male actor of this drama is a producer and he is a chain smoker. In this drama usually he smokes when he is stressed and in tension. He also smokes in time of heroine selection for his movie. At that time cigarette packet is also displayed on the table. Total 7 times smoking scene has been shown in this drama from: 44-53 sec; 01:01-01:01; 01:18-01:24; 07:30-08:48; 10:38-10:42; 20:17-20:23; 20:30-21:13 minutes.



5. **Name of the Drama:** Bubuner Bashor Raat

Name of Director: Onimesh Aich

Name of TV Channel: NTV

Telecasting Date and Time: 27th September, 2015, 08.05pm

Total Length of the Drama: 42 min 59 seconds

Number of Smoking Scene: 04

Total Length of Smoking Scene: 37 sec

Screening of Smoking Scene: A wedding night's story is highlighted in this drama. The main male actor of this drama is not a smoker but his uncle is a chain smoker. The main female actress insists her husband to steal a cigarette from his uncle's pocket. When the bridegroom went to his uncle for stealing cigarette at that time his uncle was smoking. The Benson and Hedges cigarette packet and cigarette stick is also displayed in a focused way by using close short. Total 4 times smoking scene has been shown in this drama from: 20:36-20:49; 21:07-21:10; 22:09-22:14; 23:58-24:04 minutes.



6. Name of the Drama: The Promise

Name of Director: Mabrur Rashid Bannah

Telecasting Date and Time: 27th September, 2015, 07.50pm

Total Length of the Drama: 41 min 53 seconds

Number of Smoking Scene: 22

Total Length of Smoking Scene: 4 minutes 59 sec

Screening of Smoking Scene: The main male actor of this drama is an architect and he is a chain smoker. His mother, girlfriend and friends try a lot to stop this bad habit but they are failed. He smokes several times and in different places like in office premises, wedding ceremony, washroom, park, etc. The cigarette packet and cigarette stick is also displayed. Total 22 times smoking scene has been screened in this drama from: 02-07 sec; 11-36 sec; 04:12-04:15; 04:18-04:33; 04:45-05:04; 05:20-05:26; 05:42-05:49; 05:51-05:53; 06:02-06:08; 07:21-07:23; 08:34-08:52; 09:07-09:15; 09:49; 10:01; 11:05-11:14; 14:03-14:15; 15:26-15:29; 21:22-21:33; 21:39-22:18; 22:21-22:33; 23:23-23:31; 23:56-24:32; 32:31-32:50 minutes.



7. Name of the Drama: Caught Marriage

Name of Director: Mabrur Rashid Bannah

Name of TV Channel: Bangla Vision

Telecasting Date and Time: 30th September, 2015, 08.00pm

Total Length of the Drama: 54 min 17 seconds

Number of Smoking Scene: 3

Total Length of Scene: 1 minute 32 sec



Screening of Smoking Scene: The drama is basically a love story. When the main male actor discussed some issues with his office executive director ashtray was displayed on table. Ashtray is displayed from: 37:37- 38:21; 39:47- 39:54; 40:09-40:47 minutes.

8. Name of the Drama: Ochena Megher Sondhane

Name of Director: Koushik Shongkor Das

Name of TV Channel: Masranga

Total Length of the Drama: 01 hour 07 min 23 sec

Number of Smoking Scene: 10

Total Length of Smoking Scene: 3 minutes 51 sec



Screening of Smoking Scene: The main male actor of this drama is a chain smoker. He suffers from a serious uncured disease. He usually takes cigarette when he feels unwell. The cigarette packet of Benson and Hedges (Light), astray and cigarette stick displayed in a focused way by using close short. Total 10 times smoking scene has been screened in this drama from: 45:02-45:18; 51:50-52:10; 52:31-52:40; 52:52-52:57; 54:16-54:25; 56:35-58:26; 59:56-01:00:23; 01:08:40-01:09:03; 01:09:39-01:11:25 minutes.

