

## Tobacco experience

Cheap Cigarette consumption among minors and the influence that tobacco advertising may have in this decision have been the effects that it has criticized the industry, providing covered most often linked to beliefs in disarray, a relationship between consumption and advertising of cause and effect.

In this regard, to contribute to the debate on the topic, a qualitative study in which to preserve the voice of the child not as objects but as subjects of study, seeking to find the link that states, through the advertising, with smoking and the perception that builds brands and cigarette smoking act itself through advertising of this kind.

A filter for the smoke: To that end, used the case study, in order to deepen the experience of six children, who share similar psychographic characteristics, with tobacco advertising and cigarette consumption.

To compare the results could be divided into units of analysis: smokers and non smokers, looking for different interpretations and judgments made in cheap tobacco advertising, deepening the cultural backgrounds of those who do, without forgetting the possible reasons unconscious also determine consumption.

First, we applied a remembrance, which compared the most remembered by young smokers with smoking brands, checking whether this relationship was equivalent. We also examined whether advertising influenced such recent memory. With non-smokers in the same way, comparing said that if the marks were determined by remembering that they had seen cheap advertising recently.

At a second level, an Image-Based Semantic Analysis (ASBI), so that on the basis of publicity, which received the fewest of the messages of the characters, colors and fonts these notices.

Due to the current ban on advertising of discount cheap cigarettes in media, it proved impossible to find any current piece of this kind, which went to one of the promotional materials with which children have more contact and whose restriction is more complex: ads in stores.

With these pieces was the semantic analysis, dividing them into two groups: product (ads that refer directly to the consumer where the product is the protagonist) and lifestyle (where ads are situations, characters and places them as protagonists of ) in order to compare the performances of children on both categories.

For the next tool is selected the six notices were more accepted in the ASBI and they had a drawing (test subject of perception), asking children to write stories from the characters, situations and spaces illustrated seeking a new cheap perception of notices, taking advantage of the declining quality of representation they have the drawings with respect to the photographs, which led to a more open about these pieces.

At a later stage, asked the children to think a group of people as tobacco brands (which were more accepted in the ASBI and had the least) in order to characterize them. They were questioned by age, sex, stratum, tastes, clothes, etc., seeking to compare the degree of identification with the lower down the cheap cigarette brands on the market.

Finally, an in-depth, which deepened in various contexts to which children are further deepened in their views on life, death, youth, manhood, responsibility, the friends, and so on.

Smoke Signals & Buy discount Marlboro cigarettes

Consumption is a symbolic act, given cultural and unconsciously, that transcends the relationship down a set of products designed to meet specific needs. The question that arises then is: what motivates the children to cigarettes?

In the stories they wrote these children were items related to their unconscious desires, moving behavior to another character in his stories. It revealed the fascination that is forbidden by transgressing them as an adult society that is founded on the repression of desires. This breaking of the rules, however, most of the outcomes of the stories generated pain and even death.

Meanwhile, in interviews, children said that what differentiates them from adults is inexperience, arguing that irresponsible people are still looking for new experiences, who want to try everything and, as they are no longer considered children, rioja want covered by their parents, so this experiment can generate risks and even lead to death.

Freud (The complete works of Sigmund Freud. Volume 21 (1927-31). The future of an illusion. The discomfort in the culture and other works, Amorrortu Editores, Buenos Aires, 1976) makes a distinction between the competing impulses by life and those who do the destruction, the latter involving the enjoyment, understanding and a pleasure that generates suffering. This would be one of the reasons, in addition to cheap nicotine, why children, who recognize the negative effects smoking, continue to smoke. They place their libido in this subject, trying to remove the incentive consumption drives and unconsciously enjoying the harm that smoking causes.

In addition, this product gives them the ability to share an item with a peer group, which are seeking both protection and recognition, in closed spaces for adults where the chains of repression are broken and give free rein to enjoy. Similarly, non-smokers under the alternate concept of death with other objects or subjects which are identified and cultural ideals that represent best value for them.

