

Propaganda e Consumo Acritico

Giacomo Mangiaracina

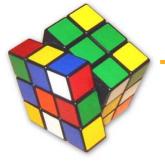
Facoltà di Medicina e Psicologia - Sapienza Università di Roma
Direttore rivista "Tabaccologia"



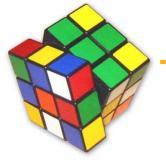
- Propaganda e acriticità trovano significato e una propria ratio in Cartesio, innovatore del pensiero critico.
- Partendo dal pensiero in sé (cogito, ergo sum), l'analisi cartesiana sviluppa un percorso di conoscenza che passa attraverso la propria capacità di elaborazione (res extensa), e confluisce in una "Sintesi" che oggi potremmo chiamare "rappresentazione della realtà".



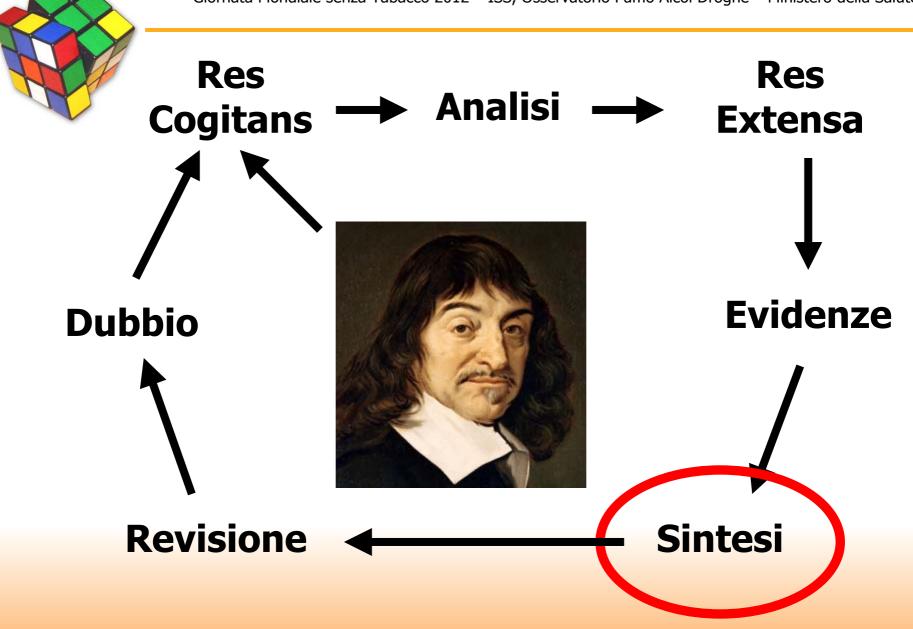
René Descartes, 1596-1650



Cartesio arrivò ad ipotizzare che la Sintesi potesse riconoscersi in una propria rappresentazione fisica, una sede organica che indicò nella ghiandola pineale o epifisi, ovvero punto del cervello a non essere "doppio".



- Ma ogni Sintesi può essere sottoposta a revisione, attraverso il dubbio, grazie al quale il processo cognitivo può rimettersi in moto e innescare un aggiornamento della conoscenza.
- Sul piano epistemologico ciò ha un valore rilevante in quanto che tale procedimento diventa motore dell'evoluzione e della crescita degli individui e della cultura scientifica.





Nel percorso che conduce alla conoscenza Cartesio ipotizza una "struttura delle idee" che riassume in una triade:

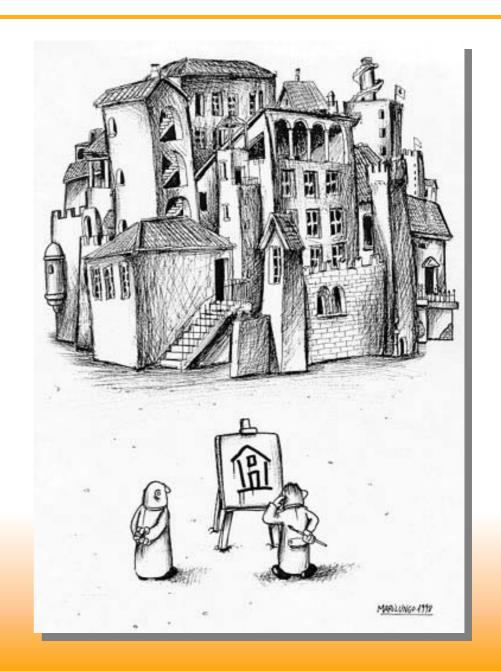
- Idee innate (presenti sin dalla nascita)
- Idee fittizie (trovate, inventate da me)
- Idee avventizie (del mondo al di fuori di me)

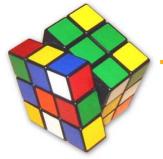


- La genialità di Cartesio sta nell'avere introdotto il concetto di "Idea fittizia".
- Questo concetto va oltre la rappresentazione personale della realtà e diventa elemento inquinante della conoscenza, peculiarità dalla quale la stessa Scienza deve difendersi per affermare una verità distaccata da opinioni e condizionamenti.



- La percezione della "realtà" induce a creare immagini fittizie, che acquistano forma, dimensione e significato tali da alimentare un immaginario comune.
- Il problema sta nel fatto che la "realtà" può subire delle manipolazioni.

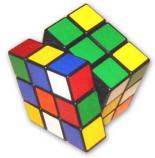


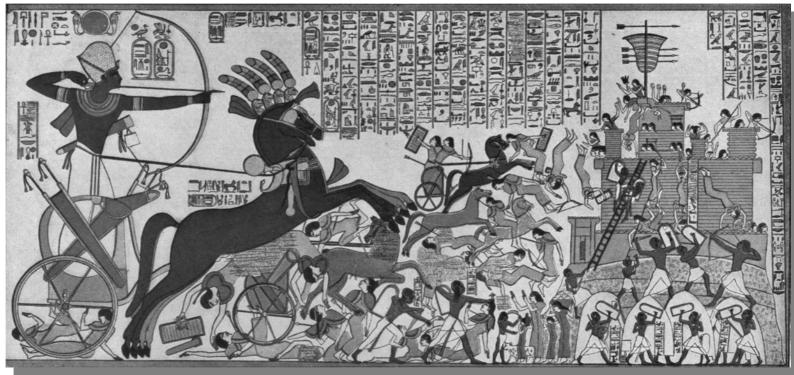




 A tre anni dalla propaganda nazista di Goebbels, nel 1937 il fascismo avviò il "Min.Cul.Pop.", ministero per la stampa e la propaganda.







Ma le radici della propaganda sono molto lontane nel tempo. Intorno al 1200 aC, Ramesse II fece incidere varie rappresentazioni di una sua vittoria sugli Ittiti, che non ebbe mai luogo, in quanto si trattò solo di un trattato di non belligeranza dopo la battaglia di Kadesh, che finì in parità.



Approcci all'analisi di bevande alcoliche e tabacchi in Italia

Juote di checa ritardate

Variabile di intervento

$$w_{it} = \alpha_i + \psi(h_i) + \sum_{j=1}^n \left(\eta_{ij} + \theta_{ij}h_t\right) w_{j,t-} + \sum_{j=1}^n \left(\gamma_{ij} + \rho_{ij}h_t\right) \log p_{jt} + \left(\beta_i + \delta_i h_t\right) \log \left(\frac{\mathcal{Y}}{P_t^*}\right) + \sum_{s=1}^{11} \alpha_{is} D_s$$

$$\begin{cases} h_t = 0 \\ h_t = \frac{(t - \tau_1)}{(\tau_2 - \tau_1)} \\ h_t = 1 \end{cases}$$

Ci sono modi e tecniche diverse per analizzare un dato fenomeno

periodo finale del primo regime

le del

Soggetto ai vincoli

Transmon pam ar apo imeare

$$\sum_{i} \delta_{ij} = 0;$$
 omogeneità

$$\sum_{i} \gamma_{i} = 0; \sum_{i} \delta_{ij} = 0, \sum_{i} \delta_{i} = 0. \sum_{i} \gamma_{ik} = 0 \quad \sum_{i=1}^{n} \beta_{ij} = 0 \quad \sum_{j} \eta_{ij} = 0 \quad \text{additività}$$

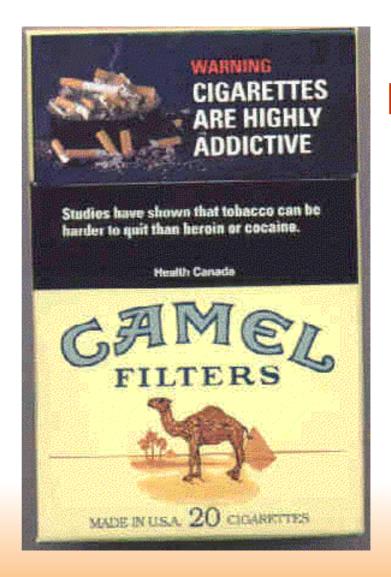
$$\delta_{ij} = \delta_{ji}$$
 simmetria

Mangiaracina 2012

Bettocchi Alessandra. Consumi di alcol e tabacco: un'analisi econometrica. Tesi di Dottorato, 2003.



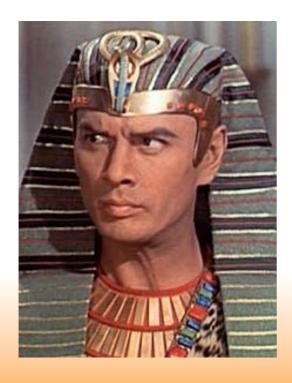
- Ciò che interessa in questa trattazione è il contrasto stridente fra realtà non contaminata e Mito, espressione della contaminazione avvenuta e in corso.
- La storia del tabacco ne è l'espressione più emblematica.

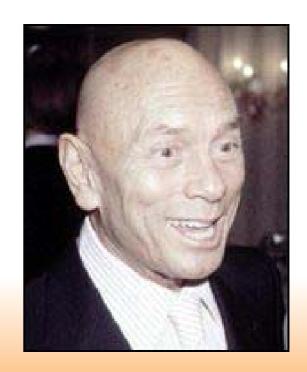


Realtà

Mito

Quando Yul Brynner passò da mito del cinema anni 50 a malato di cancro al polmone, fu uno choc per chi ebbe la possibilità di ascoltare le sue ultime parole in una pubblica testimonianza filmata, realizzata dall'American Cancer Society, oggi reperibile in rete.







La manipolazione dell'immaginario collettivo attraverso la pubblicità è una delle azioni più diffuse ed efficaci di penetrazione nel costume sociale.





Obiettivi del marketing del tabacco

Le quattro "A" da perseguire:

- Aspirazione (prodotto desiderabile, di moda)
- Accettabilità (socialmente e culturalmente)
- Accessibilità (disponibile ovunque)
- Addittività (assicurare un uso long term)



La sigaretta ha permesso di soddisfare molteplici esigenze dell'essere e dell'apparire

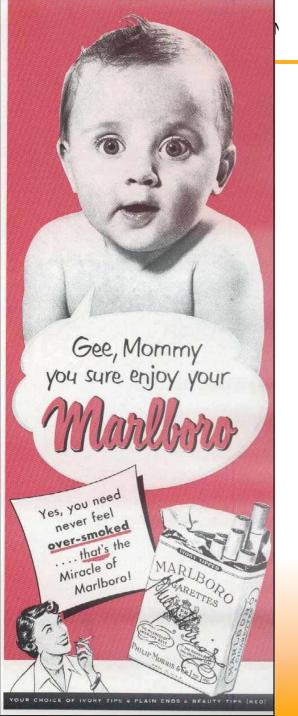
- affascinante
- sofisticato
- divertente
- romantico
- sexy
- salutare
- sportivo
- di moda

- socievole
- rilassante
- calmante
- emancipato
- liberatorio
- ribelle
- dimagrante
- affascinante



Origini della costruzione del Mito:

l'inganno come risorsa fondamentale.



Gli anni Trenta



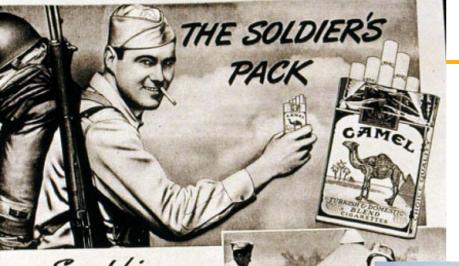




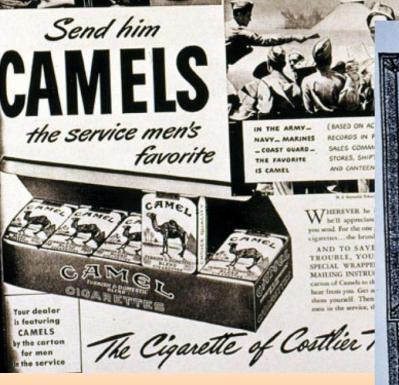
Aiutate i nostri ragazzi ad arrostire Hitler

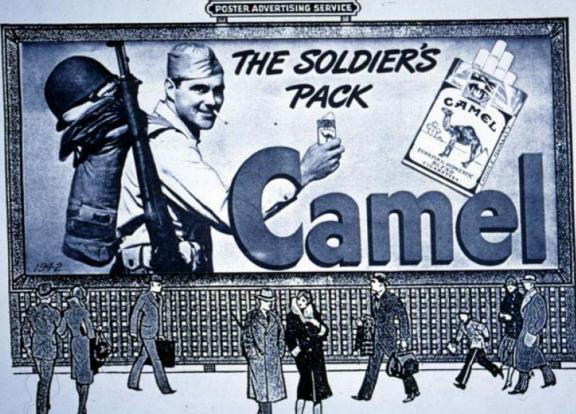






Il pacchetto del soldato







1940 → 1980

Farei un miglio per una Camel.

Uno slogan lungo 40 anni.



"Today we bought a War Stamp for Bobby_and Camels for you!"

Next to those precious letters you write that tell them bow you are and what you're doing... the thing men in the service want most from home is rigarettes. When you send cigarettes, remember—the favorite beand in all the services—with men in the Atmy, the Navy, the Marines, the Coast Guard—is Comel. Men in the service appreciate Comel's rich, full flavor... and Camel's extra mildress.

Mogli che accudiscono ai mariti lontani al servizio della nazione.

CAME

brings always e! For archless eus, are in all ces. So, ervice a (There arross of ery one king of



B. J. Royalds Edwin Corpani, Wholes Sales,

Send him his favorite...

Camels

First in the SERVICE

With men in the Army, Navy, Marine Corps, and the Coast Guard, the favorite signrette is Camel. (Based on actual sales records.)



for - " favor, will be welcome as often as you can send thou.

to send him a carron of Camela roday.

Service Stores, Ship's Stores, and Canteens.)

NATURALLY FRESH

never parched, never toasted!

The cool, flavorful freshess of Camel cigarettes is purely a natural product.

It is attained not by any mysterious processes, but simply by preserving the full natural goodness of fine sun-ripened tobaccos.

These choice tobaccos of which Camels are blended—fine Turkish and mild Domestic tobaccos—are never parched or toured.

On the contrary we exercise every care and precaution to

safeguard the natural moisture which is infused with their mildness and flavor.

That's why the Camel Humidor Pack is such a boon to Camel smokers—it could do little or nothing except for the fact that the cigarettes we put into it are fresh to years with.

To see what that means in cool, smooth, throat-friendly smoking pleasure, switch to fresh Camels for just one day —then leave them, if you can!

R. J. REYNOLDS TORACCO COMPANY, Financiales, N. C.

E. J. Ryssie: Tidaco Conpany's Coan-to-Coast Radio Programs

CAMPL QUARTER HOUS, Marrier Dewest, Ever Woos, 19 and Carnel Octoors, Emering Jurques Remed, every sight strange hander, Columbia Brankming Streets

PRINCE ALBERT QUARTER HOUR, Afen Jon, "Old Harch," and Points Affent Occhoses, discress Pail Van Lean, yeary night purply funder, N. B. C. Rad Nerwork

for radio buys of local neuropaper for time



Due's remote the moisture-point unapping from your package of Canoli after you open it. The Canol Himstor Pask to presentee against performe and possible after, dast and goom. In after and homes, more in the day armsphere of aveclual beaut, the Canoli Marsider Pask delivers from Canoli canoli and hope them right until the last see has been insided.

CAMELS

1932

Why did you change to SO MANY PEOPLE SMOKE CAMELS, I FIGURED THEY MUST BE GOOD. I TRIED THEM AND THEN I KNEW CAMELS WERE THE FINEST CIGARETTE I Camels, EVER SMOKED! Tony Curtis TONY CURTIS? Make your own 30-Day Camel Test. For Mildness and Flavor see why.

CAMELS AGREE WITH MORE PEOPLE

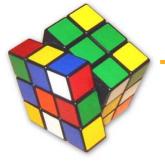
TONY CURTIS-STAR OF U.S "FORBIDDEN"

than any other cigarette



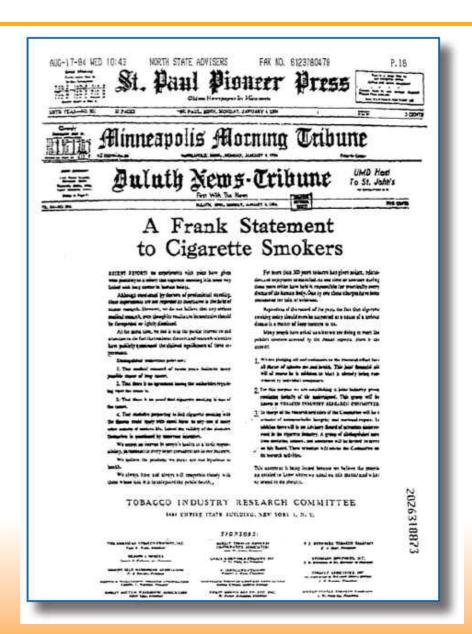
MORE PEOPLE SMOKE CAMELS THAN ANY OTHER BRAND!

Le motivazioni edonistiche



Il 4 gennaio 1954, i rappresentanti delle principali aziende del tabacco, in un incontro all'hotel Plaza di New York, lanciarono la "Franca Dichiarazione" agli Stati Uniti d'America: "Se il tabacco si rivela dannoso come si crede, siamo pronti ad eliminarne la produzione".

E' l'inizio di una costante "non dimostrazione degli effetti dannosi".





get flat too only name," she says.

Nasce la "**T** zone", la parte "rispettata" dal fumo di tabacco.

Renzi D, Ali HM, Giorgi E, Cattaruzza MS. The frank statement: il documento che tutti dovrebbero conoscere. Tabaccologia 2/2010, pag. 14-17.



make Camel your eigarette.

Try Cannels, See if they don't out your "T-Lone" to a "T

Every doctor in private practice was asked...

Yes, your doctor was asked too, along with thousands of ashers from Maine to California! Family physicians, surgeons, nose and throat specialists ... doctors in every branch of medicine were asked.



I have nationally known indesendent rewarch organizations ... hundreds of trained research specialists...put the question: "What cigarette do you smoke, Doctor!"





The answers came in by the thousands from all over the country ... the actual statements of doctors themselves. Figures were checked and re-checked with arientific precision. The answer? Right! Camelal And by a very convincing margin!



ACCORDING TO THIS RECENT NATIONWIDE SURVEY.

More Doctors smoke Camels THAN ANY OTHER CIGARETTE!



Now it's down in black and white. Based on the actual statements of doctors themselves to 3 outstanding independent research organizations.

Thats was no study of "crends." No mere "feeling the I pulse" pell. This was a nationwide survey to discover the actual fact, and from statements of doctors themselves. And the men in white have put their answers down in black and white: As the brand they smoke, the most named

Camell If you've been smoking Camels long, this definite preference for Carrels among physicians and surgeons will be no surprise. For doctors smoke for the same enjoyment as the rest of us. Camel's full, rich flavor is just as appealing to the doctor as to you. And Camel's wonderful mildness and coolners are as welcome to his throat as to yours ... and to those milions of other smokers the world over



More Doctors smoke Camels THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,197 in all—were queried in this nationwide study of eigarette preference. Three leading research organizations made the survey. The got of the query was-What eigerette do you smoke, Doctor?

The logad named most was Come! The rich, full flavor and cool modness of Camel's superb blend of costler tobaccos seem to have the same appeal to the smoking tastes of doctors as to

millions of other smokers. If you are a Carnel amoker, this perference among doctors will hardly surprise you. If you're not -- well, try Camels now.

Your "T-Zone" Will Tell You ... T for Taste . . . T for Throat ...

CAMFIS Castlier Tobaccos

Sempre più medici...







According to a recent Nationwide survey:

More Doctors Smoke Camels

than any other cigarette!



Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.

TES, your doctor was asked ... along with thousands and I thousands of other doctors from Maine to California.

And they've named their choice-the brand that more doctors named as their smoke is Camel! Three nationally known. independent research organizations found this to be a fact.

Nothing unusual about it. Doctors smoke for pleasure just like the rest of us. They appreciate, just as you, a mildness that's cool and easy on the throat. They too enjoy the full, rich flavor of expertly blended contier tebaccor. And they named Camels... more of them named Camels than any other brand. Next time you buy eigarettes, try Camela,

"You like them FRESH?

So do I

You don't have to tell the woman who has switched to Camels the benefits of a fresh cigarette. She knows all about it-that's the reason she

She has learned that the fine, fragrant, sun-

ripened choice tobaccos in Camels have a perfectly preserved delicate mildness all their own,

She knows by a grateful throat's testimony

ANY year Librers**

B. J. BEYNOLDS TORACCO COMPANYS

CANDIC CONTRIBUCCA, Sistem Development of Wast,
and Cand Chabers, Senson Development on Wast,
and Cand Chabers, Senson Development on Wast,
and Cand Chabers, Senson Per

what a relief this smooth, cool, slow-burning fresh cigarette means to sensitive membrane.

Camels are fresh in the Camel Humidor Pack because they are made fresh, fresh with natural moisture and natural flavors - they are never parched or toasted.

If you don't know what the Reynolds method of scientifically applying heat so as to avoid parching or toasting means to the smokerswitch to Camels for just one day-then leave them - if you can.

R. J. REYNOLDS TORACCO COMPANY, FIRST Labor, N. C.



L'enigma della sigaretta "fresca" NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS-

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and wamen who smoked Camels—and only Camels—for 30 consecutive days.



30-DAY MILDNESS TEST WINNING SMOKER AFTER SMOKER TO CAMELS!

The report gets streamed from smoker sells acceder, until studies observed are making the Canada St. Day Ten. . . and changing to Canada for Angel? To sellions more contrat. Canada mildrens in not news. As no how for Jun Williams (right) guts in: "My not of Canada stores notes, man dural. Barne how mild they are—how good they some."



HOW MILD CAN A CIGARETTE BE? Smoke CAMELS for 30 days, and see?

You've point the document request (aboved). But your year, haven, form hand, how really a cigarent case be-award, haven, for hand, how really familiar cody Camark for the rest 10 days, Compare those in your T-Zamen', the rest, now, durit time Camark the solidars, four-taining cinarests over marked.)



AQUA-SKIING STARS AGREE!

A spectracular transi in a spectracular sport, Marcha Minchull and Margie Florcher get superhor on their favoritie rigareste. Sets Marcha: "Carrolt met ny mildress tost (100%: Margin adds: "And every Camel cases so pond—every preff of it?"

Start your own 30-Day Camel Mildness Test Today!

More Doctors smoke CAMELS than any other eigarette









Remoted antique ide surveys about that more doctors smake Comels than any other eigerette!



YOUR "T-ZONE"WILL TELL YOU

how Mild and Flavorful Camels are, pack after pack!

D OCTORS want the same things you want in a cigarette—mildows and feroir! Try Camels as your steady worker! Service Camels—and only Camels—for 30 days! Judge Camel's expertly blended solvecces on a pack-after-pack, day-after-day basis.

Your own "T-Zoos" ("I for Throst, T for Taste) is your proving ground for a cigaette. Your Throat will tall you how cool and solid Camels are, your Taste will tall you how flavored Camels are — for steady amoking! You'll see why so many strokers throughout America any, "I'd salfs solid for a Camell"

America's most popular cigarette by billions!

Una gola sempre più... rispettata.





FURTHER REPORTS ON A BENEFIT ENJOYED BY CAMEL SMOKERS

syporm received from Castel amoken ... real experiences of real people. Miss Hefert Hicks-Elleworth Vines, Jr .-Shepard Barclay - Miss Eve Miller, Miss Miller has an executing job as a New York department ators executive. She says:

"I started to smoke Camely because I appreciate mildness and delicacy of flavor, I found, in addition, that Camels

BRIDGE EXPERT. (below) "Smolling Camele helps concentration," says thepard Barcley. "I profes Camela I saw amonks about proofily without jungled serves. They're always wold?"

On this page are submitted the facest give me a 'lift' when my energy is law -and Carnels never upset my nerves,"

Turn to Camela You'll find a new and personal meaning in the phrase "get a life with a Camel."

Camels are milder-a murchless bland of costler pobaccoa! Smoke them all you want. They never jungle your nerves.



CHAMPION GOLFER, taboved Min Helow Michr trys: "I can always remore my energy speckly with a Carriel. It's a 'list' that I empry often, I can smoke Camels constantly without a vigo of upost nerves."

Camel's Costlier Tobaccos never get on your Nerves!

"Camela researce my pep....nake. away that sired feeling, And, too, I know I gap smoke all the Canoli I want, for they don't incurfers with healthy survey.

TENNIS STAR, (also Ellowarth Vines, Jr., says: --





AT THE TOP OF THE HEAP IN TENNIS! That is the osciable position of Elloworth Vines, [c., who holds it U.S. National Championships for 1911 and 1912, and has now swept through the 1914 perfectional ranks as well?

YOU'LL enjoy this pleasing "Energizing Effect"

work or play-smoke a Camel and notice how soon you feel your flow of natural energy map back.

This experience, long known to Camel amokers, has now been confirmed by a famous New York research laboratory.

Camel anothers enjoy a positive "energizing effect"...a healthful and delightful release of natural, vibrant energy. Mil-

Sions have found this to be mue. A rypical Camel experience is this, Ellsworth Vines, Ir. speaking-

"Championship tennis is one of the fastest of modern sports. After four or serves," feve acts, you sometimes feel that you just can't take another sup.

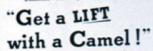
"That's when a Camel tastes like a million dollars. Not only does the rich, mellow fragrance appeal to my taste, but

Camels have a refreshing way of bringing my energy up to a higher level.

"And I can smoke all the Camels I want, for they don't interfere with my

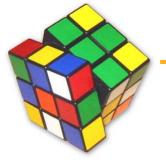
So, whenever you want a "lift," just smoke a Camel. You can smoke them steadily. For the four, MORE EXPENSIVE TORACCOS in Camels never get on your

Camels are made from fines, MORE EXPENSIVE TORACCOS-Turkish and Domestic than any other popular brand.





Domostic - they swy other papular bound 19 Un vero, efficace antidepressivo.



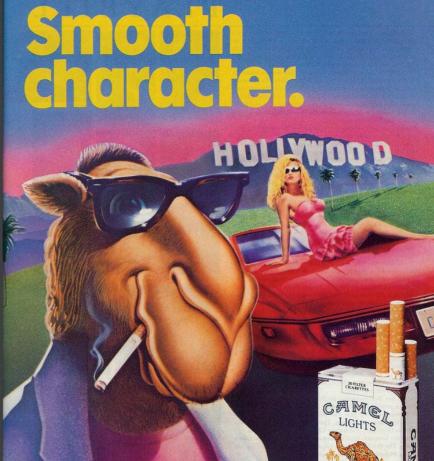
- I misfatti di Hollywood sono noti come principale detonatore del Mito.
- Ancora oggi è difficile contrastare i messaggi del grande schermo, che fatalmente raggiunge i giovani. Da Boghart ad Avatar la promozione continua ininterrotta.



LE AVVENTURE PUBBLICITARIE DI UN DROMEDARIO





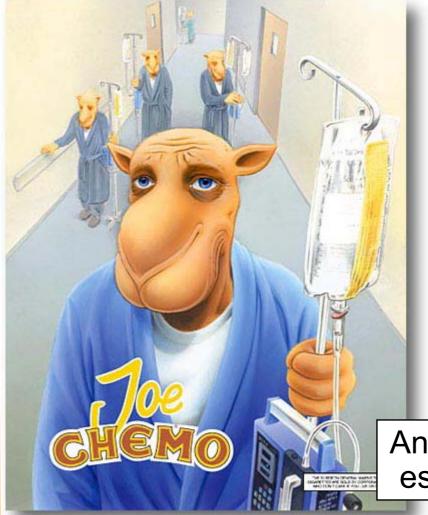


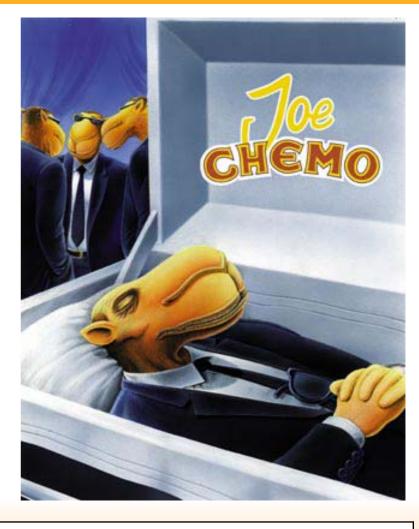
Anni 70: pubblicità occulta di Joe Camel: il cammello con un muso che simula i genitali maschili.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.





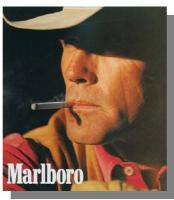




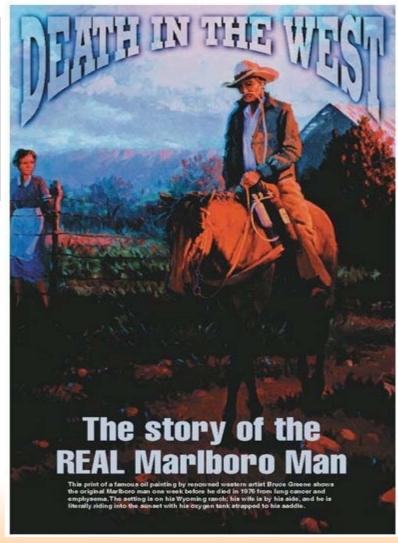
Anni 80: Joe Chemo fu il tentativo estremo di contrastarne la fama.



Il mito del "Marlboro Man"



- Negli anni 80, il film "Death in the West" mostra che i cowboys americani hanno la più alta incidenza di cancro del polmone al mondo.
- La Philip Morris ne acquista tutte le copie ma una privata sfugge e viene perciò rimasterizzata. E' ancora in commercio.

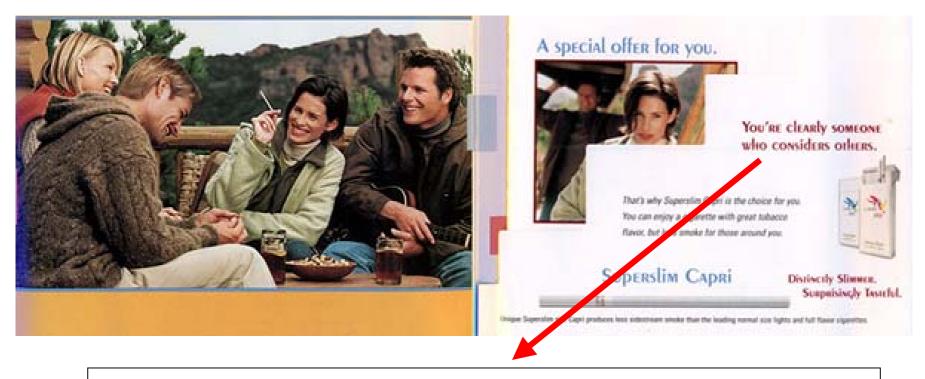




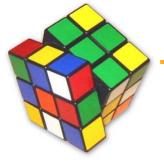




Tentativi dell'industria di rendere le sigarette maggiormente accettabili sul piano sociale.

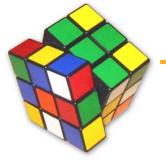


"You're clearly someone who considers others. That's why Superslim Capri is the choice for you...great tobacco flavor, but less smoke for those around you."



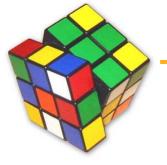
Rapporto tra marketing e consumo giovanile (USA, 1999)

Anno	Adolescenti fumatori	Spese in pubblicità (in milioni di \$)
1991	27,5%	168, 52
1992		222,01
1993	30,5%	271,44
1994		287,24
1995	34,8%	278,99
1996		294,78
1997	36,4%	325,64



Rapporto marketing/consumo giovanile - dati 1993

Investimenti pubblicitari (in milioni di \$/anno)	Marca preferita dagli adolescenti	Marca preferita dagli adulti
Malboro (\$ 75.000.000)	Malboro (60.0%)	Malboro (23.5%)
Camel (\$ 43.000.000)	Camel (13.3%)	Winston (6.7%)
Newport (\$ 35.000.000)	Newport (12.7%)	Newport (4.8%)
Kool (\$ 21.000.000)	Kool (1.2%)	Camel (3.9%)
Winston (\$ 17.000.000)	Winston (1.2%)	Salem (3.9%)
Benson & Hedges (\$ 4.000.000)	Salem (1.0%)	Kool (3.0%)
Salem (\$ 3.000.000)	Benson & Hedges (0.3%)	Benson & Hedges (2.5%)



Fumare è una libera scelta?

Ponendo questa domanda su facebook, su oltre 100 risposte, il 60% è convinto che lo sia.

Consideriamo che le compagnie del tabacco finanziano:

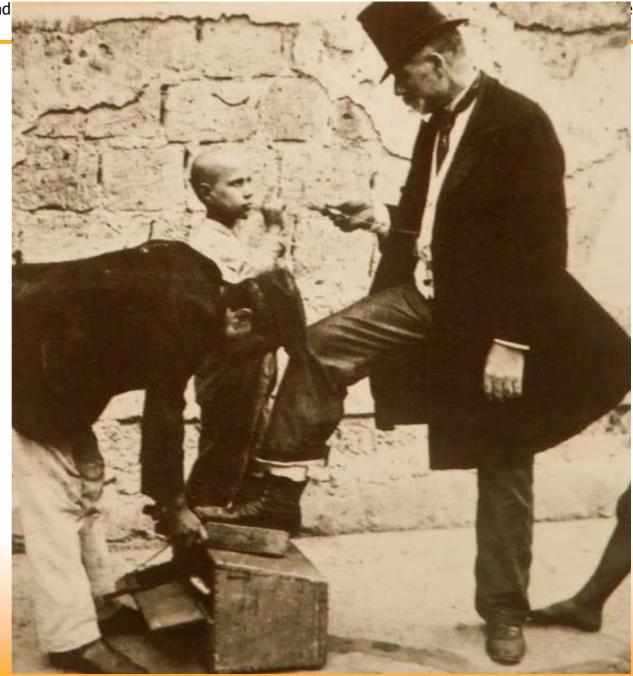
- Cinema
- Programmi televisivi
- Eventi culturali
- Eventi musicali
- Jazz Festival
- Ricerca scientifica
- Progetti di "prevenzione" (MOIGE)
- Servizi territoriali (LIAF)



Perché è così difficile attuare efficaci azioni di contrasto nei confronti delle compagnie del tabacco?



Avendo trovato in rete questa foto antica, l'ho ritenuta emblematica di un sistema costituito da rapporto Stato, Capitale e Cittadino, sempre più esposto a disuguaglianze che ne accentuano la vulnerabilità.

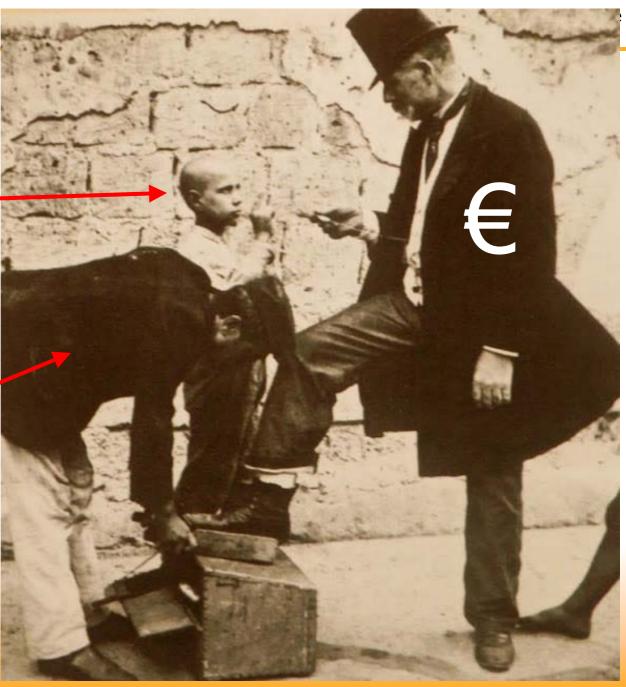


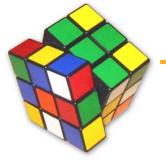


Giornata Mond

Cittadino

Stato





Una delle risposte al duro terreno della prevenzione è rappresentato dal **MARKETING SOCIALE**.

Vanno perciò sostenuti i progetti e le azioni percorribili in questa direzione attribuendo maggiore contenuto al concetto di Advocacy.

Il rischio è sempre quello di ritrovarci fra 10 o 20 anni a commemorare ininterrottamente gli 80mila italiani uccisi annualmente dalle sigarette.



Grazie.

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