

**A STUDY OF THE IMPACT OF ALCOHOL AND TOBACCO, ADVERTISING THROUGH FILM ON YOUTH:
A CASE OF NEW ENGLAND PRIVATE BOARDING SCHOOL**

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ABSTRACT

Research has shown that drug companies have used the film industry to peddle their products to young adults in the United States. This research explored the relationship between top grossing adolescent oriented films in the United States and an increased number of references to cigarette and alcohol within these films. This study used novel characteristics that subdivide the young adult market by key thoughts of the subjects other than the rating system. This study investigated alcohol and tobacco references in film and their correlation to the use of these two products by young adults. The research done through this study sought to inspect the possible relationship between the alcohol and tobacco companies and the film industry for the purpose of marketing these products to adolescents. The theory guiding this study is that alcohol and tobacco companies are researching the adolescent market of films and finding what appeals to this demographic and then monetarily supporting these films. Through this support, these companies are allowed to have product placement within these movies, despite any legal restrictions that have been implemented.

Keywords: *adolescents, alcohol, tobacco*