

Ratings for Popular Movies in Brazil and their Implications for Youth Tobacco Smoking

A Classificação Indicativa de Filmes de Popularidade nos Cinemas Brasileiros e sua Implicação para o Tabagismo entre Jovens

La Clasificación de las Películas Más Taquilladas en Brasil y su implicación en el Tabaquismo entre Jóvenes

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Abstract

Introduction: The majority of smokers begin using tobacco products before the age of 18. Intense exposure to images of smoking and tobacco consumption in movies contribute to youth tobacco initiation, and it is important to reduce this exposure. **Objective:** The present study aimed to compare the ratings attributed to the same popular movies across the Brazilian and American rating systems, as well as to determine the amount of tobacco imagery in foreign movies that were rated as appropriate for adolescents. **Method:** Lists of the top-grossing 100 films from 2002 through 2009 were examined for both Brazil and the United States, and 412 films were identified as popular in both countries. For each film, the amount of smoking imagery and country-specific rating were determined. Rating systems for each country were harmonized into four categories: children; younger adolescent; older adolescent; adult. The amount of imagery exposure of tobacco products and consumption was determined for each rating category. **Results:** The Brazilian system generally rated the same movie more suitable for a younger audience. Movies rated for younger audiences in Brazil have a higher amount of smoking imagery when compared to the same group in the United States. **Conclusion:** The prevalence of tobacco imagery is high in popular movies that the Brazilian system has rated for adolescents. There are differences in movie ratings between both countries. Movie rating systems could reduce youth exposure to tobacco imagery by considering them inappropriate.

Key words: Tobacco; Motion Pictures as Topic; Tobacco-Derived Products Publicity; Adolescent Behavior

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INTRODUCTION

In 2008, the National Cancer Institute (NCI) published the monograph "The Role of Media in Promoting and Reducing Tobacco Use", the nineteenth volume of a series of studies about Tobacco Control, which considers that "cigarettes are a product of the mass media age; the art and the science of mass communications and mass marketing were fundamental to the growth of tobacco use in the last century". Even a brief exposure to any tobacco advertising can influence the behavior of adolescents (young people between 10 and 19 years)ⁱ, and their perception about smoking, both as to initiation and to the possibility of becoming regular smokers¹.

Movies are included in the scope of the mass means of communication, and the total number of scientific evidence from studies performed combined with high theoretical plausibility from the perspective of social influences indicates a causal relationship between exposure to tobacco depictions in movies, and teenagers smoking initiation¹.

The established relationship of addiction to nicotine, substance present in tobacco products, does not mean that pharmacological factors alone determine the smoking habit. Besides the additive component there are psychosocial, economic, legislative, religious, family and individual factors as well as whether access to these products is easy or not, among others, that interfere with smoking initiation and experimentation and also with those who continue or quit smoking. Added to this are the efforts of the tobacco industry in brands development, promotion and advertising of products that contribute to a construction of positive smoking imagery that interferes with the initiation probability¹⁻².

It has been long that the relationship between the cinema and the tobacco industry can be noted, which was considered by companies a perfect space for the promotion of products, and identified as a mean for the construction of social rules regarding tobacco smoking, a fact that can be proven by contracts agreements between the tobacco industry and the cinema industry³. For the tobacco industry, movies are a good opportunity to transform a deadly product in a desirable ideal of glamour, modernity and success, since these depictions are rarely realistic, omitting the true smoking consequences⁴.

Viewers are affected by the stories they see when they identify themselves with the film plot and characters. The exposure to depictions interferes with the construction of thoughts and intentions about smoking, positive expectations and favorable attitudes regarding smoking^{1,5-6}.

Watching tobacco depictions in movies are related to experimentation of tobacco products by adolescents and

smoking initiation, also interfering with the possibility of becoming smokers when adults, which would make them vulnerable to morbidity and mortality caused by tobacco smoking. These conclusions result from studies with different methodological approaches, through representative longitudinal and experimental studies, in which other factors related to smoking initiation were controlled^{1,7-10}.

There is a dose-response relationship to the exposure to these depictions in movies. The greater the exposure of adolescents and young adults, the higher is the chance they become smokers. Adolescents who have high exposure to these depictions, when compared to those with low exposure, are about three times more likely to try tobacco products and to become smokers, even after controlling factors such as: living with parents and friends who smoke, exposure to cigarette advertisements, academic performance, and socio and demographic factor, among others⁹⁻¹¹.

One of the ways to reduce the exposure of adolescents to tobacco depictions in movies is to consider this issue when evaluating movies for their rating, assigning classification as recommended for those above 18 years of age for movies released comprising this content¹².

Every day, 100.000 young adults start smoking globally and it is at the youngest age groups that nicotine chemical dependence is established. Between adult smokers, 80% to 90% initiated smoking during adolescence and two thirds became daily and regular smokers before turning 18 years old. By the early age of experimentation and initiation, smoking is considered a pediatric disease and the symptoms of nicotine chemical dependence can be observed even in the early stages of use. For these reasons, any increasing experimentation for this population group is alarming and unwanted¹³⁻¹⁴.

The exposure of adolescents to tobacco depictions in movies contributes to the initiation of these groups to smoking and guides us to an important reflection about this kind of exposure in movies shown for adolescents in movie theaters aiming their reduction.

The present study aims to compare the indicative ratings attributed in Brazil and in the United States to popular movies in these countries and reflect about the number of tobacco depictions, found in foreign movies rated as appropriate for teenagers.

METHOD

A documental research was performed in blockbuster movies in movie theaters in Brazil, between the years 2002 to 2009. A list with 100 foreign movies that have had the highest income between 2002 and 2009 in Brazilian movie

ⁱIn this article, the word "adolescent" is following the World Health Organization definition: young people between 10 and 19 years old [cited 2011 Feb 25]. Available from: http://www.who.int/topics/adolescent_health/en/

theaters was obtained in Portal Filme Bⁱⁱ, considering the total number of movie theaters in the country.

Then, from a list of movies with the highest income in the U.S., previously encoded as part of another Project⁷⁻⁸, the movies included in both samples were identified (n = 412) (seeAppendix).

The correlation study between watching tobacco depictions in movies and smoking initiation by teenagers are extensively documented in international scientific publications; and, to perform these studies, counting methods of tobacco depictions in movies were validated as well as the related exposure of these teenagers to them^{7-8,15-16}. Data of depiction content from the 412 movies considered in this sample were previously encoded in past studies⁷⁻⁸ in two ways: firstly, the total time in which any tobacco product, packaging, or smoke emanating from a tobacco product is shown was recorded. This provided an indication of total exposure time to these tobacco depictions, as done in previous research correlating the exposure to those depictions in movies to attitudes and behavior as to smoking¹⁵⁻¹⁶. Then the movies were encoded by the occurrences amount of tobacco consumption depictions. A "tobacco consumption occurrence" was defined as: each time a character, whether or not protagonist, carried or used tobacco in a scene, or when the tobacco use was shown at the background of the scene (for example, when "extras" are smoking in a bar scene). The occurrences were counted regardless of the duration of the scene or the amount of times they happened during the same scene. Exposure of young adults to these scenes has already been associated, in a previous study, both to smoking initiation and the increase in tobacco use among young adults in the United States^{8,17}.

The indicative rating gradations assigned in the United States and in Brazil for movies were identified (See Appendix). For comparison purposesⁱⁱⁱ, the indicative ratings between the two countries were compiled as follow: **children** - when indicative rating is L (Free) in Brazil and 10 years old (not recommended for those under 10 years of age) and in the United States is G (General Audiences) and PG (Parental Guidance Suggested); **early adolescence** - indicative rating in Brazil is 12 years old (not recommended for children under 12 years old) and 14 years old (not recommended for children under 14 years old) and in USA, PG-13 (Parents Strongly Cautioned); **late adolescence** - the indicative classification is 16 years old (not recommended for children under 16 years old) in Brazil; **adults**– the indicative classification is 18 years old

(not recommended for children under 18 years old, and children under 18 years old are not admitted) in Brazil, and R (Restricted) and NC -17 (No one 17 and under is admitted) in the United States (Figure 1).

The analysis consisted of tables that were designed crossing them to the percentage of exposure and rating. Initially, the percentage of movies in each rating category in both countries was determined. Secondly, we examined the percentage of the total exposure time to tobacco depictions for each rating category in each country. Thirdly, we observed the percentage of total number of occurrences of tobacco use by rating in each country. Finally, we verified what was the rating attributed in Brazil for the R (Restricted) movies in United States in order to determine how movies classified as R in the United States should be correlated to the classification used in Brazil.

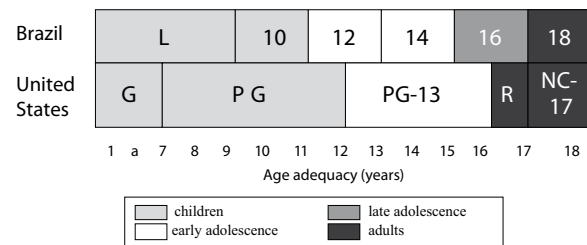


Figure 1. Rating Classification System – Equivalence Table

RESULTS

The survey about the indicative classification correlating the ratings found in the two countries, suggests that, in most cases, movies (n = 412) were classified in Brazil for "children", "early adolescence" and "late adolescence" (L,10,12,14 and 16 years old in Brasil), adolescence "and "late adolescence" with only 3% rated as for "adults", while in Brazil the admission in movie theaters of those under 18 years old is not allowed. The equivalent indicative classification to the category "adult" was assigned in the U.S. in 31% of these movies.

It should be noted that, in 2006, a new model for indicative classification was implemented, by the Ministry of Justice with changes in the criteria of content evaluation previously used. The data consider the classification assigned for the ages (Figure 2).

ⁱⁱSpecialized portal in Brazil movies market, whose data are collected directly from the cinemas' box offices or supplied by movies distribution companies. Available from: <http://www.filmeb.com.br>

ⁱⁱⁱOnly for comparison purposes, in this case the definition of the World Health Organization to "adolescent" is not considered.

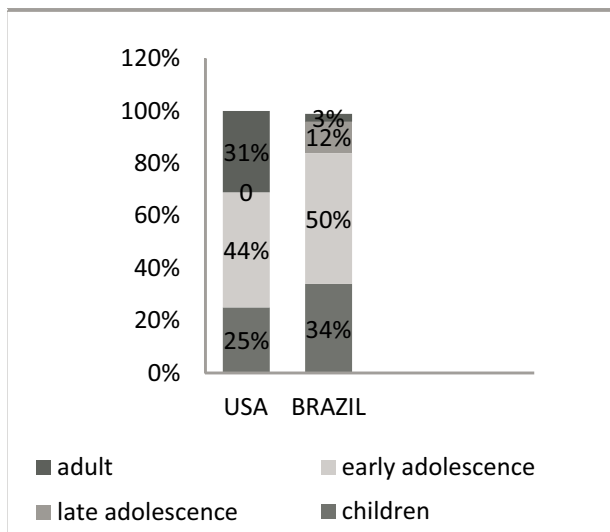


Figure 2. Ratings for the same 412* movies in both countries *among the 100 blockbuster movies, between 2002-2009

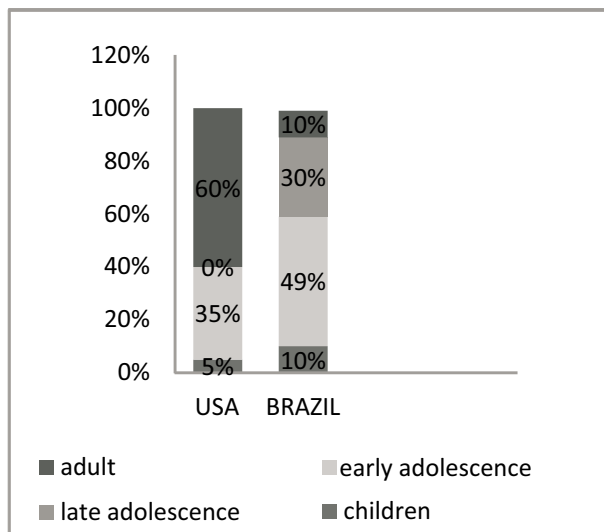


Figure 3. Distribution of 26.617 seconds of tobacco depictions exposure, following the indicative rating in both countries, in 412 movies, among the 100 blockbuster movies in the countries, for the period 2002-2009

A total of 26.217 seconds related to tobacco depictions was quantified among the 412 selected movies. Of this total time, 89% are classified into the category “children”, “early adolescence” and “late adolescence”. Regarding to the classification assigned in the United States, this percentage is 40% for the same categories (Figure 3).

1807 occurrences from the sample were quantified as "occurrences of tobacco use" and 90% of this total are in movies accessible for teens under 18 years old in Brazil. Considering the classification in the USA, 46% of occurrences are classified in the "adult" category (R and NC 17) (Figure 4).

If we consider the movies that have been classified only as "adult" in the United States (n = 128), grading equivalent was observed in only 10% of the same movies in Brazil (Figure 5).

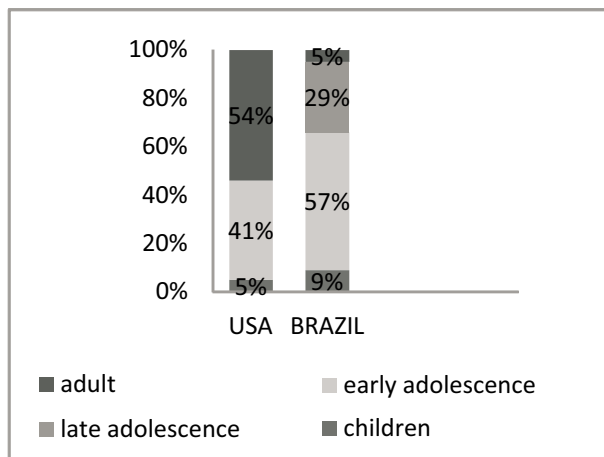


Figure 4. Occurrences of tobacco depictions, according to the indicative rating in the two countries, in 412 movies, among the 100 blockbuster movies, 2002-2009 period

DISCUSSION

The movies market in Brazil has a greater audience for foreign movies, although in recent years it has been increased if observed the audience increase on national productions, according to data from the National Cinema Agency (ANCINE). For information purposes, 89.8% of the audience present in movie theaters in 2008 were to watch foreign productions; in 2009, 85.7%; and in 2010 this percentage was 81.3%, which demonstrates the importance, in terms of audience, of thinking about the access to these productions in Brasil¹⁸.

And it is important to observe that in the periods of school holidays (2009 and 2010) there were greater audiences in conjunction with isolated months as October (2010) and November (2009), also according to the data collected from ANCINE¹⁸.

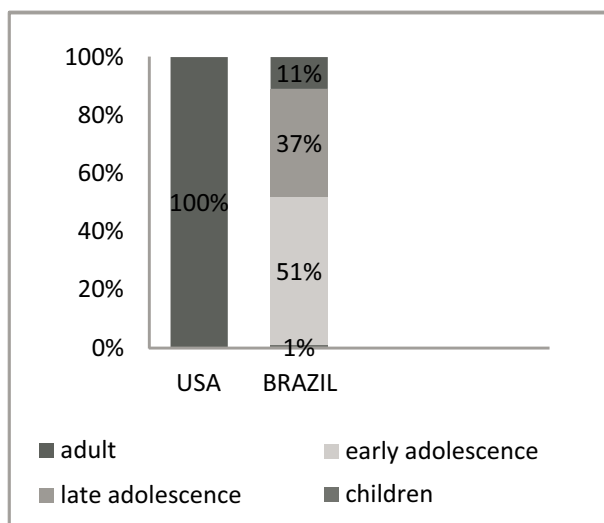


Figure 5. Movies rated as "R" (n = 128) in the US

Both in Brazil and in the United States the following topics are considered: violence, sex and drug use (licit and illicit) to determine the indicative rating for audiovisual works, which provides a parameter for families to decide whether allowing children to have access to films shown in movie theaters. In Brazil, these contents are evaluated considering if there are mitigating or aggravating circumstances in the way the subject is shown, such as scenes impact, image framing, topic appropriateness, the context in which it appears and the message and is conveyed¹⁹⁻²⁰.

The evaluation of the indicative rating is performed by professionals from the Ministry of Justice who search for potentially inappropriate contents for children and adolescents, based on topics such as sex, drugs, violence. This procedure not only guarantees freedom for creation in cinematographic works, but also guides audiences by providing information about age groups and times (when shown on TV), rating them according to the analyzed contents defining whether or not they are recommended¹⁹.

Determining the indicative rating as "adult" varies between the two countries. In Brazil, the classification "not recommended for under 18 years" does not allow access to underage people. Even for the "not recommended for children under 16" rating, underage children is granted access to movie theaters, to movies with classification above their age, provided they are with their parents or an adult with authorizing document. In the United States, the classification "R"(Restricted) is close to majority age, and children under 17 years old require the presence of parents or legal representative to be admitted in these movies¹⁹⁻²⁰.

When comparing the rating assigned to the same movies in the United States and in Brazil, it seems there is a reduction of grading in ratings to movies shown in Brazil, according to the evaluation criteria of both countries. This demonstrates that Brazilian children and adolescents have access to movies that are restricted for these audiences in the United States.

The number of occurrences of tobacco use and time of display of tobacco depictions in movies where access to children and adolescents is possible is significant, and this is particularly alarming because it is the most vulnerable smoking initiation group^{14,17}.

In smoking-related contents in movies, smoking is often depicted as socially acceptable and a way of reducing tension, and also a socialization tool²¹. The literature demonstrates that movies influence social behaviors, which may lead to beliefs and misconceptions about smoking by offering models. These depictions may promote the perception that smoking is a behavior pattern in real life, that is, a young adult is expected to smoke. This information is relevant, because the social variables

that affect youth initiation of smoking like acceptance by a group of friends, the search for an approved and appreciated behavior by this group may be a behavior suggested in the movies scenes¹.

As a way to counteract the exposure to these depictions, contributing to a critical view of the audience, there are studies underlying the diffusion of sanitary warning messages developed by Public Health, before movies that include tobacco products images and smoking scenes are exhibited²².

The World Health Organization (WHO), considering that there is a dose-response relationship to the exposure to scenes containing tobacco depictions in movies and adolescent smoking initiation, recommends countries to consider the reduction of these contents exposure to children and adolescents. A measure which would be effective for this purpose without interfering directly with movies contents, preserving artistic freedom expression for films makers, would be the official rating as "adult" for movies released containing such depictions. Exceptions would be applied to productions in which there is the inclusion of a historic character who was actually a smoker in real life, and contexts in which the risks of smoking are presented clearly and unambiguously. WHO considers movies a powerful channel for the promotion of tobacco depictions in the current globalized economy²³.

The Framework Convention for Tobacco Control (FCTC), the first international Public Health treaty signed in 2003 by WHO, which Brazil is signatory, defines a list of measures for tobacco control. In 2005, the treaty came into force and at present has 173 parties. The guidelines related to tobacco control on FCTC Article 13 consider that the comprehensive ban of tobacco advertising, promotion and sponsorship effectively contributes for consumption reduction. This would involve restrictions to numerous promotion, advertising and sponsorship actions, such as: product communication through different platforms, brands marketing, displays at points of sale, internet use, and many other ways. As to the entertainment media, there is the concern that when exposure and use of tobacco depictions occurs in movies, for example, there should be a certification that no benefit has been received by professionals involved in the production, distribution or presentation. The guidelines inform the countries that this type of content should be considered when rating a movie and further recommends that no identifiable display of any trademark should be allowed²⁴.

Public Health advocacy groups like the *Smoke Free Movies*^{iv} suggest that movies comprising depictions of tobacco exposure and use should be rated as for adults, and invest in order to increase awareness among professionals of the film industry about the subject.

In addition to considering contents for rating, it is important to invest in awareness and partnership with parents and educators in order to bring value to it. The movies range is a challenge that goes beyond the audience observed in theaters, once these movies can be later accessed on TV and cable TV channels; in video rentals, domestic computers through internet, besides the pirates product market and spaces where access control is more difficult. In this sense, it is fundamental to encourage parents and educators to establish a dialogue with young people about the content displayed in different media to which they have access, aiming at the construction of a critical view about this topic²⁵.

One of the points considered as vulnerable by Public Policies¹ is the exposure of people to tobacco products in movies and careful thought of these contents when rating them should be reinforced, reducing access of children and adolescents to them.

CONCLUSION

The greater audience present in Brazilian movies is to watch foreign films, which are the most frequent cinematographic works commercially released in Brazil every year.

Due the differences in practices and criteria in the rating gradation in United States and Brazil, Brazilian adolescents experience a greater possibility of access to tobacco depictions, which appear in blockbuster foreign movies shown in Brazilian movie theaters.

The rating systems are developed aiming to ensure both the freedom of cultural and artistic expression and children and adolescents protection. The causal relationship, established by scientific evidences between exposure to tobacco depictions in movies - far from its lethal reality - and adolescents to smoking initiation, defines these scenes as inappropriate content for these audiences.

It is crucial to reinforce the relevance of considering tobacco depictions, determining the right rating and definition of contents as inappropriate, when assigning ratings and adequacy of broadcasting schedules (when on TV) for movies shown in Brazil.

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CONTRIBUTION

All authors worked on the conception and planning of the research project, in obtaining, analyzing and interpreting the data, and in writing and critical review.

Declaration of Conflicting Interests: Nothing to Declare.

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^{iv}Smoke free movies. Available from: <http://www.smokefreemovies.ucsf.edu/>

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Appendix – Movies Titles

1. 10,000 B.C.
2. 16 BLOCKS
3. 17 AGAIN
4. 2 FAST 2 FURIOUS
5. 2012
6. 27 DRESSES
7. 28 DAYS LATER
8. 300
9. 50 FIRST DATES
10. 500 DAYS OF SUMMER
11. 8 MILE
12. A BEAUTIFUL MIND
13. A CHRISTMAS CAROL
14. A MAN A PART
15. ABOUT SCHMIDT
16. ADAPTATION
17. ALIEN VS PREDADOR
18. ALIEN VS. PREDATOR: REQUIEM
19. ALONG CAME POLLY
20. AMERICAN GANGSTER
21. AMERICAN PIE - THE WEDDING
22. AMERICAN PIE 2
23. AMITYVILLE HORROR
24. ANALYZE THAT
25. ANGELS & DEMONS
26. ANGER MANAGEMENT
27. APOCALYPTO
28. AWAKE
29. BAD BOYS 2
30. BARNYARD
31. BASIC
32. BASIC INSTINCT 2
33. BATMAN BEGINS
34. BEDTIME STORIES
35. BEE MOVIE
36. BEOWULF
37. BIG FISH
38. BIRTH
39. BLACK HAWK DOWN
40. BLADE 2
41. BLOOD DIAMOND
42. BODY OF LIES
43. BOOGEYMAN
44. BORAT: CULTURAL LEARNING OF AMERICA...
45. BOURNE ULTIMATUM
46. BOWLING FOR COLUMBINE
47. BRIDE WARS
48. BRINGING DOWN THE HOUSE
49. BROKEBACK MOUNTAIN
50. BRUCE ALMIGHTY
51. BURN AFTER READING
52. CARS
53. CAT WOMAN
54. CATCH ME IF YOU CAN
55. CELLULAR
56. CHANGELING
57. CHARLIE AND THE CHOCOLATE FACT
58. CHARLIE'S ANGELS: FULL THROTTL
59. CHARLOTTE'S WEB
60. CHEAPER BY THE DOZEN
61. CHEAPER BY THE DOZEN 2
62. CHICAGO
63. CHICKEN LITTLE
64. CHRONICLES OF NARNIA: PRINCE CASPIAN
65. CINDERELLA MAN
66. CLICK
67. CLOSER
68. CLOUDY WITH A CHANCE OF MEATBALLS
69. CLOVERFIELD
70. COLATERAL
71. COLD MOUNTAIN
72. COLLATERAL DAMAGE
73. CONFESSIONS OF A DANGEROUS MIN
74. CONSTANTINE
75. CRASH
76. CRONICLES OF RIDDICK
77. DADDY DAY CARE
78. DAREDEVIL
79. DARK WATER
80. DAWN OF THE DEAD
81. DAY AFTER TOMORROW
82. DERAILED
83. DIE HARD 4.0
84. DISTRICT 9
85. DISTURBIA
86. DOUBT
87. DOWNFALL
88. DRAG ME TO HELL
89. DRAGONBALL EVOLUTION
90. DRAGONFLY
91. DREAMCATHER
92. ETERNAL SUNSHINE OF THE SPOTLESS MIND
93. EVAN ALMIGHTY
94. EXORCIST: THE BEGINNING
95. FAHRENHEIT 9/11
96. FAILURE TO LAUNCH
97. FANTASTIC FOUR
98. FANTASTIC FOUR 2
99. FAR FROM HEAVEN
100. FAST & FURIOUS
101. FINAL CUT
102. FINDING NEMO

103. FINDING NEVERLAND
104. FIREWALL
105. FLIGHT PLAN
106. FRACTURE
107. FREDDY VS. JASON
108. FUN WITH DICK AND JANE
109. G.I. JOE
110. GANGS OF NEW YORK
111. GARFIELD
112. GARFIELD 2: A TAIL OF TWO KITTIES
113. GET SMART
114. G-FORCE 3D
115. GHOST RIDER
116. GODSEND
117. GOLDEN COMPASS
118. GOODBYE, LENIN
119. GOTHIKA
120. GRAN TORINO
121. HAIRSPRAY
122. HANCOCK
123. HANNAH MONTANA – THE MOVIE
124. HAPPILY N'EVER AFTER
125. HAPPY FEET
126. HARRY POTTER 2
127. HARRY POTTER 3
128. HARRY POTTER AND THE GOBLET OF FIRE
129. HARRY POTTER AND THE HALF-BLOOD PRINCE
130. HARRY POTTER AND THE ORDER OF THE PHOENIX
131. HAUNTED MANSION
132. HERBIE FULLY LOADED
133. HIDALGO
134. HIDE AND SEEK
135. HIGH SCHOOL MUSICAL 3: SENIOR YEAR
136. HITCH
137. HOLLYWOOD ENDING
138. HOME ON THE RANGE
139. HORTON HEARS A WHO!
140. HOSTAGE
141. HOSTEL
142. HOTEL FOR DOGS
143. HOUSE OF WAX
144. HOW TO LOSE A GUY IN 10 DAYS
145. HUNTED
146. I AM LEGEND
147. I AM SAM
148. I NOW PRONOUNCE YOU CHUCK AND
149. I ROBOT
150. ICE AGE
151. ICE AGE 2
152. ICE AGE: DAWN OF THE DINOSAURS
153. IDENTITY
154. INDIANA JONES AND THE KINGDOM OF THE CRYSTAL SKULL
155. INGLOURIOUS BASTERDS
156. INKHEART
157. INSIDE MAN
158. INSOMNIA
159. INTOLERABLE CRUELTY
160. IRON MAN
161. JOURNEY TO THE CENTER OF THE EARTH
162. JUMPER
163. JUNGLE BOOK 2
164. JUNO
165. JUST MARRIED
166. KANGAROO JACK
167. KILL BILL - VOL. 2
168. KING ARTHUR
169. KINGDOM OF HEAVEN
170. KNOWING
171. KUNG FU PANDA
172. LA MALA EDUCACION
173. LADY IN THE WATER
174. LADYKILLERS
175. LARA CROFT TOMB RAIDER THE CRA
176. LAWS OF ATTRACTION
177. LEAGUE OF EXTRAORDINARY GENTLE
178. LEMONY SNICKET'S A SERIES UNFORTUNA
179. LICENSE TO WED
180. LILO & STITCH
181. LIONS FOR LAMBS
182. LORD OF THE RINGS
183. LORD OF THE RINGS: THE TWO TOWERS
184. LOST TRANSLATION
185. MADAGASCAR
186. MADAGASCAR 2
187. MAMMA MIA!
188. MAN ON FIRE
189. MARLEY AND ME
190. MASTER & COMMANDER: THE FAR SIDE OF THE WORLD
191. MATCH POINT
192. MATCHSTICK MEN
193. MATRIX RELOADED
194. MATRIX REVOLUTIONS
195. MEET DAVE
196. MEET THE FOCKERS
197. MEET THE ROBINSONS
198. MEMOIRS OF A GEISHA
199. MEN IN BLACK 2
200. MIAMI VICE
201. MICHAEL JACKSON'S THIS IS IT
202. MILLION DOLLAR BABY
203. MINORITY REPORT
204. MIRRORS
205. MISS CONGENIALITY 2
206. MISSION IMPOSSIBLE 3

207. MONSTER HOUSE
208. MONSTER IN LAW
209. MONSTERS VS. ALIENS
210. MOTORCYCLE DIARES
211. MR. AND MRS. SMITH
212. MR. BEAN'S HOLIDAY
213. MR. BROOKS
214. MUNICH
215. MUSIC & LYRICS
216. MY MOM'S NEW BOYFRIEND
217. NANNY MCFEE
218. NATIONAL TREASURE
219. NEW MOON
220. NEXT
221. NIGHT AT THE MUSEUM 2: ESCAPE FROM THE SMITHSONIAN
222. NIGHTS IN RODANTHE
223. NO COUNTRY FOR OLD MEN
224. NO RESERVATIONS
225. NORBIT
226. OCEANS 12
227. OCEANS 13
228. ONCE UPON A TIME IN MEXICO
229. OPEN SEASON
230. ORPHAN
231. OUT OF TIME
232. OVER THE HEDGE
233. P.S., I LOVE YOU
234. PANIC ROOM
235. PARANORMAL ACTIVITY
236. PERFECT STRANGER
237. PETER PAN
238. PHONE BOOTH
239. PIGLET'S BIG MOVIE
240. PINK PANTHER
241. PINK PANTHER 2
242. PIRATES OF THE CARIBBEAN
243. PIRATES OF THE CARIBBEAN – DEAD'S MAN ...
244. PIRATES OF THE CARIBBEAN 3
245. PLANET 51
246. POLAR EXPRESS
247. POOH'S HEFFALUMP MOVIE
248. POSEIDON
249. PRIME
250. PUBLIC ENEMIES
251. QUANTUM OF SOLACE
252. RACE TO WITCH MOUNTAIN
253. RACING STRIPES
254. RAMBO
255. RATATOUILLE
256. RED DRAGON
257. RED EYE
258. RESIDENT EVIL 2
259. RESIDENT EVIL: EXTINCTION
260. ROBOTS
261. ROCKY BALBOA
262. RUNAWAY JURY
263. S.W.A.T
264. SAW 5
265. SCARY MOVIE 3
266. SCARY MOVIE 4
267. SCOOBY-DOO
268. SCOOBY-DOO 2: MONSTERS UNLEASH
269. SECRET WINDOW
270. SECRETARY
271. SEVEN POUNDS
272. SHALL WE DANCE?
273. SHALLOW HALL
274. SHARK TALE
275. SHOOTER
276. SHREK 2
277. SHREK THE THIRD
278. SIGNS
279. SIMONE
280. SIN CITY
281. SIN EATER
282. SINBAD THE LEGEND OF SEVEN SEA
283. SKY HIGH
284. SLUMDOG MILLIONAIRE
285. SNOW DOGS
286. SOMETHING'S GOTTA GIVE
287. SON OF THE MASK
288. SPEED RACER
289. SPIDER MAN 3
290. SPIDER-MAN
291. SPIDER-MAN 2
292. SPIRITED AWAY
293. SPY KIDS 3D: GAME OVER
294. STAR TREK
295. STAR WARS 3: REVENGE OF SITH
296. STAR WARS: EPISODE 2
297. STARDUST
298. STATE OF PLAY
299. STREET KINGS
300. STUART LITTLE 2
301. SUPERHERO MOVIE
302. SUPERMAN RETURNS
303. SURF'S UP
304. SURROGATES
305. SWEENEY TODD
306. TAKEN
307. TAKING LIVES
308. TEARS OF THE SUN
309. TEENAGE MUTANT NINJA TURTLES
310. TERMINATOR 3: RISE OF THE MACH
311. TERMINATOR SALVATION

312. THE 25TH HOUR
313. THE 40 YEAR OLD VIRGIN
314. THEADVENTURESOF SHARKBOYANDLAVAGIRL
315. THE ANT BULLY
316. THE AVIATOR
317. THE BOURNE SUPREMACY
318. THE BREAK-UP
319. THE BUCKET LIST
320. THE BUTTERFLY EFFECTT
321. THE CORE
322. THE COUNT OF MONTE CRISTO
323. THE CURIOUS CASE OF BENJAMIN BUTTON
324. THE DA VINCI CODE
325. THE DARK KNIGHT
326. THE DEPARTED
327. THE DEVIL WEARS PRADA
328. THE FAST AND THE FURIOUS - TOKYO DRIFT
329. THE FORGOTTEN
330. THE GHOST OF GIRLFRIENDS PAST
331. THE GRUDGE
332. THE GUARDIAN
333. THE HANGOVER
334. THE HAPPENING
335. THE HEARTBREAK KID
336. THE HOLIDAY
337. THE HOURS
338. THE HULK
339. THE INCREDIBLE HULK
340. THE INCREDIBLES
341. THE INTERPRETER
342. THE ISLAND
343. THE ITALIAN JOB
344. THE LAKE HOUSE
345. THE LAST SAMURAI
346. THE LEGEND OF ZORRO
347. THE MANCHURIAN CANDIDATE
348. THE MIST
349. THE MOTHMAM PROPHECIES
350. THE MUMMY: TOMB OF DRAGON EMPEROR
351. THE NOTEBOOK
352. THE NUMBER 23
353. THE OMEN
354. THE PACIFIER
355. THE PASSION OF THE CHRIST
356. THE PHANTON OF THE OPERA
357. THE PRESTIGE
358. THE PROPOSAL
359. THE PURSUIT OF HAPPYNESS
360. THE QUEEN
361. THE QUIET AMERICAN
362. THE REAPING
363. THE REBOUND
364. THE SENTINEL
365. THE SIMPSONS MOVIE
366. THE SKELETON KEY
367. THE SPIDERWICK CHRONICLES
368. THE STEPFORD WIVES
369. THE STRANGERS
370. THE SWEETEST THING
371. THE TAKING OF PELHAM 123
372. THE TERMINAL
373. THE UGLY TRUTH
374. THE UNBORN
375. THE VILLAGE
376. THE WILD
377. THE WILD THORNBERRY'S
378. THE X-FILES: I WANT TO BELIEVE
379. TIM BURTON'S CORPSE BRIDE
380. TIME MACHINE
381. TORQUE
382. TRANSFORMERS: REVENGE OF THE FALLEN
383. TRANSFORMERS: THE MOVIE
384. TROY
385. TWO WEEKS NOTICE
386. UNDERDOG
387. UNDERWORLD: RISE OF THE LYCANS
388. UNITED 93
389. UP
390. V FOR VENDETTA
391. VALKYRIE
392. VANTAGE POINT
393. VOLVER
394. WALLACE & GROMITT
395. WALL-E
396. WANTED
397. WAR OF THE WORLDS
398. WATCHMEN
399. WEDDING CRASHERS
400. WHAT HAPPENS IN VEGAS
401. WHITE NOISE
402. WILD HOGS
403. WORLD TRADE CENTER
404. X-MEN - THE LAST STAND
405. X-MEN 2
406. X-MEN ORIGINS: WOLVERINE
407. XXX - TRIPLE X
408. YES MAN
409. YOU DON'T MESS WITH THE ZOHAN
410. YOU, ME AND DUPREE
411. YU-GI-OH
412. ZODIAC

Appendix - Rating System

In the United States, the rating is performed by the Motion Picture Association (MPAA), institution responsible for performing the indicative classification of movies and trailers on screen in movie theaters. This entity is formed by representatives of civil society, and has as a duty the mission of classifying films so that parents know which movies are the most appropriate for their children. Rating is made from the analysis of subject, language, violence, nudity, sex and drug use.

Five categories are established by MPPA, the first three are suggestive and the last two are prohibitive:

(G) - Free for all ages (General Audiences).

(PG) - Parts of the movie may not be suitable for children. Suggest being accompanied by parent or legal guardians (Parental Guidance Suggested).

(PG-13) - Some of the material of the film may be improper for children under 13. Monitoring by parents or legal guardians is seriously recommended (Parents Strongly cautioned).

(R) - Restricted Access. Children under 17 years require the presence of parents or legal guardians (Restricted).

(NC-17) - Under 17 are not admitted to the movies (No one 17 and under admitted)

Source: Available from: www.mpa.org.

Film rating in Brazil is done by the Ministry of Justice, and aims to protect children and adolescents from inadequate audiovisual contents. It informs about the age groups and times (when shown on TV) to whom the movies are not recommended. In this evaluation, the following subjects are considered: sex, violence and drugs, and grading is attributed, as described below, accompanied by the synthetic disclosure of the content of existing topics, in conjunction with the degree of intensity with which they appear:

Free - For all public

10 - Not recommended for children under 10 years old

12 - Not recommended for children under 12 years old

14 - Not recommended for children under 14 years old

16 - Not recommended for children under 16 years old

18 - Not recommended for children under 18 years old

This rating aims to provide an indicative set of information to parents about the works displayed, so that they can decide about the access to the content by their children who wish to watch such movie. Even for the rating "Not recommended for children under 16 years" underage children are granted admission to movies with classification above their age provided they are accompanied by parents or a legal authorized guardian. For movies classified as "Not recommended for under 18", access of underage children is not allowed.

During the preparation of this manuscript (March 2011), the rating criteria in Brazil was under discussion, through a public consultation held by the Ministry of Justice, seeking for the preparation of new ordinance.

Source: Available from: <http://portal.mj.gov.br>.

Resumo

Introdução: A maioria dos fumantes adultos iniciou o uso do tabaco antes dos 18 anos de idade. A exposição intensa, nos filmes, a imagens de produtos de tabaco e seu consumo contribui para a iniciação de jovens ao tabagismo sendo importante reduzir essa exposição. **Objetivo:** O presente estudo visa a comparar a classificação indicativa atribuída a filmes de popularidade no Brasil e nos Estados Unidos, assim como refletir sobre a quantidade de imagens de produtos de tabaco e seu consumo, presentes nos filmes estrangeiros classificados para adolescentes. **Método:** Estudo documental em 412 filmes estrangeiros entre os 100 com maior bilheteria no Brasil e Estados Unidos (2002 a 2009), identificando a classificação indicativa nos dois países e quantidade de exposição a imagens de tabaco. A classificação indicativa nos dois países foi harmonizada em quatro categorias: criança, início da adolescência, final da adolescência e adultos. A quantidade de exposição a imagens produtos de tabaco e consumo nos filmes foi determinada para cada categoria. **Resultados:** A atribuição de classificação indicativa dos filmes é mais baixa no Brasil. Filmes acessíveis a adolescentes no Brasil têm maior quantidade de imagens de uso de tabaco comparados aos filmes para este grupo nos Estados Unidos. **Conclusão:** A quantidade de imagens de produtos de tabaco e de consumo é alta em filmes com classificação indicativa para adolescentes no Brasil. Há diferenças de classificação entre os países. A classificação indicativa em filmes considerando esse conteúdo como inadequado poderia diminuir a exposição de adolescentes a essas imagens. **Palavras-chave:** Tabaco; Cinema como Assunto; Publicidade de Produtos Derivados do Tabaco; Comportamento do Adolescente

Resumen

Introducción: La exposición a imágenes de tabaco en películas promueve el tabaquismo durante la adolescencia, antes de los 18, cuando la mayoría de los fumadores empiezan a fumar. Se considera importante impedir la exposición a estas imágenes para prevenir el tabaquismo. **Objetivo:** El presente estudio tuvo el objetivo de comparar las mismas películas, exitosas en Brasil y los Estados Unidos, a través del sistema de clasificación de cada país, además de determinar la cantidad de imágenes de tabaco en las películas extranjeras clasificadas para jóvenes de diferentes edades. **Método:** De las 100 películas más taquilladas en Brasil y los Estados Unidos en cada año del 2002 al 2009, se identificaron 412 películas que fueron exitosas en los dos países. Para cada película, se determinó la cantidad de imágenes de fumar, el auditorio adecuado según el sistema de clasificación de cada país: niños; adolescentes más jóvenes; adolescentes más grandes; adultos y la suma de exposición a imágenes de fumar para auditorio. **Resultados:** El sistema brasileño calificó las mismas películas para auditorios más jóvenes que el sistema estadounidense. Entre las películas clasificadas para auditorios más jóvenes, la prevalencia de imágenes de tabaco fue mayor en el sistema brasileño que el estadounidense. **Conclusión:** Los sistemas clasifican de manera distinta las mismas películas, resulta que el sistema brasileño califica para adolescentes muchas películas que tienen altos niveles de imágenes de tabaco. Para reducir la exposición a imágenes de tabaco en jóvenes se considera importante tomar en cuenta las imágenes de tabaco en los sistemas de calificación. **Palabras clave:** Tabaco; Cine como Asunto; Publicidad de Productos Derivados del Tabaco; Conducta del Adolescente