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Abstract
Smoking is not a personal behavior, but a primary global sanitarian issue. World Health Organization [WHO] indicates that smoking is the second reason of causing death, and one-third cancers are related to it. Among the 1300 million smokers, 300 million are teenagers and children. There are 6,000 juveniles who start to smoke everyday, and half of them become habitual user. Over 80% juveniles are influenced by the tobacco advertisements. “Framework Convention on Tobacco Control [FCTC]” shows that enhancing anti-tobacco education, propaganda, training and common cognitive is necessary.

In Taiwan, 40% juveniles start smoking at school; it reveals that anti-tobacco education is something we must do. Therefore, this research used semiology to analyze the collected advertisements and cigarette-packs, and performed focus group by doing a series of tobacco advertisements media literacy education to elementary, junior high, and senior high school students for conferring their anti-tobacco belief. This research found that the advertisements and packs indeed have some factors to fascinate juveniles, including offering the special or limited edition packs, and using attractive copy, colors and portraits. This research also found that media literacy education does have a function to make juveniles to speculate the purposes of advertisements, strengthen the belief of anti-tobacco, and reduce the inclinations of smoking.
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