



CULTURAL INFILTRATION

2007 - 2008

cul'tur·al In·fil·tra'tion 1. *n.* The prevalence and passive tolerance or acceptance of tobacco and tobacco use within Ohio's culture. 2. *v.* Tobacco companies use a variety of cultural infiltration tactics to target youth and young adults, including manipulation, modeling, passive exposure, glamorization and profiling.



mod·el·ing: 1. *v.* Learning and imitating through observing the behavior of others. 2. *n.* Authority figures/ role models using tobacco in front of impressionable youth.



Manipoul

2007 - 2008

ma-nip-u-la-tion 1. *n.* A control tactic that uses fallacies and propaganda techniques for influence and profitable gain by the tobacco industry. 2. *n.* Manipulation can come in many forms such as superficial social responsibility, event sponsorships, loyalty programs, in-bar promotions, persuasive product placement and packaging, buying influence and spinning the truth.



pro·fil·ing: 1. *n.* A marketing technique, used by the tobacco industry, to deliver messaging to an audience that is most likely to be receptive. 2. *v.* Basing a product on a consumer's geographic, demographic, psychographic and behavioral characteristics.



Passive
Exposure

2007 - 2008

pas·sive ex·po·sure: 1. *n.* The existence of tobacco use as a routine, natural and acceptable part of everyday activities.



glam'or-i-za'tion: 1. *n.* The portrayal of tobacco use by the entertainment industry in a positive, sexy and/ or glamorous light (particularly in media aimed at youth and young adults).