APPENDIX – 12

Photos of Alcohol and Tobacco Related Media Contents

1. News coverage with the image of Hind film star Shaharuk Khan, smoking cigarette, (Vijay Times, Hubli-Dharwad, 16th November 2006).

2. News coverage with the image of Australian cricketer Shen Warne, smoking cigarette, (Vijay Times, Hubli-Dharwad, 30th July 2006).
3. Still from Kannada film *Ashoka* in which the hero *Shivarajkumar* is smoking (http://movies.sulekha.com).

4. Still from Hindi film *Don* in which the hero *Shaharukh Khan* is consuming both alcohol and tobacco (http://movies.sulekha.com).
5. Still from Hindi film in which the heroin is consuming cigarette (http://movies.sulekha.com).

6. Hoarding of the film *Family* in which *Amitabh Bachchan* is smoking cigar (Photo taken nearby court circle, Dharwad, 20th April 2006).
7. Cigarette Advertisement which appeared in print media (Vijay Karnataka, Hubli-Dharwad, 16th November 2003).

8. Display of liquor brand with the image of Indian cricketer M. S. Dhoni which appeared in newspaper (Prajawani, Hubli, 15th October 2006).

10. Surrogate advertising of Royal Challenge whisky displayed nearby Laxmi film theatre, Dharwad (taken on 20th June 2006).
11. Surrogate advertising of Bagpiper Whisky which appeared in television

12. 'Contest' sponsored by Liquor Company (Vijay Karnatak, Hubli-Dharwad 7th Nov. 2003)
13. Sponsorship of sports by Liquor Company: India V/s Zimbabwe Cricket Series (Royal Stag Cup)

14. Sponsorship of sports by liquor companies: Celebrity gold tournament sponsored by Mc Dowell's signature in which celebrities from sports, films and business field were participated.
15. Festival wishes by Tobacco Company (Prajavani, Hubli on 1st Nov. 2005)

16. Notices to the consumers given by alcohol and tobacco companies which appeared in newspapers

Vijay Karnataka, Hubli on 3rd Aug. 2003

Prajavani, Hubli on 25th May 2006
17. Anti-smoking Advertisement (Vijay Karnataka, Hubli, 20th August 2006)

18. Hoarding for safe driving (south-end circle, Bangalore, 6th Nov. 2006)

People from various villages of Channarayanapura taluk took out a protest march, in Hassan district, on Monday, demanding the prohibition on the sale of liquor at Moodanahalli gate.

20. Protest against smoking (Deccan Herald, Hubli-Dharwad, 6th June 2006)