



ARCHETYPE PROJECT SUMMARY

- I. Purpose of the Archetype Project
- II. Outcome: The Archetype
- III. The Initiation Process
- IV. Social Ritual
- V. Implications of the Archetype
- VI. Future Directions



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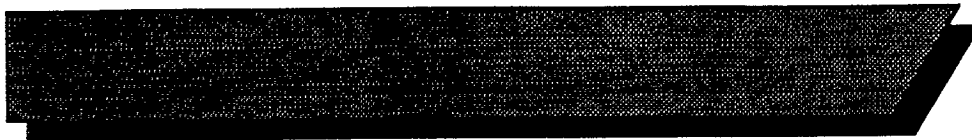
I. Project Purpose

To understand and explain what smoking means to the smoker

- What role does it play in the smoker's life?



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II. The Archetype

Smoking is a social ritual which enables us to express and reaffirm our self image. When we smoke we reactivate the initiation into adulthood which acknowledged our individualism and bound us to our peer group.



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III. The Initiation Process

Smoking can enable us to express and re-affirm our self image because it plays a special role in the "coming of age" process.

That process has two stages:

1. Imprinting/Awareness
2. Rite of Passage



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The Initiation Process (continued)

First Stage: Imprinting/Awareness

- Establishes smoking as a pleasurable adult activity from which the observer is excluded
 - Beginning of in-group/out-group associations
 - Links smoking to adult identity

Common Elements

- Smoker is a role model/admired/heroic
 - Father, mother, grandfather, older sibling or friend
- Smoking occurs in a "special situation"
 - Comradery
 - Happy, warm feelings
- An "adults only" situation
- Observer is on the outside looking in/does not belong
 - Wants to be included



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The Initiation Process (continued)

Second Stage: Rite of Passage

- Smoking is a means of establishing one's own adult identity
 - Joining and "in-group"
 - Breaking taboos

Common Elements

- Ready to break into "adult" world
- Recognize risk
 - Need a "safe place"
- Initiator to lead/to bond with
- Endure negative consequences to prove oneself



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The Initiation Process (continued)

- The use of cigarettes as a rite of passage has an enduring effect on how smoking functions for the individual later in life.
 - Cements the perception that smoking is both "risky" and indulgent/rewarding
 - Gives cigarettes the status of a "friend who has been through a lot with me"
 - Helps define one's adult identity
 - a "smoker"
 - a "risk-taker" "rebel"
 - among the in-group
- As a result smoking, to adults, becomes a social "ritual"
 - A means of continually expressing one's identity to others and reaffirming identity to oneself



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IV. Social Rituals

- Rituals serve specific functions
 - Channel and control emotions
 - funeral rites, cocktail before dinner
 - Control space and time
 - anniversaries
 - Communicate and reinforce a social bond
 - Rules of etiquette, fraternity hazing
- Rituals have specific characteristics
 - Repetition
 - Meaning that goes beyond the immediate behavior
 - Taboos
 - "Initiation"
 - "Mystical" elements (chants, colors, movements, smoke, fire)



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Ritual Aspects of Smoking

- Channel or control emotions
 - Anxiety reduction
 - Wake up/settle down
 - Regroup/revitalize
 - Focus attention
- Control space and time
 - Take a break
 - Buy time/take time out
 - Mark time or events
- Communicate and reinforce social bonds
 - A way to present oneself (badge)
 - Facilitate and strengthen social contact
 - Define boundaries of a social group (in-crowd/out-crowd)



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V. Implications of the Archetype

- Essential for smoking to remain a practice that is perceived as:
 - ~~Risky~~ a "risk factor"
 - ~~An~~ Adult activity
 - Not widely accepted
- Reinforce the ritualistic aspects of smoking
 - Fire and smoke
 - Pack color
 - Repetitive movements
- Reinforce the "identification" functions of smoking
 - Helps define "who I am"
 - And, "who I am not"
- Reinforce the "social bonding" aspects of smoking
 - In-group



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Restatement of the Archetype

Smoking is a social ritual which enables us to express and reaffirm our self image. When we smoke we reactivate the initiation into adulthood which acknowledged our individualism and bound us to our peer group.

- Not every cigarette fulfills all elements of the archetype
- Some trigger more elements than others
 - seen in descriptions of "most memorable" cigarettes



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The Initiation Process (continued)

First Stage: Imprinting/Awareness

- Establishes smoking as an adult activity from which the observer is excluded
 - Beginning of in-group/out-group associations
 - Links smoking to adult identity

Common Elements

- Smoker is a role model/admired/heroic
 - Father, mother, grandfather, older sibling or friend
- Smoking occurs in a "special situation"
 - Comradery
 - Happy, warm feelings
- An "adults only" situation
- Observer is on the outside looking in/does not belong
 - Wants to be included



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V. Implications of the Archetype

- Essential for smoking to remain a practice that is perceived as:
 - A "risk factor"
 - An adult activity
 - Not widely accepted - For rebellious people
- Reinforce the ritualistic aspects of smoking
 - Fire and smoke
 - Pack color
 - Repetitive movements
- Reinforce the "identification" functions of smoking
 - Helps define "who I am"
 - And, "who I am not"
- Reinforce the "social bonding" aspects of smoking (individualism, conformity)
 - In-group

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- Brand choice and identity with a group





The Initiation Process (continued)

- The use of cigarettes as a rite of passage has an enduring effect on how smoking functions for the individual later in life.
 - Cements the perception that smoking is both "risky" and indulgent/rewarding
 - Gives cigarettes the status of a "friend who has been through a lot with me"
 - Helps define one's adult identity
 - a "smoker"
 - a "rebel"
 - among the in-group
- As a result smoking, to adults, becomes a social "ritual"
 - A means of continually expressing one's identity to others and reaffirming identity to oneself



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The Initiation Process (continued)

First Stage: Imprinting/Awareness

- Establishes smoking as a pleasurable adult activity from which the observer is excluded
 - Beginning of in-group/out-group associations
 - Links smoking to adult identity

Common Elements

- Smoker is a role model/admired/heroic
 - Father, mother, grandfather, older sibling or friend
- Smoking occurs in a "special situation"
 - Comradery
 - Happy, warm feelings
- An "adults only" situation
- Observer is on the outside looking in/does not belong
 - Wants to be included



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V. Implications of the Archetype

- Essential for smoking to remain a practice that is:
 - Not widely accepted
 - For rebellious people
- Reinforce the ritualistic aspects of smoking
 - Fire and smoke
 - Pack color
 - Repetitive movements
- Reinforce the "identification" functions of smoking
 - Helps define "who I am"
 - And, "who I am not"
- Reinforce the "social bonding" aspects of smoking (individualism/conformity)
 - In-group
 - Brand choice and identify with a group



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V. Implications of the Archetype

- Essential for smoking to remain a practice that is:
 - Not widely accepted
 - For rebellious people
- Reinforce the ritualistic aspects of smoking
 - Fire and smoke
 - Pack color
 - Repetitive movements
- Reinforce the "identification" functions of smoking
 - Helps define "who I am"
 - And, "who I am not"
- Reinforce the "social bonding" aspects of smoking (individualism/conformity)
 - In-group
 - Brand choice and identify with a group



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I. Project Purpose

To understand and explain what smoking means to the smoker

- What role does it play in the smoker's life?



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II. The Archetype

Smoking is a social ritual which enables us to express and reaffirm our self image. When we smoke we reactivate the initiation into adulthood which acknowledged our individualism and bound us to our peer group.



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III. The Initiation Process

Smoking can enable us to express and re-affirm our self image because it plays a special role in the "coming of age" process.

That process has two stages:

1. Imprinting/Awareness
2. Rite of Passage



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The Initiation Process (continued) First Stage: Imprinting/Awareness

- Establishes smoking as an adult activity associated with pleasurable events, from which the observer is excluded
 - Beginning of in-group/out-group associations
 - Links smoking to adult identity

Common Elements

- Smoker is a role model/admired/heroic
 - Father, mother, grandfather, older sibling or friend
- Smoking occurs in a "special situation"
 - Comradery
 - Happy, warm feelings
- An "adults only" situation
- Observer is on the outside looking in/does not belong

Wants to be included



Jim

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The Initiation Process (continued)

Second Stage: Rite of Passage

- Smoking is a means of establishing one's own adult identity
 - Joining the "in-group"
 - Breaking taboos

Common Elements

- Ready to break into "adult" world
- Recognize risk
 - Need a "safe place"
- Initiator to lead/to bond with
- Endure negative consequences to prove oneself



Amber

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The Initiation Process (continued)

- The use of cigarettes as a rite of passage has an enduring effect on how smoking functions for the individual later in life.
 - Cements the perception that smoking is for "risk takers"
 - Gives cigarettes the status of a "friend who has been through a lot with me"
 - Helps define one's adult identity
 - a "smoker"
 - a "risk taker"
 - among the in-group
- As a result smoking, to adults, becomes a social "ritual"
 - A means of continually expressing one's identity to others and reaffirming identity to oneself




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IV. Social Rituals

- Rituals serve specific functions
 - Channel and control emotions
 - funeral rites, cocktail before dinner
 - Control space and time
 - anniversaries
 - Communicate and reinforce a social bond
 - Rules of etiquette, fraternity hazing
- Rituals have specific characteristics
 - Repetition
 - Meaning that goes beyond the immediate behavior
 - Taboos
 - "Initiation"
 - "Mystical" elements (chants, colors, movements, smoke, fire)



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Ritual Aspects of Smoking

- Channel or control emotions
 - Anxiety reduction
 - Wake up/settle down
 - Regroup/revitalize
 - Focus attention
- Control space and time
 - Take a break
 - Buy time/take time out
 - Mark time or events
- Communicate and reinforce social bonds
 - A way to present oneself (badge)
 - Facilitate and strengthen social contact
 - Define boundaries of a social group (in-crowd/out-crowd)



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Restatement of the Archetype

Smoking is a social ritual which enables us to express and reaffirm our self image. When we smoke we reactivate the initiation into adulthood which acknowledged our individualism and bound us to our peer group.

- Not every cigarette fulfills all elements of the archetype
- Some trigger more elements than others
 - seen in descriptions of "most memorable" cigarettes



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V. Implications of the Archetype

- Essential for smoking to remain a practice that is:
 - An adult activity
 - Not widely accepted
 - For people who like to take risks
- Reinforce the ritualistic aspects of smoking
 - Fire and smoke
 - Pack color
 - Repetitive movements
- Reinforce the "identification" functions of smoking
 - Helps define "who I am"
 - And, "who I am not"
- Reinforce the "social bonding" aspects of smoking (individualism/conformity)
 - In-group
 - Brand choice and identity with a group



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