

The Content and Language of Newspaper Articles Related to the Official Ban on Smoking in Greece

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Abstract: This study aims to investigate the content and language of newspaper articles referring to the start of the official ban on smoking in Greece in July 2009. Given that smoking in Greece is generally taken to be a social and acceptable habit, despite its undeniable negative impact on health, Greek government launched an extensive anti-smoking campaign. Newspapers played a crucial role in conveying anti-smoking messages and keeping public opinion informed. Having in mind that language as a code expresses and reflects social values and beliefs and news is full of these values, we conducted a survey in order to study the major themes and language devices used in newspaper articles before and after the implementation of the new anti-smoking legislation. Our search yielded 196 articles, which were classified according to their dominant theme into 13 categories. From our analysis, it was concluded that, on the occasion of the ban on smoking, there was full coverage of all the main issues related to tobacco use. Moreover, the language features found varied depending on the identified dominant theme.

Keywords: Greece, ban on smoking, language, content, newspaper articles.

1. INTRODUCTION

Tobacco smoking constitutes a major public health problem around the world and the largest cause of premature death in developed countries [1]. People who smoke on a regular basis throughout their lives have the same potential to die from tobacco consumption as they have from every other cause [2]. According to recent statistics, provided by the World Health Organization (WHO), 5.4 million smokers die every year [3].

Among European countries, Greece holds one of the highest percentages not only of adult but also of student tobacco use [4]. It is worth mentioning that smoking prevalence among high school students ranges from 10% to 32% for 15 year olds to a maximum of 50% in 16-19 year olds [5, 6, 7]. Furthermore, it has been shown that even the full awareness of the negative consequences of smoking does not stand as a preventive factor from quitting or not starting it in the first place. In particular, the findings of a study, carried out in a large Greek university, as regards the smoking habits of medical and non medical students, revealed a remarkable high percentages of tobacco use on the part of medical students. The authors concluded that medical education affected little their subjects' decisions against smoking [8]. Added to this, Rachiotis *et al.* [9] looked at the factors that are likely to influence smoking among middle-school students in Greece. They found that male gender, parental smoking and high

amount of pocket money were positively associated with being a current smoker.

Many governments, taking into consideration the dangers and the diseases caused by smoking, have launched extensive mass media anti-smoking campaigns. Mass media include television, radio and print media (e.g. newspapers, magazines, booklets). These campaigns, which may be local, regional or nationwide, serve three major goals. First, to inform about the negative consequences that accompany tobacco use, second to promote specific anti-smoking measures and lastly to provide smoking cessation "self-help clinics" [10]. The efficacy of these mass media campaigns in assisting smokers reduce or quit smoking has been well documented in a large volume of studies [e.g. 11-14]. This positive impact can be easily explained by the fact, that mass media can reach whole populations and, depending on the ultimate objective of each campaign, influence in the desirable ways public opinion and policy-make bodies [15, 16].

Despite the positive impact anti-smoking mass media campaigns can have on tobacco control, Greece has a poor record in effective nationwide anti-smoking campaigns. The first intensive one was conducted during 1978-1980 with rather ineffective results. In particular, during this period there was a ban on advertising smoking on mass media. The initial phase of the campaign contributed little to changing the smoking habits of the Greeks. However, when the campaign took on a more aggressive dimension with constant and repeated anti-smoking messages on mass media there was a decrease in the purchase of tobacco products. This positive effect was reversed soon after the campaign stopped, that is 2 years later [17, 18]. According to Vardavas

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and Kafatos [19] the reasons for the unsuccessful anti-smoking policy in Greece are mainly two. Firstly, the spirit of tolerance towards individual life styles that runs the Greek society and secondly, the fact that Greece is a tobacco producing country. The anti-smoking campaign which preceded the official ban on smoking in public places in 2009 and is under examination in the present study is the second, intensive anti-tobacco campaign launched by the country so as to bring Greece into line with European Union shared standards.

Regarding the adopted Analysis (henceforth CDA) or Genre Analysis. This choice is a deliberate one since both CDA and Genre Analysis are still developing. For example, Bhatia [20] proposes a new theoretical applied genre analytical model, within Genre Analysis, which is based on three underlying and interconnected perspectives, namely, the textual perspective, the socio-cognitive perspective and the socio-critical perspective. Nevertheless, we implicitly follow the major tenets of CDA. According to CDA, language is a type of social practice. Moreover, texts are the result of the actions of socially situated speakers and writers. In addition, the relations of the participants involved in the production of the various texts are unequal, ranging from complete equality to complete inequality. The meanings, conveyed through texts, are the result of the interaction of readers and hearers with texts and with the speaker/producer of the text. The linguistic features of the texts are the result of social processes and are characterized by opacity. Finally, the users of language, based on their socio-cultural background, have a particular stance towards the set of codes which are transmitted through language [21].

In view of the above, we carried out a survey in method of analysis, it is not our intention to strictly adhere to a particular theoretical background, such as Critical Discourse

order to examine the content and language of newspaper articles concerning the start of the official ban on smoking in public places in Greece, which came into effect on 1 July 2009. We deliberately dealt with newspaper articles since news coverage in newspapers is closely related to the presentation of the same topics in other mass media, such as television or radio [22]. Moreover, Wanta [23] claims that newspapers share an equal role and importance in setting the agenda compared to more “live/interactive” channels of communication, such as television and radio. On the other hand, we focused on the content and language of newspaper articles related to the presentation of the ban on smoking in Greece, because language encodes cultural/ideological beliefs and attitudes and expresses identity [24].

Hence, the goal of our study was twofold. Firstly, to analyze the content of newspaper articles covering the ban on smoking and secondly, to comment on any hidden or straightforward mentioned attitudes, expressed through language, towards the event being covered.

2. METHOD

2.1. Sample

Our sample was composed of articles from 29 Greek newspapers, either nationwide or local, of various circulation figures and political orientation, namely I Kathimerini, I Vradini, I Nafteboriki, I Avgi, Ta Nea, Adesmeftos Typos, To Vima, Eleftherotopia, Isotimia, To Proto Thema, Ethnos, Eleftheros, Chrimatistirio, I Thessalia, Makedonia, Aggelioforos. These articles were obtained from a filtering company (Intreclipping Multiactivities Ltd) which, among other services, monitors and analyzes information collected through reliable open source media. The clippings of newspaper articles we gathered were based on the words “ban”, “smoking” and “Greece”. This search method yielded 196 articles cov-

Table 1. The Number (%) of Newspaper Articles by Article Themes

No	Article theme	Number of articles
1	Reference to the new law that bans smoking in public places	32 (16%)
2	Reference to the start of the official ban on smoking in public places	31 (16%)
3	Experts' interviews	28 (14%)
4	Health effects and economics	18 (9%)
5	Views/Opinions written by journalists, citizens and experts	17 (9%)
6	Reference to statistics	16 (8%)
7	Evaluation of the new measures against cigarette smoking	14 (7%)
8	Help line 1142	12 (6%)
9	Testimonials related to efforts to quit smoking	7 (4%)
10	Reference to what is in force abroad	7 (4%)
11	Formation of a new party for the smokers' rights	6 (3%)
12	Act of rights against smoking	5 (3%)
13	Reference to anti-smoking drugs	3 (1%)
TOTAL		196 (100%)

ering a period of three months prior to the ban and three months after its start. These articles were classified according to their type and article theme (content). The analysis of their language features was based on the identified dominant themes, namely their content.

2.2. Results

Over the period that preceded and followed the start of the official ban on smoking, 196 focused articles were published in 29 Greek newspapers. On closer reading, it became evident that there was a substantial variation in their dominant theme. Therefore, and in order to handle our material in a more effective manner, we categorized the 196 articles we found, according to their content/major theme, into 13 sections. With respect to their type, all of them are a combination of new stories and feature articles. The classification and the number of articles each category has are shown in Table 1.

2.3. Discussion

Before we start our analysis, it is essential to stress that, for spatial reasons we focused on the general patterns that have to do with the dominant article theme and the language used rather than analyze each article separately. This method of working enabled us to get the gist of each article theme and its language form.

We will start the discussion of our findings by looking at the article type. As we have mentioned in the results section, our sample exhibits characteristics which allow us to treat our corpus as a combination of news stories and feature articles. According to Reah [25] there are three main types of articles, namely the news stories, the editorials and the feature articles. News stories report announcements, discoveries and various events that fall into the broad range of information report, whereas editorials give opinion. On the other hand, feature articles are a mixed type, in that they provide background and in general pick up a piece of information and develop it *via* comment, view and speculation. For Bell [26], the major distinction in news industry, concerning the types of press news, is between the hard news (an alternative term for news stories) and the feature articles. However, as he notes, the boundaries between these two main categories are extremely fuzzy and unclear.

As regards the content of the 196 articles we had at our disposal, it should be mentioned that there is a presence of all major issues related to smoking and the ban on it. To put it another way, on the occasion of the official start of the ban, there is a kind of review of the issues that are related to smoking varying from health effects and the economic impact of the new legislation to personal testimonials and the side effects of the available anti-smoking drugs.

In the first major theme, covered by 32 articles (16% of total coverage), the provisions of the new legislation are explained in full detail. There was no fluctuation regarding the coverage of this theme. Thus, 17 articles appeared before and 15 ones after the official implementation of the new law.

The first day and the subsequent seven ones (that is from 01/07/09 to 08/07/09) of the official ban on smoking are covered by 31 articles (16% of total coverage). The articles, which have this dominant theme, report reactions, various

events that happened on the first day of the enforcement of the new restrictions on smoking and the compliance or not of the citizens with the measures.

Experts' interviews are the third major theme found in 28 articles (14% of total coverage). These interviews cover a wide range of issues related to the anti-smoking campaign and the coming ban on it. In particular, various fallacies, such as why chain smokers live longer than non-smokers or the issue of light cigarettes and their impact on health are discussed in detail. With respect to the identity of the interviewed persons, we should mention that 8 experts monopolize the interest of mass media. In particular, 5 university professors, 2 ministers and one opposition spokesman are found in these interviews. Among others, Prof. Gourgoulanis (Medical School, University of Thessaly) on 31/10/09, three months after the official start of the ban, expressed his disappointment for the partial implementation of the anti-smoking legislation and the subsequent failure of the campaign.

The fourth dominant theme, covered by 18 articles (9% of total coverage), refers to the impact smoking has on human organization and on other human activities, such as tourism and sex. In an anti-smoking campaign it is customary to emphasize the health effects of smoking and put aside other aspects related, however, closely to human welfare. In 2 articles of this category a less known, for the Greek standards, dimension is analyzed, namely the impact of smoking on tourism. The journalists claim that the full implementation of the new anti-smoking law can only bring benefits to Greece by attracting tourists of higher income and education. According to the same claim, this category of tourists avoided Greece in the past due to ineffective anti-smoking measures and polluted environment.

The fifth dominant theme covered by 17 articles (9% of total coverage) comprises views expressed by journalists, citizens or experts (i.e. university professors). These views express either skepticism about the long-term results of the anti-smoking campaign or the rationale that runs the new anti-smoking legislation. A further issue found in these articles is the degree of willingness on the part of the individuals and the state officials to abide by the new law and its regulations. For example, on the one hand Prof. Dimitris Kremastinos (Medical School, University of Athens) argues in a very tense manner that the ban on smoking aims at the devaluation of smoking per se as a social accepted habit (I KATHIMERINI, 30/05/09) and on the other hand, Giorgos Romaios (journalist, former Cabinet member) calls for alert so as the anti-smoking measures not take on a racist dimension against smokers (TO VIMA, 03/05/09).

The sixth major theme covered by 16 articles (8% of the total coverage) included extensive statistical data regarding the attitudes towards the new law (i.e. the anti-smoking legislation according to which smoking is banned on all public places from 1 July 2009), the daily cigarette consumption per person, tobacco industry profits, shares of tobacco market in Greece and the measures that the Greek state should take in order to control the smoking problem. It is worth mentioning that, according to the data found in this kind of articles, Greeks report that they welcome a series of measures that would be positive for tobacco control, such as anti-smoking education in schools (83% of those interviewed), develop-

ment of a cessation clinic network (80%) or intensification of anti-smoking media campaigns (69%) (TA NEA, 27/05/09).

The evaluation of the new legislation is the seventh theme in 14 articles (7% of total coverage). In particular, this category of articles reports mainly two types of news. First, the economic impact of the ban on smoking on night clubs where smoking is a predominant feature and second, the ineffectiveness of the new legislation to control tobacco use in public places due to unwillingness, on the part of the store keepers, to make their clients comply with the new measures and the insufficient manning of the state health services so as to make the necessary controls.

The next article theme refers to an important aspect of the anti-smoking campaign, namely the help line 1142 (12 articles, 6% of total coverage). The Greek Health Services established a toll-free line in order to help and inform public about all aspects regarding the new legislation and the restrictions that come with it. It is worth mentioning that within the first three hours of 1 July 2009 this line received 1,000 calls and by early in the afternoon of the same day the number of calls increased to 10,000 (I NAFTEBORIKI, 02/07/09). The majority of the calls (75%) was related to the enforcement of the anti-smoking measures in the public sector, 31% of the total calls was related to the same issue (i.e. enforcement of the new law) but in places of health interest and only 44 calls reported violations of the new measures (ETHNOS, 02/07/09).

The ninth dominant theme consists of 7 articles (4% of total coverage) reporting testimonials of citizens who tried successfully or unsuccessfully to quit smoking. Some of them claim that the new anti-smoking law is an excellent reason to begin their efforts again, whereas others mention that it will take them a while to adapt to the new anti-smoking reality. In addition, former or current smokers express their skepticism about Greek society not being ready to accept such measures.

A small number of articles report on what is in force abroad (7 articles, 4% of total coverage). These articles, through various diagrams, figures and tables, compare the measures taken by the Greek government with what is in force in major European countries, such as Italy, Ireland, The Netherlands, Great Britain, France, Spain, Belgium and Germany. One article refers to what is in force worldwide (IMERISIA, 20/07/09), whereas, another one describes the situation in both Greece and Turkey, a country demonstrating similar smoking rates per person (TA NEA, 05/09/09).

An interesting aspect related to reported reactions against the anti-smoking campaign is found in 6 articles (3% of total coverage), namely the foundation of a political party for the smokers' rights protection. The rationale for the foundation of this party was that the new legislation violates the principles of equality, free will and personality and therefore is unconstitutional in principle (ETHNOS, 15/07/09).

The last two themes refer to the Act of rights against smoking (5 articles, 3% of total coverage) and the anti-smoking drugs (3 articles, 1% of total coverage). More specifically, this Act was an initiative taken by the (Hellenic) National Committee Against Smoking and was given a special attention because the first citizen who signed it was the

President of the Hellenic Republic, Mr. Karolos Papoulias. On the other hand, the 3 articles related to anti-smoking drugs focus on two issues. First, the side effects these drugs have and second, the high cost for taking the available anti-smoking drugs which is not covered by the Insurances.

Having identified the major topic areas of the articles that covered the official ban on smoking in Greece, we will move on to the second part of our analysis, namely the language features of these general article themes.

Firstly, we will deal with the language used in our sample in order to refer to smoking per se. From this point of view, there is a clear variation from the usual labels, such as *habit* or *addiction*, to some unusual ones, such as the reference to smoking as a *terrorist act*. In particular, smoking is characterized as *an illness, a hard drug, a form of worldwide pandemic, a habit (unhealthy, deadly, expensive and harmful) an addiction or a poison that causes addiction, a slow death, a terrorist act, the number one cause of disease and a poison for both the body and the spirit*. It is worth mentioning, that all these labels attributed to smoking, occur in the main body of the text and none in the headlines of the articles. The headlines, by definition, have two main functions; first to summarize in a few words the content of the article that follows and attract attention [27]. The fact that the above mentioned labels do not occur in the headlines may be explained by the unwillingness or the deliberate intention of the writers-journalists not to mention the consequences of smoking directly and remind their readers of the negative impact smoking has on health. Furthermore, these labels do not include any special punctuation marks so as to attract the readers' attention at once, but are embedded into the middle or at the end of the articles. The vocabulary used to label smoking is both formal and colloquial.

Secondly, we will consider the language features each article theme exhibits. The first article theme reports the provisions of the new anti-smoking legislation. The language used in this topic area is expressively neutral, because the majority of the articles just list the major points of the new anti-smoking law. Under this perspective, there is a heavy use of formal vocabulary and compliance with the syntactical rules of the Greek language (compared to other article themes where language is elliptical). However, this does not cover the headlines where words with strong evaluative force (for the Greek standards) and connotations are found. From this point of view, metaphors (e.g. "Ashes" the measures for smoking"), quotes (e.g. "I'll take you to the Greek popular night clubs"), idiomatic expressions (e.g. "regional governments give up"), utterances in the form of imperatives (e.g. "solve the smoke equation"), use of foreign words (e.g. "Rambo" against cigarette") and utterances ending with exclamation marks (e.g. "smoking on the sidewalk only!") are some of the most frequent devices that are used in order to transmit a more attractive and descriptive message. Added to this, indicators of time (deictic language) depending on the time of the article's publication (i.e. before or after the start of the ban on smoking) are found throughout the majority of the articles.

The next topic area covers the first days of the official ban on smoking in Greece. Devices, such as dots, questions and quotations marks are used in the headlines. Some of the headlines just mention the start of the ban, whereas others

take a positive stand towards the new measures (e.g. “a celebration day for anti-smokers”) or express skepticism about the effectiveness of the new legislation (e.g. “they (the measures) do not offer full protection”). Moreover, in the main article text, everyday language is used without any terminology. In general, the language throughout the body text of these articles is descriptive of the events that followed the official ban on smoking.

The third article theme covers experts’ interviews. The headlines of this topic area are either extracts (quotes) taken from the interview in the main body of the article or a neutral modification of the same pattern (i.e. words taken from the main text and put as declarations). Under this perspective, devices, such as exclamation marks, dots, quotation marks and questions are heavily used. Bell [26] claims that direct quotation is the exception and not the rule in news stories because journalists usually turn their sources into indirect speech, which is typical of impersonal and formal register. According to Bell (ibid.) direct quotes serve three major functions; firstly, a quote is evaluated as an incontrovertible fact, secondly, absolves the journalist from approval of what the source said and thirdly, they add the flavor of the interviewed person’s own word. The structure of these articles is organized around either a question-answer form or a continuous text with a heavy usage of quotation marks. The language is less formal since the interviewed persons aim at influencing their audience. That’s why they avoid terminology and technical vocabulary related to the science of medicine and use a more informal register (e.g. questions, first singular and metaphors) so as to pass their message to the mass audience in a clearer and more direct manner. It is worth mentioning that in this article theme, experts do not hesitate to label smoking in ways that mention the negative consequences it has (e.g. hard drug and illness). This is natural since the journalists have to adhere to journalism ethics and transfer the exact words of their interviewed persons without altering them.

The fourth article theme is about the impact of smoking on health and economy. The headlines focus mainly on the negative consequences of smoking. Under this perspective, the language used includes words with strong negative background and implications, such as *lung cancer*, *smoking victims*, *pneumonia*, *worst cause of preventable death* and *harmful habit*. In addition, italics, words taken from other semantic fields combined with English loans (e.g. “smoking-sex: 1-0!”) and short quotations (e.g. “smoking: the worst reversible death cause, WHO) are used in order to emphasize the negative effects of smoking. An important trait of this article theme is the lack of modal expressions. According to Fowler [28] the formal and objective way of news telling justifies this lack. The vocabulary in the main text is formal since it refers to experiments’ results and is taken from the fields of medicine and economy.

The fifth topic area covers opinions expressed by journalists, citizens or experts. The headlines of this article theme represent a more familiar register and appear more creative and innovative, since they reflect personal stands on the issue at stake. Therefore, they use idiomatic language, loans from English (transliterated in Greek, e.g. *hapi* (meaning “pill” in Greek) and “happy end”) and various devices, such as dots and question marks. The language of the main body

text is a combination of formal structures and colloquial register depending on the author. Rhetorical questions and direct speech, which is more personal compared to passive voice, are found throughout the majority of the articles in an attempt to create an intimacy of face-to-face communication. In addition, these articles exhibit a narrative structure, a feature met in less formal levels.

The sixth article theme refers to statistical data related mainly to Greeks’ smoking habits, the smoking industries’ profits and the Greeks’ attitudes towards the new legislation. A major feature of this article theme is the extensive use of figures, percentages and numbers. For Bell [26], numbers are used in order to undergird the empirical claims of news and enhance the value of the story. Roeh and Feldman [29] call the use of numbers in news the “rhetoric of numbers”. Moreover, van Dijk [30] argues that numbers and statistics in general add to seriousness and precision of the news. The language of these articles is formal and this can be justified by the fact that these articles refer to statistics and include comments about these data. Therefore, the possibility of using contradictions, incomplete sentences or vocabulary other than formal is little. The system of naming that appears in this article theme has the following general forms: first + last name, title + last names, last name only and profession + first and last name. These patterns are applied regardless the sex of the person being addressed. According to Reah [25], certain stereotypes in relation to women are reflected in the news coverage. For instance, women are usually depicted as being weaker or valued in a narrow set of roles. Attitudes of this type are not found in this article theme probably due to the fact that women who are mentioned have a superior status (e.g. university professors or researchers).

The evaluation of the measures against smoking is the next article theme. Words with a strong evaluative force prevail in this topic area over other vocabulary. Rhetorical questions, dots, italics, personifications, metaphors and integration of direct speech into indirect one are the major features of the headlines. The words that are used in order to evaluate the effectiveness of the ban on smoking have a negative dimension due to the messages that come from all over the country regarding the successful implementation of the new legislation. In addition, many quotes are included so as to verify the negative appeal of the campaign. This way, the main text of the articles is a combination of information report and citizens’ personal views. Furthermore, it should be added that the negative, in expressive terms, vocabulary is an indirect attempt to persuade the addressee to do something so as to deal effectively with the problem that was caused by this campaign. From this point of view, based on Searle’s [31] speech acts categorization, we can classify the various statements of this article theme as directives, since they have the intention (directly or indirectly expressed) to elicit some kind of action on the part of the hearer. Although the new legislation is evaluated in a negative manner and the words used call for some sort of (re)action on the part of the audience (in this case the officials), it is worth mentioning that there is a complete absence of modal expressions that stipulate obligation for taking the necessary measures in order to amend the new anti-smoking legislation.

The eighth topic area refers to the help line 1142. The vocabulary found in the 12 articles of this category expresses

the huge response this line had. Therefore, metaphors and idioms are used in order to catch this immediate and positive response. These articles rely heavily on numbers, figures and percentages in order to gain a picture of the more frequent questions having been asked. Hence, the language is quite descriptive and the words used are taken from everyday language use without any terminology. In addition, the statements, according to Searle's [31] classification can be grouped under the directive heading since they express the intention of the callers for some sort of action in order the new legislation to be implemented.

The ninth article theme deals with citizens' efforts to quit smoking. This topic area relies heavily on deictic language, in that it uses indicators of person (first person personal pronoun, "I"). Deictic markers, such as *I* give the text a personal perspective and gains effectiveness, in that it conveys the desired message in a more accessible way. Moreover, the modal expressions that are used signal mainly desirability on the part of the people who tried (successfully) to quit smoking. Fowler [28] suggests that the frequent use of modal expressions enhances subjectivity. The language is informal, direct and full of quotes. Nevertheless, indirect speech is also found. Among the articles that are under this theme only one does not include personal stories and mentions, in a formal language, the process and the benefits of quitting smoking.

The next article theme covers what is in force abroad. This topic area is full of figures, diagrams, maps, numbers and percentages. The language is expressively neutral, whereas the body text of these articles includes many statistical data and findings of research that was conducted abroad (e.g. reference to the findings of a survey carried out on behalf of the New York Nightlife Association). From this point of view the sentences are complete and there are no contradictions or elisions for emphasis. On the other hand, these articles are full of time (when anti-smoking measures were taken abroad) and place (where anti-smoking measures are in force) indicators, that is there is a heavy deictic reference. Another language feature of this article theme is the absence of modal expressions. This is justified because there is an objective report and list of measures that are in force abroad. In addition, the speech acts exhibited are the assertive ones, in that they commit the hearer to the truth of the expressed proposition.

The eleventh article theme covers the foundation of a new party for the smokers' rights. The full name of this party is "Smoke Groups for Art and Art Reformation" and the acronym made from the Greek initials of the name is "KOTES". The acronym of this party is translated into English as "chickens". This fact serves as the basis for many wordplays, such as the following headline "even though they are chickens...they don't bite the new measures" which appeared in a newspaper during that time. This way language becomes more colorful. The main text of these articles includes many quotes, embedding into the structure of the article smokers' opinions for their initiative to form a political party and short or incomplete sentences. As regards deixis (i.e. link of the text with the time and place of communication) there is a note-worthy presence of time indicators (e.g. "now", "this period") so as to justify the time (why now and not later or earlier) for taking action. In other words, smokers in these 6 articles argue that the implementation of the new legislation

and the assumed violation of their constitutional rights was the pretext for the formation of the new party. In addition, their statements express the intention of some kind of action on the part of the hearer, that is they are directive speech acts.

The next topic is about the Act of the rights against smoking. The language used is quite descriptive without any further comments. The headlines are accompanied by photos showing the President of the Hellenic Republic, Mr. Karolos Papoulias signing the Act in question. This fact is emphasized by the use of the ordinal number *first* in order to stress that the first citizen of the country is the first to sign this Act. Both the language and the photo have a strong impact on the anti-smoking campaign, in that it sets the example for behaving in a similar way (i.e. quit smoking).

The last topic area refers to anti-smoking drugs. This article theme consists of 3 articles only which focus on the negative consequences of these drugs. To signal the negative impact of anti-smoking drugs on health, journalists use words with an analogous negative content and implications (e.g. "anti-smoking drugs harm health seriously", "be cautious with anti-smoking drugs"). The vocabulary includes many terms from medicine (e.g. "the drug affects the same brain receptors...") and psychology (e.g. "behavior therapy"), whereas there is a direct naming of the anti-smoking drugs.

In general, and with respect to the content of the newspaper articles covering the official ban on smoking in all public places in Greece, it should be mentioned that the classification of our sample according to the article theme revealed a full coverage of all issues related to smoking. What this means is that the implementation of the new anti-smoking measures served as a basis for discussion on all major topics that public opinion should be aware with. These topics varied from the usual references to the negative impact of smoking on health to more unusual ones, such as the disputable effectiveness of anti-smoking drugs and the formation of a political party defending smokers' rights. Looking at the language used in order to refer to the ban in question, the most common language features found in each article theme are shown in Table 2.

Finally, the above mentioned findings are important because they reveal attitudes and beliefs which prevail in the Greek society and justify the (expected) final outcome of the antismoking campaign. It is worth mentioning that although there was a full coverage of all related topics, almost a year later, (e.g. cf. interview of Prof. Toutouzas on 28/05/2010 in I KATHIMERINI newspaper) experts refer to the failure of the antismoking campaign in question. For instance, Prof. Toutouzas attributes this development to the fact that smoking in Greece is generally deemed to be a social and acceptable habit. Furthermore, this failure should be related to the Greek lifestyle which is extremely tolerant towards behaviors, such as smoking. Keeping in mind that there was a full coverage of all topics related to smoking, it depends on the authorities to adopt a more flexible, innovative and targeted strategy. For example, future antismoking campaigns can focus more frequent on good practices, that is, to focus on citizens who managed quit smoking (in our sample this article theme was covered by 7 articles only) or to promote antismoking centers.

Table 2. Language Features Found in Each Article Theme

No	Article theme	Language features
1	Reference to the new law that bans smoking in public places	Language expressively neutral-headlines consisting of words with evaluative force and connotations
2	Reference to the start of the official ban on smoking in public places	Descriptive (everyday) language without any terminology
3	Experts' interviews	Language less formal, full of quotations
4	Health effects and economics	Words with negative background and implications, lack of modal expressions, formal vocabulary
5	Views/Opinions written by journalists, citizens and experts	Combination of formal and colloquial language (rhetorical questions & direct speech, passive voice, narrative structure)
6	Reference to statistics	Formal language, extensive use of figures, percentages and numbers
7	Evaluation of the new measures against cigarette smoking	Words with strong evaluative force, rhetorical questions, dots, italics, personifications, metaphors and integration of direct speech into indirect
8	Help line 1142	Descriptive language without any terminology, use of figures, percentages and numbers
9	Testimonials related to efforts to quit smoking	Deictic language, informal full of quotes
10	Reference to what is in force abroad	Language expressively neutral, use of statistical data
11	Formation of a new party for the smokers' rights	Deictic language, directive speech acts
12	Act of rights against smoking	Descriptive language without any comments
13	Reference to anti-smoking drugs	Terminology from medicine and psychology

3. CONCLUSIONS

To sum up, in this article we focused on the content and language features of the articles that covered the anti-smoking campaign in Greece, before and after the official start of the ban on smoking in all public places. Our findings can be summarized under the following generalizations. First, the articles of our sample, classified appropriately according to their dominant theme, showed a full coverage of all the issues that were necessary for the public opinion in order to become familiar (or review) with either the provisions of the new anti-smoking measures or the effects of smoking. Second, the analysis of the language devices found in our sample revealed that the body text varied in the presence of different language features. That is, there was use of both formal and colloquial language depending on the dominant article theme.

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