Vaping Through a Multi-Cultural Lens:

The Impact of Language and Social Norms

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Introduction

We need to understand vaping not just as a health issue, but as a powerful subculture.

We need to understand the cultural contexts in which vaping thrives, the language that reinforces its appeal, and the social norms that sustain its use.

Contents

1 Understanding Vaping as a Subculture

2 Vaping in Light of Linguistic Relativism

3 Practical Guidelines for Youth Advocates

Section One:
Vaping as a Subculture

- Vaping is being sold as an **identity**, a **social activity**, and a **lifestyle choice**.

- It isn't just about the act itself – it's about the **culture** that's been built around it.

1. A Vaping ‘Sociolect’

Vaping has created a whole new **vocabulary** that is unique to this subculture.

Words and phrases like '**cloud chasing**,' '**nic sick**,' and '**vape tricks**' are more than just slang.

II. Social Activity

Vaping isn't just about the **act itself**; it's deeply rooted in **social interactions**. Vaping is more than just a personal choice – it's a **ticket to belonging**.

III. Social Media Influence

The **line** between **user-generated content** and **covert marketing** is often **blurred**, amplifying the allure of vaping.

IV. Targeted Marketing

Vaping is presented as a **fashion statement** rather than a **health risk**.

LUCKY KISS
Your freedom
is unique

LUCKY KISS
Your freedom is unique
LUCKY KISS
LIPSTICK VAPE
www.luckiss-vape.com

LUCKY KISS
FEMALE VAPE
YOUR FREEDOM IS UNIQUE

THE BEST HANDBAG *vape kits*

VAPE ROYALTY
1.6ml
1.2ml
0.8ml
0.4ml
0.2ml
VAPE ROYALTY
VAPE ROYALTY

TIFFANY & Co.

VAPORESSO®

- 5-220W
- 18650 Amp BATTERIES
- PULSE MODE
- SMART TC MODE

SMOK

LOVE
ADALYA
AD8000

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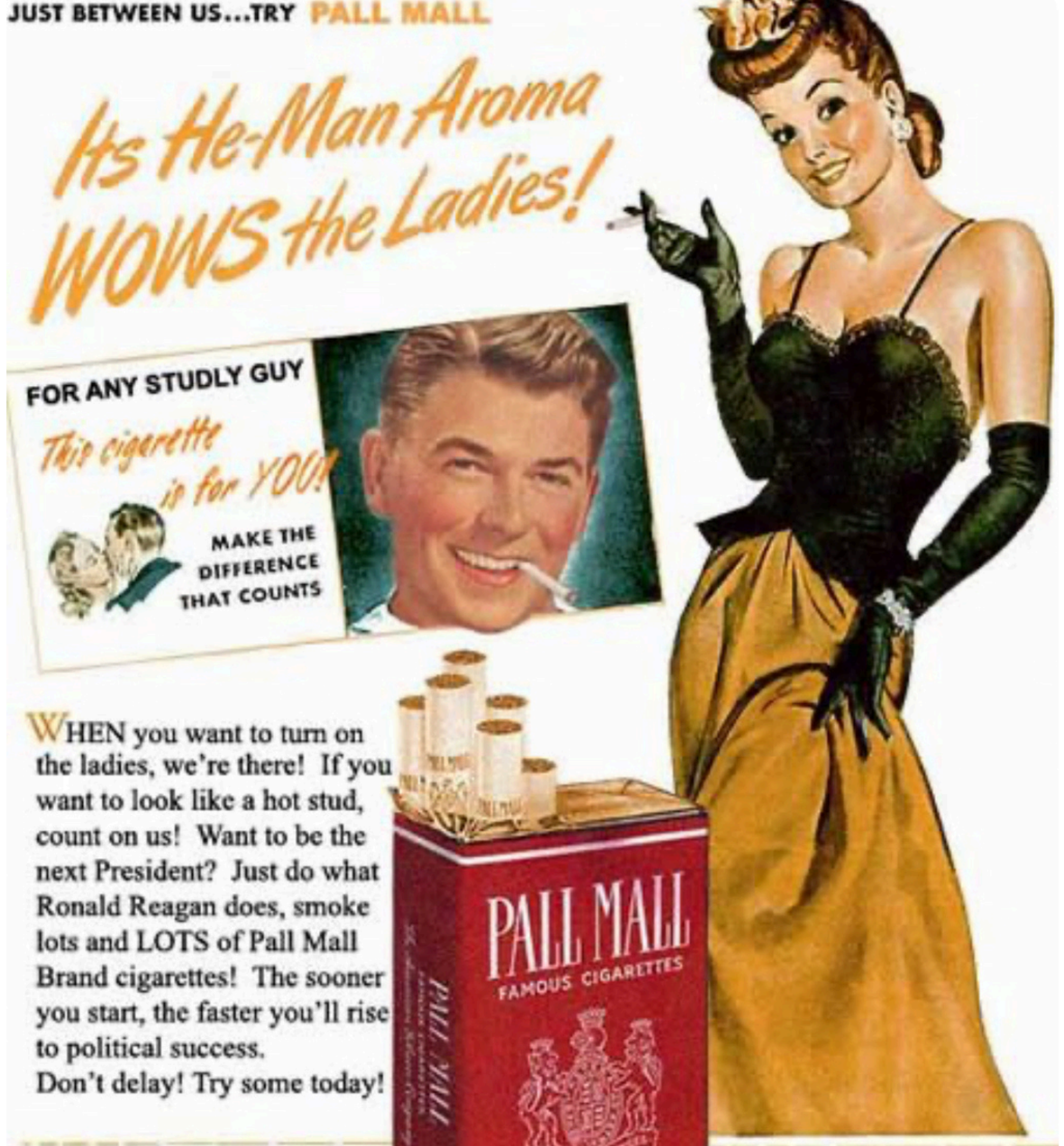
JUST BETWEEN US...TRY PALL MALL

Its He-Man Aroma WOWS the Ladies!



FOR ANY STUDLY GUY

This cigarette is for YOU!

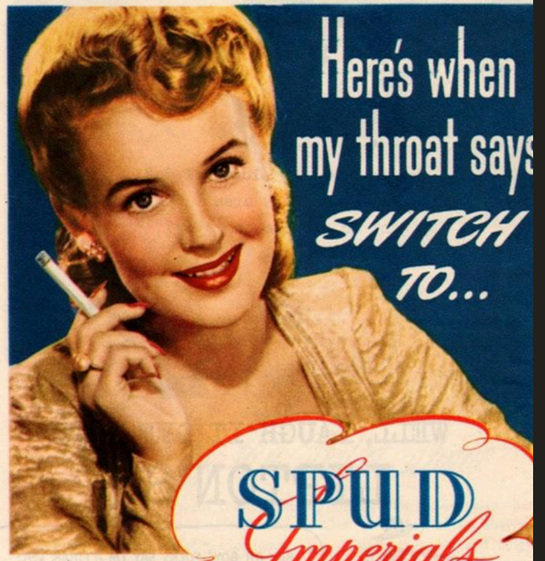
MAKE THE DIFFERENCE THAT COUNTS

WHEN you want to turn on the ladies, we're there! If you want to look like a hot stud, count on us! Want to be the next President? Just do what Ronald Reagan does, smoke lots and LOTS of Pall Mall Brand cigarettes! The sooner you start, the faster you'll rise to political success.
Don't delay! Try some today!

DON'T MISS THE FUN OF SMOKING!

EVEN MR. YUCK AGREES

Smoking isn't hazardous, it's FUN, delicious, and cool!



SPUD
Imperials

CORK TIPS OR PLAIN ENDS

THERE ARE TIMES when it's wise to switch to Spuds for these reasons. *Extra Safety*—none of the irritating acrolein present in most cigarette smoke. *Soothing menthol*, evenly blended by a patented process. No menthol overdoses, no sting or bite. Try Spuds, cork tips or plain ends, and see!

THE AXTON-FISHER TOBACCO CO., Inc.
LOUISVILLE, KENTUCKY

WHENEVER...
I HAVE A COLD

"Spuds cool menthol seems to clear my stuffy head, cuts through my cold-clogged taste and brings back real smoking pleasure!"

WHENEVER... I WANT A
COOLING MENTHOL BRACER

"Spuds are my pick-me-up when I want a more invigorating smoke. Their mild menthol tonic wakes me up in the morning—helps brace me up and keep me going."

WHENEVER...
MY THROAT IS DRY

"When my throat is dry or dull, when other cigarettes taste harsh or flat, I turn to Spuds—to refresh my throat, wake up my taste. Their soothing menthol feels kind to my throat—*invites* smoking right from the first puff."

Before you scold me, Mom ...
maybe you'd better light up a
Marlboro
Yes, you need never feel over-smoked ... that's the Miracle of Marlboro!
MARLBORO
CIGARETTES

Gee, Mommy you sure enjoy your
Marlboro
Yes, you need never feel over-smoked ... that's the Miracle of Marlboro!
MARLBORO
CIGARETTES

DRIPPN
Whip
E-liquid
DRIPPN
Whip

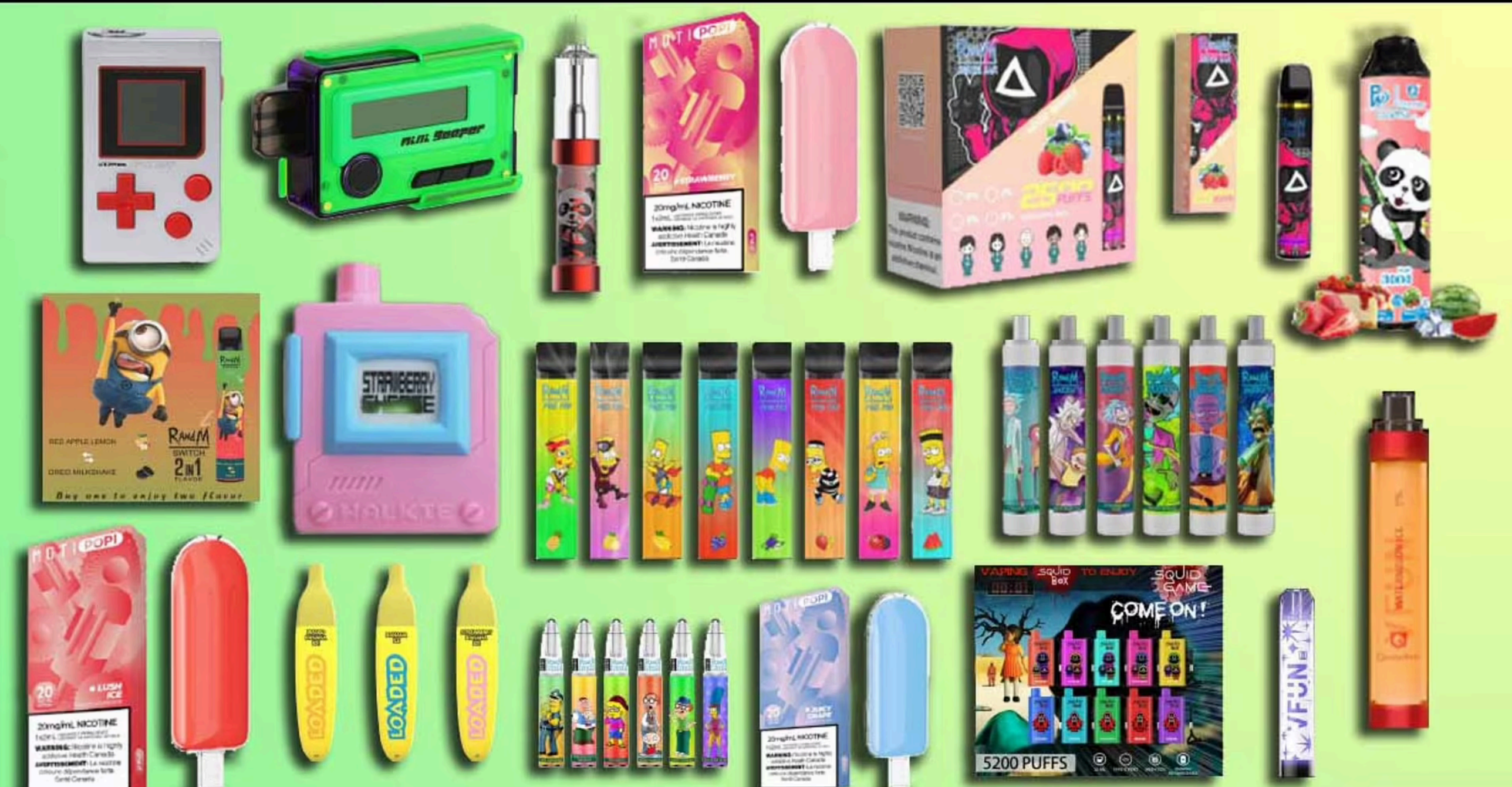
V'Nilla
COOKIES & MILK
6MG | 60ML
V'Nilla

CANDY
KING
BATCH
100ml

Scrumdiddlyumptious
DINNER
Tuck Shop

Scrumdiddlyumptious

ILLEGAL CHILD-FRIENDLY VAPES SOLD IN US



The Takeaway?

- We're not just fighting against a **product**, but against a carefully **constructed cultural phenomenon**.

- The solution: **Deconstruction**

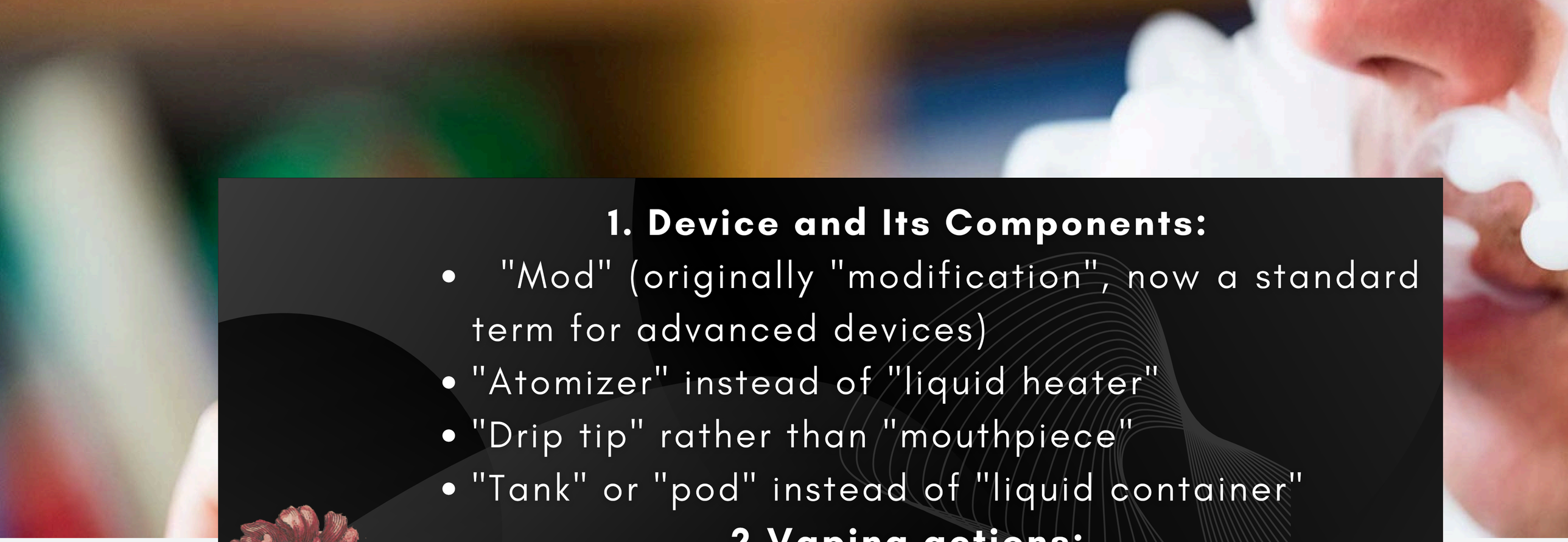
Section Two:
Linguistic Relativism

- The **language** we use affects the way we **think**.
- The **power of language** in vaping demonstrates how **word choice** can **influence perceptions**, **behaviours**, and even **policy**.
-

I. Vaping Terminology

- Vaping terminology includes **technical terms**, **brand names**, **slang**, and **culturally specific expressions**.

English tends to be the **trendsetter** in vaping terminology, often creating new words or repurposing existing ones.

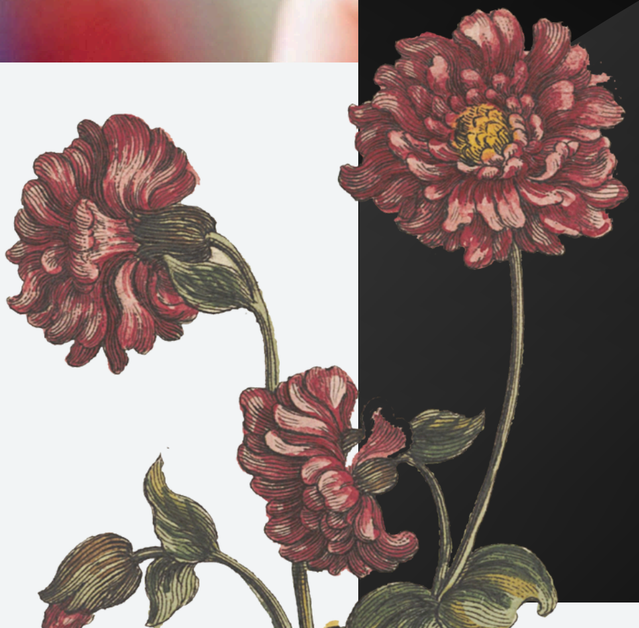


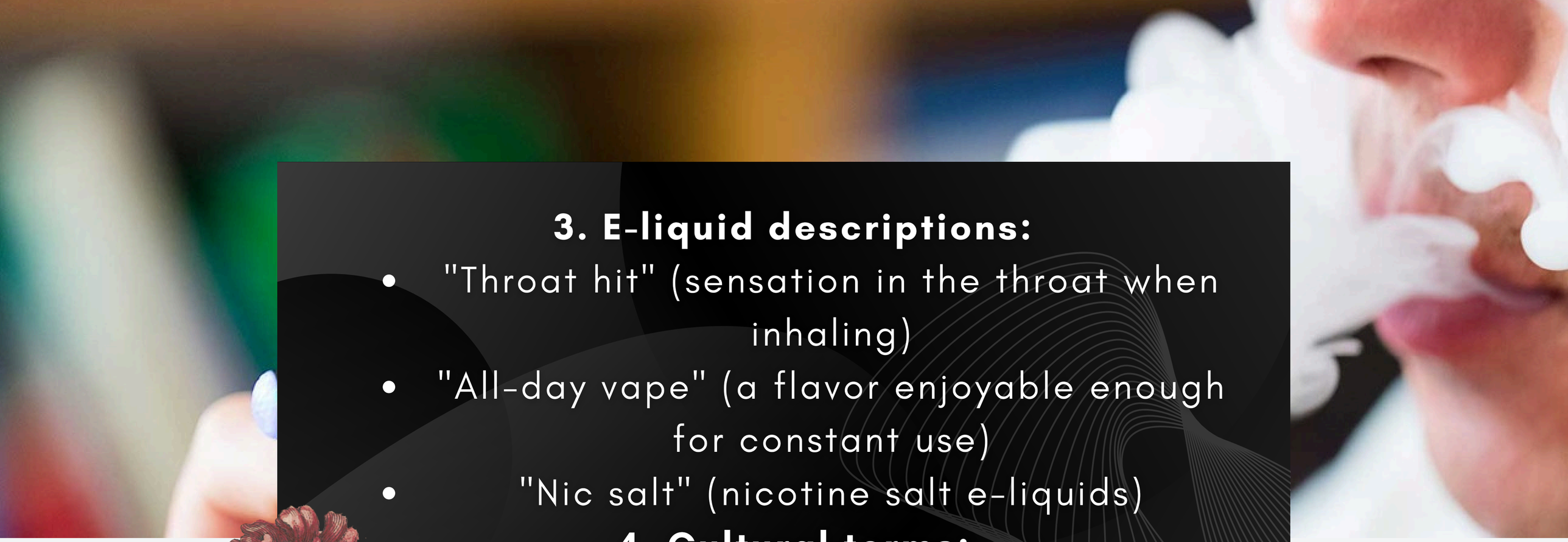
1. Device and Its Components:

- "Mod" (originally "modification", now a standard term for advanced devices)
- "Atomizer" instead of "liquid heater"
- "Drip tip" rather than "mouthpiece"
- "Tank" or "pod" instead of "liquid container"

2.Vaping actions:

- "Dripping" (directly applying e-liquid to the coil)
- "Cloud chasing" (producing large vapor clouds)
- "Stealth vaping" (vaping discreetly)



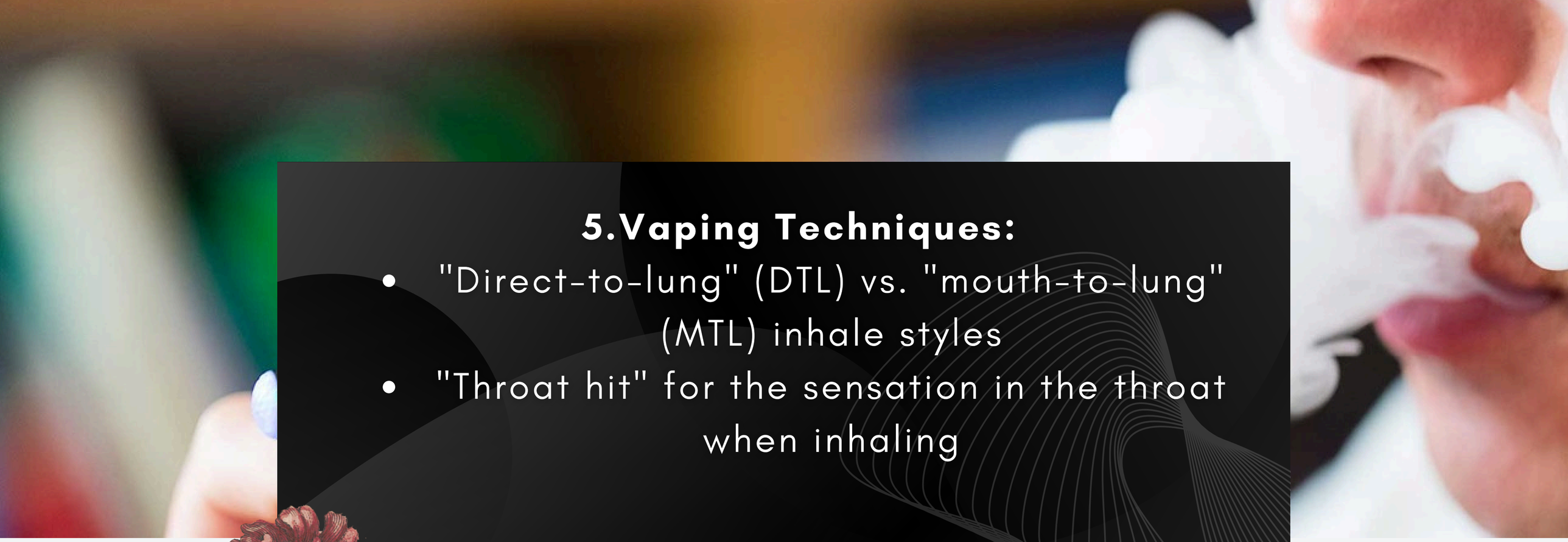


3. E-liquid descriptions:

- "Throat hit" (sensation in the throat when inhaling)
- "All-day vape" (a flavor enjoyable enough for constant use)
- "Nic salt" (nicotine salt e-liquids)

4. Cultural terms:

- "Vaper's tongue" (temporary loss of flavor perception)



5.Vaping Techniques:

- "Direct-to-lung" (DTL) vs. "mouth-to-lung" (MTL) inhale styles
- "Throat hit" for the sensation in the throat when inhaling

The Takeaway?

This technical language serves several purposes:

- **Creates a hobby aspect**: turning vaping into a more complex activity, appealing to those who enjoy tinkering and customisation.
- **Differentiates from traditional smoking:** distancing vaping from the negative connotations of cigarettes.

The Takeaway?

- **Implies safety through technology**: Complex terms can create an impression of a well-engineered, safer alternative to smoking.
- **Builds community:** Shared technical language fosters a sense of belonging among vaping enthusiasts.

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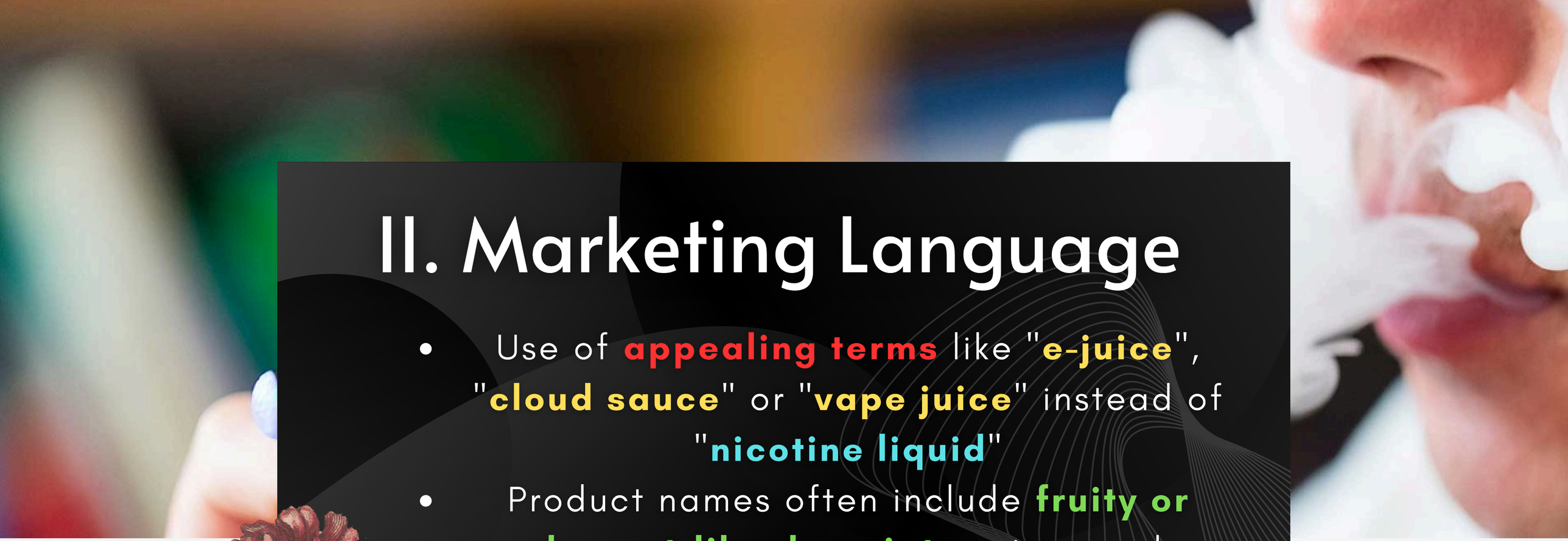
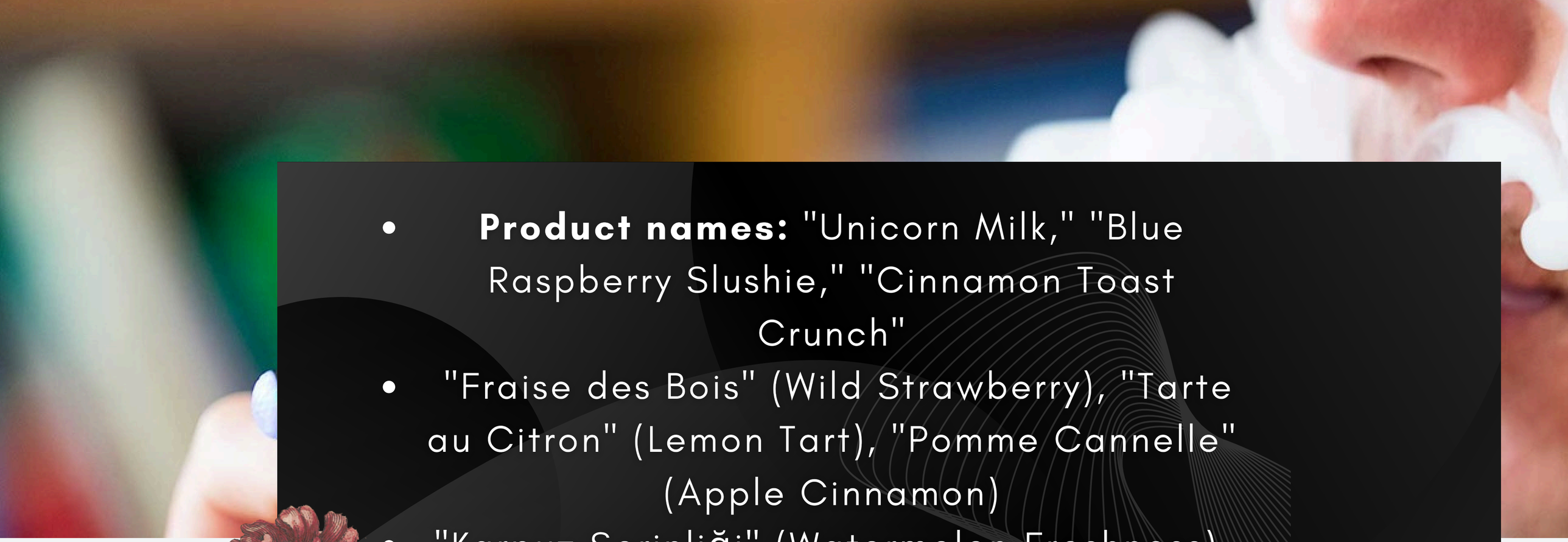


II. Marketing Language

- Use of **appealing terms** like "**e-juice**", "**cloud sauce**" or "**vape juice**" instead of "**nicotine liquid**"
- Product names often include **fruity or dessert-like descriptors** to sound attractive.



- **Product names:** "Unicorn Milk," "Blue Raspberry Slushie," "Cinnamon Toast Crunch"
- "Fraise des Bois" (Wild Strawberry), "Tarte au Citron" (Lemon Tart), "Pomme Cannelle" (Apple Cinnamon)
- "Karpuz Serinliği" (Watermelon Freshness), "Baklava Lezzeti" (Baklava Flavor), "Türk Kahvesi" (Turkish Coffee)
- "حلاوة الفانيليا" (Halawat al-fanilia - Vanilla) (Sweetness
(nakhat al-tamr - date flavor)

Insomnia
E-JUICE
HERO
6 MG

Insomnia
E-Juice
CAMBIA
6 MG

eNJOY
eNJOY
CAFE LATTE
Net Contents : 30 mL

eNJOY
eNJOY
STRAWBERRY COOKIE
Net Contents : 30 mL

Insomnia
E-JUICE
FREEZE
6 MG

eNJOY
eNJOY
BOSS RESERVE
Net Contents : 30 mL

The Takeaway?

In different languages, we see similar patterns:

- The use of terms that evoke a sense of purity, novelty, or technology rather than explicitly mentioning smoking and nicotine
- Product names that appeal to local tastes and cultural preferences

The Takeaway?

- Emphasis on flavours associated with fruits, desserts or popular local foods
- Use of words that create positive associations like freshness, sweetness, or coolness

The Takeaway?

All this leads to: **Perception shaping**

- Technical and appealing terms may **normalize** vaping as a sophisticated or **harmless** activity. Describing vaping as "healthier" or a "safer alternative" to traditional smoking.

Section Three:

Practical Guidelines for Youth Advocates

Language Awareness:

- Engage with the vocabulary and jargon of the vaping subculture. Understanding and using this language in communications can bridge gaps and make advocacy efforts more relatable.
- Translate technical or slang terms into accessible language that highlights the risks of vaping.

Cultural Sensitivity:

- Be aware of how vaping is perceived in different cultural contexts. Tailor messages to resonate with diverse youth audiences, respecting their cultural backgrounds while promoting health.
- Use culturally relevant examples and analogies to make the health risks of vaping more understandable.

Setting Boundaries:

- Maintain a critical perspective when engaging with the vaping subculture. While understanding it is important, advocates should be careful not to inadvertently promote or glamorize vaping.
- Educate peers and other advocates about the importance of maintaining this critical distance.

Thank You