

Government Gazette Staatskoerant

REPUBLIC OF SOUTH AFRICA
REPUBLIEK VAN SUID-AFRIKA

Vol. 492

Pretoria, 30 June 2006
Junie

No. 28983

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GOVERNMENT NOTICE

DEPARTMENT OF HOME AFFAIRS

No. 642

30 June 2006

FILMS AND PUBLICATIONS ACT, NO. 65 of 1996 [Section 31(3)(b)]

FILM AND PUBLICATION BOARD

GUIDELINES USED IN THE CLASSIFICATION OF FILMS AND PUBLICATIONS

1 Introduction

The *Films and Publications Act, 1996* (the Act), requires all films, including interactive computer games, and certain publications to be classified by the Film and Publication Board (the "Board") before they may be offered for sale, hire or exhibition in South Africa.

The purpose of classification is to protect children from exposure to potentially disturbing and harmful materials and, in so far as sex is concerned, from premature exposure to adult experiences, and to provide such cautionary information as will allow adult South Africans to make informed viewing and reading choices, both for themselves and for children in their care. These Guidelines set out the criteria which must be applied by the Board in making classification decisions. The Guidelines are based on research on the effects of the media on the development of children and on generally-accepted standards of the South African community as indicated in public comments on the draft guidelines.

2 Guiding principles

A classification committee, drawn from a panel of examiners appointed through a process of public nominations, examines a film (or an interactive computer game or a publication) against the following principles-

- that adults have a right to freedom of expression within the law
- that children must be protected from materials that pose a risk of harm
- that classification decisions must reflect generally-accepted community standards
- that the public has a right to be informed of material which some may find offensive and to be protected from unsolicited exposure to such materials, and
- that classification decisions take account of the human rights values enshrined in the Constitution, especially with regard to respect for the dignity of all South Africans and the best interests of the child standard as defined in the *Children's Act*.

In making their decisions, classification committees, consistent with the principle that in all matters concerning children, the best interests of the child are paramount, aim to strike a reasonable balance between competing interests and the protection of children from potentially disturbing, harmful and age-inappropriate materials. It should be noted that child pornography is not a matter for classification. Any film, interactive computer game or publication containing scenes, images or descriptions of child pornography is a matter for criminal investigation and prosecution.

3 Classifiable elements and consumer information

Films, interactive computer games and publications are classified into two general categories: restricted and unrestricted.

Materials in the restricted category are indicated by the letter "X". Only materials classified "X18" may be distributed or exhibited but only by the holders of licences to conduct the business of adult premises, in accordance with the conditions set out in section 24(2) of the Act, and only to persons of or above the age of 18 years. Guidelines for the restricted category are set out in Schedules 1 and 2, read with Schedule 5, Schedules 6 and 7, read with Schedule 9, and Schedule 10 of the Act and are not reproduced in these Guidelines. Materials classified "XX" may not be distributed or exhibited in public.

Materials in the unrestricted category may be distributed or exhibited by any person who is registered with the Board as a distributor or exhibitor of films. However, certain materials may be rated for distribution or exhibition only to persons of or above a specified age group.

Classification decisions are legally enforceable and the Act provides for a number of offences with respect to the distribution or exhibition of films, games and publications contrary to such conditions as may have been imposed on them in terms of a decision of the Board.

3.1 The Board has identified the following as *classifiable elements* which classification committees are required to assess within the context of the film, game or publication: *violence, sex, nudity, language, and prejudice or negative stereotyping based on race, ethnicity, gender or religion* or other group-identifiable characteristics.

Consumer information is indicated by symbols: "V" warns of violent scenes; "S" indicates scenes involving sexual conduct; "N" is for nudity; "L" is information about strong language, and "P" is advice that the material contains scenes or language that is biased or prejudiced with regard to race, ethnicity, gender or religion or other group-identifiable characteristics. Where it may be necessary to advise the public of content outside the consumer alert symbols, such as blasphemy or substance abuse, for instance, the Board may impose a condition that all materials advertising that film carry clear information about such content.

The guidelines below are for use by classification committees in determining what may be potentially disturbing or harmful to, or age-inappropriate for, children in films, games or publications falling outside the restricted ("X") category.

In applying the Guidelines, classification committees will assess the impact of the classifiable elements within the context of the film, game or publication being examined. It is the intensity and frequency of a classifiable element that will determine the rating of the material examined: the more intense and frequent a classifiable element, the more likely that the material will be given a higher age rating. However, classification decisions are not based on individual classifiable elements but on the cumulative impact of classifiable elements within the context of the theme or story-line.

The Classification Guidelines

Films

There are seven classification categories for films. These range from "A" (suitable for all ages) to "18" (material considered unsuitable for anyone younger than 18 years).

The "A" and "PG" are all-age advisory categories, the "10M" category requires adult accompaniment and the "10", "13", "16" and "18" categories are legally restricted to persons of and above the specified age. The "10M" category may contain materials which some parents may consider inappropriate for their particular children. The "10", "13", "16" and "18" categories will contain materials considered potentially harmful or disturbing to children in the relevant age groups.

Films containing child pornography depictions or descriptions of child pornography and materials listed in section 16(2) of the *Constitution* will be "**Refused Classification**" and, where necessary, be referred to the police for appropriate action.

"A": suitable for all ages

Films in this category are considered suitable for all ages. They contain nothing harmful, disturbing or inappropriate to even very young, unaccompanied children.

Theme	Themes are treated in a way that will not threaten a child's sense of security and well-being.
Language	No strong language, such as swear words, threats, abuse, profanity or prejudice. There may infrequent use of mild language ("damn") within context.
Drugs	There are no scenes condoning, promoting, glamorising or encouraging the use of drugs, including alcohol and tobacco.
Prejudice	If the film contains any prejudice or negative stereotyping, the context makes it clear that such prejudice is wrong. Issues of race, gender, religion and other expressions of intolerance and prejudice are resolved in a manner that not only shows respect for human beings and/or groups but can also be understood by even young children and will not encourage disrespectful and harmful behaviour.

Nudity context.	There is no nudity. There may be brief scenes of nakedness in natural but non-sexual
Sex	There are no scenes of sexual activity, actual or implied. There may be brief expressions of affection, such as embracing or kissing, in non-sexual context.
Violence	There may be brief scenes of unrealistic, non-threatening and very low-impact violence and scenes of mild threat, menace or suspense. There will be no scenes of domestic or psychological violence.

"PG": Parental Guidance

This is an advisory category, alerting parents to the fact that the film may contain some material that might confuse or upset some unaccompanied children. While the film is not judged unsuitable for children in general, parents are advised to monitor the contents, either by finding out more about the film or by watching it with their children so as to provide reassuring comfort to sensitive children.

Theme	No themes are treated in a way that might threaten a child's sense of security or well-being. A "PG" classification without consumer information indicates that children may need parental guidance as the theme itself may be complex.
Language	No strong language, such as swear words, threats, abuse, profanity or prejudice. There may be frequent use of mild language within context, such as "damn" or "shit".
Drugs	There are no scenes condoning, promoting, glamorising or encouraging the use of drugs, including alcohol and tobacco.
Prejudice	If the film contains any prejudice or negative stereotyping, the context makes it clear that such prejudice is wrong. Issues of race, gender, religion and other expressions of intolerance are resolved in a manner that not only shows respect for human beings and/or groups but can also be understood by even young children and will not encourage disrespectful and harmful behaviour.
Nudity Sex	There is no nudity but there may be brief scenes of nakedness in natural but non-sexual contexts. There are no scenes of sexual activity, actual or implied, beyond brief expressions of affection, such as embracing or kissing, in non-sexual contexts.
Violence	There may be brief scenes of unrealistic, non-threatening and very low-impact violence and scenes of mild threat, menace or suspense but no scenes of domestic or psychological violence.

"10M": Adult accompaniment for children under 10 years

This is a legally-restricted classification. No child under the age of 10 years is permitted to watch a film classified "10M" unless accompanied by an adult.

Theme	Themes may be complex and may involve troubling social issues but they are treated in such a way that, though confusing, they will not be disturbing to younger viewers in the reassuring company of an adult.
Language	There may be infrequent strong language within context but not expressions which are abusive, demeaning or prejudicial of any person or group.
Drugs	There may be scenes of drug and substance abuse, without instructional detail and within context. The use of drugs and substances is neither glamorised nor encouraged.
Prejudice	If the film contains any prejudice or negative stereotyping, the context makes it clear that such prejudice is wrong. Issues of race, gender, religion and other expressions of intolerance are resolved in a manner that not only shows respect for human beings and/or groups but can also be understood by even young children and will not encourage disrespectful and harmful behaviour.
Nudity	There is no nudity but there may be scenes of nakedness in natural, non-sexual context but without frontal close-ups or focus on breasts and genitals.
Sex	There may be brief and infrequent scenes of implied sexual activities, without lingering close-ups or suggestive sound effects and within the context of generally-accepted situations.
Violence	There may be scenes of mild, but not of domestic or psychological, violence. These do not last long and are neither graphic nor bloody. They take place in the context of the story. Violence is not shown as glamorous. The overall message is that violence has consequences and is not an acceptable way to resolve conflicts. Scenes of threat, menace or suspense are of low impact and non-threatening.

"10": Not suitable for children under the age of 10 years

This is a legally-restricted classification. No child under the age of 10 years is permitted to watch such a film in a cinema or rent such a video or DVD.

Theme	Themes may be complex but the overall message is reassuring to a child's sense of security and well-being.
Language	There may be strong language occurring infrequently within the context of the story, depending on tone and message. Expressions of racial, gender, religious or sexual abuse may occur but are within context to show that such conduct is wrong and unacceptable as demeaning and disrespectful of human dignity.

Drugs	Scenes of drug and substance abuse may occur. They are brief and within the context of the story. There is no instructional detail and drug and substance abuse is not glamorised, condoned or encouraged.
Prejudice	If the film contains any prejudice or negative stereotyping, the context makes it clear that such prejudice is wrong. Issues of race, gender, religion and other expressions of intolerance are resolved in a manner that not only shows respect for human beings and/or groups but can also be understood by even young children and will not encourage disrespectful and harmful behaviour.
Nudity	There may be brief scenes of non-frontal nudity but without lingering close-ups in discreetly implied sexual activities.
Sex	There may be brief scenes of implied sexual activities, related to the development of plot, theme or character, but without any suggestion of sexual abuse, violence or exploitation. There will be no lingering close-ups or suggestive sound effects.
Violence	Scenes of mild violence may occur but not of domestic or psychological violence. These do not last long and are neither graphic nor gory. They take place in the context of the story. Violence is not shown as glamorous. The overall message is that violence has consequences and is not an acceptable way to resolve conflicts. Where threat, menace or suspense occurs, it will not be disturbing to children of 10 years and older.

"13": Not suitable for children under the age of 13 years

This is a legally-restricted classification. No child under the age of 13 years is permitted to watch such a film in a cinema or rent such a video or DVD.

Theme	Themes may be more complex than in films classified "A", "PG" or "10". They may include troubling social or moral issues, but are handled sensitively. The overall impact of the film will reinforce positive values.
Language	There may be strong language occurring within context as part of the plot or characterisation. Expressions of hatred based on race, gender and religion may occur within context but are treated in a way that shows such conduct to be wrong and unacceptable.
Drugs	There may be scenes of drug and substance abuse occurring within context. There is no instructive detail, glamorisation or encouragement of drug or substance abuse.
Prejudice	If the film contains any prejudice or negative stereotyping, the context makes it clear that such prejudice is wrong. Issues of race, gender, religion and other expressions of intolerance and prejudice are resolved in a manner that shows respect for human beings and/or groups and will not incite disrespectful and harmful behaviour.

Nudity	Scenes of nudity may occur, without lingering close-ups and within the context of the story, enhancing the plot or character development.
Sex	There may be brief scenes of implied sexual activity, related to the development of plot, theme or character. There is no suggestion of abuse, violence or exploitation within a sexual context.
Violence	Scenes of realistic and mild violence, without graphic or bloody detail, may occur within a meaningful context, forming part of plot or character development. There are no scenes glamorising, condoning or encouraging violence as a way to resolve conflicts. There may be scenes of domestic or psychological violence occurring within the context of the theme, plot or character development.

"16": Not suitable for children under the age of 16 years

This is a legally-restricted classification. No person under the age of 16 years is permitted to watch such a film in a cinema or rent such a video or DVD.

Theme	Themes may be complex and may include troubling social or moral issues. Outcomes may not necessarily be pro-social.
Language	Strong language may be used within the context of the story as part of plot or character development.
Drugs	Scenes of drug and substance abuse may occur but without instructive detail. There are no scenes condoning, glamorising or encouraging drugs and substance abuse.
Prejudice	If the film contains any prejudice or negative stereotyping, the context makes it clear that such prejudice is wrong. Issues of race, gender, religion and other expressions of intolerance and prejudice are resolved in a manner that shows respect for human beings and/or groups and will not incite harmful behaviour.
Nudity	There may be scenes of nudity, including close-ups. But the context is not sexually abusive or exploitative.
Sex	Scenes of sexual activity may occur within the context of the story, but without lingering close-ups on intimate parts of the body.
Violence	Scenes of realistic violence may occur within a meaningful context, forming part of plot or character development. There are no scenes glamorising, condoning or encouraging violence as a way to resolve conflicts.

"18": Not suitable for persons under the age of 18 years

This is a legally-restricted classification. No person under the age of 18 years is permitted to watch such a film in a cinema or rent such a video or DVD.

Theme	A variety of themes is possible.
Language	There may be strong language.
Drugs	There may be scenes of drug and substance abuse.
Prejudice	There may be scenes showing bias and negative stereotyping within the context of the story but not a nature that might incite harmful behaviour. The overall message reinforces respect for all human beings.
Nudity	There may be prolonged scenes of nudity. If the context is sexual, there is no focus on genital contact.
Sex	Scenes of sexual activity may occur. There is neither extreme sexual violence nor sexual violence of a kind that might incite viewers to harmful behaviour.
Violence	There may be scenes of sustained and graphic violence but not of an explicitly extreme nature as to incite harmful behaviour.

Interactive Computer Games

"Game" for the purpose of the Act means a computer programme or software and associated data capable of generating a display on a computer monitor, television screen, liquid crystal display or similar medium that allows the playing of an interactive game but does not include business, accounting, professional, scientific or educational computer software unless the software includes a game that contains material that falls within Schedules 6, 7, 8 or 10 of the Act. An "interactive game" means a game in which the way the game proceeds and the results achieved at various stages of the game is determined or affected by the decisions, inputs and direct involvement of a player.

There are five classification categories for games: "A", "10", "13", "16" and "18". These categories are not based on levels of difficulties in playing the game but on the frequency and intensity of *classifiable elements* occurring in the game.

Games which contain depictions or descriptions of child pornography and materials listed in section 16(2) of the *Constitution* will be "**Refused Classification**" and, where necessary, be referred to the police for appropriate action.

"A": Suitable for all ages

Games classified "A" contain nothing that is considered harmful, disturbing or age-inappropriate. However, parental supervision may be necessary for very young children.

Language	No strong language, such as swear words, threats, abuse, profanity or prejudice. There may infrequent use of mild language ("damn") within context.
Drugs	No depictions of drug or substance abuse
Prejudice	No prejudice or negative stereotyping based on race, ethnicity, gender, religion or other group identifiable characteristics
Nudity	No scenes of nudity
Sex	No scenes of or references to sexual activity
Violence	There may be scenes of minimal violence in playful, comic or highly stylised settings. There are no sequences that will threaten a child's sense of security and well-being.
Crime	No depictions of criminal or anti-social acts or conduct

"10": Not suitable for children under the age of 10 years

This is a legally-restricted classification. No child under the age of 10 years is permitted to play a game classified "10".

Language	There may be occasional use of mild language
Drugs	There are no depiction of drug or substance abuse
Prejudice	No scenes of prejudice or negative stereotyping with regard to race, ethnicity, gender or religion or other group identifiable characteristics
Nudity	There are no scenes of nudity
Sex	There may be scenes of sexual innuendo necessary for the development of plot, character or theme
Violence	Violence should be mild and form an integral part of the plot or character development. There are no prolonged or extreme images of violence, such as close-ups and graphic depictions of people

suffering either physically or emotionally as result of violent acts or accidents. The negative consequences of violence should be shown. Fear inducing dialogue and actions should not cause discomfort or distress.

Crime There are no scenes encouraging criminal and anti-social acts or conduct

"13": Not suitable for children under the age of 13 years

This is a legally-restricted classification. No child under the age of 13 years is permitted to play a game classified "13".

Language There may be occasional use of strong language

Drugs There are no depictions of drug or substance abuse

Prejudice There may be scenes of prejudice or stereotyping forming part of character or plot development

Nudity Scenes of nudity may occur, without lingering close-ups and within the context of the story, enhancing the plot or character development and not for exploitative purposes

Sex There may be mildly provocative sexual themes but there is no focus on sexual activity or sequences of sexual abuse or exploitation

Violence Sequences of mild violence may occur, with the protagonist shown in unsafe or violent situations. But there are no graphic or gory deaths and no mutilation or dismemberment of animal or human bodies.

Crime There may be sequences of criminal acts or conduct, but shown as having negative consequences and as unacceptable behaviour

"16: Not suitable for children under the age of 16-years

This is a legally-restricted classification. No child under the age of 16 years is permitted to play a game classified "16".

Language There may be strong language.

Drugs Drug and substance abuse may occur but without instructive detail. Drug and substance abuse is not glamorized or encouraged

Prejudice	If prejudice or negative stereotyping occurs, it does not promote or encourage hatred based on race, gender, ethnicity or religion or other group identifiable characteristics.
Nudity	There may be sequences of nudity but these are in context and not gratuitous
Sex	There are may be brief scenes of sexual activity. But there are no sequences of sexual abuse, exploitation or threats
Violence	The game may include sequences of intense violence in graphic detail
Crime	There may be scenes of criminal acts or conduct but no sequences glamorising or encouraging criminal activities

"18": Not suitable for children under the age of 18-years

This is a legally-restricted classification. No person under the age of 18 years is permitted to play a game classified "18".

Language	There may be very strong language
Drugs	Sequences of drug and substance abuse may occur
Prejudice	Prejudice or negative stereotyping may occur. But it does not promote or encourage hatred based on race, gender, ethnicity or religion or other group-identifiable characteristics
Nudity	There may be frequent and prolonged sequences of nudity
Sex	There may be sequences of sexual activity. But these are in context and not explicit
Violence	Sequences of sustained, intense and graphic violence may occur. But there is no sexual or domestic violence
Crime	There may be sequences of criminal acts or conduct.

Publications

There are two categories of publications which are subject to regulation by classification in terms of the Act: (i) a publication in respect of which a complaint has been lodged with the Board that that publication be referred to a

classification committee for examination and classification, and (ii) "submittable publications" which contain visual presentations or descriptions listed in Schedules 1 or 2, which must be submitted to the Board for classification prior to distribution. The guidelines below will be used in the classification of publications forming the subject-matter of complaints to the Board. Guidelines for the classification of "submittable publications" are set out in Schedules 1 and 2 to the Act and are not reproduced in these Guidelines.

No Classification Necessary

A publication which, in the opinion of a classification committee, contains no classifiable elements that may be potentially disturbing, harmful or age-inappropriate to children of all ages, will not be subject to any restrictions and no classification will, therefore, be necessary for such publications.

Classification Guidelines For Age-Inappropriate Materials

Publications considered inappropriate, but not disturbing or harmful, for younger readers, will be classified "**PG13**". A "PG13" classification is advisory and alerts parents to the fact that the publication may contain materials which some may find inappropriate for their children. In particular, the way a **theme** is treated may distress or upset readers under the age of 13 years. There may be depictions or descriptions of intense **violence**, including domestic, sexual or psychological violence, **sexual activities**, **nudity**, **strong and coarse language** and **prejudice or negative stereotyping** within context as part of plot or character development. There may also be depictions and descriptions of **drug** and **substance abuse**.

Classification Guidelines for Potentially Disturbing or Harmful Content

Publications with potentially disturbing or harmful content will be classified "**18**" and may be distributed or exhibited only to persons of and above the age of 18 years. A publication will be classified "**18**" if:

- (a) its theme, and, in particular, the treatment of its theme, suggests that it is intended for adults
- (b) it contains the following classifiable elements at a level of frequency and intensity that may cause developmental harm and emotional or psychological trauma to children-

Violence	Detailed depictions and descriptions of high impact violence. Gratuitous, emphasized or exploitative realistic violence within a domestic or sexual context.
Sex	Detailed depictions and descriptions of gratuitous, exploitative or violent sexual activities.
Nudity	Detailed depictions and descriptions of exploitative sexualized nudity. Undue display of genitalia.
Language	Strong or coarse language that is offensive, abusive, derogatory, prejudicial of an identifiable group, degrading or demeaning.
Prejudice	Depictions or descriptions of prejudicial or negative stereotyping based on an identifiable group characteristic which violates the right to dignity of any person.
Drugs	Detailed depictions and descriptions of drug and substance abuse.
Criminal techniques	Detailed depictions and descriptions of criminal techniques and imitable harmful acts or conduct.

Refused Classification

Publications which contain depictions or descriptions of child pornography and materials listed in section 16(2) of the *Constitution* will be "**Refused Classification**" and, where necessary, be referred to the police for appropriate action.

Restricted Films, Interactive Computer Games and Publications**Schedules 1 and 6**

Films, interactive computer games and publications which contain real or simulated depictions, visual presentations or sequences of-

- (a) explicit violent sexual conduct
- (b) bestiality, incest or rape
- (c) explicit sexual conduct which-
 - (i) violates or shows disrespect for the right to human dignity of any person or
 - (ii) degrades a person or
 - (iii) constitutes incitement to cause harm, or
- (d) the explicit infliction or explicit effects of extreme violence which constitutes incitement to cause harm

will be classified "XX" and prohibited from distribution or exhibition. However, if the film or publication is a *bona fide* documentary or a work of genuine scientific, literary, dramatic or artistic merit, it may be classified with reference to these Guidelines and not Schedules 1 or 6.

Schedules 2 and 7

Films, interactive computer games and publications which contain real or simulated depictions, visual presentations or sequences of explicit sexual conduct, which, in the case of sexual intercourse, includes explicit visuals of genitals and publications which contain descriptions of conduct or acts listed in Schedule 1 (see Schedules 1 and 6 above) will be classified "X18", unless the film or publication is a *bona fide* documentary or a work of genuine scientific, literary, dramatic or artistic merit, in which case it will be with reference to these Guidelines and not Schedules 2 or 7.

A film, interactive computer game or publication classified "X18" may be distributed or exhibited-

- (i) only by the holder of a licence to conduct the business of adult premises, and
- (ii) only to persons of or above the age of 18 years, and
- (iii) only from within premises forming part of a building.

Glossary of words and phrases

This glossary or list of definitions gives the meaning of key words as they are used in the guidelines.

abusive	rude, disrespectful, harmful, showing contempt
bias	prejudice; a slanted and unjust attitude (usually towards minority or outsider groups)
classification	placing in categories or groups according to the frequency and intensity of classifiable elements (strong language, nudity, prejudice, sex, and violence)
close-up	an image in graphic detail, as if seen from very near
context	surroundings or background; the whole picture; the other parts of a film, video or game which come before and after a particular incident and clarify its meaning
discreet	restrained, modest, inoffensive; an image shown from a distance, without lingering on close-up detail
expletive	oath, swearword or curse
explicit	candid, leaving nothing to the imagination; focusing on close-up detail
exploitative	making use of someone or something for selfish or improper reasons
extreme	exceptionally intense, graphic or prolonged fantastical not realistic, not of this world (e.g. fairy tales, science fiction)
frequent	often
frequency	how often something occurs
gory	bloody; detailed, graphic images of violence
graphic	vivid, showing all the details
gratuitous	lacking good reason; elements in a film, video or game which add nothing to the development of plot or character
implied	not shown or said directly but strongly suggested or hinted at
incite	arouse, stir up, inflame
instructive	instructing or showing how to do something
intensity	strength, power, force (in film, the intensity of a scene depends on how long it is, its sound and lighting effects, language, context, and whether it is shot from a distance or close-up)
legally restrictive	limiting by law
lingering	focussing and dwelling upon a particular part of the body
mainstream	produced for the general public and available in ordinary cinemas and stores
menacing	threatening; suggesting harm and arousing fear

mild	moderate, slight, understated
nakedness	images or descriptions of the bare human body (partial or total) in natural non-sexual contexts
negative	insulting, hostile
nudity	nakedness within sexualised contexts
prejudice	pre-judgement; bias; negative or hostile attitude (usually towards minority or outsider groups) based not on facts or individual experience but on group stereotypes
positive	outcome a result or conclusion that supports human rights values; an overall message in accord with the view that it is important to strive to be a decent human being
profanity	blasphemy; language showing lack of respect in regard to religious or sacred matters
protagonist	the main character in a film or game; the hero or heroine
sexual activity	kissing, caressing, embracing, love-making; physical intimacy between people (in mainstream films, even in the "18" category, images of sexual activity are never as explicit as in adults-only "X18" material, eg. there is no focus on the genitals)
simulated	means that the person (or animal) is not a real or actual person but a product of the imagination, created by using, for instance, computer graphic software; a fictitious or artificial person; a representation of a person or an animal
stereotype	a fixed idea which reduces individuals to a standard, usually prejudiced group mould
strong language	includes swear words, expressions of threats, abuse, profanity or prejudice
swearword	expletive, oath, curse, foul language
theme	subject matter; what a film or publication is about
