Chapter 2

REVIEW OF LITERATURE

A number of studies having foci on different aspects of drug abuse and its prevention have been conducted in the past. Also, there are studies on the role of media in controlling this menace. Since, the inferences obtained in one investigation related to a particular phenomenon are often applicable in future situations and thus the stockpile of research-based guidelines begins to swell. It was with this intention that the available literature related to different dimensions of the present investigation was studied. To comprehend this complex problem in right perspective, a brief review of work done has been given here under three broad banners:

- Drug Abuse
- Drug Abuse Control
- Media Support in Drug Abuse Control

The theme Drug Abuse covers subheadings viz. Pattern and Prevalence; Reasons and Ramifications. The second section i.e. Drug Abuse Control carries studies on Methods and Strategies while the third part covers Media Portrayal and Promotion; Media Role and Design; and Media Advocacy and Campaigns.

2.1. Drug Abuse

Drug intake, which starts off as a casual or experimental use, ultimately slips into a habit. The justifications -- "Just a little after all," "once a week does not hurt," "daily but only after the work is completed" etc. seem absolutely rational. And then addiction develops steadily, each stage merging into the other. Tolerance sets in and the usual quantity of drug does not seem to give "high" anymore. So, the imbiber simply increases quantity of intake and then starts multiple drug use followed by injectible drug use (IDU).
Physical and psychological dependence gradually develop and addict feels normal only after guzzling, gasping or injecting drugs. According to Thirumagal (2001), the user then wishes to cut down or skip intake. But, tremors, sleeplessness, restlessness, body pain, anxiety or strong craving for the chemical drives back to the usual routine. It is like a giant wheel ride that simply gets faster and faster. After a while, it is not fun anymore but the rider cannot get off. The guilt can be overwhelming and he attempts to stifle it with the next dose which does not help. The famous lines "I will quit tomorrow", are repeated endlessly. The ability to resist drugs or refrain from alcohol is meaningful in the early period before addiction per se has developed. Once addiction has set in, the only way out is to give it up completely.

In order to understand this complex problem of drug abuse in the right perspective it is imperative to know the prevalence or extent of drug abuse, reasons for rising addiction, ramifications of drug abuse on individual, family, society and the nation. Here are few notes, in brief, grouped under the subheadings -- Drug Abuse: Pattern and Prevalence; and Drug Abuse: Reasons and Ramifications.

2.1.1. Drug Abuse: Pattern and Prevalence

The trend and incidence of drug abuse varies from country to country and within a country and from region to region based on many factors viz. age group, availability of drugs, cultural ethos, cost of drugs etc. The extent and use of various types of drugs also keep on changing due to the factors like increased pressure by law enforcement agencies, changing social norms etc. The report on the problem of drug abuse in South Asia (1999) released by the United Nations International Drug Control Programme (UNDCP) stated there were about 2.5 million drug addicts in the country at the end of 1996-97. It further stated that 10 per cent women in India were also hooked to drugs. Here are some of the studies on drug abuse pattern and prevalence all over the globe especially in the country and North India.

Speck (1972) revealed that in USA until the 1950s the primary counterculture drug was heroin, and its use among young persons was largely limited to one minority group residing in urban ghettos where the pain and hopelessness of everyday life could be temporarily abated by the drug. By the late 1950s another minority group in similar
ghetto conditions began to use glue sniffing to relieve its pain. Glue sniffing tended to begin at an earlier age than heroin use in the other group. The beats and poets of the 1950s, reinforced by the discovery and rediscovery of mind-altering drugs introduced the psychedelic drug scene to the youth of America. Larger number of youths found drugs a welcome alternative to entry in the rat race that had long been taking its toll on the nuclear family and adult values.

Mohan and Arora (1975) covered population of 502 students of Delhi University and reported a prevalence rate of 32.2 percent. Tobacco abuse was the highest followed by alcohol. Sethi and Mannchanda (1977) reported prevalence rate of 48.1 percent among 748 medical students of Lucknow University. The commonest drug were tranquilizers (53.7%) followed by alcohol, amphetamines (23.4%), Bhang (14.9%) and non-barbiturate (8.5%). Varma et al. (1977) reported a prevalence rate of 18.87 percent among college students of Chandigarh. Sethi and Trivedi (1978) noticed prevalence and nature of drug abuse among students of Lucknow City. The study covered a population of 1713 students studying in degree and law colleges and found that 41.5 percent of students were drug abusers. Majority of the abusers belonged to age group of 21-25 years, resided in the campus, migrated for education from rural areas and were hailing from families having a family income of Rs. 501-1000 per month. The commonest drugs abused were alcohol, bhang and minor tranquilizers.

Chakraborty et al. (1980) studied drug abuse among medical students of Calcutta University. He revealed that 44.9 percent of the students were using dependence producing drugs. Majority of them was using it experimentally. Only 3.2 percent were regular users. The drugs most commonly used were alcohol, cannabis, and barbiturate. Curiosity was the most frequent reason for drug abuse. About 17 percent of 1st year students were drug abusers while almost 50 percent of final students were taking drugs.

Singh and Singh (1980) conducted study among 520 students of Punjab University in order to determine the extent of drug abuse, its frequency and age of onset and various social causative factors of drug abuse. The drugs included in study were alcohol, tobacco, cannabis, amphetamine, tranquilizer, sedative and opium. The study found that alcohol was most commonly abused drug, followed by tobacco. Drug abuse was found more prevalent among older age group student's males and among those who were living away...
from home. Jindal (1991) conducted a study in Kurukshetra University, which revealed that students take beer, wine, opium, heroin, smack, charas, bhang, tobacco, morphine, cocaine etc. He further pointed out drug taking behavior is influenced by family set up also i.e. joint or nuclear family. Even family economic status and other reasons motivated them to take drugs. The frequency ranged from daily to about once a month.

Kumar (1996) studied a total of 395 drug addicts from Nagaland. Of the total, 331 (83.8%) were primary abusers of heroin. Drug-related school dropout rate was 72.8%. Heroin was injected by 80.9% of subjects. Friends were the main source of introduction. Concurrent use of tranquillizers and codeine containing cough syrups was prevalent in the event of a short supply of heroin. The involvement of young, unemployed, unmarried persons in heroin addiction; widespread prevalence of the injection route and needle sharing; chronic cases of heroin dependence; paucity of specialized treatment avenues and proximity to the Golden Triangle facilitating illicit traffic, have contributed to emergence of heroin addiction as a major public health problem in Nagaland.

Issari (1998) carried a study on the drug-related attitudes and behaviors of female intercollegiate athletes. Their views on drug testing were assessed and contrasted with those of male athletes at the same university in the US. Results indicated that college women athletes' attitudes toward drug use and drug testing correspond to conventional gender-related expectations about drug use among the general population, and so do the attitudes of male college athletes. Women student athletes preferred wine and men preferred beer; more women used coffee and over-the-counter drugs, and more men used tobacco or smokeless tobacco. Marijuana was the most commonly used illegal substance among college athletes. Intercollegiate women held more positive attitudes regarding drug testing than men and felt stronger about the importance of testing for all classes of drugs. Only a minority of male and female college athletes felt that athletes should be tested for the use of alcohol, tobacco, and prescription drugs.

Singh (1999) while eliciting the unholy nexus between narcotics and terror which has a deep root in the society all over the globe, noted that narco-terrorism in various parts of the world was destroying the very social and political fabric of many nations around the world. He suggested the imperative need for the international community to evolve common cause in a more vigorous, more widespread and more unified effort to control
international narcotics production and trafficking along with the syndrome of *narco-terrorism* all over the world in general and the third world countries in particular.

Panicker (2000) revealed that intravenous drug abuse was not unknown among children. Not only adults have used intravenous drugs, but astoundingly children could demonstrate and describe in detail the way a drug is injected intravenously right from breaking the ampoule, to loading it in the syringe, finding a vein, pricking it, drawing blood to confirm the needle is in the vein and then injecting it. Needle sharing is also common among them.

Rahman (2000) investigated the human immunodeficiency virus (HIV)-related risk behaviors among 196 drug users in Dhaka. A total of 24 (12.2%) respondents were intravenous drug users and there was high prevalence of needle sharing (54.2%), group practice (79.2%) and unprotected sex (87.5%) among them. It was suggested that the mass media should create awareness on the risks of needle sharing behavior associated with HIV with emphasis on acquired immune deficiency syndrome in rural areas where such information is not easily accessible despite the high prevalence of drug use.

Mohan (2000) reported that sale of gutkha has increased three fold in Haryana which has become the biggest consumer of this product. More disturbing than the health hazards is the fact that most of the children who consume *gutkha* switch over to narcotic drugs and other painkillers after a couple of years. *Gutkha* users are becoming drug addicts. Along with this an increasing number of students in college and university hostels are applying Iodex -- a pain relieving ointment -- on their breads instead of butter. This gives them a light kick, which goes unnoticed during classes. Once the classes are over they use stronger drugs.

Robin (2000) reported that teenage drinking is spiraling out of control. Drunken children in their shiny new cars with an alcohol induced disdain for the law are worrying policemen. In Chandigarh, out of 226 people challaned for drunk driving 40 percent were teenagers. In Maharashtra, 244 accidents were linked to teenagers. Youngsters arriving at school with the stale smell of beer in their breath are not completely unknown. Psychiatrists across the county are alarmed by this sudden spurt in teenage alcoholism. Young drinkers find their grades dropping, their inter-personal relationship turning sour and they often resort to deviant behavior. They are in fact chasing death. About 70
percent HIV patients are alcoholics, especially teenagers. Every fifth college student in Delhi drinks regularly. About three lakh teenagers can’t kick the habit and one lakh need treatment. He suggested the best way to control the problem is to make it more difficult for the youngsters to find a drink. Liquor shops must insist on proof of age. To alter the established mind-sets, to convince a generation that the buzz that comes with a beer has dangerous implication, requires a mammoth effort.

Singh (2000) carried a survey of 300-odd women from 15 districts of Punjab and reported a telling comment of where our youth are heading. Nearly 50 percent male adults in villages are addicted to one or the other drug or intoxicant out to which 23 per cent are habitual. The range of drugs varied from opium to bhuki; morphine to alcohol; charas to jarda and cough mixtures. On an average, per household the expenditure per month on drugs is Rs 734. At least 12 per cent spent up to even Rs 3000 per month. Drug addiction is leading to increased litigation, extortion and murder. The way out suggested by women was closure of liquor shops in villages.

Somrongthong (2000) observed that the health problems of the youth had dramatically shifted in the last 30 years from biological to social causes of morbidity and mortality. Major health problems that are becoming increasingly important for preventive intervention include substance abuse, teenage pregnancy and AIDS. The most important health problems are drug dependency and unwanted pregnancy among school girls. Males tend to acquire injuries from violence, accidents and drug abuse. The need for males is qualified staff for consultation, especially regarding drug abuse.

UNDCP estimates, as published in the World Drug Report (2000), around eight million people (0.14%) abuse opiates, mostly in South-East and South-West Asia. In general, consumption affects less than 2% of the population but can be more widespread in some of the opium cultivating areas. Compared to other drugs, the abuse of heroin and other opiate-type drugs is less prevalent.

The foregoing analysis abundantly depicts that the drug abuse is widely prevalent in our society and its incidence is increasing rapidly particularly among teenagers, students and youngsters. The maximum extent of drugs abused are “gateway drugs” namely tobacco and alcohol followed by other drugs like opium and its derivatives, cannabis, narcotics etc. The pattern is also shifting from illicit drugs to prescription and
over the counter drugs. The tendency to use intravenous drugs, which leads to HIV/AIDS, is particularly frightening.

2.1.2. Drug Abuse: Reasons and Ramifications

The rationale and justification why people use drugs are as numerous and diverse as there are people. But, by and large, there are quite a few recurrent ones, such as curiosity, peer pressure, to produce a feeling of well-being; produce a good mood; increase self-confidence; remove inhibitions; make people more sociable; relieve anxiety; increase sexual desire, etc. Also, many people use a drug without having full knowledge of what it is going to do. However, the most important conscious motive for intoxicant use is considered to be the beneficial effects upon mood and behavior. But, one thing is sure that no one begins taking drugs thinking that he or she will become addicted. Drug abuse and drug dependence leads an individual to a psychic or sometimes physical state, where the individual always is faced with the compulsion to take the drugs on a continuous or periodic basis in order to experience its psychic effects and sometimes to avoid the discomfort of its absence. Tolerance may or may not be present. A person may be dependent on one or more drugs. Also, the corollary of drug abuse is flooded in all sections of the society as well as in all spheres of life. It is characteristically associated with a number of associated problems on each and every frontage may be financial, social, occupational, medical, or emotional. Workplaces suffer due to decreased productivity, increased absenteeism, more accidents, higher medical costs, and increased workplace theft. It has several broader implications like the spread of infectious diseases, corruption and financing of insurgents or terrorist groups. Another dangerous combination of drug abuse, which has shaken the world community, is the increase in cases of HIV/AIDS. In many parts of the world, injecting drug use (IDU) is fast becoming one of the main modes of HIV transmission. Also, there are reports from different parts of the world that an increasing number of people both men & women are trading sex for drugs. Here is a collection of some of the related studies to understand the problem in right perspective. Speck (1972) stated that youth sense that adults do not seem to know how to relax and have fun. A significant part of drug use is simply to have a euphoric high feeling. Why is
this so threatening to those outside the drug culture that young people are classified as junkies and addicts when they use such mild drugs as marijuana or even heavier drugs, such as LSD, when both are less addicting than tobacco or alcohol. Familiarity with, and at least the occasional use of, mind-altering drugs is a child of identity that unites the culture of youth perhaps as strongly as blue jeans or bell-bottoms, long hair, peace slogans.

Deb (1977) in his study examined the prevalence of drinking practices in rural areas. The causal factors were lack of education, prevalence of certain beliefs, and beneficial effect of drink as stimulant; anxiety reducing and relieving tension in alcoholic addiction and various effects of drink on socio-economic life. The study showed that in villages country liquor and home made alcohol and quantity of liquor consumed by a person varied between 1 to 6 bottles per week. Drinking leads to malnutrition, alcoholic diseases, in efficiency in work, reduce income, economic suffering, quarrel, accident and other crimes etc.

Singh and Brotta (1978) attempted to evaluate the role of family environment in drug use behavior. For this purpose, the authors interviewed 120 students comprising of different groups namely, habitual users, non-users and principled non-users. He revealed that drug using subjects, in general, hailed from families with positive history of smoking or drug abuse. Singh (1979) studying drug abuse among medical students found that a number of social and developmental factors were closely linked to drug abuse and that one could predict the academic performance of students, their characteristics, lying, cheating and sexuality by merely knowing their drug taking status.

Smart et al. (1981) in a study on drug-use among non-students youth stated that the high rates of unemployment and leisure pursuits of youth will continue to be prone to a variety of social psychological problems such as delinquency, drug abuse, alcoholism and depression. The study further highlighted that the Government should make such projects to employ youth, to promote industries, create structured leisure time activity and encourage schools to keep students busy.

Adityenjee et al. (1984) in a New Delhi based survey of heroin dependence showed a sudden rise of heroin dependence amongst the young educated males which was attributed to easy availability of these drugs in the recent years and a marked decrease in
their costs. **Ponndurai et al.** (1984) assessed the factors pertaining to alcohol and drug abuse. He found 22.67 percent of males indulged in alcohol abuse at least once in a month. Correspondingly cannabis was most commonly abused drug by 9.33 percent of males, followed by sedatives and tranquilizers. The commonest reasons advanced for such drug abuse were, to be sociable for enjoyment, curiosity, relief from psychological stress etc. Friends had been the main source of introducing the drug such as marijuana and amphetamines.

**Verma et al.** (1985) studied social background of drug dependants attending OPD at P.G.I., Chandigarh. They reported high incidence of drug dependence among schizophrenic and psychosis patients. The authors also reported abuse of morphine type of drugs by patient populates. **Broota and Singh** (1986) studied 120 students of assessing the adjustment problems and socio-personal variables in drug abuse; found that prolonged usage of drug was associated with psychological maladjustment. **Kandel et al.** (1986) while studying the consequences of adolescent drug involvement on young adulthood asserted that the first use of drug was having the strongest impact and was a prediction of its future use also. Drugs were found to have an effect on conventional behavior, such as participation in major social events. The consequences of drug use were related to its cumulative use. **Bachman et al.** (1988) studied a positive association between marijuana use and life style factors such as religious commitment, truancy and evenings away from home. He pointed out that if perceived risks and disapproval associated with regular marijuana use had not risen significantly, the decline in actual use would not have occurred.

**Kandel** (1990) carried out a study on parenting styles, drug-use and children’s adjustment in families of young adults. He found that problems in childhood and early adolescence are important precursors of adolescent drug involvement as well as delinquency. Drug use by children and adolescents had been related to lack of affection, lack of acceptance of child by parent, mutual detachment, poor identification of child with parent, poor discipline, weak or excessive parental controls, parental lacking supervision and experimentation with any form of drug use including cigarettes and alcohol. **Chhabra** (1992) opined that anyone in such a predicament should like to escape from the drugs and get liberated. But it is just the opposite with an addict. He becomes a
slave commanded by the drug and ultimately finds himself irrevocably in a miserable and helpless condition. Withdrawal generally being a torturous and tormenting process, the addict is compelled to feed his addiction by resorting to the crimes of theft etc., first at home and then outside. Reduced impulse control, paranoia and negligence also further crime among the drug addict. It also affects adversely the family life, law and order, economic production both at individual and societal level, and human welfare.

Prashant (1993) in a study on drug abuse and society found that drug addiction is a multi-factorial and multi-faceted problem and has to be tackled in all the psychological, sociological and medical dimensions. The relationship of income levels with socio-cultural variable was significant at the age of 15-20 years. Illiteracy and ignorance also were the major factors responsible for promoting the use of drugs. The study shows that the addicts were unemployed or earning less than Rs. 1500 per month and spending Rs. 35-95 per day or Rs. 1000-3000 per month on maintenance of their drug habit. Dhawan et al. (1995) in a study conducted in Punjab, pointed out the link between use of various drugs and some other parameters such as income, employment, and expenditure on drugs, farm size, literacy and age.

Josiam et al. (1998) examine the sexual activity, alcohol and drug use of college students in USA during 'Spring Break' at a popular Florida beach destination. Subjects were 442 females and 341 males vacationing in Panama City beach, Florida between 9 and 17 March 1995. The results suggest that students engaged in more sexual activity and had more new sexual partners during their holiday than in the previous month. Students were also found to engage in heavy alcohol consumption and drug abuse, placing them at higher risk for contracting sexually transmitted diseases (STDs). Those motivated to visit this destination by its 'party reputation' consumed significantly more alcohol, compared to those with other motivations.

Haldar (1999) noted that the worldwide flourishing drug dependence phenomenon among the younger generation in general and among students in particular in an epidemic form is a great public concern as it threatens the social fabric and dehumanizes young people. The proliferation of drug trade and dependence culture has been growing all over the world in the form of organized billion-dollar business enterprise having nexus with criminogenic problems including the scourge of HIV/AIDS. The Vohra Committee set
up by the Government of India observed that 'social respectability' of crime syndicates including the politician-bureaucrats and criminals/mafias have posed a great threat to civil society.

Kassay et al. (1999) states that illicit "drug" use prevents individuals from realizing their full potential and, hence, has become an obstacle to social development. As per his quantitative and qualitative study, all the respondents had some knowledge about "drugs" that create dependency. Alcohol and Tobacco were the most commonly reported drugs. "Hard drugs" such as cocaine and heroin were not known to most of the respondents except health workers. The use of cannabis was shown to be on the increase. In this study though cultural factors account for the use of "drugs", other factors such as unemployment, peer pressure, lack of awareness of the danger of drugs, and lack of recreational facilities were the main reasons cited for the use of "drug".

Patterson et al. (1999) examined the relationship between leisure, boredom and alcohol and drug abuse among young people, particularly those in the rural areas. His research supports the hypothesis that youth (especially young males) living in rural areas experience high levels of boredom and have a greater propensity to drink large quantities of alcohol, resulting in feelings of alienation and marginalisation that often render them vulnerable to depression and suicide. The literature also provides evidence of that participation in positive leisure activities where the adolescent has the freedom to choose, and gains feelings of control, generally leads to a reduction in alcohol consumption and drug abuse.

Srinivas et al. (2001) found that the burden on society is compounded because drug abuse is typically associated with many other criminal activities. To sustain a habit, addicts often resort to criminal activities such as prostitution, robbery and murder. The price, which the international community has to pay, in terms of loss of life, health costs, increase in crime and economic damage is far too high. The illegal production, distribution and consumption of drugs is even starting to threaten the governmental structures of a number of countries. The massive flow of "narco-money" is affecting and upsetting the international financial system.

Virk (2002) stated that non-medical consumption of drug poses various risks like developing physiological and psychological dependence on the drug. It can lead to
serious consequences for addicts, their families and friends. State of euphoria induced by intoxicants poses serious questions with respect to man's relations to himself and indicates crisis within the person in his search for his true identity. Temporary gratification derived from drugs may undermine an individual’s objectivity and may generate self-defeating behaviour.

In brief, the preceding arguments, as affirmed by several researchers confirm the belief that different people have different reasons to hook themselves to drugs. Some seem to relax, while others wish to have fun. A significant part of drug use, however, is simply to have a euphoric high feeling. There are other factors such as lack of education, dominance of certain beliefs, favorable effects and high rates of unemployment and leisure pursuits of youth. A significant factor however is the easy availability of drugs at affordable price is one of the major contributor in marked increase drug abuse prevalence. Friends had been the main cause of commencement of the drug use. In children and adolescents, the problem is attributed to lack of affection, lack of acceptance of child by parent, mutual detachment, poor identification of child with parent, poor discipline, weak or excessive parental controls, parental lacking supervision and experimentation. Similarly, youth who experience high levels of boredom have a greater propensity to drug use.

In short, these studies also point to the fact that drug abuse threatens the social fabric and dehumanizes people. It prevents individuals from realizing their full potential and, hence, becomes an obstacle to social development. The menace leads to catastrophe for the individuals, families and the society as a whole. The drug abuse and dependence is also leading to sharp rise in the world crime graph and has acquired colossal proportions by claming more devastation than the sum total of wars and epidemics of deadly diseases or natural calamities. The drug abuse has assumed such extreme status all over the world that it is now likened to pandemic killing individuals, ruining families, communities & countries. Drugs Abuse is a threat to humanity and one cannot afford to be objective about it.

2.2. Drug Abuse Control

Both the drug abuse and its control have always remained as complex issues. In fact, for curbing this menace no one method or strategy is successful in all the situations.
Generally, of the two schools of thought for control of drug abuse, one proposes to control the supply side (illicit supply and trafficking) and the other to curb the demand side. Prevention, Treatment and Rehabilitation are considered as best alternatives. Many claim that despite massive expenditures, they have not been able to reduce addiction yet one cannot conclude that there is no need to strive for drug abuse control. Many people express deep pessimism about their ability as nation to deal with drug abuse. In fact, prevention is supposed to be the best alternative and this can best be achieved through multiple strategies that address the unique characteristics, cultural diversity and structure found in each community. A multi-pronged attack and efforts to control the problem with prevention programs that are sensitive to cultural factors and to variations in the family unit are certain to be the most rewarding. No single approach may be useful in all communities and all regions of the country. Here are some research studies which through more light on this issue.

2.2.1. Drug Abuse Control: Methods and Strategies

Deb (1977) examined the social responses to drug abuse with major emphasis on socio-cultural context of the problem. Poverty, poor housing discrimination, lack of opportunity, industrialization and urbanization were seen as breeding ground of the more personal factors. The study called for some preventive measures such as: the state should enact laws to restrict supply and illegal possession of drugs; vigorous, continuous and honest education should be imparted; adequate employment opportunities, healthy entertainment and sports facilities should be provided.

Khan (1986) conducted a study on nature and dimensions of the problem of drug use. The study revealed that there was an imperative need for nation-wide information on the incidence and magnitude of problems of alcoholism and drug dependence. A multi-pronged strategy was required to combat the problem of drug abuse, public education, voluntary efforts, streamlining laws and enforcement, providing treatment and rehabilitation and many other measures have to be conceived and initiated.

Schlaadt et al. (1986) states that current laws and approaches to drug-abuse control seem too inadequate to help. Instead of more and more ineffective legislation, a new perspective on drug abuse seems necessary. One step toward a more realistic approach to the drug-abuse problem would be more realistic and up-to-date drug education. Updating
information and looking at drug use in a new light could do much to reach young drug
users or potential users. This process would entail-in-depth study of the most current
information and presentation of the facts in a value-free, nonjudgmental manner. With
personal values and fervent emotions put aside, students could receive information and
use it to make their own decisions. Though such an approach might not eliminate drug
use, it would certainly help drug consumers become more informed and more aware of
safety precautions. Responsible drug education might reasonably teach responsible drug
use, especially if it emphasized nondestructive and responsible behavior.

Sain (1988b) said that doctors and some social organisations are keen on de-addiction
drive but what is required is the keen involvement of parents. The old system of parental
involvement in shaping the character and behaviour pattern of the youths is missing in
some of the nuclear and joint families, especially where the husband and wife are busy
either with their professional responsibilities or ego wars. Parents need to teach
discipline in the home and children need to be taught to face the odds of life with
fortitude and not to escape from the realities and seek refuge in world of drugs. If an
underlying family problem is identified as contributing to the drug use, an effort should
be made to solve the problem. The intact and stable family is a source of support for the
recovered addict.

Karna (1992) suggested that to combat the malaise of drug abuse massive public
awareness campaigns be undertaken. He called for still more effective use of audio-visual
aids and mass media to educate people about drug danger, the treatment facilities in their
vicinity, and ways for healthy lifestyles. Siddiqui (1992) suggested that the abuse of
‘hard drugs’ may be checked by controlling the supply line and generating greater
awareness among people about their harmful effects both on the individual and the
society.

Paul (1993) said that the Narcotic Drugs and Psychotropic Substances (NDPS) Act of
1985 and its subsequent amendments, had not been effective enough in cubing the illegal
trade in narcotics and its abuses as it follows an inhuman approach. The World Health
Organisation classified drug addiction as a ‘disease’. But the Indian Act equates the
addict to a “criminal”. Thus it is usually felt that the laws have to be made stringent
prescribing rigorous punishment of drug addicts. On the other hand, a more humane
approach is to be prescribed in the treatment of young addicts who have fallen prey to
drug addiction due to one reason or the other. Thus motivation, detoxification and
rehabilitation of addicts along with preventive programmes in terms of awareness
building is urgently required. People's participation is very crucial to tackle it
effectively.

Gangrade (1995) said that being a multi dimensional problem drug-use could be
controlled and prevented only through multi dimensional measures i.e. legal, educational,
health and social. Social measures should include such things as an adequate grasp of the
nature and magnitude of problem by promoting social research at micro and macro levels,
creating a rational public opinion, better upbringing of children, strengthening of family
and social life, improving working conditions and provision for adequate facilities for
recreation and leisure time activities.

Mehraj (1997) said that preventive measures were far better than any treatment method.
Proper education at appropriate time can keep the youth away from the drug -abuse.
Law enforcement has failed to stem the supply of illegal drugs and rehabilitation effects
have so far failed to reclaim many abusers. Every one now talks of pouring money into
education to stop the problem before it begins. Education at every level has very vital
role in the prevention programmes as educational programmes highlight the negative
effects of drug abuse and thereby keep the prospective abusers away from the drugs. He
concluded that since drugs— quite simply --- kill people, it was our responsibility to help
find the cure. With the adoption of the political declaration by the member states of
United Nations and the Action plans, we have to stand up and shout from the highest
ground, "A drug-free world—we can do it!"

American Lung Association (2003) studied anti drug messages in movies and reported
that anti-tobacco statements were made in 33% of the movies. Statements were made
through specific comments, visual reactions or signage. Comments were made in 23% of
the movies with the majority being made by lead and/or supporting actors. The winners
were: Twister: for being a high tension adventure film with very minimal tobacco use.
Toy Story: for being a youth orientated film with no tobacco use. The Rock: for being a
high adventure film with very minimal tobacco use. Woody Harrelson: for not using
tobacco and opposing its use by his wife. Billy Bob Thorton: for no tobacco use. Diane

In short, a strong resolve and belief that drug menace can be checked is needed. Also, there was a need to embrace information, education, public awareness, early intervention, counseling, treatment, and rehabilitation, relapse prevention, aftercare and social reintegration. A multi-pronged strategy is required to combat the problem of drug abuse, public education, voluntary efforts, streamlining laws and enforcement, providing treatment and rehabilitation and many other measures have to be conceived and initiated. This requires a change in the public mindset and ushering in a new perspective on drug abuse seems necessary coupled with sensitization of administration, public servants and policy makers. Along with more and more effective legislations, let there be more realistic and up-to-date drug education. And this is best possible with the support of mass media, which can generate massive public awareness campaigns to control this malaise.

2.3. Role of Media in Drug Abuse

Media does not have a magic baton to resolve a complex problem as drugs. But keeping in view, the magnitude of drug dependence, media must take the moral responsibility to make masses aware about drugs, their use and abuse, de-addiction facility, models and strategies etc. by focusing more on the disease along with other issues. It can provide direction and be the moving spirit for a national drug information and education. It can highlight both macro and micro level factors that have contributed to the rise of this malaise and mobilize community participation in preventing the escalation of drug abuse problem. All over the world, the press has influenced public opinion. Media can help in pronouncing a regular assessment of the nature and magnitude of drug use and abuse and drug related problems in the society. Print Media can help in
galvanizing the readers regarding the disastrous impact of drug dependence. But what to call for media support in drug abuse control, it is the media which most of the time is attacked for promoting drug abuse through blatant advertisements as well as by popularizing faulty life styles. To have comprehensive understanding of the whole issue, in this section, placed are some research findings on Media Portrayal and Promotion; Media Role and Design; and Media Advocacy and Campaigns.

2.3.1. Media Portrayal and Promotion

Media indulges in promotion of various types of drugs advertently through advertising various products and sometimes may be inadvertently by glamorizing the addicts. Commercial advertisements are information as much as social, economic or political remarks. What is more, advertisements shape attitude and ways of life at least as much as other kinds of information and comment. Advertising of alcohol and tobacco, which are illegal drugs for youth, certainly harms them. These drugs not only have adverse health consequences but are, for any youth, “gateway drugs” that lead to use of other, more potent and harmful drugs. Here are some studies, which through light on this issue of media portrayal and promotion of drugs and drug abuse behaviour.

National Coalition on TV Violence (1989) found that of 150 films monitored, 83% featured tobacco use. Given their huge potential for influencing the public – especially young people – the film and fashion industries are fertile ground for tobacco industry marketing tactics. Marlboros, Philip Morris’s #1 brand, have been featured in at least 28 of Hollywood’s top-grossing movies in the past ten years – a record unrivalled even by Hollywood’s most bankable human stars. But other leading brands are also being cast. Studies show that the tobacco brands featured most in top-grossing films are also the most heavily advertised in other media. Research in the US has found that non-smoking teens whose favourite stars frequently smoke on screen are sixteen times more likely to have positive attitudes towards smoking in the future. Even more important, 31% of teens who saw more than 150 occurrences of smoking in movies in theatres, on video, or on television, had tried smoking compared to only 4% among teens who had seen less than 50 occurrences. Even after controlling for the effects of parents smoking and other factors, seeing a lot of smoking in the movies tripled the odds that a teen would try
smoking. The US Centers for Disease Control also identifies viewing smoking depicted in movies as a factor in promoting tobacco use among young people. From 1988-1997, 85% of the top 25 box office Hollywood films dramatized the use of tobacco, the highest rate in half a century. A third of films rated for adolescents – and one in five children’s movies – showed cigarette brand logos. Young people who see smoking in movies are more likely to smoke. Hollywood has no exclusivity on tobacco product placement.

American Lung Association (2003) of Sacramento-Emigrant Trails asked over 100 teenagers from the Sacramento and Los Angeles areas to spend a year reviewing 133 current movies and report on their findings. It reported that 23% of the movies showed no tobacco use, Of the remaining 77% about 26% had 1-10 incidents, 23% had 11-24 incidents, 18% had 25-49 incidents and 11% had over 50 incidents. There was a direct correlation between movie rating and tobacco use. Movies had an average of less than one incident per movie to an average of 26 incidents. Some movies were filled with smoke. Studies varied tremendously in the amount of tobacco use portrayed. While only 3% of the population uses cigars, 52% of the movies displayed cigar use. Over half of the movies with tobacco use displayed at least some cigar smoking. In 22% percent of the movies, cigars were used most often. When it comes to tobacco use, it is the "stars" who smoke. About 82% of the people using tobacco were lead and/or supporting actors. Men used tobacco much more extensively than women. In 94% of the movies that had tobacco use showed men using tobacco, 44% of the movies showed women using tobacco. Marlboro has the highest brand exposure in the movies. About 20% of the movies with tobacco use showed specific brand exposure. Marlboro was responsible for 50% of these exposures.

Fidler (1998) quoted a Stanford University study of ninth-grade students, which showed that those who watch lots of television and music videos are more likely to start drinking than other youngsters. The research shows alcohol is the most common beverage shown on television. The study found that each increase of one hour per day of watching music videos brought a 31 percent greater risk of starting to drink over the next 18 months. Each hour increase of watching other kinds of television corresponded to a 9 percent greater risk. Interestingly, each hour spent watching movies in a VCR corresponded to an 11 percent decreased risk of starting to drink alcohol. Computer and video games had no
effect either way. Watching television and music videos made no difference in the drinking habits of those who already drank. There is a tremendous glamorization of the use of alcohol. Alcohol use is portrayed as normal and glamorous, never with the consequences. The great majority of drinking on television is by the most attractive and most influential people, and it is often associated with sexually suggestive content. There needs to be balance in the way alcohol is portrayed so that people who did drink did suffer some consequences from it.

**American Lung Association** (2003) under the ‘Thumbs Up! Thumbs Down!’ project reviewed 35 foreign films that were nominated for Academy Awards between 1991 and 2001 and 500 American based films produced during the same time period. The results were: (figures in parenthesis are of domestic films) Overall tobacco use - Percent with tobacco 86% (75%); Average incidents per hour 10% (10.5%); Type of tobacco use by percentage of total - Cigarette incidents 93% (73%); Cigar incidents 6% (24%); Pipe incidents 1% (2%); Smokeless incidents 0% (1%); Who uses tobacco by percentage of total - Actors with leading roles 58%; Actors with non-leading roles 42%; Females 28%; Males 72%; Children 0%; Teens 2%; Young Adults (20-29) 30%; Older Adults (30+) 68%; Messages received by percentage of movies - Anti-tobacco messages 9% (27%); Pro-tobacco messages 31% (43%). The survey revealed the significant differences as:

The percentage of movies with tobacco is significantly higher in the foreign films reviewed. The much higher incidence of cigar use in American movies may reflect the effectiveness of the cigar industry in promoting cigar use among Hollywood actors. Youth reviewers commented that tobacco use in the foreign films seemed to lack the pro and anti message content of American movies and was more oriented to reflecting habit.

**DuRant et al.** (1997) analyzed music videos from five genres of music for portrayals of tobacco and alcohol use and for portrayals of such behaviors in conjunction with sexuality. A total of 518 music videos were recorded during randomly selected days and times from four television networks. It was found that a higher percentage (25.7%) of MTV videos than other network videos portrayed tobacco use. The percentage of videos showing alcohol use was similar on all four networks. In videos that portrayed tobacco and alcohol use, the lead performer was most often the one smoking or drinking and the use of alcohol was associated with a high degree of sexuality on all the videos. The data
indicated that even modest levels of viewing may result in substantial exposure to glamorized depictions of alcohol and tobacco use and alcohol use coupled with sexuality.

Hobbs (1997) mentioned that in an evaluation of television series popular with teens, illicit drugs were mentioned or seen in 20 percent of all episodes, with tobacco in 22 percent and alcohol in 77 percent. Another study on “Substance Use in Popular Movies and Music,” by the White House Office of National Drug Control Policy showed that illicit drugs are represented in 22 percent of movies and 18 percent of songs. The story is similar for media targeting much younger audiences. A study by Thompson et al. (1997) of 81 animated features found nearly 50 percent showed characters using alcohol or tobacco, often without depicting the negative consequences. Many of the messages about alcohol, tobacco or drugs in the media are presented in an appealing or favorable way. There are often pro-drug messages in the lyrics of popular music, humorous references to drug use and getting high in television comedy shows, and even in the “altered states” that are sometimes shown in the process of selling soft drinks, sneakers, automobiles or snack products. These messages can reinforce a belief that drug use is harmless fun.

Cui (2000) stated that although much criticism of alcohol advertising has focused on youth and underage drinking, targeted marketing of alcoholic beverages toward minorities and woman has created much controversy in recent years, yet it was much less understood. Content analyzed of consumer magazines form 1979 to 1992 revealed significant variation in the amount of alcohol advertising, product types, advertisement features and advertising appeals. The findings suggest that the alcohol advertising is more concentrated in minority magazines, and different products are targeted towards minorities and women with distinct advertising techniques. Consumer education and health education programmes need to increase their effort to reach minorities, women and adopt customized social marketing strategies. Sensation seeking, biologically based personality variable is strongly related to both drug use and preferences for highly novel, arousing, and /or unconventional messages and television programs. This connection is the basis of a targeting strategy in an anti marijuana public service announcement campaign aimed at high sensation-seeking adolescents.
Schuler (2000) in an assessment of drug-related websites found that thousands of web sites and online forums facilitate and promote drug use. To a limited degree, one may purchase actual illegal drugs over the Internet. Perhaps more dangerous – and less easily monitored – are the messages presented by drug-related web content. In the guise of objectivity, countless sources promote illegal drug use as fun, fashionable, and safe. He also disclosed that an ONDCP-sponsored review of online drug culture found that drug use was being presented as fun, fashionable and safe activity on the Internet. Prominent sites have found their way to the top of search engine result lists for drug keywords. Web rings or traffic sharing websites, allow thousands of point-of-entry links to drug culture, use and paraphernalia sites. The dissemination of information regarding drug use and manufacturing is rapidly growing.

Tobacco Free Initiative (2002) a programme supported by World Health Organisation, states that a big influence on a teen's decision to use tobacco or alcohol is the media. Young people today are surrounded by messages in the media that smoking cigarettes, using smokeless tobacco, and drinking alcohol are normal, desirable, and harmless. Alcohol and tobacco companies spend billions of dollars every year promoting their products on TV, in movies and magazines, on billboards, and at sporting events. In fact, tobacco and alcohol products are among the most advertised products in the nation. Young people are the primary targets of many of these advertisements. Advertisements for these products appeal to young people by suggesting that drinking alcohol and smoking cigarettes will make them more popular, sexy, and successful. Teenagers should be guided to understand the difference between the misleading messages in advertising and the truth about the dangers of using alcohol and tobacco products.

This discussion conforms the view that media is promoting messages, which can reinforce a belief that drug use is harmless entertainment. Youngsters are surrounded by messages in the media that smoking cigarettes, using smokeless tobacco, and drinking alcohol are normal, pleasing, and undisturbing. Alcohol and tobacco companies incur huge expenses every year promoting their products through characters using alcohol or tobacco, often without depicting the negative consequences. Many of the messages about alcohol, tobacco or drugs in the media are presented in an appealing or favorable way.
There are often pro-drug messages in popular music lyrics, humorous references to drug use etc.

2.3.2. Media Role and Design

Media has immense power and vast reach. But it cannot be forced by law to operate in the field of drug abuse prevention since it must remain free and does not have any such obligation. Nevertheless it has great power and can do a lot in this sector. While some studies conclude that media is over-publicizing drug addiction, others say the drug abuse coverage is under reported. Some researchers allege that media seek to sensationalize the problem and contribute too much in the existing frenzy. Following studies hint at the existing and anticipated media role and design. 

Imlah (1970) states that nobody can say with justification that the newspapers exaggerate the situation, but there are some who consider that drug addiction is over-publicized and even allege that over-publicity promotes the spread of drug abuse. This is a totally unjustifiable attitude. Social evils in the past have flourished when there was unwillingness to talk about them or write about them. They were dealt with when sufficient people were made fully aware of their existence and the clamor or public opinion produced action and giving expression to its opinion in the newspaper. Drug addiction is no different from other social ills in this respect. If the press stopped writing about it, people would begin to believe that as a problem it was on the wane and no longer a matter for their concern. It is a vital necessity that so long as the problem exists on its present scale or in increasing degree, the press should continue to inform the reading public and to campaign for effective solutions.

Speck (1972) revealed that the use of psychedelic drugs was given great impetus by mass media coverage. It spread by word of mouth like a religious movement. The drug phenomenon launched a romantic idealist movement among youth, a desire to return to the primitive, a “back to nature” movement, a questioning of ethics, morals and values. Though the hippie movement was largely confined originally to New York’s East Village and San Francisco’s Haight-Ashbury, by virtue of the mass media, the love-ins and be-ins rapidly travelled back and forth across the country, infusing youth with their philosophy of love, peace, brotherhood, do your own thing, racial equality, civil rights, and so on.
Too few people seem to recognize the association of drugs, youth, hippies, radical and new left politics, sensitivity encounter groups, Wesson oil parties and group grapes, and rock music with protest and revolution. Yet drugs are a persistent theme running through the lyrics, underlying the existential philosophy, reviving interest. The common denominator of drug usage cements identification with all oppressed peoples and lifts above the personal, a concern about the draft, about war, and about ecological destruction.

Kiev (1975) also holds the view that the popular misconceptions about drugs and drug abuse derive from the mass media, which seek to dramatize the problem and so contribute to much of the prevailing hysteria; the extant punitive legislation contributes to the view of the drug abuser as deviant. Those who use drugs contribute their own biases. Intellectuals, who have used drugs experimentally with no serious after effects, tend to minimize the seriousness of the drug problem and vigorously support a civil libertarian concept of individual free choice.

Mukherjee (1979) suggests that investment in human factor through better education and training is likely to yield greater output than other channels of investment including mass media up to a point in the developing economies if political modernization is considered as one of the basic strategies of socio-economic development. It supports the viewpoints of certain social philosophers according to whom education is a pre-requisite for anything that we call modernization and a development in human evolution. The analysis report further suggests the possibility that formal schooling can be an effective source of broadening people’s cognitive horizon.

Giuliano (1990) concluded, that the mass media cannot by law be forced to operate in the field of prevention because it must remain free and because the mass media does not have this obligation; nevertheless it has great power and can do a lot in this sector. It has in fact done a lot less than it could have done and sometimes it has done more than it could have done, but in the wrong direction. Solidarity tends to depict a drug addict as a social martyr and not as a person who has individual responsibility and as such, is subject to the laws, customs and habits of the society in which he lives. Our mass media have made a serious mistake and have dealt with the problem in the wrong way. Solidarity has to be
replaced with a higher meaning of the personal dignity of the drug addict, which corresponds exactly with that of the other individuals who make up society. Paolo (1990) also stated that we are all aware of what the mass media can do for the prevention of this phenomenon, but we must also recognize that we have done very little or almost nothing and what little has been done, has been done badly. Firstly, we have to admit that a victim of drugs no longer makes news. Ten year ago, a person who died of an overdose was worth a four or five-column headline. Today, it hardly gets a mention, unless it is local news in a provincial newspaper. When we publish statistics on the spread of drugs, on the numbers of drug addicts or the number of drug victims, those figures get treated with the same spirit as the number of road deaths. It is extremely fatalistic, with no mention whatsoever of any subjectivity, or of the fact that if there is a death from drugs, it is not merely by chance, as one can assume is the case in an accident involving two cars in which people are killed. This approach is wrong. The statistics are presented without any comment whatsoever; it is just reported that in the last three years the number of deaths have increased by 12.7%; the number of drug addicts by 18 % and that certain areas have had a greater increase than others. The statistics are never accompanied by an in-depth analysis of the reasons for the increases. Also many a times the newspapers only speak about drugs in political terms or in terms of ostensible contrasts between the supporters of permissive legislation and those of further restrictions. Pendinelli (1990) argued that the enormous spread of drugs throughout the world is based on two facts: on the one hand, the decline in the values in the society and, on the other, the large amount of “dirty” money circulating and being recycled. Our journalists are simply unprepared for the phenomenon. We have no idea of the tragedy behind drugs and the subsequent massive increase in consumption. One must bear in mind that journalism is made up of people who write about many different things, and that it is therefore difficult for a journalist to equip himself with a suitable cultural background to be able to deal with such major problems in the correct way. Modi (1992) opined that the role of mass media in drug addiction enlists mixed reaction. While role of cinema and VCRs was viewed as negative, more than two-third informed persons considered the role of T.V. positive. With regard to Radio the opinion was that
Radio has not much role to play either negative or positive so far as drug addiction is concerned. However, views about the role of, printed media in drug addiction were almost equally divided. On the whole the role of mass media was considered as most instrumental in drug de-addiction, but little importance was attached to poster publicity in ameliorating the situation of drug abuse.

Richard (1998) noted that despite widespread concern about the effects of the media, particularly violence through television, there has been surprisingly little empirical research on drinking and drug use. What is known is that there are four basic types of television content presenting substance-related stimuli: (1) television commercials centrally feature positive portrayals of beer and wine drinking; (2) public service announcements typically warn against alcohol abuse, drunk driving, and cocaine use; (3) newscasts disseminate information about problematic outcomes of substance misuse, including reports of drunk-driving accidents, drug-related deaths and arrests, and health risks; and (4) entertainment programming, particularly dramas, movies, and comedy shows, frequently portray characters using alcohol and experiencing positive and /or negative consequences; occasional depictions of other drugs are also presented. While substance use and abuse are shaped by a variety of personality characteristics, family and peer influences, and socio-demographic factors, television is also considered to play an influential role. He opined that many issues need to be examined and questions answered regarding the impact of the media on shaping drug behavior. Nevertheless, it is clear that, to a large extent, the media has popularized drug use. For young people needing only a slight stimulus to engage in drug use, there are many sources to be found.

Singhal et al. (1999) studies on entertainment-education fills a long-standing need in the area of development communication. He strived to help public health professionals and scholars realize the potential of the entertainment-education approach. This approach to communication is the process of designing and implementing a media message to both entertain and educate to increase audience members' knowledge about an educational issue, create favorable attitudes, and change overt behavior. It uses the universal appeal of entertainment to show individuals how they can live safer, healthier, and happier lives. Entertainment formats such as soap operas, rock music, feature films, talk shows, cartoons, comics, and theater are utilized in various countries to promote messages about
educational issues. A balanced picture of the entertainment-education strategy should be projected which identifies ethical and other problems that accompany efforts to bring about social change.

Ray (2000a) disclosed that the Ministry of Social Justice and Empowerment, Government of India, had encouraged establishment of counseling and de-addiction centers by funding several NGO's across the country. Further, public awareness campaigns, media publicity and community based action for identification, treatment and rehabilitation were carried out. For awareness building, the following activities were undertaken: audio-visual publicity, print materials, press advertisements, out-door publicity, distribution of materials, publicity through traditional media.

These studies point to certain conclusions that role of mass media in drug addiction enlists mixed reaction. Role played by media till date in drug abuse prevention has been rarely appreciated and the prevailing feeling is that it has done a lot less than it could have done and sometimes it has done more than it could have done, but in the wrong direction. Solidarity still tends to depict a drug addict as a social martyr and flawed public perception and myths still rule high. It is instead blamed for popularizing drug use to a large extent. Anyhow, there is an overwhelming consensus that media can change the whole scenario and curb this malaise successfully.

2.3.3. Media Advocacy and Campaigns

The media can support in founding and upholding of the drug problem on the national agenda by providing simple and implicit messages aimed to gain the steadiness of the population. Awareness through education and newspaper exposure increases knowledge. Media advocacy should target areas for psychotherapy for combating this problem. But while emphasizing the harm associated with drug use, media must be careful to provide information about possible help centers. Hence, there is an imperative need for an extensive publicity campaign through the mass media, regarding dissemination of information on the ill consequences, legal provisions, availability of the clinical and counseling services for the treatment and social rehabilitation of the addicts detoxified. Here are brief excerpts from few studies on this issue.
Imlah (1970) analyzed that while most newspapers and television in Britain have concentrated mainly on the addiction problem in drugs, some newspapers have been concerned with other aspects of the problem of drugs. The Birmingham Post, for example, has run an extensive campaign to warn of the dangers to children of unwanted drugs being left around the home and has highlighted the number of accidental poisonings that go to hospital daily. More and wider campaigns along these lines are very desirable. Commenting on the role of government, he states that there is little government education aimed at the general public for anyone else, apart from the official advice to doctors on prescribing. There are plenty of posters to say that 'Smoking causes cancer' and telling people 'If you drink, don't drive', but none to say that 'Heroin kills' or 'Cannabis causes mental illness'. One wonders why this health problem is not given the same treatment as others. The resolution for creating United Nations Fund for Drug Abuse Control (1970), Commission on Narcotic Drugs-1, 5 II also emphasized on developing measures to prevent drug abuse through programs of education and special campaigns including the use of mass media.

Mukherjee (1979) concluded that since many of the first-order partial correlations between education and information level remained fairly high even when the intervening effect of newspaper exposure was removed, it can be inferred that the full effect of formal schooling, in its relationship to general awareness, is something more than just that of facilitating newspaper exposure. Whereas newspaper exposure is mainly useful in increasing knowledge of ideas, formal schooling leads to different mental abilities and skills. His analysis indicates that when education is combined with newspaper exposure, the two jointly explain a substantial amount of variation in the information level. Such a finding is indicative of the fact that when people make use of their education by searching for new knowledge. The mass media such as the newspaper can have a "multiplicative effect". Interlinking and mutually interactive relationship between mass media and education is must. Exposure to appropriate mass media is the link that ties all developmental efforts.

Sarvela and Mocclendon (1988) highlighted the relationship between personal substance use with socio-economic characteristics, peer use and pressure. He revealed that 59 percent of sample used alcohol, 81 percent of population smoked cigarettes once a
year, 2.4 percent students were using marijuana and 0.8 percent cocaine. All smokers indicated using 1-9 cigarettes per day. He recommends useful methods of improving health education programs through mass media and target areas for psychotherapy for combating this problem.

Bruno (1990) underlines that the involvement of the mass media in prevention of drug abuse is of primary importance, though not without encountering some difficulties. The values of the mass media lie with the fact that it can assist in the establishment and maintenance of the drug problem on the national agenda. Furthermore, it can provide balance and informed reporting and last but not least, the mass media can provide simple and easily understood messages aimed to gain the credibility of the population. Warnings, which emphasize the harm associated with drug use, without providing information about where to seek help can be seen as sterile propaganda.

Paolo (1990) suggested that regular articles or even a fixed slot in the newspapers or television should be dedicated to those who have emerged from the, so called, tunnel of drugs. Printing their story in the newspapers means offering words of hope to many adolescents who are in that situation. The world is changing and the subjects of journalistic interest are changing. For example, 25 years ago economic journalists could be counted on the fingers of one hand, now there are hundreds of them. Clearly attention to economic affairs has created a school of economic journalists. Likewise, three decades ago, there weren’t any drugs in Italy and it was therefore logical that we didn’t know anything about the problem. Nowadays, unfortunately, our young colleagues have to be made aware of this problem and have to develop sufficient knowledge to be made aware of this problem and have to develop sufficient knowledge to be able to communicate with the readers. We should introduce a compulsory oral test in the journalism examinations also.

Chhabra (1992) revealed on appalling lack of awareness in the public about the problem of drug abuse. Informed persons interviewed including the senior journalists who were supposed to be alive to all the public issues, had scanty and only vague information about the extent of drug addiction and little or no knowledge about the law on the subject and its success or failure in curbing the evil and the existence of any de-addiction center in their vicinity. The police officers, including the senior ones, who were expected to be
really concerned with the growing menace of drug addiction, did not show much awareness about the extent of abuse, sources of supply and the existence of de-addiction center. If this is the state of awareness about the extent of abuse, sources of supply and the existence of de-addiction center of the intelligentsia like the informed persons, one could well imagine the position in this regard of the general public. He suggested that an extensive publicity campaign should be launched through the mass media, radio, television and the press regarding (i) the ill consequences-socio economic, psychological and physical—or drug addiction, (ii) the provisions of law, highlighting the severe punishments against trafficking in the contraband and (iii) the availability of the clinical and counseling services for the treatment and social rehabilitation of the addicts detoxified. He also emphasized the need to create general awareness about the indications and the common causes of addiction and the possible sources of supply. He opined that best possible results could be achieved by interjecting these programs in between the popular serials. Educational publicity should also cover the dangers involved in the casual administration of small quantities of drugs like raw opium to small children by elders to relieve pain. Need for seeking advice from qualified medical practitioners for the ailment of children should be stressed.

Gandevia (1992) suggested that the first step to take in drug abuse prevention would be to arrange and disseminate information on the problem through awareness programs. These programs should be systematically chalked out to meet the needs of specific target groups. Seminars, lectures, competitions, T. V. and radio snippets, interviews articles in newspapers and magazines in local languages can be used with responsibility to get across the message of the dangers of drug abuse. Awareness programs should include such information as, the specific nature of drug, the harm it does to mind and body, the difficulties faced at the time of de-addiction, the need to be open in communicating with children, supporting them and yet enabling them to take responsibility for their actions, the types of treatment required, and the place where such treatment is available. These programs should not be sporadic and problem oriented but should form a part of regular health programs.

George (1992) noted that newspapers and magazines are very frequently reporting in the drug problem. Its international ramification and its utility in laundering off the earnings
for purpose of trading in weapons of destruction make a sad reading. It cannot be called an unwarranted alarmist reaction. It is true. It has assumed dangerous proportion in that the anti-national anti-social elements are supported by these funds for purposes of destruction. The drug destroys the abuser and his neighborhood, the drug peddler and the pusher destroy the abusers, big vested interests destroy the nations on a large scale. It is necessary to develop a national policy and an international program to destroy the drug menace completely from all angles.

James (1992) observed that drug education should also include teaching and instructing the risk groups by all available channels of mass media as well as interpersonal media. The first educational measures should be the use of public media such as television, radio and newspapers for mass campaigns. Here, adequate care should be taken, that the actual message is conveyed to the public. Mehrajuddin (1992) also laid emphasis on the use of national media like T.V., Radio, Press, advertising, etc to keep younger generation away from evils like drug addiction.

Modi (1992) revealed that the role of mass media in drug addiction enlists mixed reaction. While role of cinema and VCRs was viewed as negative, more than two-third informed persons in each case considered the role of TV positive. With regard to Radio the opinion was that it has not much role to play either negative or positive so far as drug addiction is concerned. However, views about the role of printed media in drug addiction were almost equally divided. On the whole the role of mass media was considered as most instrumental in drug de-addiction, but little importance was attached to poster publicity in ameliorating the situation of drug abuse. All said and done, the mass media has as yet not played the role of which it has the potential. He strongly advocated that any glamorization of drug addiction in the mass media must be curbed forthwith.

Ray (1992) called for regular use of media to campaign against any kind of addiction and not to overplay adventurism after addiction. Films showing these may be censored to save children getting into this trap. This aspect may gradually be implemented in school curriculum from the beginning. All other socio-cultural causes may be displayed through street theatres and regional films.

Singh (1992) affirmed that while most newspapers and television have concentrated mainly on the addiction problem of drugs, some newspapers have been concerned with
other aspects of the problem of drugs. The Birmingham Post, for example, run an extensive campaign to warn of the dangers to children of unwanted drugs being left around the home and has highlighted the number of accidental poisonings that go to hospital daily. More and wider campaigns along these lines were very desirable.

Srivastava (1992) noted that despite sporadic press reports about the drug menace many a times the administration, including the relevant agencies responsible for the enforcement of drug-related laws, do not initiate any program of drug abuse prevention. No agency, official or otherwise is engaged in making people aware about the implications of drug abuse. The office of the District Prohibition Officer seems totally unconcerned about initiating any drug abuse prevention program. No effort is made to spread messages that may warn people against drug use. No voluntary agency spreads the messages that may warn people against drug use.

Veeraghavan (1992) laid emphasis on ensuring maximum publicity against the drugs by using the mass media. She called for proper use of youth power; removing unemployment; establishing social values; ensuring good education; tightening loopholes in the law and removing corruption. Media can help in strengthening and increasing preventive measures and can offer better facilities for curing drug addicts.

Baker et al. (1994) noted that chemical dependency or addiction continues to be a pervasive, damaging disease in today's society. If prevention efforts fail, treatment is essential for individuals whose lives have become unmanageable. He analyzed the role of recreation in the recovery process. The importance of leisure for a person recovering from addiction and ways in which an individual can use their leisure to support their addiction are demonstrated. Finally, an explanation of the methods or treatment interventions, from a recreation perspective, is provided. The study shows that there are great benefits to be obtained from providing leisure and recreation services in such a facility. Recreation therapy is an integral part of the treatment process, and recreational activities are used as a method of changing behavior and promoting growth and development. If the clients optimize their recreation experience in treatment, it is believed that the end result will be increased self-confidence and self-esteem. With this comes the realization that life without chemicals can be fun and enjoyable. As clients participate in
new activities and renew skills in past leisure activities, a positive attitude towards healthy recreation and leisure will be fostered.

White House Office of National Drug Control Policy (1998) Media Campaign's own communications strategy acknowledges the important role of media literacy in prevention. Media presence of drug use is a powerful influence on adolescents, particularly because they do not recognize popular culture as an influence. Therefore, inculcating critical viewing skills and a sensitivity to the distorted images presented by popular culture is important for building resistance skills.

Denham (1999) discussed the media discourse surrounding the diagnosis and attribution of the former American footballer Lyle Alzado's anabolic steroid abuse. In particular, the study explored whether the drama of Alzado's disclosures impact the manner in which anabolic steroids were reported in the months following his revelations. The search identified 621 articles published in newspapers or magazines in 1991 containing substantive discussion of anabolic steroids. In this way, the news agenda was established by Alzado's disclosure.

Roberts et al. (1999) discovered that media are omnipresent in the lives of American youth. Children spend an average of 6 hours, 32 minutes each day with combined various media. Children spend about 28 hours per week watching television, twice as much time as they spend in school over the course of a year. Sixty-six percent of 8 to 18-year-olds have television sets in their bedroom. American teenagers listen to an estimated 10,500 hours of rock music between the 7th and 12th grades – just 500 fewer hours than they spend in school over 12 years. And 72 percent of youth ages 8 to 17 use the Internet from home at least every few days. Despite recommendations from the American Academy of Pediatrics and other health advocates that parents closely monitor their child's media consumption, research shows that many parents do not see their child’s media use habits as an issue of concern. A YMCA poll found that while 85 percent of parents say they frequently monitor what their kids watch on television, 61 percent of children say they are watching television without any parental supervision. Moreover, 71 percent of parents assert that they frequently monitor their child’s use of the Web. However, 45 percent of teens say they surf the Internet “all the time/often” without a watchful parental eye. In
addition, 26 percent of parents worry they aren't able to explore the Web with their children as well as other parents do.

Umar (1999) while suggesting the drug abuse prevention strategies noted that the drug addiction is the ultimate cause of drug trafficking. It not only affects the human being but the whole society suffers. Law alone cannot check this menace. Despite the legal provisions, an effort should be made at social level from multi-pronged dimensions to prevent the drug abuse and addiction, which may ultimately prevent the illicit trafficking of drugs. The youth should primarily come forward to prevent this menace. The media should play an important role in checking and preventing this menace. The advertisements of any kind of drugs including gutkha must be banned on television and radio. In cinema halls also precaution should be advertised. Pamphlets should be placed at various places, which may be conspicuous and visible to all the people.

Bose (2000) opined that the media's role in clearing up myths about drugs and drug addicts has been perfunctory. Narco-terrorism has become a buzzword in stories dealing with militant activities. Frequently the media highlights stories of dramatic seizures of narcotic substances and the news are splashed with photographs on the front page. This kind of publicity ends up equating drug addicts with drug peddlers. It is true that some addicts do take to peddling but it is equally ends up equating drug addicts with drug peddlers. It is true that some addicts do take to peddling but it is equally true that most drug traffickers themselves wouldn't touch the deadly commodities they trade in.

Cashmore (2000) while addressing the major issues confronting sports in the 21st century describes drug abuse among sports persons as a major challenge. He suggested that mass media should play a proactive role in raising the awareness level of budding sports persons.

Islam (2000) studied a total of 3100 currently married women from all over Bangladesh with the aim to identify the impact of mass media on family planning programs. The findings indicate that radio is still the most reached medium. Multinomial logistic regression analysis indicates that the significant factors, which have an influence on exposure to family planning mass media messages, are education, type of place of residence, employment status and membership of women in development groups. The analysis further reveals that age, number of living children, religion, radio ownership, and
approval of family planning by the respondents and their husbands, are the important determinants affecting use of modern contraception. The findings imply that mass media will play an important role in future family planning programs and in achieving demographic goals.

Ministry of Social Justice and Empowerment (2000), Government of India in the manual on minimum standards of care in addiction treatment centers noted that for awareness building in the community one article on addiction or treatment services available at each center should appear in daily newspapers, magazines or mass media (television, radio) once in six months. Besides this utilization of audio visual aids like OHPs, slides and films and employing innovative methods like street plays, puppet shows, seminars, group discussions should be included. The awareness programs be organized appropriate to the local culture and language. It also suggested that the awareness programs should address specific target groups (vulnerable and at risk groups) in the neighborhood, in educational institutions, industries, slums and social welfare organizations with the purpose of sensitizing about the impact of addiction and the need to take professional help to treat addiction.

Sharma (2000) while deliberating on the role of television in drug demand reduction, stated that television exposes one to knowledge which may be bewildering or ahead of the times, often leading to a potentially unhealthy curiosity about drugs of abuse. It is well known that true or surrogate advertisements of sports, beauty or fashion events (which have the highest viewer ship) by tobacco and alcohol manufacturers may lead many into their first experience of chemical abuse. Influencing knowledge, attitude and behavior. The purpose of drug abuse prevention programs through television is to communicate message that discourages individuals who have taken to drugs from further trying them out. The style and content of the program, language and the medium used (channel, time chosen, competitiveness with other programs, positioning and repetitiveness) are important elements in developing programs.

Lifeline (2001) reported that the South-East-Asia Anti-Tobacco-Flame campaign helped to sensitize the public, media and NGOs on the perils of tobacco. The media played an important role in taking the events to audiences across the length and breadth of the country.
Panford et al. (2001) discussed the types of folk media used to prevent human immuno-deficiency virus/acquired immune deficiency syndrome (HIV/AIDS) in Ghana. Folk media include storytelling, puppetry, proverbs, visual art, drama, role-play, concerts, gong beating, songs, drumming and dancing. As part of an HIV/AIDS prevention initiative in Ghana, these popular media will be integrated with broadcast radio for interventions under the HIV/AIDS Behavior Change Communication Project.

Singh (2001) reported that print media could bring effective and desired change in tobacco habits of millions of people. Media has vast power to influence and mobilize the public opinion as well as it has massive outreach. It can become a valuable partner in informing people about the impact of tobacco on health and mobilizing community support for curbs on consumption. Media must give more prominence and coverage to anti-tobacco programs. Most of the users of tobacco products are not aware of the dangerous impact of tobacco addiction on their body and on the health of their near and dears who inhale the second hand smoke. The country is entering into a phase of tobacco epidemic and mass media can play a vital role in building public awareness and a mass movement should be initiated by highlighting the disastrous impact of tobacco on the society.

Burman (2002) noted that mass media is a powerful vehicle for raising awareness and understanding of the problem of drug abuse. It is, however, important to pay attention to the danger of creating curiosity and a desire to try drugs amongst young people by taking care of the following points: Avoid glamorizing the effects of drugs; Don’t project drugs as being extremely pleasurable or powerful; Avoid giving information on where to buy or how much may be earned by participating in trafficking; Avoid use of illustration or descriptions about how to use drugs; Avoid using fear-inducing strategies. Such strategies may create denial of real hazards by drug users and induce desire for experimentation; Avoid scapegoat, stereotyping and stigmatization. It may hamper the process of rehabilitation and reintegration into society or lead people to believe that drug abuse is something that only happen to ‘others’.

Cappella (2002) noted that well-designed campaigns can affect behavior, as demonstrated by research on smoking and drug use among teens. For example, an anti-marijuana public service announcement (PSA) campaign developed by NIDA-supported
researchers at the University of Kentucky in Lexington decreased marijuana use by more than 25 percent among high-sensation-seeking adolescents—a group particularly at risk for drug abuse. The PSAs included messages especially designed to appeal to the sensation-seeking teens and ran for 4 months during TV programs popular with this group.

Srivastava (2000) opined that across the world, the tobacco industry has made aggressive use of media in their communication strategies in order to make people want to buy more and more of their products. Despite restrictedness on the use of advertising, the industry has found crafty ways of circumventing laws. The tobacco industry has spent billions on media advertising. There is overwhelming evidence across many countries that the media can contribute significantly towards curbing the tobacco epidemic. Key to this is the imposition of comprehensive bans which cover all media. Studies across different countries have concluded that banning advertising resulted in reductions in consumption of tobacco by 4-9 percent. In addition to the imposition of bans, it is imperative that the media be mobilized to advocate the public health and economic argument against tobacco. The challenge therefore, is to make the media a partner and a champion of the tobacco control program. This would involve: Action on a global basis with key media companies and organizations that provide access to audiences across borders through satellite transmission; Running a multi-media campaign that increases the awareness of the health benefits of non-smoking, both active and passive; Countering the lobbying efforts of the tobacco industry through effective media advocacy; Monitoring and auditing the use of media by tobacco industry to ensure enforcement and compliance with existing and new laws. The key to managing future success of global brands lies in the ability to master new media opportunities. Despite restrictions and advertisement bans the tobacco companies have found a way of leveraging and using media to build strong brand imagery to attract new users or get existing users to smoke more. The tobacco companies always deny this, however the fact remains that they are in constant search of looking for new ways to reach their consumers with even greater impact. The use of media ranges from explicit promotion in the form of regular brand advertising to the use of surrogate or trademark extension advertising. Clearly cigarette advertising and promotion results in making smoking a desirable thing to do. It is
therefore important that the media be sensitized to what harm they may cause by accepting cigarette advertising and portrayal of smoking as part of content. 

Peiris (2001) observed that it is encouraging to note a larger number of advertisements demoting drug use have appeared in the newspapers of Sri Lanka in 1999 when compared with those promoting drug use during the same period. However, the drug demoting advertisements were less attractive in legend and format than those promoting drug use. In the drug promotional advertisements greed for acquisitions, sex allure, convenience of use, possibilities of pleasant adventure, physical strength, independence of spirit, companionship, fashion ability, manliness and love have been positively used to absorb children, and everyone else, to the twin vices. Although there have been advertisements appearing in newspapers and other public places demoting drug use, some of them really cannot be identified as effective counteractions for promotional activities of the industry. Examples of such advertisements are, “Create a World Free of Alcohol”, “Smoke and Cough”, “Chase away the Devil of Alcohol” etc. Fear tactics, lectures, rallies and processions highlighting the consequences of health and expenditures of use of alcohol and tobacco will not be suitable to draw the attention of children and youth. Health consequences will not be listened to or accepted by children and youth, as they are ready to take challenges in life. The advertisement named, “Smoke & Cough” reminded people of the symbol of “&” of alcohol brand and thereby led to the promotion of that product instead. Another advertisement counteracting “Lion” Beer depicting the lion made people to think more of that particular product.

International Planned Parenthood Federation (2002) has since long recognized the importance of working with the news media regarding family planning communication programmes. It urged family planning programmes to pay regular attention to providing information to journalists in addition to films, radio spots, advertisements, and other communication. Working with the news media is important because news coverage is often people's first source of new information. Also, news coverage helps confirm and reinforce the information that people receive about family planning programs from other sources, such as entertainment programs, brochures, field workers, family members, and friends. Particularly where the news media are independent of official control, people see them as credible and important sources of information.
American Academy of Pediatrics (2002) offers valuable guidance to the parents such as: Talk about ads with your child; Help your child understand the real messages being conveyed; Teach your child to be a wary consumer; Make sure the TV shows and movies your child watches do not glamorize the use of tobacco, alcohol, and other drugs; Do not allow your child to wear T-shirts, jackets, or hats that promote alcohol or tobacco products; Talk to administrators at your teen's school about starting a media education program; etc.

A concise presentation of all these research studies on this issue bring to light some important facts that media should play a proactive role in raising the awareness level but adequate care should be taken that the actual message is conveyed to the public and also any glamorization of drug addiction in the mass media must be restrained. Media advocacy can highlight information on nature of drug, the associated harms to mind and body, the difficulties in de-addiction, clearing up myths about drugs and drug addicts, etc. But utmost care should be taken to shun any type of curiosity stimulation to try drugs or to project drugs as being extremely gratifying or commanding. No information on sources for drug purchase or profit that may be earned in trafficking etc should be given. Similarly, graphic or descriptions about methods of using drugs must be avoided. However, the drug demoting advertisements should also be included in the fight against drug abuse.