

The Media's Role in Protecting Young People from the Risks of the Spread of Drugs

Dr. Afnan Mohammed Shaban
University of Baghdad / Market Research & Consumer Protection Center

Abstract

The problem of the spread of drugs and drug abuse among young people is a serious problem, and focused research on the role of the media in the warning and awareness to protect young people from the scourge of drug abuse and addiction, representing the community and the research sample in the Faculty of Engineering, Veterinary Medicine, Political Science, Agriculture, Faculty of Mass Communication of the University of Baghdad, has been selected a simple random sample of college students is made up of 140 students, male and female. And it used the questionnaire which included a number of themes and questions form sent to respondents was distributed to the research sample of (140) form, and went out Find the results of which the media contributes to the awareness of harmful effects of drugs on the lives of individuals significantly through information and education programs that offer.

Keywords: drugs, media, youth, protection, addiction.

Introduction

The phenomenon of the spread of drugs among the most dangerous deployed in some communities in the various countries of the world phenomena, as a phenomenon contrary to the law, which criminalized and rejected by the Islamic religion and deprive them, as they are devastating for a person who gets used to them from the psychological point where he does not control his actions and loses its ability to focus as he destroyed physically and organically because of their symptoms and devastating complications of the members of the body.

It is an abuse of narcotic substance chronic condition patrol poisoning in the body arises from the repetition of the abuse of a drug or a natural plant, resulting in a compelling desire to need to use the drug with a desire to increase the dose of the adoption of the body psychologically and organically after the drug (1).

It is likely many of the individual's desire to take drugs as a means of escape from reality or the problems and pressures experienced in life.

Research questiona

The research problem: The drug addiction dangerous phenomenon that threatens society has this phenomenon has spread among young people in recent times various categories of social, economic and cultural strata, leading to damage to an entire generation of young society and cause an imbalance in the social fabric, which can be described as the most serious catastrophe for mankind and lead to a deviation in behavior as a result to numb the mind and centers the brain because of the abuse of sedative and narcotic substances, is the spread of drug use among young people in universities, the case must stand up then and to find the necessary solutions to both scientific research and medical and psychological treatment and control of family, and it is questionable what the media's role in protecting the status young people from the dangers of the spread of drugs?

Research questions

1. What is the role of the media in raising awareness of the danger of the spread of drugs?
2. What drugs and causes that lead to drug abuse?
3. What is the most effective media in raising awareness of the harms of drugs?

The importance of research: The importance of research in addressing the important issue is drugs and the role played by the media in the warning and awareness to protect young people from the scourge of drug abuse and addiction, as it is taking drugs means practiced by the individual to escape from the problems and pressures of life that the drug affects the individual numb and relieves pain and gives feeling Balncoy after reaching the upper brain centers affected by causing the addiction and dependence upon the individual becomes the urgent need for anesthetic and Pune has felt the pain, the research on the subject of the spread of drugs among the youth circles in particular is one of the important research the fact that the drug is fatal and destructive material and deadly physically and psychologically, and that the weakness of the religious and moral scruples and the disintegration of family ties make the individual falls easy prey to the temptations of drug abuse and addiction.

aims research: Researcher seeks to achieve several objectives in:

1. Identify the role played by the media in raising awareness of the danger of the spread of drugs.
2. drugs and clarify the causes that lead to addiction them.
3. determine the most effective media in raising awareness of the harmful effects of drugs.

Society and the research sample represents the community and the research sample in the Faculty of

Engineering, Veterinary Medicine, Political Science, Agriculture, Faculty of Information, University of Baghdad, has been selected a simple random sample of college students is made up of 140 students, male and female.

Search tool: Use a questionnaire which included a number of themes and questions form tool shows the role played by the media across its means Bbhd of the spread of drugs in the community have included the demographic data axis and the axis of the means media and programs that desensitize the dangers of drugs, the last axle ensures gauge the role of media in protect young people from drugs, which included a (8) phrases, it has been distributed to the sample rate (140) form.

Reliability and Validity: questionnaire submitted to the experts they are: O.m.d. Iman Abdul Rahman allocate radio and television media in the journalism faculty, Dr. Hamdiya Mohammed Chehwan Hamdani specialty feed everyone in the University of Baghdad and Consumer Protection Market Research Center, and Dr. Alia Saadoun Abdul Razzaq al-Faraji specialty life chemistry at the University of Baghdad Center for Market Research And consumer protection.

Determine the terms:

Drugs: Know the Commission on Narcotic Drugs at the United Nations substance as (all stuff or formulated stimulant or sedative or hallucinogenic if used in non-medical purposes or industrial-oriented lead to a state of habituation or addiction to the detriment of the individual and society) (2).

Drug addiction: the compulsive desire to pressing of the individual to get the drug in any way, and that a person is vanquished on the excessive use of anesthetic, but is working to secure it with a strong desire to relapse (3).

Habituation: is relying psychological without organic accreditation, is related to the central nervous system and adapt it to Article narcotic, this attachment to the individual can tolerate it, and give it does not lead to drug withdrawal or psychological disorders, and this means that the abuser tends to drug consumption, but does not have to increase the quantity and the amount used in the efficiency of the abuser or affect in social and family relationships, as in smoking (4).

Accreditation is a psychological condition or membership arising from the interaction between a living organism psychological and material, and characterized this case the issuance of responses or behaviors always contain a desire to Cairo in an individual deal certain psychological material on a continuous or periodic basis element in order to tell the object raised by psychological, and sometimes in order to avoid trouble arising from its lack (5).

And takes the adoption of the first two types are the adoption of myself, which is linked to the individual's sense of satisfaction and remove tension and full psychological needs, and the second is physical adopting or Organic refers to the emergence of organic disorders severe if the drug interruption and require more of the drug amount for the purpose of relieving pain and if you cut off the drug causes a withdrawal (6).

The causes of drug abuse: The reasons for drug abuse and addiction, among other causes, including (7):

1. weakness of the religious faith of the individual Babysitting bad owners, use of certain drugs without medical advice, and the low level of education, the tendency to imitate others also urges for teenagers.
2. family disintegration and weakening family ties, neglecting parenting or cruel, and bad role models for parents, and concern for children and the absence of control and addiction to one parent, pamper children.
3. unemployment, the spread of the falling film promoter of drugs, the absence of the role of educational institutions as the school, the existence of places of entertainment publishes a culture of drug abuse.

And media awareness of the dangers of drugs: that means Kasahafh, radio and satellite channels a large role in the community, and multiple large Its task is one of the methods of education, and the transfer of local and international news, and is also a means of fun and entertainment.

And that the drug crisis not receive direct effects on addicts and their families, but its implications extend to the various communities, The danger of this phenomenon in the target for the class of young which will reflect negatively on all aspects of economic and social development, leading thus to hinder development programs and the threat of an entity and security of society through this effect poison the minds of young people and the destruction of their productive potential and support rings underdevelopment and dependency, poverty and disease in the community (8).

And contribute to newspapers through news coverage dealing with drug abuse and covered in detail through news reports, articles and interviews and investigations to clarify the negative aspects of drug addiction social, health and psychological effects, the audio radio characterized by its ability to reach farther distances, access to all the listeners various categories of social and cultural level its role in the dissemination of awareness of the phenomenon of drugs (9). Television is one of the most important media influence on young people and recipients generally being submitted photos that have become a major penalty of our viewers and through its different media programs, the most important of awareness and educational programs that warn of the risk of drug abuse and the spread.

Although prior outlook for the media may contribute to the show with a misleading picture Regard to drug abuse, which could distract the viewer's mind about addiction, the film or the television series

shows the use of drugs and paraphernalia and ecstasy positive from the deal and comfort felt by the abuser appears drug way to feel comfortable and get rid of worries and stress methods, appears hero of the film or serial deals drugs to escape from problems or of fact, it appears like a socially acceptable (10).

However, there are positive role of the media as it works through the positive effects of the recruitment and media in order to fight the drug and its effects phenomenon in society by portraying the poor results of addiction and the consequent effects of bad destructive to society and the family, and lead dramas to address the issue of drug abuse and addiction and habituation them to provide an educational role gives a negative image of the addict and lead to an aversion to drugs, warning of the dire consequences that result from drug addiction both on the same individual or family and community with the warning of falling prey to drugs (11).

It is incumbent on the media task Sense of youth problems and find solutions to them through the design of radio and television programs on the local and international level for males and females and the most serious problem facing young people is addictive drugs and pills sedative and stimulant, comes the media's role to intervene direction and guidance to solve their problems through social, economic and political development and involvement in the projects and the work of the conference and the development of youth clubs and youth organizations create and provide jobs and promote the principles and values and good habits and support youth projects produced (12).

And face the danger of drug abuse through the media need to be well thought out plan aimed at disseminating information and facts relating to the phenomenon of drug use complete objectivity which requires harnessing all the resources necessary to address this phenomenon through various programs and the dissemination of scientific awareness for all segments of society.

The results of the field study analysis: were analyzed (140) form which is distributed to the research sample of male and female, were data using statistical analysis of program (spss) and put the results derived in the statistical tables composed of frequencies and percentages and mattresses, which illustrated the tables above.

First: demographic data:

1. Sex respondents:

Seen from the results table (1) Sex sample of respondents, it was divided between males and females, where total female (81) and by (57.9%), while the male was in total (59) and by (42.1%) and the second order.

Table (1) Liban sex sample

Gender	Number	percentage	Grade
Males	59	42.1%	2
Females	81	57.9%	1
Total	140	100%	-

2. age groups:

Seen from the results in Table 2, which shows the age groups of respondents that age group (21-23) number (64) and by (45.7%), while the age group (18-20), the number was (54) and by (38.6%), The age group (24-26) number (17) and by (12.1%), while the age group (27 and above) have numbered (5) and by (3.6%).

Table 2 shows the age groups of the sample

age categories	number	percentage	Grade
18-20	54	38.6%	2
21-23	64	45.7%	1
24-26	17	12.1%	3
27 and above	5	3.6%	4
Total	140	100%	-

4. Grade Level:

Seen from the results table (3) that the first stage numbered (37) and by (26.4%) and the second phase totaling (37) and by (26.4%), with a total phase III (41) and by (29.3%), while the fourth stage, bringing number (7) and by (5.0%), and totaled fifth stage (5) and by (3.6%), while the graduate students, bringing their number (13) and by (9.3%).

Table 3 shows the grades of the sample

Educational level	Number	percentage	Grade
First	37	26.4%	2
Second	37	26.4%	2
Third	41	29.3%	1
Fourth	7	5.0%	4
Fifth	5	3.6%	5
Postgraduate	13	9.3%	3
Total	140	100%	-

5. Marital status:

Seen from the table (4) the number (121) and by (86.4%) are single category, while the number of unmarried reached (19) and by (13.6%).

Table 4 shows the marital status of the sample

Social status	number	percentage	Grade
Unmarried	121	86.4%	1
Married	19	13.6%	2
Widowed	-	0	-
Absolute	-	0	-
Total	%100	140	المجموع

6. specialization courses

Seen from the results table (5a) The category of scientific specialization in total (74) and by (52.9%), and that the humanitarian specialization number (66) and by (47.1%).

Table (5) shows a course of study sample

Specialization	number	percentage	Grade
Scientific	74	52.9%	1
Humanist	66	47.1%	2
Total	140	100%	-

Second / tools and information programs that reduce drug:

1. media outlet that contribute to the awareness of the harmful effects of drugs:

Seen from the results table (6) The most informative way contribute to the awareness of the harmful effects of drugs and reduce the spread of the (television) with a total iterations (63) and by (45.0%), it came in second place (the Internet) with a total iterations (52) and by (37.1%) , and got the third place (posters) total iterations (14) and by (10.0%), and earned a fourth place (radio) total iterations (10) and by (7.1%), and earned a fifth place (newspapers and magazines) total occurrences (1) and by (0.7%).

Table (6) shows more media outlets contribute to the awareness of the harmful effects of drugs and reduce the spread

Media	Duplicates	percentage	Grade
Newspapers and magazines	1	0.7%	5
Radio	10	7.1%	4
TV	63	45.0%	1
Internet	52	37.1%	2
Posters	14	10.0%	3
Other	0	-	-
Total	140	100%	-

2. media programs that limit the spread of drugs:

Seen from the results table (7) The more media programs effective in reducing the prevalence of drugs are (television educational programs) total iterations (42) and by (30.0%), and was second only to the movies with a total iterations (40) and by (28.6%), and got the third place (dramas) total iterations (30) and by (21.4%), and was ranked fourth (news) total iterations (15) and by (10.7%), came fifth rank (articles and reports) total occurrences (7) and by (5.0%), and earned a sixth place (radio and educational programs) total occurrences (5) and by (3.6%), and earned a seventh place another class, a total of online occurrences (1) and by (0.7%).

Table 7 shows the most informative programs effective in reducing the spread of drugs and warning:

Information programs	Duplicates	percentage	Grade
Dramas Educational	30	21.4%	3
TV programs	42	30.0%	1
Radio educational programs	5	3.6%	5
Articles and reports	7	5.0%	4
Newscasts	15	10.7%	
Newscasts	40	28.6%	2
Movies			
Others (online)	1	0.7%	6
Tota	140	100%	-

Third / media's role in protecting young people from drugs:

Seen from the results table (8) that the phrase first (the media contributes to the awareness of harmful effects of drugs on the lives of individuals) got a class agreed on the total occurrences (100) and by (71.4%), while those who disagree somewhat with the first statement, bringing the total Tkarathm (35) and by (25.0%), and got a class do not agree on the total occurrences (5) and by (3.6%), and reached the arithmetic mean value (2.678), the largest of the center-premise value (2) which shows the impact strength and value of the standard deviation

(0.54) the second phrase (provided the media negative models for drug users and the deterioration of their lives) category has gotten agreed sum of iterations (51) and by (36.4%), while the category somewhat agreed it has got a total iterations (64) and by (45.0%), The total occurrences Class does not agree (26) by (18.6%) and reached the arithmetic mean for a second term value (2.178) which is greater than the mean value of the premise (2) and the value of the standard deviation (0.72), and the third phrase (promoted by the media about the dangers of drugs through its programs and TV business dramatic and cinematic, etc.) category has gotten agreed sum of iterations (92) and by (65.7%) and the category somewhat on the total occurrences agreed (36) and by (25.7%) and class do not agree on the total occurrences (12) and by (8.6%) and amounted to the arithmetic mean (2.571) which is greater than the mean value of the premise (2) and the value of the standard deviation (0.64), and the ferry fourth (there is a weakness in the local media to provide awareness for youth programs to reduce drug and its risks.) I got a class agreed (103) and by (73.6%), The category somewhat agreed that got iterations (26) by (18.6%) and class do not agree got iterations (11) and by (7.9%), and reached the arithmetic mean value (2.657) and standard deviation (0.62), fifth phrase (contributes to media composition of the mental image that drug addiction cause of the deterioration of the health, social and economic situation of the individual) got a class agreed on the sum of the occurrences (86) and by (61.4%), and the category somewhat agreed (46) and by (32.9%), and got a class do not agree on the total iterations (11) and by (5.7%), and reached the arithmetic mean value (2.557), the largest of the center-premise value (2) and the value of the standard deviation (0.60), sixth gateway (the media's role in urging their children to the parents to follow the guidance programs to educate them and protect them from drug) it got agreed on the total occurrences of a class (65) and by (46.4%), and got a class Somewhat on the total occurrences agreed (35) by (25.0%), and got a class do not agree on the total occurrences (40) and by 28.6% and amounted to the arithmetic mean value (2.178) and standard deviation (0.85), seventh phrase (contributes to the media in generating perception and awareness about the damage caused by the drug through watching the media), which amounted to a class agreed on the sum of the occurrences (74) and by (52.9%) and won the category somewhat on the total occurrences agreed (52) and by (37.1%), and the value is not agreed to the total iterations (14) and by (10.0%), and reached the arithmetic mean value (2.428) and standard deviation (0.85), eighth ferry (the media's role is complementary roles Social, educational and family institutions in protecting youth from drug use) got a class agreed on the sum of the occurrences (83) and by (59.3%), and got a class somewhat on the total occurrences agreed (40) and by (28.6%), and got a class do not agree on the total occurrences (17) and by (12.1%), and reached the arithmetic mean value (2.471) and standard deviation (0.70).

Table 8 shows the media's role in protecting young people from drugs

Paragraphs	It agreed		Somewhat agreed		I do not agree		Arithm etic mean	Standard deviation
	Duplic ates	%	Duplicat es	%	Duplicat es	%		
It contributes to the media in raising awareness on harmful effects of drugs on people's lives	100	71.4%	35	25.0 %	5	3.6%	2.678	0.54
Progress and negative media models for drug users and the deterioration of their lives	51	36.4%	64	45.0 %	26	18.6%	2.178	0.72
Promotion and media about the dangers of drugs through its programs and TV dramas and film, among others.	92	65.7%	36	25.7 %	12	8.6%	2.571	0.64
There are weaknesses in the local media to provide awareness for youth programs to reduce drug and its risks.	103	73.6%	26	18.6 %	11	7.9%	2.657	0.62
Contributes to the media in the formation of mental picture of drug addiction in the cause of the deterioration of the health, social and economic situation of the individual.	86	61.4%	46	32.9 %	8	5.7%	2.557	0.60
Media's role in urging parents to follow their children extension programs to educate them and protect them from drugs.	65	46.4%	35	25.0 %	40	28.6%	2.178	0.85
It contributes to the media in generating awareness of and awareness about the damage caused by the drug through watching the media started.	74	52.9%	52	37.1 %	14	10.0%	2.428	0.66
Media complementary social, educational institutions and family roles in protecting young people from drug role.	83	59.3%	40	28.6 %	17	12.1%	2.471	0.70

Conclusions:

1. The TV is more media outlets contribute to the awareness of the harmful effects of drug abuse.
2. Alberameh that educational television is the most information programs that reduce drug.
3. contribute to the media in raising awareness on harmful effects of drugs on people's lives dramatically, where the highest percentage of respondents agree on that.

4. The media provided negative samples for drug users and the deterioration of their lives as consistent a somewhat higher percentage of the sample on it.
5. The highest percentage of respondents agree with the promotion of the media about the dangers of drugs through its programs and TV dramas and film and other.
6. The majority of respondents agree that there is weakness in the local media to provide awareness for youth programs to reduce drug and its risks.
7. There is an agreement among the highest percentage of respondents in the media contributes to the mental image of drug addiction in the cause of the deterioration of the health, social and economic situation of the individual.
8. majority of respondents agree with the media's role in urging parents to follow their children extension programs to educate them and protect them from drugs.
9. There is agreement among a majority of the sample that the media contributes to the generation of perception and awareness about the damage caused by the drug through watching the media started.
10. conform to the highest percentage of respondents that the media's role is complementary to the roles of social, educational and family institutions in protecting youth from drug abuse.

Recommendations

Find out several recommendations are:

1. activate the role of the media in raising awareness of the harms of drugs through TV and radio programs and television drama, which describes the damage substance abuse on human life.
2. The establishment of educational seminars and training for young people in particular, guide them on the right path in life and organize workshops to provide job opportunities for young people.
3. interest in the local media to provide health and educational family programs aimed at educating parents educational role in monitoring the children and advised them of the material and medicines that may eat more or less.
4. The state's interest in health and education institutions and civil society institutions, universities and school subjects young people and the importance of giving them priority in the various care they are the foundation upon which to build a community.

Sources

1. Jasim Khalil Mirza, the role of media in the social security awareness, "the problem of drug abuse and addiction," p. 64, published research <https://www.dubaipolice.gov.ae>.
2. Mustafa Suef, drugs and society complementary look, Kuwait National Council for Culture, Arts and Letters, 1996, p. 19.
3. Fawzi Ezzat Ali, societal impacts in raising awareness of media dangers of abuse and drug addiction, the scientific symposium drugs, social security, Suez, the Center for Studies and Research, Department of seminars and scientific meetings, Naif Arab University for Security Sciences, 03.30 to 04.01 / 2009, p. 7.
4. Abdul Karim Qassem Abu Khair, a battle addiction diagnosis and therapeutic process steps, Amman: Dar Wael for Publishing and Distribution, 2013, p. 38.
5. Osama Mohammed curious, social competence and the problems of dealing and addiction, Cairo: Enzak for printing, publishing and distribution, 2010, p. 95.
6. Ibid., P. 95.
7. wjdan Jafar Jawad Alhakak, the names of Abdul Mohi-Shati, early diagnosis of cases of drug abuse among medical circles, the University of Baghdad, Educational and Psychological Research Center, 2007, p. 12-14.
8. Wasan Abdul Hussein Sharabajee, drugs and community mutual challenges, University of Diyala, Maternal and Child Research Center, 2010, p. 10.
9. Ahmed Motaher Akbat, the role of the media in the prevention of the spread of drugs, www.nauss.edu
10. Wasan Abdul Hussein Sharabajee, op cit, pp. 8-9.
11. Arkan Said khatab, the role of the media in raising awareness and prevention of the danger of drugs, Volume II, Baghdad University, Educational and Psychological Research Center, 2009, p. 53-54.
12. Sana Jabour, social media, Amman: Dar Osama For Publishing and Distribution, 2010, p. 60-61.