



Media and illegal drugs, a complex relationship

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Mass Media

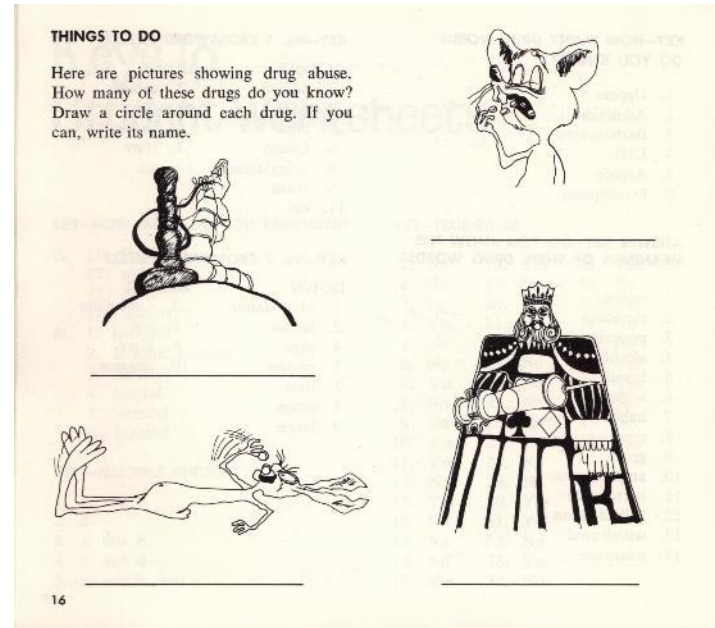
Not just Tv, press and radio. Also cartoons, movies, advertising and propaganda.



(1943)



(1988)



(1971)



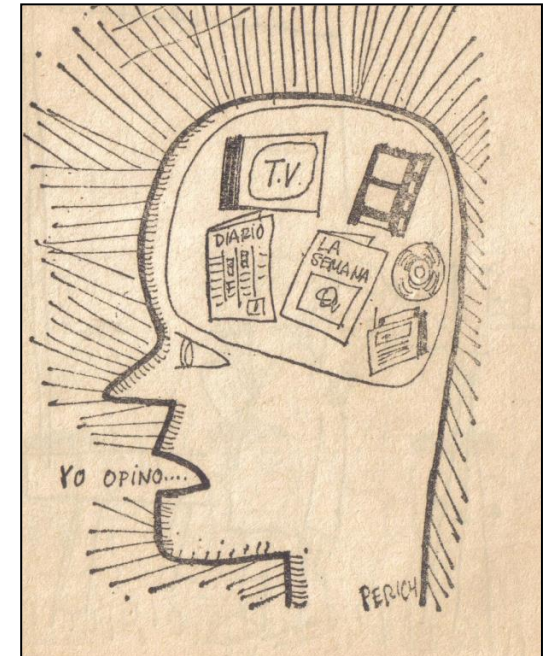
(1968)



(1944)

Media and their images give it sense to our world

- For most people, mass media is the only source of knowledge about many aspects of our current lives, including drugs
- Media show us what are normal and abnormal behaviors
- Illegal drug users are often labelled as deviant by the media, linking consumers with criminality and other social problems



(1971)

The drug that converts people into “zombies”

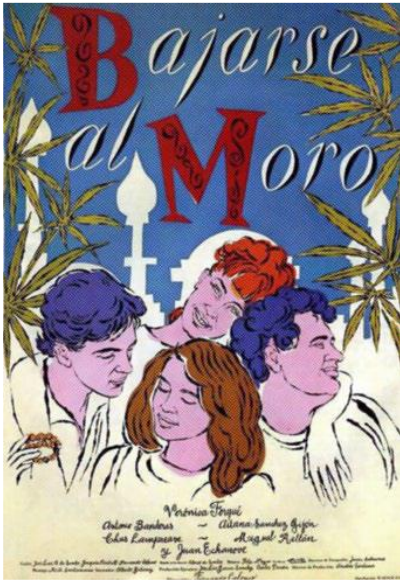
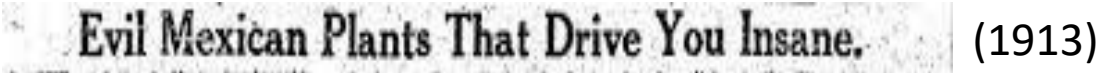
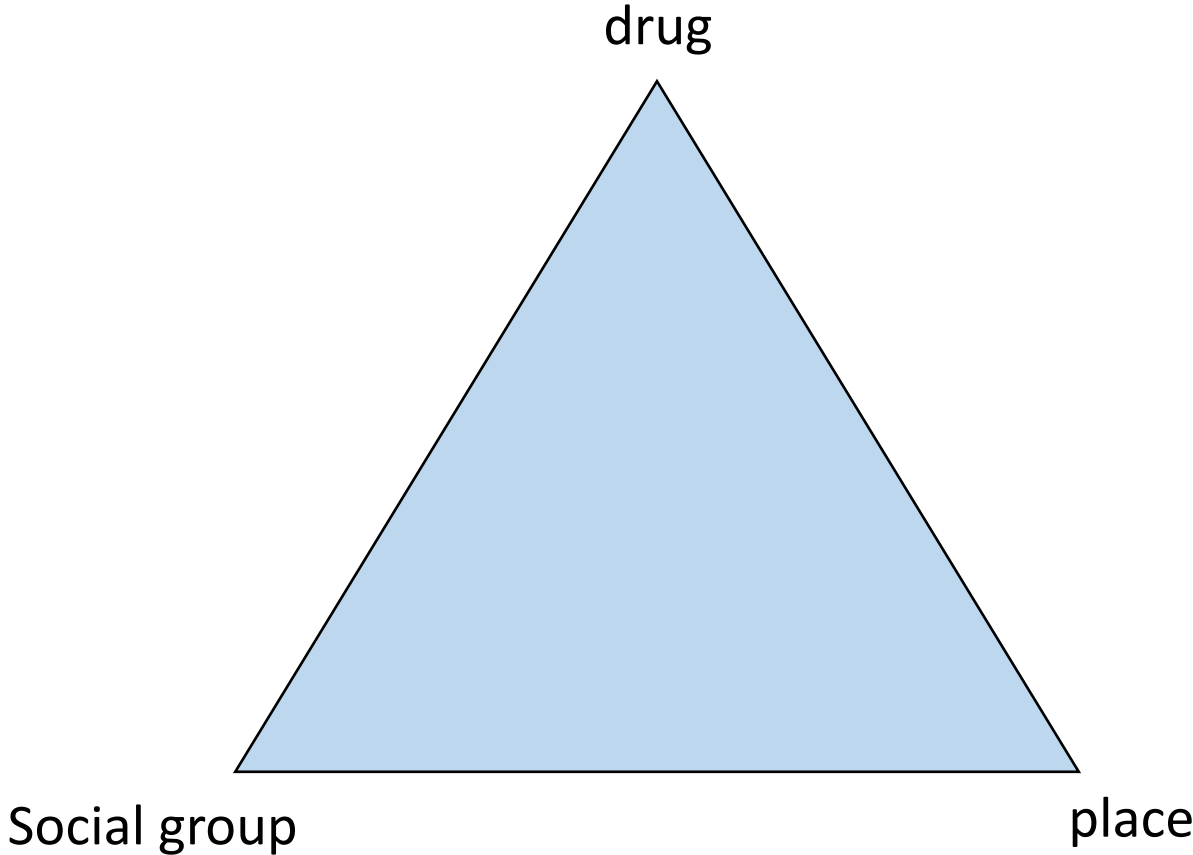


(2021)

Moral Panic

- ...is when the media emphasises an issue in the community (like illegal drugs) which increases awareness and makes the public more scared
- ...is simply an episode of widespread social fear, which is disproportional to the actual threat
- The media, according to Stanley Cohen (1972), plays a massive role in enforcing moral panic

Stigmatism triangle



narcopisos

De Pakistán al Raval, la ruta de la heroína
(2017)

Does there exist an interest in how the media reports illegal drugs?

- Guidelines



- New perspectives, like podcasts

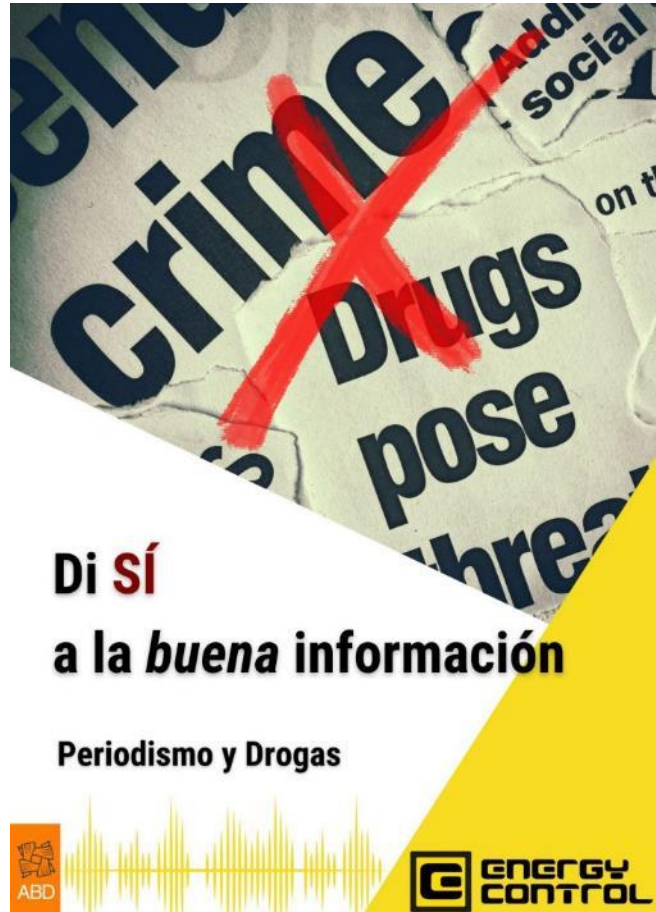


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- Studies from different areas: *Moral Panic and the War on Drugs* (2021)

Aims

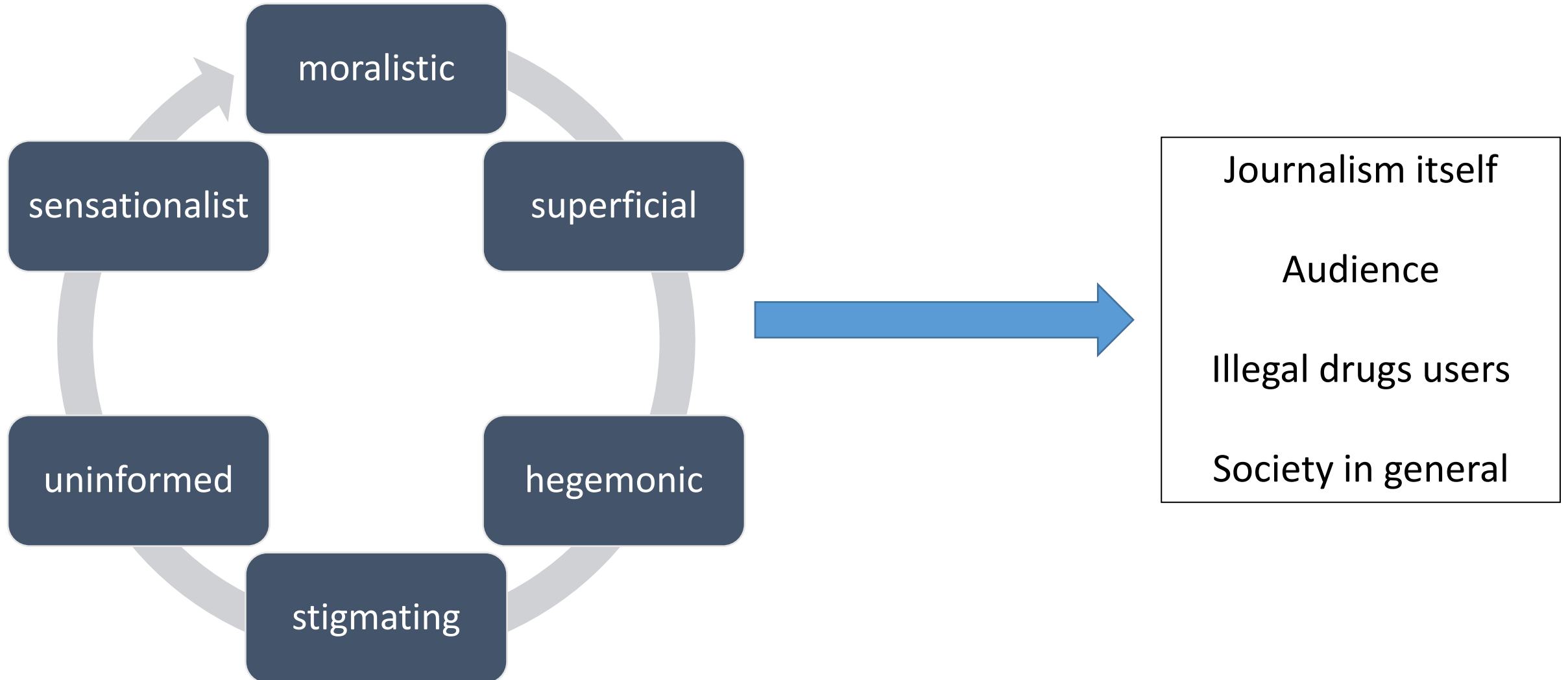


- That every journalist assumes their responsibility as part of society and does not **contribute to creating fear, spreading myths, stereotypes and moral panic**
- Introducing new perspectives against the “news frames” (Tuchman, 1978)
- Avoid the sensationalist approach
- Offer media professionals new sources of information about drugs

Reporting is complex

Personal factors	Estructural factors
Immediacy	SEO & clickbait
Lack of interest	Job precariousness
Abuse of institutional sources	Lack of independence
Fear of dissidence	Editor-in-chief
Self-censorship	Censorship

As a consequence the media coverage about illegal drugs is...



(Possible) Solutions

- ✓ include new perspectives and voices
- ✓ improve knowledge in health, addiction, and other fields
- ✓ avoid any stigmatizing language or audiovisual material
- ✓ just apply deontological code / social responsibility

thanks for your attention