

Abstract

Objective: Informing and demonstrating the harmful and negative consequences of narcotics is an effective way to reduce this problem. Today, the education and prevention of addiction have become easier due to the development of mass communication technologies and their effectiveness. Media is a suitable tool for education, awareness raising, and public participation in preventing addiction. Over the past years, the media have become widespread in this regard. The current study sought to answer the question of how effective the various media actions in the field of control and prevention of addiction have been. **Method:** The research method in this paper was descriptive-analytic and the method of data collection was of a survey type. The statistical population of this study included the total population of the country. A multi-stage cluster sampling was used for sampling. **Results:** The results of this research showed that the effectiveness of media actions has been weak. This weakness is more evident in areas where drug use is more prevalent. The higher effectiveness and efficiency of the media belonged to TV, internet sites, newspapers, and radio, respectively. The media in this area were more targeted at informing purposes, while educational and training goals were less important. The focus of the media has been on youth age groups, children, and adolescents. **Conclusion:** Generally, people held very little satisfaction with the effectiveness of various media actions.

Keywords: narcotic drugs, media actions, addiction, prevention, Iran

On the Effectiveness of Media Actions in Fight against Narcotics in Iran

Afzali, R.; Sarrami, H.;
Rahmani, H.; Rahmani Asl, M.

Afzali, R.

Associate Professor, Department of Geography, University of Tehran, Tehran, Iran, E-mail: rafzali@ut.ac.ir

Sarrami, H.

University Lecturer and Narcotic Drugs Researcher, M.A. in Psychology

Rahmani, H.

M.A. Student of Political Geography, University of Tehran, Tehran, Iran

Rahmani Asl, M.

M.A. Student of Geography and Urban Planning, University of Tehran, Tehran, Iran



**Research on Addiction
Quarterly Journal of Drug
Abuse**

Presidency of the I. R. of Iran
Drug Control Headquarters
Department for Research and Education

Vol. 11, No. 42, Summer 2017

<http://www.etiadjournal.ir/>

Introduction

Addiction and drug abuse are one of the most important social problems that infect many people and are rapidly expanding. In this advancement, the boundaries of age, gender, occupation and class are broken and the number of its victims increases every day. According to a UN report in 2000, %2.8 of Iran population was addicted to heroin and opium. This figure was %2.1 in Laos, %2 in Tajikistan and %1.7 in Pakistan. In some regions of Iran, % 4-6 of the population is addicted to opium (Hamzahi, 2009). Failure to deal with police actions in fight against drugs inevitably has made considering the social pathology and the methods to fight against drug abuse. The rapid increase in the percentage of drug addicts in the society despite the high costs, in these years, has devoted to the fight and judiciary procedures with addiction problem. It has shown these preventive actions are temporary and only the supply of drugs is reduced but it has not impact on demand.

The experience of the countries that have been successful in this area has shown that informing and demonstrating the harmful and negative consequences of drugs is an effective way to reduce addiction. Media are one of the tools that can be used in this regard. Radio and Television are still the most popular media in the Iranian community and have the biggest audience. All people use these media regardless of race, social class, gender or age and sex. These media can provide various programs such as films, serials, documentaries and other programs, show directly and indirectly an illustration of the current status of addiction to families and make them familiar with the outcomes and problems of this phenomenon. Printed media also have a relatively high audience. Although the use of these media is not common, the reflection of addiction and the peripheral issues affect an important part of society. Virtual media do not have a general audience, but the scope of their impact is increasing day by day due to recent developments in the growth of electronic technology. Today, these media, especially the network, have a wide range of viewers in Iranian society. The most important issue is that media have the most vulnerable age group, the youth.

The first theories of media communication with society were the result of the emergence of modernity. In this theory, the media were thought to be powerful, and the society be passive, and the mass media were found to have the power to directly influence the attitudes and behavior of ordinary people (Williams, 2007). The Chicago School took a big step in this field. In this school, Robert Park was the first to dismiss the simple stimulus-response model in interactionism theory and defended a more culturally oriented approach. Later, John Keane, Louis Althusser, Roland Barthes (Bart, 2004), Raymond Williams, Stewart Hall (Hall, 1382), Richard Horcat, Jean Baudrillard (Baudrillard, 2011) and "Marshall McLuhan" developed the theory of powerful media and active society (Ritzer, 2006). All of these theorists consider the media impact on society to be of interest to both the media and the society, and believe that media

effectiveness is a two-way relationship between society and media source. Accordingly, the theoretical approach of the plan considers the system of media performance to consist of four dimensions of message production, content, transfer and receiver. From this perspective, the impact of the media (and in particular television) is largely influenced by the nature of these four elements and the relationship between them.

Production of a simultaneous message is affected by multiple and sometimes conflicting sources. The plurality and conflict between these sources is an important factor in the impact of media messages on social groups and, in particular, the production of media messages in the fight against drugs is affected by several factors. The media organization is usually the most important and influential source of message production. The rules and regulations within the organization on how to deal with the issue of addiction, the views of the authorities and decision-makers of the media organization about addiction and the fight against it, and the internal structure of the organization are the most important factors influencing the message production process in the fight against addiction (Anderson, 2011). Media goals and needs also play an important role in directing media messages, some of which are related to the media responsibilities and obligations in dealing with social issues, mainly in the form of a general agenda based on income-Generating. External forces are important factors in delivering content for messages. The most powerful force outside the organization is the government, which influences mostly the political affairs. Another important source of media messages production is the micro level of thoughts, views, norms and behaviors within the media organization. Usually, messages are not just generated by macro policies or the leaders' attitude. Executives, television and radio correspondents affect the production process of media message at a micro level through their personal views and experiences. The final source of message production is social feedback arising from the audience's response. The media message production that ignores feedback from the audience doesn't have much impact on society (Gerbner, 1967).

The content of the media message in a social issue such as addiction is influenced by two general factors of the production process and professional techniques. The professional techniques factor that regulates the content of the message and its orientation is itself influenced by several main issues. First, the illustration through which the majority of the messages are transmitted to the audience. The cliché making is another element of the content setting of the message. Although cliché making had negative functions, but it has been used as a media technique to promote specific goals. Typology and categorizing content is another element that the producers use to set up specific messages. In cliché making, we mean exclusive and exceptional forms of display in the field of addiction, but typology focuses on the categorization of addiction issues, such as the roots and causes, the course of the disease, its quit method and outcomes in society. Media bias may affect the content of media messages about addiction

and its peripheral issues. The genre type is also an important factor in the preparation and adjustment of the media messages content. The rule of special genres in addiction programs and their peripheral issues play an important role in the type and content of media messages. The media messages content is largely influenced by storytelling and media narratives methods. The accurate recognition of the status of the community of addicts and its peripheral issues can make the storytelling process and attractive narratives production more effective (Hall 1990).

Message Transfer: Several key indicators are the benchmark of this measure. First is the accuracy of the information transmitted to the audience. The accuracy of presented information increases the influence of media message. The information value is also important in the message transfer process. The topic of addiction has widespread issues for the media distribution and dissemination at the community level. Audiences usually have an interest in important information and they react to them. Signs and symbols are important factors in effective transfer of media messages to audiences (Hall, 2014). Discovering specific symbols and signs and emphasizing them in media messages increase their impact in society. Another element that affects the process of transmitting messages to the audience is the trust or distrust in the media. Distrust in the media actually prevents the audience from attracting and influencing media messages (Labibi, 2011).

Message receiver: The audience response is the main dimension of media impact measurement. Informing vulnerable groups requires the adoption of specific professional techniques to maximize their attraction. The audience's mood is also important in the impact of the message on the audience. In addition to morale and personality traits and characteristics that are permanent, the audience may also be affected by temporary mental conditions, which are usually not sustainable. This situation affects the acceptance or rejection of the message (Saroukhani, 1996). The alignment of message production and audience is one of the factors that can affect the effectiveness of the message. This is much true when messages are configured for specific groups. The mismatch between message production and audience condition reduces the message effectiveness. The message effect on the audience, other than observance of the principles and methods of setting the message, requires the consent of the audience. Attracting the attention of audience is made in different ways (Mohseni Tabrizi, 2001). Promising via showing positive results, threatening to show negative results, moral demands from the audience, or expressing respect and increasing self-confidence in vulnerable social groups such as addicts are the most important methods of audience informing and awareness raising (Ang, 1991).

Media policy in the field of addiction is one of the most important preventive measures. The pathology of media policies and programs is the first step in improving and optimizing the country's media system in the fight against drugs.

For pathology, evaluating media actions is the first and most important step to improve media effectiveness by reforming and revising policies. The present paper intends to review the effectiveness of media actions (radio, television, newspapers, and cyberspace) in the fight against drugs in recent years.

Method

Statistical population, statistical sample and sampling method

The research method is descriptive-analytic and the data collection method is a survey study (questionnaire). The statistical population is the total population of the country. Random multi-stage cluster sampling was used for sampling. In order to determine the main clusters, the prevalence rate of drug use in different provinces was used and it was done according to Zinelzadeh, Brazvian and Ghajari (2012) and Jihad-e-Daneshgahi Report (2011). The provinces of the country are divided into five regions with high prevalence rates, high prevalence, moderate prevalence, low prevalence and very low prevalence rates based on drugs prevalence. In order to select the provinces, from each prevalence region, a province was selected purposefully (to observe the minimum geographical distribution and cultural features of the total sample). The sample size is presented in Table 1 based on the selected provinces.

Table 1- Sample Size by Selected Provinces

<i>Selected provinces</i>	<i>Population</i>	<i>Sample size</i>	<i>Sample size by considering the design impact (1.7)</i>
Kerman province	2938988	384	650
Tehran province	12183391	384	1150
Guilan province	2480874	384	650
East Azerbaijan province	3724620	384	650
Chahar Mahal bakhtiaryi province	895263	384	650
		Total	3750

The sample size was calculated by Cochran formula ($t = 1.96$, $t = 0.5$, $q = 0.5$, $d = 0.05$). The sample size was calculated according to the Cochran formula as 384 people.

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{z^2 pq}{d^2} - 1 \right)}$$

According to randomized cluster sampling method and sampling error compensation, the coefficient of design effect was considered 1.7. Because the demographic distance of Tehran province is relatively high compared to other provinces, according to the conducted sampling in other researches, which considered 1000 to 2000 samples for Tehran, the sample number considered 1150. Finally, the total number of samples was 3750. Selection of samples in each province was systematic randomized and was performed by considering age, sex and urban and rural population ratio.

Instrument

The research instrument was a questionnaire. In order to design a questionnaire, in addition to using the theoretical framework and the review of literature, the opinions of experts in sociology, communications science, psychology, political sociology, law, etc. in the context of the coherence of the content of the questions with the expected features were used (content validity). The reliability of the different parts of the questionnaire was evaluated through Cronbach's alpha and its value was 0.96. The scoring is based on a Likert scale ranging from "strongly disagree" to "strongly agree" 1 to 5.

Findings

The audience's willingness different media is presented in Table 2

Table 2- The Scores Mean by Media Type across the Provinces

<i>Media</i>	<i>TV</i>	<i>Radio</i>	<i>Newspaper</i>	<i>Site</i>	<i>Total mean</i>
Average scores	3/1	1/96	2/06	3/23	2/59

The application of media is very low, and the average scores show no difference between the use of sites and television, but this difference is significant compared to the newspaper, and especially the radio. The fast and inexpensive use of the Internet has made it the most important message transmitter of the media. The high use of Internet sites is due to significant sociological and technological changes at the community level. The population of the community consists mainly of young college students. In addition, the effects of the globalization of ideas and thoughts have affected not only this age group but also all groups of society. The growth of information and communication technologies in recent years has led to the development of new tools for the use of this medium, which has doubled its attractiveness. TV application is in the second rank. Among the television networks, the "3" and "1" channels were more popular among people. Channel "3" attracted more young audiences and, given the demographic composition of the country, the use of this network is prioritized. Channel 1 as the national network as available in all parts of the country, has public attraction for the people. There is a full consistency between the attention to the amount of making drugs programs and addiction in the television networks with the extent of people's interest in each of them. Newspapers and radios with significant difference are in the next level of audience attraction. Newspapers have been dropped out of the competition. They can be read on social networking sites and social channels. Radio is the media with little attention, while it could be more effective than the rest of the media, but very little has been welcomed. The highest rates of use of radio networks were Javan, Iran and Salamat networks, respectively. The type of media impact was assessed through "informing" and "awareness and education" based on 23 items. In informing section of drugs, 8 items were used and the results are illustrated in Table 3.

Table 3- Mean Scores of Media Informing in the Field of Drugs Based on Items

<i>Items</i>	<i>Average of total sample</i>
1-A good coverage of the media in social deviations	2/82
2-The proper activity of the media in drug informing	3/07
3-Daily reading of materials in media regarding the warning and training of drugs	2/97
4-Media coverage of news of drugs arrest and discovery	3/25
5-Increase of reports and programs on drugs and its status in society	3/16
6-Informing the media about the threatening risks of drugs	3/32
7-The negligence of media in informing about drugs and reflecting the realities of society	2/88
8-The Difference between the published information of media with the realities of society	2/70
Total mean	3/02

The scores indicate that the media's informing mission on drugs was moderate. For assessing awareness and education in the field of drugs, 15 items were used and the scores are shown in Table 4.

Table 4- The Mean Scores for Drug Awareness of the Media Based on Items

<i>Items</i>	<i>Average of total sample</i>
1-People's awareness of drugs and its dangers through the media	3
2- Getting more drugs knowledge through the media	2/95
3- Receiving new items on drugs per week in the media	2/98
4-Failure to play a role in drug awareness by media	2/98
5- The educational role of media in reducing drug use in society	3/08
6- The existence of a specific media plan in informing drug users	2/86
7- Reducing the concern of families about the addiction of children with media awareness	2/87
8- The successful performance of the media in creating the ability to detect and one's decisions regarding drugs	2/96
9-Recognize environmental threats through media activity in drug informing	2/98
10-The existence of specific media programs in identifying new drugs	2/95
11-Creating the attractiveness of consumption by displaying new drugs	3
12-Lack of youth awareness of drugs in society	2/69
13-Lack of educational responsibility of media in drugs	2/67
14- The successful performance of the media in educating the complications of drug use	2/87
15-The successful performance of the media in the prevention of addiction	2/79
Total mean	2/91

The results showed that the media have been pursuing the goal of informing in the field of drugs addiction, awareness and education have been at the next level. However, the education and awareness goal are much necessary, and they are the excellent goals of the media system. The media here, besides informing, aim to influence audience's attitude and mind. The results showed that one of the main weaknesses of media is "it was not focused on audience's attitude and mind". The impact of the media on public opinion was assessed through two categories of "Media Influence on Public Opinion" and "The effectiveness of

each television, radio, newspaper, and internet media” and the scores are shown Table 5.

Table 5- The Mean Scores for the Impact of the Media on Public Opinion on Drugs Based on Items

Items	Average of total sample
The high influence of the media on the individual's perception of the negative and adverse effects of addiction and drug use	2/90
The influence of other factors other than media on individual's attitude about drugs	3/01
Directing media plans to the public opinion on drugs	2/98
Total mean	2/96

The results showed that the media had little effect on public opinion in the field of drugs and addiction. The total average of the scores shows the level of citizens' satisfaction at a level below the average, indicating the lack of citizens' belief in the media. In fact, the media have not been able to direct public opinion in the field of drugs and addiction. The effectiveness of each of the "TV", "Radio", and "newspaper and internet sites" on drugs is presented in Table 6.

Table 6- Mean scores for the effectiveness of each of the media in the field of drugs

Media	TV	Radio	Newspaper	Internet	Total mean
Mean score	3/18	2/54	2/52	2/92	2/79

As you can see, television has the highest impact on public opinion. In the comparison between the results of this section and the results of the willingness of the audience to each of these media, the results show that there is no convergence between these two. In other words, a greater tendency does not indicate high efficacy. In this section, the tendency to these media was more focused on Internet sites, but the impact of Internet sites was not as large as television. Also, the radio was among the four media about the results of the tendency with the lowest score, which has had more impact compared to newspapers. The greater impact of television, or at least, its equal power with the Internet, is a good opportunity to make the media more effective in terms of planning through planning. The Internet is uncontrollable due to its inherent characteristics, such as fluidity and availability, and its management is almost impossible (Khajeh Noori and Kaveh, 2011). Therefore, the more effective the media can be controlled, the more successful is the management of public opinion on drugs. Among the four media, the score of radio and newspapers that have little miseducation in the field of drugs and addiction are less than television and the Internet. In this context, more important measures are needed. In general, given the results, currently public believes of the media on drugs are low, and this requires adopting serious strategies and solutions.

The influences of the media on the tendency of citizens to purchase and sell drugs were evaluated via 3 items and the mean of scores is presented in Table 7.

Table 7- The Mean Scores of Media Impact on the Tendency of Citizens to Purchase and Sell Drugs

<i>Items</i>	<i>Average of total sample</i>
The great impact of radio and television programs on reducing the tendency to buy and sell drugs by showing it negative.	2/93
Mis-education in the promotion of drug smuggling in radio and television programs	3/01
The ineffectiveness of the reflection of news on drugs in the newspapers and websites on citizen's tendency to them.	2/95
Total mean	2/96

These scores show that the citizens' opinion about the media's impact on the low tendency of citizens about drugs smuggling was not good and did not have a very positive impact. Of course, among these items, the mis education item was evaluated well from the view of citizens but this mis-education was not high. The impact of the media on quitting of addicts is one of the categories that is being pursued in the media and in short and long term programs. Drugs and addiction centers consider quitting as one of their most basic goals, which should be promoted through the media. The type of media impact on drugs quitting was evaluated through two categories: "The effectiveness of media actions on the tendency of drug addicts to quit addiction" and "The effectiveness of teaching drugs quitting methods in media". The results of the effectiveness of media actions on the tendency of addicts to quitting is presented in Table 8.

Table 8-The Mean Scores for the Effectiveness of the Actions of Each Media on the Tendency of Drug Addicts to Addiction Quitting

<i>Media</i>	<i>TV</i>	<i>Radio</i>	<i>Newspaper</i>	<i>Internet</i>	<i>Total mean</i>
Average scores	3/11	2/49	2/43	2/82	2/71

The highest and lowest scores are for television and newspaper. People have considered TV programs more effective in the addicts quitting. The results of the effectiveness of teaching drugs quitting methods in the media are shown in Table 9.

Table 9- The Mean Scores for Teaching Addiction Quitting Methods in the Media

<i>Media</i>	<i>TV</i>	<i>Radio</i>	<i>Newspaper</i>	<i>Internet</i>	<i>Total mean</i>
Average scores	3/01	2/47	2/41	2/82	2/68

The findings indicate that TV has a most significant difference in the effectiveness of media actions on the addicts' tendency to addiction quitting and training of addiction quitting methods, then internet sites are in the next rank. Nevertheless, Radio and newspaper have less miseducation compared to TV and internet.

The effectiveness of different types of radio and television programs was assessed through two parts "Effectiveness of radio programs" and "the effectiveness of television programs." The mean scores are indicated in Table 10.

Table 10- The Mean Scores for the Effectiveness of Radio Programs on Preventing and Reducing Citizens' Tendency to Drugs

<i>Items</i>	<i>Average of total sample</i>
Verbal-message programs (including interviews with experts, scientific meeting, radio documentary reports)	2/67
Demonstration programs (including programs broadcast in the form of a story).	2/78
Total mean	2/73

The mean of the effectiveness scores of TV programs on prevention of drugs is presented in Table 11.

Table 11- The average rate of effectiveness of television programs on the prevention and reduction of citizens' oppression to the drug

<i>Items</i>	<i>Average of total sample</i>
Drama (serial - fiction film - cinematic film)	3/04
Documentary (Documentary Films - Documentary reports)	3/10
Expert (Meetings and scientific and specialized sessions)	2/76
Announce and animation (Advertising and cartoons)	2/74
Total mean	2/91

The findings indicate low satisfaction of citizens with the effectiveness of various types of radio and television programs. Nonetheless, People considered documentary and drama programs to be more effective with respect to radio and television. Also, the results showed that TV shows had a slightly higher efficiency. The influence of the media on how to introduce drug control agencies has been low. Scores are presented in Table 12.

Table 12- The Mean Scores of Media Impact on How to Introduce Drugs fighting Centers

<i>Media</i>	<i>TV</i>	<i>Radio</i>	<i>Newspaper</i>	<i>Internet</i>	<i>Total mean</i>
Average scores	2/93	2/46	2/47	2/86	2/68

The lack of media in this area seems to be related to the low number of programs on this topic and how to introduce the required centers. The media have not paid much attention to this issue; there is no program or article about the specific introduction of each of these centers, including laws and regulations, practices, new approaches or new developments. The association of these institutions with the media has not been made, and this has led to their incomplete and poor recognition of the media. The second issue is how to introduce these centers. Programs do not usually show a good image of drugs centers, and people still see these institutions with aggressive and violent appearance. Meanwhile, the change of attitudes and managerial views in the last decade has transformed the drug addiction therapy in these institutions. The effectiveness of the media in prevention was assessed with 6 items and the scores are presented in Table 13.

Table 13- The Mean scores for the Effectiveness of the Media in Prevention

<i>Items</i>	<i>Average of total sample</i>
1-The extent of media success in preventative measures	2/63
2- The extent of the media's success in promoting family status as a preventive measure.	2/78
3- The extent of the media's success in focusing on low age groups as a preventive measure.	2/66
4- The extent of the media's success in warning about alcoholic beverages and ecstasy pills as a preventive measure.	2/69
5- The extent of the media's success in emphasizing the role of people in preventing and quitting addiction.	2/66
6- The extent of the media's success in using religious beliefs in preventing and quitting addiction.	2/58
Total mean	2/67

By prevention, people can save the expenses of the fight against addiction and not be infected (Ghasemi and Yasultollah, 2010). The effectiveness of the media in prevention is low and this is indicative of the weakness of media plans in prevention. According to people, the media did not consider the role of the people, religious beliefs, the emphasis on the age groups, the emphasis on family status and the warning to the citizens in the prevention issue. The lack of attention to the role of the people is an important issue to be taken into consideration. The weak and defective prevention is rooted in a weak media system. If the media do not have a specific program and the contents of the messages and programs and published content are weak, they won't have profound effect. The effectiveness of the media was evaluated in introducing the addiction disease with 3 items as the scores are given in Table 14.

Table 14- The Mean Scores of Media Impact in the Field of Drug Addiction Introduction

<i>Items</i>	<i>Average of total sample</i>
The extent of the media's success in introducing the common patterns of addiction	2/62
The effectiveness of the media in increasing the inclination toward drugs through the introduction of new addiction methods	2/57
The extent of the media's success in depicting the image of an addict as a patient (not a criminal)	2/71
Total mean	2/63

The society's view of addiction is influenced by media messages in this regard. The fact that an addict is introduced as a patient or an offender plays an important role in controlling, intervening, confronting or combating against it. Society has a negative attitude towards the criminal and rejects it, but it does not reject any patient and, on the other hand, knows that the patient needs to be cared and helped. If addiction is introduced as an illness, people will be more inclined to control and fight against it. Media can play this role well. Unfortunately, the results show that the media approach in Iran has been very weak in this regard, so that people gave low scores in their assessment of the extent to which media has reduced the effectiveness of the introduction of drugs illness. From their

point of view, the media have not been successful in depicting a patient's image from a drug addict, and the society continues to consider an addict as a criminal. Also, the media did not succeed in introducing the common patterns of addiction and failed to explain this to the public well. In addition, people have confirmed the miseducation of the media in this regard.

The effectiveness of the media in the field of addiction therapy was assessed with four dimensions. The scores are presented in Table 15.

Table 15- The Mean Scores of Media Impact in the Area of Addiction Therapy

<i>Items</i>	<i>Average of total sample</i>
The extent of the media's success in creating hope for addicts to start a non-addict life.	2/74
The extent of the media's success in enhancing the rehabilitation of addicts	2/70
The extent of the media's success in introducing and teaching methods and strategies for quitting	2/57
The extent of the media's success in introducing therapy methods in other countries	2/44
Total mean	2/61

The media can help the addiction therapy process via informing and recognition. They can help in the process of therapy through the creation of hope in addicts, the strengthening of rehabilitation beliefs through therapy, the introduction and training of specialized methods and solutions of addiction quitting and the introduction of appropriate therapeutic approaches to facilitate the therapy process (Gholami, 2002). The findings showed that the media did not perform this function. The mean scores indicate a low level of effectiveness. The effectiveness of the media in the field of the fight against drugs was assessed with 8 items and the scores are given in Table 17.

Table 17- The Mean Score of the Effectiveness of the Media in the Field of the Fight against Drugs

<i>Items</i>	<i>Average of total sample</i>
The success of the media in reflecting the authority of the law enforcement force in the fight against drugs.	2/85
The extent of the media's success in providing people with anti-drug information	2/63
The extent of the media's success in introducing appropriate drugs institutions to people and being optimistic about them	2/63
The extent of the media's success in depicting the drugs distribution job as negative	2/74
The extent of the media's success in showing the role of foreign countries in the spread of drugs in the country	2/63
The extent of the media's success in introducing high-risk drugs	2/73
The extent of the media's success in popularizing the fight against drugs	2/56
The extent of the media's success in gaining the audience's trust to the media in drugs field	2/56
Total mean	2/67

The fight against drugs is not just a physical and hardware struggle. In the early attitudes, the fighting had a hardware concept and, hence, the fight against drugs was also a violent confrontation with addiction, but in later attitudes, the

fight was not merely physical. In this approach, empowering people with information, appropriate introduction of the drugs institutions and being optimistic about them, negative image of drugs distribution job, introducing high-risk drugs, popularizing the fight against drugs, and attracting the audience's trust in the media in the field of drugs are all indicators of the fight against drugs in media. Through these categories, the media can play an important role in the fight against drugs (Pournoroz, 2003). The quantitative findings indicate that the media did not succeed in this area. People find that the effectiveness of media actions in this area is very low. Among the items raised to measure this issue, the highest score was related to the reflection of military authority, which indicated the domination of the physical and hardware attitude of the fight in the media system of the country. The media have had the highest impact on showing the authority of the police force. However, this impact has been negligibly evaluated in other areas. In connection with the prevention of addiction, the lack of attention to the role of the people in the fight, such as the prevention from the media, has been confirmed and requires more attention.

The effectiveness of the media on age groups in the field of drugs was measured in four age groups and the results are presented in Table 17.

Table 17- The Mean Score of Media Impact on Age Groups in the Field of Drugs

<i>Age group</i>	<i>Children and adolescents</i>	<i>Youth</i>	<i>Middle age</i>	<i>Elderly</i>	<i>Total mean</i>
Average score	2/82	2/86	2/82	2/69	2/80

The media in Iran in the field of drugs and addiction has focused more on youth groups and children and adolescents, which, due to the population composition of the country, which is mostly young, as well as considering the sensitivities and the need to pay more attention to this age group, it is a desirable issue. The low mean impact in this section indicates the weakness of media performance in terms of age separation. The impact of media messages on each age group is different. In the area of social problems, this issue has more instances. For example, if we divide the process of intervention or control of social problems into several stages such as prevention, therapy and the fight against harms, then prevention is more dedicated on lower age groups, namely, children and adolescents, therapy and the fight or coping are related to older age groups. As a result, media tend to focus on age separation in communicating the message to society. The type, gender and nature of the messages are different for each age group. For the younger age groups, you can not use direct message transfer, because in this case, the publication or reflection of a social issue may create its adverse effects through unconscious miseducation. Age separation is more important and sensitive in transmitting media messages of drugs and addiction. The lack of attention to the conditions and requirements of each age group will have negative consequences. Considering the age group is one of the main attributes and conditions for the positive effect of the message

The effectiveness of technical factors of media in drugs was evaluated with five items. The results are demonstrated in Table 18.

Table 18- The Mean Scores of the Influence of the Technical Factors of the Media in the Field of Drugs

<i>Items</i>	<i>Average of total sample</i>
The extent of the effect of the famous characters of the show programs on increasing the willingness of the audience to use television and radio	2/70
The extent of the media's success in innovation in narrative stories and genres in the field of drugs and addiction	2/59
The extent of the media's success in allocating appropriate time to drugs and addiction programs	2/61
The extent of the media's success in preparing and setting the appropriate number of programs in the field of drugs and addiction	2/64
The extent of the media's success in acquiring and applying comments and suggestions of the audience in improving the status of drug programs	2/64
Total mean	2/64

The difference between the scores of items is not significant. From the view of people, drugs and addiction programs that have been broadcasted on television or radio have been technically and professionally weak and have not been able to have a good impact on the audience. It can be said that the media has had a relative effect on public opinion in the field of drugs and addiction and the level of satisfaction of citizens is below average. In other words, they do not take this effect seriously and believe that the media have not been able to direct the public opinion in the field of drugs and addiction, and therefore they are not successful in preventing drug addiction. They also believe that their views on drugs have been affected by non-media factors.

Discussion and Conclusion

Informing and demonstrating the harmful and negative consequences of drugs is an effective way to reduce and fight against addiction and the profitability of drugs. Media is a suitable tool for education, awareness raising, and public participation in preventing addiction. From the view of people, the media have poor performance in controlling, preventing or fighting against drugs. Part of this has been unwillingness of people to use media. Among the four studied media, televisions, Internet sites, radio and newspapers have the most impact on public opinion and the changing attitudes of people in drug and drug addiction. People did not have a good opinion about media performance regarding the impact of the media on reducing citizens' tendency to drugs smuggling. The media's efforts have not been evaluated well in terms of the negative image of drug trafficking from the view of citizens. Also, an average score was given to mis-education presented by media, which is; they have not rejected it and were agreed to some extent to its negative effects. In the opinion of the people, the news reported on the sites and newspapers did not have much effect on reducing the tendency of citizens to buy and sell drugs. In general, the Internet now has a

lot of viewers and is practically uncontrollable. Among other media, television has a high level of audience and with the advent of specialized and diverse networks; its effectiveness has been less than before in the field of drugs. Radio, and newspapers have gradually dropped out of the media in Iranian society, and we cannot restore to their effectiveness in this area. The media programs in the field of addiction mostly are based on informing and have less education and awareness in this regard. Therefore, they have not been able to have a profound effect on public opinion. Also, the media did not reflect the drugs smuggling well and did not change the audience's attitude in this field. The weakness of the programs and materials reflected in the media is not covered as the first step of the fight against drugs. From the perspective of the public, the media in Iran introduces addiction not as a disease but more as a crime, so their approach to the addiction was mostly violent and police-oriented. This hardware approach has prevented the introduction of educational attitudes and awareness to the community. Although the media in Iran target more children and adolescent age groups and this is in line with the demographic composition of society, the lack of attention to high age groups is an important weakness in this regard. The etiology of the weaknesses of the media in drugs in Iran requires continuous monitoring and evaluation of the effectiveness of each of the media and addressing their potential weaknesses. The reasons mainly refer to organizational and institutional dimensions, especially the inter-institutional communication of the media with the drugs centers, budget issues and problems and micro and macro planning and enforcement measures.

Addiction quitting is one of the items that are being pursued in the media in the short and long term. Addiction institutes consider quitting as one of their most basic goals that should be promoted through the media. The results showed that the media were not successful in this regard. Citizens' opinion about media performance is not good in increasing the tendency of addicts to quitting. In their view, the media have had poor educational performance in this field. In this regard, each of the studied media has been evaluated differently. The media, according to the satisfaction of citizens, are television, internet sites, radio and newspapers. In this regard, TV is a pioneer with a significant difference and internet sites are in the next rank. Perhaps one of the reasons is the stronger impact of the image and television shows that are usually welcomed well. Internet sites are also ahead because of the greater attractiveness of using other media, radio and newspapers. Citizens have not been content with the effectiveness of radio and television programs, and their level of satisfaction was very little. However, these TV shows have shown somewhat more effectiveness with a little difference. The satisfaction of citizens has varied among radio and television programs. In radio programs, shows and in TV, documentary programs were more popular.

Reference

- Andersen, P. A. (2011). Nonverbal immediacy in interpersonal communication in multichannel integrations of nonverbal behavior. In A. W. Siegman & S. Feldstein, *Watching television*, London: Routledge.
- Anderson, N. H. (2011). Integration theory and attitude change. *Psychological Review*, 78(3), 171-206. DOI: 10.1037/h0030834.
- Bart, R. (2004). *"Empire of Signs"*. Translated by Naser Fakouhi, Tehran: Ney publication.
- Baudrillard, J. (2011). *Consumer Society, Myths and Structures*. Translation by Pirouz Yazidi, Tehran: Saleth publication.
- Crollinger, F. N. (2014). *Basics of Research in Behavioral Sciences*. Translated by Hasan Pasasharifi, Tehran: Avaya Noor Publishing.
- Gerbner, G. (1967). *Mass media and human communication theory*, New York: Holt, Rinehar & Winston.
- Ghasemi, M. & Yas Sultan, R. (2010). Mass Media and Crime Prevention in Tehran (with emphasis on television programs). *Police and security research journal*, 11 (3), 88-65.
- Ghazivar, M. E. (2011). *The Role of Visual Media in Increasing and Reducing Offenses (Case Study: Tehran)*. Master's thesis, Islamic Azad University, Tehran Branch.
- Hall, S. (1990). *"encoding.decoding" in culture, media, language*. London: Hutchinson.
- Hall, S. (2003). *Cultural Studies on Popular Culture*. Translation by Hossein Payandeh, Tehran: Agah.
- Khajeh Noori, B., & Kaveh, M. (2011). Study of the relationship between media consumption and the sense of social security. *Quarterly Journal of Strategic Research on Security and Social Order*, 2 (6), 78-57.
- Labibi, M. M. (2011). Mass Media and Social Order (Comparative Study of London, Tehran, and Mumbai). *Journal of Communication Studies*, 19 (70), 162-141.
- Mohseni Tabrizi, A. R. (2001). Depression and addiction: The use of SCL90 scale to measure the degree of depression of addicts to rehabilitation and addiction abusers centers. *Journal of Addiction Studies*, 1 (1), 32-13.
- Poumoroz, M. (2003). *"Analysis of the content of the image provided by addiction and addicted to the television series "passenger" "*, Center for Research and Studies of the Program of Radio and Television of the Islamic Republic of Iran.
- Ritz, G. (2006). *Theories of Sociology in the Contemporary Period*. Translated by Mohsen Solati, Tehran: Scientific.
- Williams, K. (2007). *Understanding Media Theory*. Translated by Rahim Ghasemian, Tehran: Saghi Publishing.
- Zinelzadeh, R., Sarzavian, S., & Ghajari, A. R. (2012). Investigating and determining the indicators of human-educational development in the provinces of Iran in the years 2008 and 2009. *The Quarterly Journal of Attitudes in Human Geography*, 4 (2), 81-63.