

The role of the media discourse in reducing the spread of the drug phenomenon among secondary school students

By

Asaad Khalil Ibrahim

The General Directorate of Education of Baghdad Governorate/ Al-Karkh/3, Division of
Public Relations and Information, IRAQ
Email: Hmos9295@gmail.com

Fatimah Mahdi Ahmed

The General Directorate of Education of Baghdad Governorate/ Al-Karkh/3, Division of
Public Relations and Information, IRAQ
Email: ch443@yahoo.com

Shafaa Salam Hamid

The General Directorate of Education of Baghdad Governorate/ Al-Karkh/3, Division of
Public Relations and Information, IRAQ
Email: shaasalam84@gmail.com

Abstract

The current study seeks to identify the role of the media discourse in reducing the spread of the drug phenomenon among secondary school students, and in order to verify the objectives of the current study, the researcher followed the descriptive survey method through a sample of secondary school students amounting to (200) male and female students, who were chosen randomly from the General Directorate of Education Baghdad / Al-Karkh /3, and in order to collect data and information, the researcher prepared a questionnaire consisting of (3) fields with (25) items to measure aspects related to media discourse and a role in dealing with the spread of drugs, the researcher sought to verify some of the psychometric characteristics of the questionnaire of validity and reliability, and then the study reached the following results:

- 1 There is a set of personal characteristics that a media worker must have in order to confront the drug phenomenon, and the most important of these characteristics and traits is the strength of personality as well as accuracy in work and speed of action in dealing with situations.
- 2 The roles played by media organizations help to combat drug abuse are represented in helping to prepare plans to combat drug abuse, and also contribute to improving relations between the masses and the responsible leaders.
- 3 The activities carried out by the media institutions to deal with drug abuse are diverse, including conducting multiple surveys, as well as making daily bulletins within the daily program of the institution, which contribute in defining the general outlines of the objectives of the community police to address the phenomenon of drugs.
- 4 The media has a positive role that must be exploited and directed in a way that serves the public interest related to confronting the drug phenomenon.

Key words: secondary school students; media discourse; drug phenomenon

Published/ publié in *Res Militaris* (resmilitaris.net), vol.13, n°1, winter-spring 2023

Introduction

Societies during war and peace are exposed to a group of negative phenomena that have a clear and direct impact on society, and among these phenomena that swept Iraqi society after 2003 is the phenomenon of drugs that spread among some, educated and uneducated segments of society, and it must be noted that such an exacerbation this phenomenon is due to a major reason, which is the state's poor handling of such issues.

The youth group in any society, especially the developing societies in the Middle East region, represents the backbone of the continuity and development of states. There is no doubt that the educated group of young people is the essence and basis of this group, and that the drug phenomenon primarily targets this group of society.

Therefore, it was necessary for society, represented by its various means, to confront this phenomenon, confront it, and eliminate its tools. There is no doubt that the media is one of the most important means of the state to address such a phenomenon, whether through the media or advertising discourse to direct young people to the danger that is threatening them, as well as directing the leaders of the state to the necessity developing legislation that criminalizes the trading and handling of these dangerous substances

Chapter One

The methodological framework of the research

Research Problem

Media is an effective means of influencing the attitudes and behavior of the individual at their various cultural levels and stages of life, especially youth, which is the most targeted group in the drug issue, being the working productive group on which the stability and development of society is built.

The follower of the Iraqi local media notices that there is a significant and obvious shortcoming in the mechanisms of combating drugs and their abuse, most of the media do not pay attention to this phenomenon, despite its danger to the individual and society together.

In view of the great role played by the media in raising awareness of the dangers of drugs, therefore, the researcher found it necessary to shed light on the media discourse in dealing with drugs and its spread among the youth group represented by the secondary school students, which combines two important age stages (adolescence and youth).

Research Importance

The importance of the current research is summarized in:

- 1 The importance of the drug phenomenon is one of the negative phenomena widely spread among the groups of society, especially the youth group, so the study is important as it tries to preserve the health of the individual and society from drug abuse.
- 2 The importance of the media and its discourse directed to individuals in shaping their awareness about important societal issues and topics such as drugs and their abuse.

- 3 The study is expected to come out with a set of recommendations to the competent authorities with regard to the discourse of the various media and their role in dealing with the drug phenomenon, which will reflect positively on the media institutions' dealing with the drug file.
- 4 This study came as a continuation of the previous local and Arab studies that dealt with the responsibility of the media in addressing the phenomenon of drugs, so the current study is one of the episodes of addressing this phenomenon in a scientific way.

Research Aims

The current study seeks to explain the role assigned to the media through its speech directed to the recipient in order to address the phenomenon of the spread of drugs and the impact of this role in reducing the penetration of drug abuse among secondary school students.

Search Limits

The current research is limited to the following limits:

The spatial limit: Baghdad

General Directorate of Education of Baghdad, Al-Karkh/3, secondary schools

The time limit:

The academic year 2021-2022

The human limit:

Male and female secondary school students in Baghdad / Al-Karkh education/3

Chapter Two

The theoretical framework and previous studies

First: the theoretical framework

Common Drug Types

Before talking about the common types of drugs, we must stop at some of the necessary terms and concepts that are related to the subject of this research. (Ramadan, 1989; 23)

Addiction

Drug abuse leads to addiction, or more precisely, it leads to dependence on it, addiction is characterized by an irresistible urge and compulsive power to repeat drug use and obtain it by any means.

Endurance

It is the continuous tendency to increase the dose, as the familiar doses become without effect, which prompts the addict to increase the dose size in order to obtain the desired effect.

Psychological dependence on narcotics

This is the situation when there is an irresistible psychological urge that requires the periodic use of narcotics, to cause pleasure or to give euphoria, comfort and strength, and this mental state is certainly the strongest factor in the field of chronic addiction.

Physical dependence on narcotics

This is a condition that results in severe physical disturbances if there is a cessation of drug intake, physical dependence is strongly linked to psychological dependence, from this point of view, the addict is the person who gets used to a certain drug and cannot stop using it despite his desperate attempts to stop, the addict finds strong psychological and physical motives that he cannot control to take the drug at close times, so that he has no worries or thoughts except about the way to get it. He spends his time, money and all his thoughts on it, in such a way that it severely paralyzes his life, and if the addict suddenly stops using the drug for any reason whatsoever, his psychological and physical being becomes severely disturbed (Nafi': 1981: 15)

As for the types of drugs, we can divide them into two main types according to the division of Dr. Abdul Hamid Al-Shawarbi (Al-Shawarbi: 1990: 32).

First: Natural drugs of plant origin

These are the well-known traditional drugs, the most important of which are:

- 1 Cannabis and marijuana
- 2 Opium: Morphine and heroin are made from it, and it is the most deadly drug in the world.
- 3 Cocaine - a dangerous drug.

There is the Khat plant, which is considered a natural drug and its abuse is widespread in Yemen and Somalia.

Second: Chemically manufactured drugs

This type is considered one of the substances that affect the psychological state, some of them have an effect similar to opium and its derivatives, and others have an effect similar to cannabis, and many of them are used in the treatment of many diseases, provided that they are under medical supervision, because using them without medical supervision leads to addiction, and this addiction opens the door to psychological dependence or psychological and physical dependence with it. The most important of this type:

- 1 Sedatives and hypnotics
- 2 Steroids
- 3 Hallucinogenic drugs
- 4 Barbiturates - a chemical anesthetic

Cannabis is one of the most prominent, widespread and oldest types of drugs, and the common way to use it in our Arab countries is to smoke it with cigarettes or with smoke in the hookah. (Miyasa:1997:19).

The harms of this type of drug are that it leads to anesthesia of the mind, a feeling of wanting to talk a lot, disorientation and coma, and weakens the sense of touch. Therefore, it is a path to madness, where the addict gradually loses his mind (Hilmi: 1989: 12). As for the second deadly type, is heroin: where doctors view it as The octopus of drugs, The most terrifying and destructive of them. It is one of the most dangerous drugs ever, as it is difficult for the addict to dispense with it..and it was used in the beginning for medical purposes, given that its strength exceeds that of morphine by four to ten times, but the United Nations Narcotics Committee banned its use, and there are other types that are no less dangerous than

cannabis and heroin, which is cocaine, which is considered the most deadly drug for humans and represents a duality of Khat with heroin, in addition to the emergence of a new disaster in the world of drugs, which is “Crack”. If heroin was one of the most dangerous drugs at all, Crack that appeared first in the United States and Europe is considered a new, more dangerous and more deadly Khat. It is sometimes called “the rock.” It has a quick effect on human senses, Its danger is represented in its polarization and strong attraction to the poor and young people in need of addiction. It is widely available, easy to obtain, and is much cheaper than cocaine, therefore, the circle of addicts expanded after crack entered the addiction arena, and young boys under the age of twenty took it under the pretext of rumors that say... that the drug makes a person feel happy and in a good state. (Miyasa;1997: 19)

Reasons for the spread of drug use among adolescents and young in Iraq

Weakness of the religious motive

Deviating from the concepts, traditions and values stipulated in the Holy Qur'an and Sunnah of the Prophet leads the citizen, especially the youth group, to missteps and mistakes, the religious faith is an important factor in quitting drug use because of its impact on the individual's psyche, including the moral rules it contains (Al-Ashmawy: 1993: 198).

Sitting with bad friends

Infection with drug use spreads among bad companions if their thoughts are devoid of faith in God and good manners. The pressure of the group and the young men affected each other, bad company and bad companions are often a reason for taking drugs for the desire to imitate (Al-Hiti: 2015: 17).

- 3 Corrupt home education and family neglect of the educational aspects that push children to drug use because of family disputes between the spouses or the father's abuse of intoxicants or neglect children, the disintegration of the family, and the weakness of parental supervision. The Almighty said: (O you who have believed, protect yourselves and your families from a fire whose fuel is people and stones (Noble Qur'an).
- 4 Using narcotic drugs for treatment in a bad way that does not follow the doctor's instructions, which leads to addiction.
- 5 Unemployment: One of the direct factors of deviation is the lack of suitable job opportunities, which pushes the unemployed to drug use in order to escape from reality and feel frustrated.
- 6 Imitation, simulation and bragging among young people in their late adolescence, as most of the social studies and investigation of drug control men show that most of the drug users are young people, and this may be due to curiosity and experimentation) (Al-Razqi:1995:120).
- 7 Immigration: the pressure that follows in the new life or the influence of the new civilization, which pushes some to take drugs, either for the purpose of relaxation or for the purpose of keeping up with the new society. Or perhaps because of the forced displacement of a large number of Iraqis due to acts of violence and terrorism.
- 8 The spread of some false ideas: that drugs work on sexual gratification and provide pleasure, joy, as well as the belief that it increases sexual ability.
- 9 Availability of money along with Leisure: These two may be major factors in young people's tendency to use drugs if they do not find rational awareness and proper guidance to spend their free time in what is beneficial.

- 10 The misconception that drugs relieve feelings of anxiety, depression and boredom due to the harsh life that Iraqis live, which causes inability to face the circumstances and responsibilities of life and the infiltration of despair to the person who pushes him to escape, so he turns to drugs and feels negativity in society and social marginalization, which leads him to drug abuse.
- 11 Experiencing unfamiliar things (because of curiosity) without indifference to their effects and falling into the abyss of doom (Al Russ:2003:57)
- 12 The political conflict between some countries and parties and their quest to obtain the secrets of others, drugs are the easy gateway to such conflicts.
- 13 Psychological factors: Field research has shown that stress and psychological tensions related to anxiety and fear of certain situations and the motivation to overcome insomnia and lack of sleep push people to drug use (Al-Russ: 2003:57)

Factors of spread of drugs in Iraq

There are several variables that contributed to the spread of the phenomenon of drug abuse and its spread, and it became a gateway to import and trade, the most important of these variables are:

- 1 The weakness of inspections and monitoring and the difficulty of controlling the land and river borders (Noor: 2014: 14).
- 2 The ease of obtaining money and the large provision of material and financial liquidity among some young people.
- 3 Communication means, especially satellite channels, Internet and mobile phones (Noor: 2014: 16).
- 4 The American occupation forces that occupied Iraq, and even its administration opened the doors wide open for the spread of drugs in society as one of the methods used to control the country.
- 5 The movement of drugs from neighboring countries, especially Syria and Iran, in addition, young people travel to different societies without prior supervision and awareness (Noor: 2014: 16).
- 6 Not monitoring pharmacies and drug sellers, especially nurses.
- 7 The method of building the police and security apparatus, as it turned out that some police officers took narcotic pills without supervision from their officials, as they used to take it before joining the police.
- 8 Characteristics of narcotic pills that encourage their use, the most important of which is that they are odorless, easy to carry, and do not attract the attention of others, as well as the cheap prices of narcotic pills encouraged its spread.
- 9 Some shops and halls helped to spread narcotics, such as some barbershops, some billiard halls, and some pharmacies, as well as its spread in cafes where pills promoters gather without supervision.
- 10 Exploiting some children and parents, especially women, to buy narcotic pills if the drug user encounters difficulties in obtaining them.

Second: previous studies

Study (Al-Dulaimi, 2015): The role of the media in reducing the spread of drugs and their abuse in Iraq: a field study on addicts and drug users in the capital, Baghdad

The study dealt with (the role of the media in limiting the spread of drugs and their abuse in Iraq (a field study on drug users in the areas of Al-Bataween, Al-Midan and Bab Al-Sharqi in Baghdad) in order to focus on the seriousness of this problem and its effective threat to the entity of Iraqi society and to reach real scientific results in an attempt to search for solutions for this serious problem that threatens the entity of society and enables the researcher to identify the causes and motives behind the spread of drugs while working to uncover the dangers of using these toxins and their health, psychological, social and economic effects on the individual, family and society; as well as researching the role of mass media in limiting the spread and abuse of drugs and the extent of the impact ,which it brought about, whether negative or positive, and it managed to reach important results about the failure of the various media to carry out their real duty in limiting the spread of drugs and their abuse in Iraq, or perhaps some means of communication had a dangerous role in promoting these toxins and their spread among addicts and abusers. While dealing with the field side of the study (analyzing the content of the questionnaire data of drug users in the areas of Al-Bataween, Al-Midan and Bab Al-Sharqi in Baghdad, then the researcher concluded a set of results, including the inability of the state to control its borders with neighboring countries, which led to the introduction of large quantities of drugs, especially from Iran and Syria, Which made Iraq a safe passage for drugs to cross to other countries such as the Arab Gulf, in addition to the weakness of supervision and family care, the spread of family problems, and the family's failure to follow up on the behavior of their children and their friendships led a large number of them to drug abuse, in addition to the researcher's development of a set of recommendations and proposals in which he called on the family and the institutions of the Iraqi state And the various media stressed the necessity of adhering to them in order to address the phenomenon of the spread of drugs and their abuse in Iraq.

The role of the media in raising awareness of the dangers of drug abuse and addiction: a descriptive survey study (Al-Hasan, 2016)

This research deals with the role of the media in combating drugs, addiction and white poisons, considering that the media is the honest expression of the masses' mentality, inclinations, sentiments, and attitudes, in its true essence, it is a mass movement that takes its material from the masses and returns it to the masses who have the first and last interest in the media process, bearing in mind that the masses' need for media intensifies whenever they face a danger that threatens their existence and calls for an exchange of opinion and advice in confronting and resisting it, the print, audio, visual and multimedia media are required to open fire through the air on smugglers and dealers of drugs and white poisons, and thus the role of the media in addressing and fight against this phenomenon and its devastating effects on society becomes clear, and the media approach to the phenomenon varies according to the nature of each media mean and the characteristics of its audience, the researcher used the descriptive approach, reviewing the topic of drugs and addiction, and then the role of the media in confronting the phenomenon, through four topics: topic one: drugs and addiction. Topic two : the media, its nature and functions. Topic three : the role of the media in raising awareness of the dangers of drugs, topic four : Towards a national media plan to combat the drug phenomenon.

Chapter Three

The Practical Side

First - study methodology

In the current study, the researcher followed the descriptive survey approach by employing a questionnaire to measure the role of the media discourse in reducing the spread

of the drug phenomenon among secondary school students, because this approach is one of the most popular curricula in the humanities and the most frequently used in research, as well as its suitability to the nature and procedures of the study.

Second; Search Procedures

Study Population:

The study population consists of secondary school students in the governmental morning study in Baghdad Governorate / General Directorate of Education Baghdad Karkh/3 for the academic year 2021-2022.

The study sample:

The sample of the current study consists of (200) male and female secondary school students. The appropriate sample size estimate has been approved in descriptive survey studies. The following table shows some demographic variables for the study sample:

Table (1) demographic variables for the sample

Variables	N	%
Gender		
Male	100	50%
Female	100	50%
The total	200	100%
Variables	N	%
Academic qualification of the father and mother		
BA	50	25%
Higher Diploma	50	25%
Master	50	25%
Ph.D.	50	25%
The total	200	100%
Variables	N	%
Residence		
Al Karkh/1	100	50%
Al Karkh/3	100	50%
The total	200	100%

Study tool:

The desired accuracy of the data that we obtain through the sample's answers to the tool is based on the accuracy of the tool itself used to obtain this data, and because the objective of the current study represented by the role of the media discourse in reducing the spread of the drug phenomenon among secondary school students, the researcher found that the best tool used for this is the questionnaire, and the questionnaire consisted of (25) paragraphs, distributed over (3) areas, and the researcher followed the following procedural practical steps in preparing the questionnaire:

- 1 View previous studies related to the subject of the study.

- 2 Directing an open questionnaire to a survey sample of individuals in order to determine the main ideas of the subject.
- 3 Putting the questionnaire in its initial form.
- 4 Presenting the questionnaire to a number of experts and arbitrators in order to verify the logical analysis.
- 5 Developing the questionnaire in its final form in order to apply it to the sample of the current study.

Psychometric properties

First: the validity of the questionnaire

In order to verify the validity of the questionnaire in its initial form, the questionnaire was presented with a detailed explanation about the objective of the current study, the type of sample, the method used, and the method of presenting paragraphs and alternatives to a sample of experts and specialists to indicate the validity of the paragraphs in their logical form, the study relied on the criterion of agreement percentage (80%) from the experts to accept the paragraph, and based on the previous criterion, all the paragraphs were accepted except for some paragraphs that required an amendment in the wording or a grammatical amendment.

Reliability of the questionnaire

The current study relied on two types of reliability:

The method of application and re-application

In order to extract reliability in this way, the questionnaire was applied to a sample of reliability amounting to (20) male and female students, and after two weeks had passed since the first application, the application was repeated on the same sample, and the researcher used the correlation coefficient (Pearson) between the two times of application. It was found that the reliability value was (0.87).

Cronbach's alpha method

This method requires the application of the Cronbach's alpha equation on all items of the questionnaire for the reliability sample. The researcher found that the value of reliability was (0.86).

Questionnaire application

After we verified some of the psychometric characteristics of the questionnaire of validity and reliability, the questionnaire was applied to the research sample in order to reach the required results.

Statistical means

In order to reach the objectives of the current research, the researcher used the following statistical methods:

- 1 The weighted mean of extracting the individuals' answers to each paragraph of the questionnaire.
- 2 The percentage of extracting the percentage for each alternative of the questionnaire.

- 3 Pearson correlation coefficient to extract the reliability of the questionnaire by application and re-application method.
- 4 Cronbach's alpha coefficient to extract reliability by Cronbach's alpha method.

Chapter Four

Research Results, Conclusions and Recommendations

First: search results

In order to achieve the objective of the current study represented by (The role of media discourse in reducing the spread of the drug phenomenon among secondary school students), the weighted mean of each individual's responses to each of the paragraphs and their percentage weight was calculated, and the researcher gave the following alternatives to the questionnaire items (Highly achieved 3 degrees), (Achieved to some extent 2 degrees), (Not achieved 1 degree), and since the weighted mean of the questionnaire is: 2, the paragraphs are considered achieved if they achieve a weighted mean greater than (2), as follows:

First: Distinctive characteristics of media workers to combat drugs

The field paragraphs are arranged in descending order from the highest weighted mean to the lowest weighted mean, as in the following table:

Table (2): Weighted mean and weight percentile

Rank	C in the questionnaire	to what extent do you see that these characteristics are achieved in media workers to combat drugs: in terms of	weighted mean,	weight percentile
1	2	Employees are selected based on strength and balance of personality	2.45	%81
2	5	Accuracy in dealing with sensitive and serious issues such as drugs and their abuse	2.42	%80
3	4	Quick action in different situations	2.33	%77
4	1	Good knowledge of drugs, their types, and methods of abuse and obtaining them	2.21	%73
5	3	Cooperating with drug users on the basis of mutual respect while interviewing them in the media	2.11	%70
Field as a whole			2.304	%76

It is clear from the previous table that the field is achieved to a large extent, as the paragraphs obtained a weighted mean above (2), the total weighted mean of the field .

It is clear from the previous table that the most important characteristic of media workers in dealing with issues of drug abuse and its spread is the strength and balance of personality and the extent of the ability to influence others, as well as in-depth knowledge of the topic of drugs and their types and methods of obtaining them. Thus, the media discourse is a speech directed towards limiting the spread of drugs and raising awareness among young people.

Second: The role played by media organizations in reducing drug abuse

The domain items were arranged according to the weighted mean and weight percentile and were as follows

Table (3): Weighted mean and weight percentile of the paragraphs

Rank	C in the questionnaire	To what extent do you see the role played by media organizations in reducing drug abuse, the following is verified	weighted mean,	weight percentile
1	2	Planning in helping the Ministry of the Interior to reduce drug use.	2.68	%89
2	6	The media, through its programs, is concerned with permanent contact with the masses in order to reduce drug abuse.	2.58	%86
3	5	Employ all media capabilities to define the seriousness of the drug phenomenon on society.	2.53	%84
4	3	Helping the security forces in the interior to deal with drug gangs	2.49	%83
5	7	Improving and maintaining relations between the public to help the security in dealing with drug abuse	2.44	%81
6	9	Disseminate opinions and ideas related to reducing drug use.	2.38	%79
7	8	Increasing and developing awareness regarding drug abuse.	2.33	%77
8	4	Interested in research and studies to find out the public's opinions about the causes of drug abuse.	2.24	%74
9	1	Gaining public support for the police services carried out by the Ministry of the Interior to limit the spread of drugs	2.21	%73
10	10	Help to build bridges of friendship and understanding between the masses and society.	2.11	%70
Field as a whole			2.39	%79

It is clear from the table that the paragraphs are achieved to some extent among the sample, where all the paragraphs got a weighted mean above (2) with a total weighted mean for the field (2.39). It is clear from the previous table that the roles played by media institutions in limiting the spread of drugs are multiple, as they help the concerned authorities

to plan to limit the spread of drugs, and they also represent a link between the masses and the concerned authorities to know the difficulties that hinder the reduction of the spread of drugs.

Third: The activities carried out by media institutions to reduce drug abuse

The field items are arranged in descending order from the highest weighted mean to the lowest weighted mean, as in the following table.

Table (4): Weighted mean and weight percentile of the paragraphs

Rank	C in the questionnaire	What extent do you think that the activities carried out by the media institutions to reduce drug abuse have been achieved?	weighted mean,	weight percentile
1	5	Conducting studies related to knowing the public's attitudes towards drug abuse	2.64	%88
2	1	Making daily bulletins to be placed in the ad advertising breaks before, after and during the daily drug abuse awareness program	2.60	%86
3	10	Coordinating with the security authorities to confront drug abuse	2.57	%85
4	9	Assistance in defining the objectives of the public and private police in combating drug abuse	2.50	%83
5	2	Help with social media to reduce the phenomenon of drug abuse	2.47	%82
6	7	Continuous contact and communication with the concerned authorities to reduce drug abuse.	2.43	%81
7	8	Contribute to drawing up the police policy in addressing the phenomenon of drug abuse	2.39	%79
8	4	Preparing media programs and media coordination with various departments	2.36	%78
9	6	Preparing conferences and seminars that discuss drug abuse	2.31	%77
10	3	Studying the problems facing the police in dealing with drug abuse	2.26	%75
Field as a whole			2.40	%80

It is clear from the previous table that all the paragraphs are achieved in the field that obtained a weighted mean (2.40) with a weight percentile of (80%). It is clear from the previous table that there is a set of activities carried out by media institutions to reduce the spread of drug abuse, among these indicators is conducting surveys to find out the possibility of selling drugs, methods of obtaining them, their prices, and the age groups covered, as well as contributing to drawing up a community police policy in addressing this phenomenon, and

the media is also interested in preparing educational conferences and seminars necessary to deal with this phenomenon.

Second: Conclusions

There is a set of personal characteristics that a media worker must have in order to confront the drug phenomenon, and the most important of these characteristics and qualities is the strength of personality as well as accuracy in work and speed of action in dealing with situations.

- 1- The roles played by media organizations to help in combating drug abuse are represented in helping to prepare plans to combat drug abuse, and also contribute to improving relations between the masses and the responsible leaders.
- 2- The activities carried out by media institutions to deal with drug abuse are diverse, including conducting multiple surveys, as well as making daily bulletins within the daily program of the institution.
- 3 Contribute to defining the general outlines of the objectives of the community police to address the drug phenomenon.
- 4- The media has a positive role that must be exploited and directed in a way that serves the public interest related to confronting the drug phenomenon.

Third: Recommendations

Based on the previous results, the following recommendations can be made:

- 1- Work to raise awareness of drug abuse and its dangers at the individual and community levels through the use of the media for its tools in relation to drugs.
- 2 Directing media organizations to make a promotional advertisement related to drugs and their effects, with the need to promote this advertisement on a daily basis during the programs of the media institution.
- 3- Developing the capacities of workers in media institutions with regard to understanding the types of drugs, their dangers, and ways to obtain them.
- 4- Paying attention to surveys related to drug abuse, especially in some well-known areas of Baghdad in this regard, in order to get acquainted with what is happening on the ground with regard to drugs.

References

- Ibtisam Nouri (2014), Drugs and their psychological and social effects, research in a scientific symposium entitled (Drug Crimes in Iraq and their Societal Effects) on the occasion of the International Day against Drugs on 25/6/2014, Iraq, House of Wisdom.
- Ibrahim Nafie(1981) In Our House Addicted, Cairo: Al-Ahram Foundation.
- Abu Al-Rous(2003) the problem of drugs and addiction, Alexandria, the modern university office.
- Ismail Helmy(1989) Media and Drugs (Cairo: The General Book Organization.

- Al-Hassan, Abdul Daem Omar (2016) The role of the media in raising awareness of the dangers of drug abuse and addiction: a descriptive survey study, *Journal of Communication Sciences*, Volume 1, Issue 1.
- Al-Dulaimi, Moayad Khalaf Hussein (2015) The Role of the Media in Reducing the Spread of Drugs and Their Abuse in Iraq: A Field Study on Addicts and Drug Users in the Capital, Baghdad, *Media Research Journal*, Issue 43.
- Rabah Majeed Al-Hiti (2015) The illegal use of narcotic pills (a field study), unpublished research, Anbar University, College of Arts.
- Mr. Metwally Al-Ashmawy (1993) *Social Aspects of Addiction Phenomenon*, Part 1, Riyadh, Saudi Arabia, The Arab Center for Security Studies and Training in Riyadh.
- Abdul Hamid Al-Shawarbi (1989) *Drug Crimes* (Alexandria: University Culture Foundation, 1990). Mohammad Ramadan, *Rulings on Drug Abuse*, Tripoli: Publications, Al-Fateh Complex.
- Mohammed Muammar Al-Razqi (1995) *Criminology, and Criminal Policy*, Misurata, Dar Al-Anis for Printing and Publishing.
- Mohammed Mayassa (1997) *The Tragedy of Addiction*, Beirut, Dar Al-Jeel.