

Prospectus → All addictive toxic substances (tobacco) - drug - New media misnomer, \$ATF
 FACTUAL Not about → New media - too late too late. $\frac{1}{2} : 41 -$
 By George Gerbner
 June 8, 1998

① How well and how long most Americans live are no longer questions of medicine or fate. Preventable illness and premature death are now end products of a complex manufacturing and media marketing process..

② The cultural environment, with television drama its mainstream, has become the new frontier of health promotion and disease prevention (4,5). This is a report from that frontier. *come on change Prospectus*

In television drama, illicit drug users are mostly male (1.0% of all male characters), young, and either Hispanic and/or people of color. Nearly 6 out of 10 are involved in violence (compared to one fourth of non-users) of which they are most likely to be both perpetrators and victims.

⑩ Persons of color and Hispanics (together) are typically under-represented in prime time population; however, their proportion among the illicit drug users in prime time is twice that of the proportion of all persons of color and Hispanics in the real population.

In general, addictive substances are linked to bad character rather than to negative health consequences or the danger of addiction. Only 6.1 percent of drinkers and 8.9 percent of smokers ~~but~~ 45.5 percent of illicit drug users suffer negative health consequences. Only 2.5 percent of all drinking characters are shown to be problem drinkers, and only 3.3 percent of smokers are shown to be addicted. Only the use of illicit drugs is shown to be a perilous activity. Even among these users, just 39.3 percent are identified as addicted and only 5 out of 11 of these addicts are shown as suffering ill health effects. *Less than 1/2*

Victimization of drug users is about three times higher than the victimization rate among non users. The proportion of fatal victimization among the users of illicit drugs (nearly 1 in 5) is the highest for any group of characters that have been analyzed over the years. Illicit drug users fail because they are characterized as criminal or evil rather than as a consequence of drug use. *Bad character*

fuel repressive response - in body, pain
 War over work, churches
 stigma out - healthy in DRUG Addic. not healthy - violent - not healthy
 not healthy - violent - not healthy

George Gerbner

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DRUGS INB TELEVISION AND MOVIES

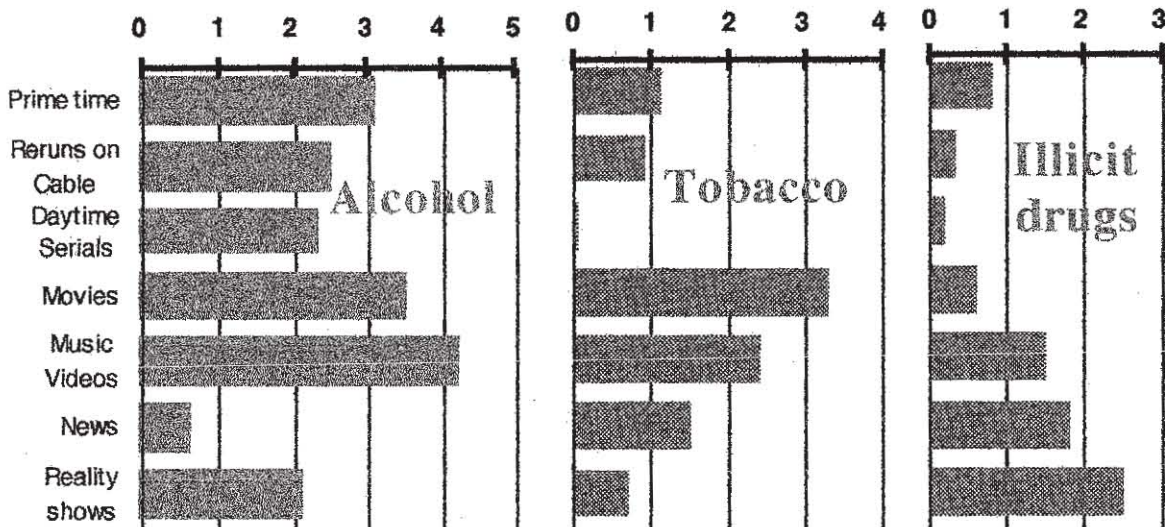
Highlights of Study, June, 1998

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1. Scenes with alcohol, tobacco and/or illicit drugs are present in 7 out of 10 prime-time network dramatic programs. Scenes of drinking alcoholic beverages are seen an average of every 20 minutes, smoking every 55 minutes and illicit drugs every 78 minutes .

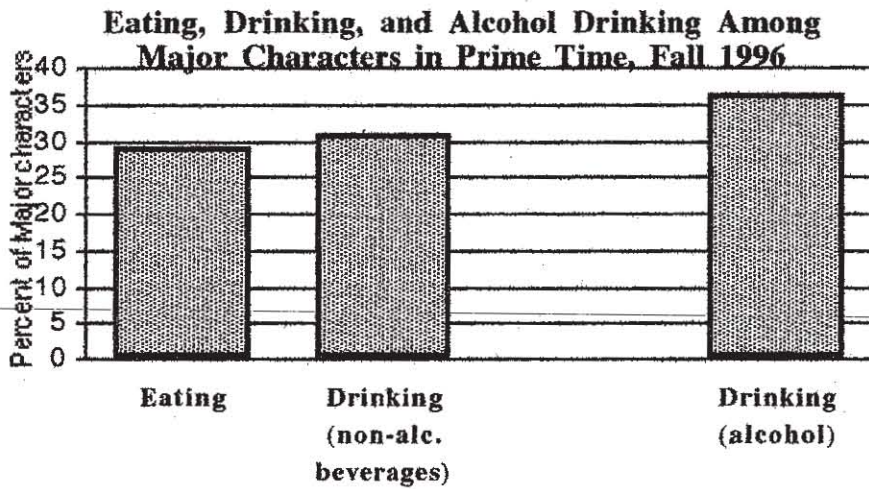
socialize - 7:41 min

Scenes of Alcohol, Tobacco, and Illicit Drugs on Television and in the Movies (number per hour)



2. More major characters in prime-time television drink alcoholic beverages than drink anything else (Table 4).

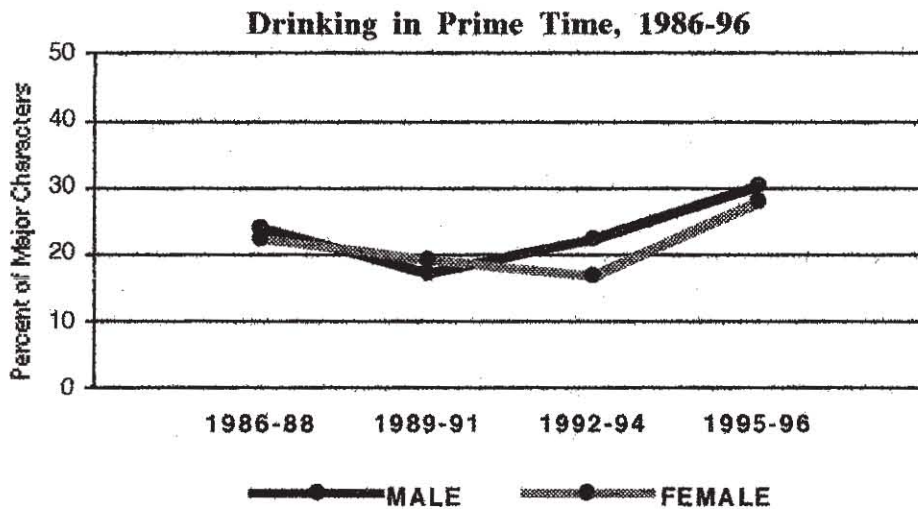
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3. Since 1989-1991, the portrayal of drinking alcoholic beverages in prime time has increased significantly for major male characters. Since 1992-1994, the portrayal of drinking alcoholic beverages has increased significantly for major female characters.

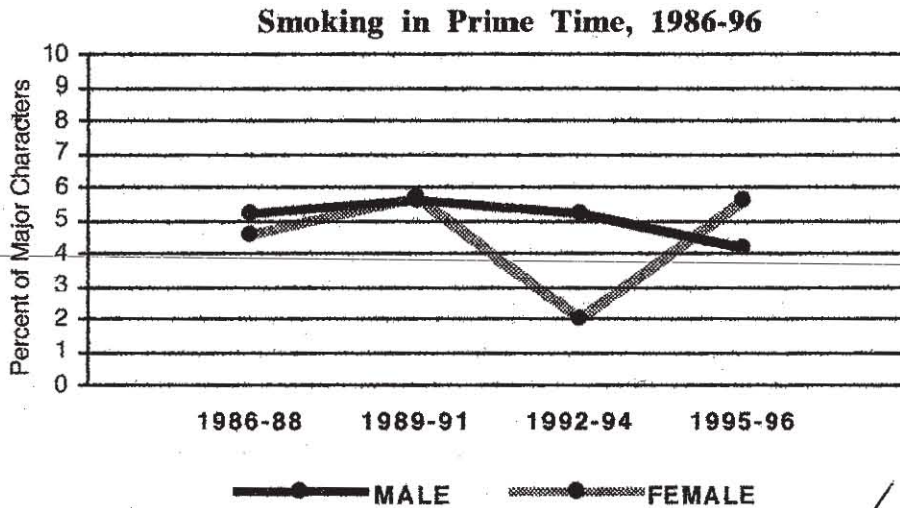
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Seagram colonized Howard



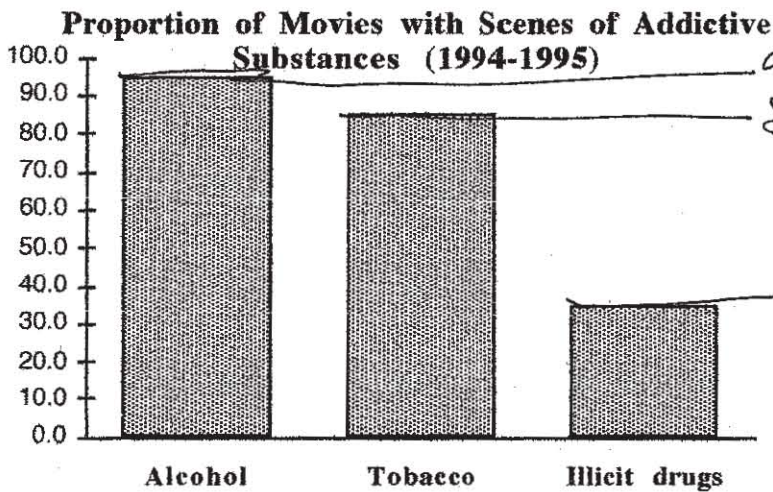
4. Female smokers now outnumber male smokers among major characters in prime-time television (Table 6).

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5. In a sample of the 40 highest grossing movie titles for the years 1994 through 1995, 38 (97.5%) contain portrayals of alcohol, smoking and/or illicit drugs

More in movies
7



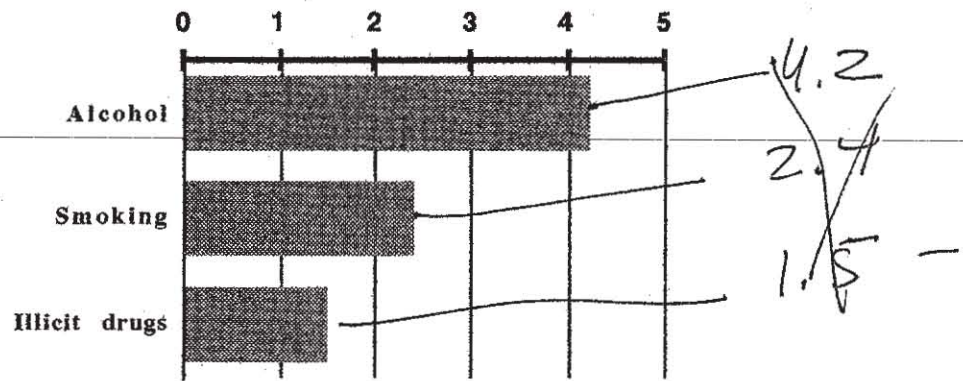
Rate of every 100 minutes

4
Not in video

6. A viewer of the most popular music video channel sees alcohol use an average of every 14 minutes, tobacco use every 25 minutes, and illicit drugs every 40 minutes (~~Table 26~~).

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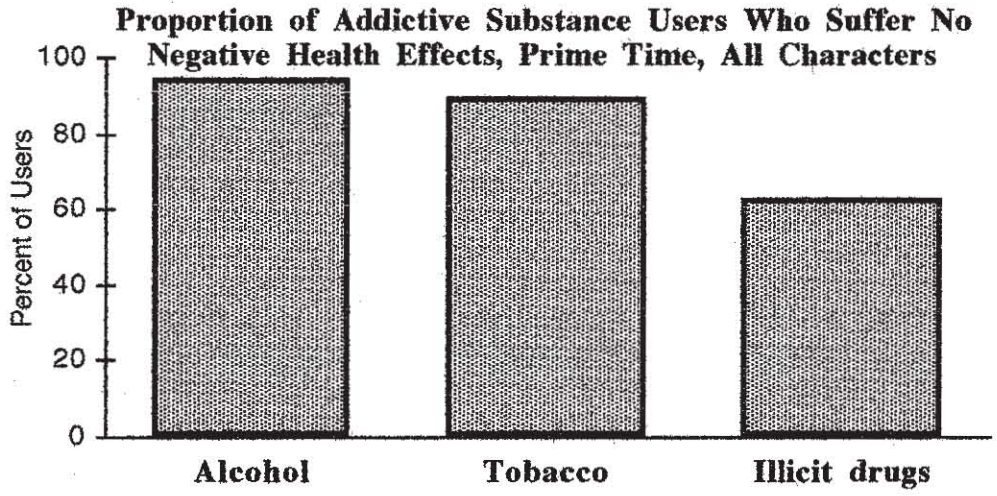
Scenes of Alcohol, Tobacco, and Illicit Drugs in Music Videos (number per hour)



Source: Table 26

7. The use of addictive substances is shown as generally risk-free. More than 9 out of 10 drinkers, more than 8 out of 10 smokers and 6 out of 10 illicit drug users experience positive health effects or no health effects.

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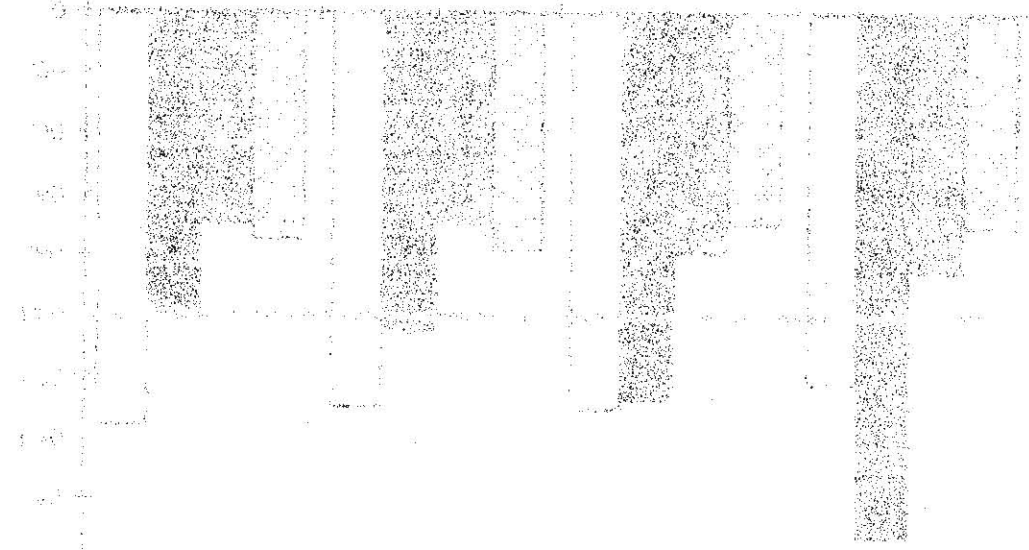
Send report
FAX to
e-mail

Cherie said that Virginia Pounds is the person to contact for xeroxing. Her no. is 202-224-1251. Cherie said she would also be willing to run interference if you need any assistance. her no. is 202-224-6521W, 703-812-9304 H.

I also spoke with Marcia Stevenson from the radio show The Source Report. She said she spoke with you and faxed directions for the interview on Tuesday, June 16 at 10:30M. Her no. is 703-413-8436 if you need to reach her.

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