Role of media on preventing of drug abuse

Rezagholizadeh Behnam

Abstract
Drug addiction has created physical and mental serious damages as well as social and economic problems such as crime and theft, poverty, loss macro-financial assets and falling in many cultural and moral values. The sad state of the epidemic of addiction as a phenomenon beyond control, severely make threat our community. In order to fighting with this problem and removing the damages that arise from that, we should use innovative tools and methods. One of the most important tools on refused and combat the spread of drug abuse is intelligent and efficient utilization of the mass media. Without plans to make a good relationship, drug prevention messages can't reach to audiences, thus communicators also will not be able to create the necessary changes on attitudes and beliefs of their audiences. Furthermore, functions of informing, entertaining, training, advertising, participation and social mobilization by the media, the need to using these tools in order to achieve the goals of preventing and coping with drug abuse reveals. Therefore, the aim of this study is the role and function of traditional media (Radio, TV and Press) on drug use prevention.

Key words: drugs, mass media, public participation, social harm

1. M.A. in media management. E-mail: brezagholizadeh@yahoo.com