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## Alkoholismus, Drogenmissbrauch und Rausch in Film und Fernsehen. Bibliographie. Erweiterte Neuauflage

Mit den Vorarbeiten von Hans J. Wulff

und Ergänzungen von Martha-Lotta Körber.

Überarbeitet und herausgegeben von Ludger Kaczmarek

**Hinweis:** Die hier vorgelegte Neuauflage der Bibliographie ersetzt die von Hans J. Wulff im Jahr 2003 zusammengestellte Nummer 4: „Alkoholismus und Drogenmißbrauch im Film und im Fernsehen“ von *Medienwissenschaft: Berichte und Papiere*.

Es mag die massive und sich rasant entwickelnde Veränderung des Umgangs von Jugendlichen mit Rauschmitteln gewesen sein, die dazu geführt hat, dass der Alkoholkonsum gegenüber der Präsenz zahlreicher „neuer Drogen“ – von Marihuana über Ecstasy bis zu Crystal Meth und anderen Designerdrogen – an medizinischer und politischer Aufmerksamkeit verloren hat. Die unten zusammengestellte Bibliographie zeigt deutlich, dass die Hypothese, dass der ungezügelter Zugriff auf Alkohol auch durch sein gleichsam selbstverständliches Vorkommen in Darstellungen von Film und Fernsehen von Jugendlichen als Verhaltensmodell adaptiert werden könnte, bis in die 1990er hohe Popularität genoss, dass danach aber die Anzahl der Studien (vor allem der Inhaltsanalysen) zur Verbreitung von Alkoholkonsum in den wichtigsten Unterhaltungsmedien massiv zurückging. Bis heute liegen weiterhin eine ganze Reihe von Studien zur Leitbildfunktion der Aufnahme von Alkoholika vor, doch sind Inhaltsanalysen selten geworden. Vor allem Versuche, die sozialen und individuellen Sinnhorizonte zu rekonstruieren, die in den (fiktionalen) Annäherungen an das Thema ausgestellt werden, sind so gut wie ganz verschwunden.

Die folgende aktualisierte und erheblich erweiterte Bibliographie listet die Bücher und Artikel auf, die uns dahingehend bekannt geworden sind, dass sie Inhaltsanalysen berücksichtigen. Die in der ersten Fassung von 2003 noch erweiterte Perspektive, neben Alkohol auch andere Drogen in den Film- und Fernseh dramaturgien zu dokumentieren, wurde eingeschränkt (zumal die gesundheitspolitische Bedeutung des Alkoholismus immer noch größer ist als die Problematik des Drogenkonsums im weiteren Sinne, weil die Kriminalisierung dieses Bereichs natürlich viel größere Potentiale der Dramatisierung anbietet als der Kauf von Alkoholika im Supermarkt).

[\*] In die nachfolgende Liste sind Hinweise von Martin Abraham eingegangen.

## A

**Abad Vila, Miguel** (2020) *El loco del pelo rojo* (1956) de Vincente Minelli: La patología dual de Vincent Van Gogh. In: *Revista de Medicina y Cine* 16,3, 2020, pp. 199–212.

Zu Vincente Minellis Film *Lust for Life* (USA 1956). – Diversas teorías han tratado de explicar los síntomas del pintor Vincent Willem van Gogh (Zundert, 3° de marzo de 1853 – Auvers-sur-Oise, 29 de julio de 1890), uno de los máximos exponentes del postimpresionismo. La fuente principal de información, junto a los informes médicos especializados de quienes le trataron en las diferentes etapas de su vida, es la dilatada correspondencia sostenida con su hermano Theodorus «Theo» van Gogh (Zundert, 1 de mayo de 1857 – Utrecht, 25 de enero de 1891), alrededor de 800 cartas. *El loco del pelo rojo* (1956) de Vincente Minelli, representa una estupenda aproximación a las tribulaciones del artista, rodada en muchos de los escenarios reales que él mismo habitó, e interpretada por el recientemente fallecido actor Kirk Douglas, a los 103 años de edad. Considerando las enfermedades psiquiátricas padecidas por Vincent van Gogh, y su dependencia a sustancias como el tabaco y el alcohol, podríamos encontrarnos ante un caso de patología dual.

**Actes de la Rencontre internationale**  
«Cultures, manières de boire et alcoo-

**lisme»** (1984) [Organisée par Bretagne, Alcool et Santé, Centre de recherche-prévention de l'alcoolisme à Rennes les 18, 19, 20, et 21 Janvier 1984. Publiés sous la responsabilité de Guy Caro et Jean-François Lemoine.] Rennes: Bretagne, Alcool et Santé 1984, 563 pp.

Enthält einen Abschnitt «Représentations de l'alcool au cinéma et au théâtre. A – Cinéma» mit den Beiträgen: Steudler, François: Cinéma, Manières de boire et alcoolisme (pp. 379–387); – Gicquel, Yann: Présentation du film «Alcool, zone limite» (pp. 389 ff.); – Guinard, Pierrick: L'expérience de réalisation du film «Etats d'ivresse» (pp. 393 f.).

**Afzali, Rasoul / Nosrati, Rouhollah** (2022) Representation of addiction and drugs victims through TV media. In: *Journal of Ethnicity in Substance Abuse* 21,2, 2022, pp. 585–620.

Misrepresentation of social groups and communities targeted by addiction and drugs in developing countries-where the media are exclusive to the government-has reduced the Media's validity in the prevention control, and treatment of addiction. This study proceeds to scrutinize the demeanor by which the national media of Iran portrays addiction and drugs victim groups to the community, whilst focusing on the prime incentives behind such representations. This is a combinational research design seeking out both qualitative and quantitative factors involved in the study. The findings conjecture that the Iranian

national television has, to a large degree, failed to accurately present the social verity of addiction in the community, due to certain errors and omissions in regards to identifying target groups and considering social components of addiction and drugs. The most notable factor behind this misrepresentation is censorship and framing of the subject of addiction in line with political tendencies of the state as regards social problems. The 5 major frames considered by the media as regards victim groups of addiction and drugs and their social characteristics include: frames on “addiction among male adolescents”; “addiction among social degenerates”; “epicurean addiction”; “addiction as the consequence of modern living”; and “law enforcement in drugs”. The frame building procedure employed by the Iranian national television for the subject of addiction and drugs entails the curtailment of addiction to exclusive groups of the community, primarily comprised of what the media perceives as disreputable and degrading individuals, so as to allow for society to appear as a separate and somewhat immaculate entity. Such frames have disparaged the authority and influence of the media in controlling the aftermath and damages of drugs and addiction.

**Ager, Richard D. / Parquet, Reginald / Kreutzinger, Sarah** (2008) The Youth Video Project: An innovative program for substance abuse prevention. In: *Journal of Social Work Practice in the Addictions* 8,3, 2008, pp. 303–321.

This article describes an innovative drug prevention pilot in which developing a substance abuse video served as a vehicle for teaching youth healthy attitudes and behaviors. Seven 10- to 12-yearold African Americans from a public housing development participated in 10 weekly sessions focusing on video skills and substance abuse. Based on the principles of capacity building and cognitive dissonance theory, the children learned about substance abuse in their community and movie-making, which they used to create an antidrug video. Six activities were identified as critical to the program’s success: family involvement, com-

munity engagement, adapting drug education content to fit community characteristics, using the camcorder as a central vehicle for learning, community field assignments, and evaluation-based learning.

**Aina, Olatunji F. / Olorunshola, Derin A.** (2008) Alcohol and substance use portrayals in Nigerian video tapes: An analysis of 479 films and implications for public drug education. In: *International Quarterly of Community Health Education* 28,1, 2008, pp. 63–71.

There is an observed increasing trend of substance use among the adolescents and young adults. One of the important aetiologies is “modeling” especially from popular artists portraying their use to the viewing public over the electronic media. Indigenous films on video tapes acted in English or “Yoruba” (a popular Nigerian language) were randomly selected from various retail outlets in Lagos for viewing. The settings were the Ikorodu and Ipaja suburbs of Lagos. The viewing audience in each center was made up of a researcher and two adolescent secondary school students. They were to make notes on each film with scenes of substance use, type, and nature of use. A total of 479 video tapes were studied over a 6 month period, of which 268 (55.9%) contained scenes portraying the use of one or more substances. Two hundred forty-seven (51.6%, N = 479) depicted the use of only one type of substance and the rest, 21 (4.3%, N = 479), portrayed the use of multiple substances. The commonest substance portrayed to be used was alcohol, 197 (41.1%, N = 479), followed by tobacco, 81 (16.9%, N = 479). Cannabis was shown to be used in only 3 (0.6%, N = 479); Cocaine and Heroin in 8 (1.6%, N = 479) of the films. There was no statistically significant difference on substance use portrayal between the home movies acted in English and Yoruba ( $\chi^2 = 32.8$ ;  $df = 7$  at  $p < 0.05$ ). A significant number of films on video tapes in Nigeria portrayed substance use which could act as triggers or reinforcement for substance use among the viewing audience, especially adolescents and young adults. The need to censor video tapes on substance use portrayal was advocated.

**Aktion Jugendschutz (ajs) Baden-Württemberg / Landesbildstelle Baden / Landesbildstelle Württemberg** (Hrsg.) (1983) *Drogen-Filme. AV-Medien zur Suchtprävention*. Stuttgart: Aktion Jugendschutz (ajs), Landesarbeitsstelle Baden-Württemberg 1983, 76 pp.

**Al-Qudah, M. F.** (1999) The impact of television programs on drug users. In: *Dirāsāt: 'Ulūm al-insāniyah wa-al-ijtimā'iyah* 26, 1999, (Supplement), pp. 686–717.

Findings reveal a relationship between using drugs & exposure to mass media culture, eg, foreign songs, sex programs, & police films. Further, time spent watching police & sex has increased, & those programs affect drug users especially emotionally & sexually. TVs, videos, & satellites have a minor role. Adapted from the source document.

**Al-Zobaidi, Sobhi** (2010) Hashish and the 'Carnavalesque' in Egyptian Cinema. In: *Middle East Journal of Culture and Communication* 3,3, 2010, pp. 375–392.

This paper focuses on the ever-growing popularity of scenes depicting and referring to hashish and marijuana use in Egyptian cinema. It argues that a shift in attitude and in the overall depiction of these substances has emerged in more recent films, those produced in the 1990s and after. It suggests that whereas in older cinema these substances were always associated with social and political ills, almost all negative connotations and associations have disappeared in favor of an acceptable and playful depiction. Drawing on the theoretical framework of the carnivalesque developed by Bakhtin, and the work of other scholars such as Gilles Deleuze and Walter Benjamin, this paper suggests that the depictions of smoking hashish and marijuana are subversive moments that ultimately aim at escaping rigid social structures and power hierarchies while providing commentaries on repressive social and political realities.

**Alter, Jonathan** (2001) A Well-Timed 'Traffic' Signal: A new movie faces the drug war—or should we, like the real drug czar, call it a 'can-

cer'? In: *Newsweek* 137,3, 2001, p. 29.

**Amsden, David** (2008) Cleaning Up With Dr. Drew. In: *Rolling Stone* 1044, 2008, pp. 51–53.

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012).

**Anderson, Stacey J. / Millett, Christopher / Polansky, Jonathan R. / Glantz, Stanton A.** (2010) Exposure to smoking in movies among British adolescents 2001–2006. In: *Tobacco Control* 19,3, 2010, pp. 197–200.

Objective: To estimate youth exposure to smoking in movies in the UK and compare the likely effect with the USA. – Methods: We collected tobacco occurrences data for 572 top-grossing films in the UK screened from 2001 to 2006 and estimated the number of on-screen tobacco impressions delivered to British youths in this time period. – Results: 91% of films in our sample that contained smoking were youth-rated films (British Board of Film Classification rating '15' and lower), delivering at least 1.10 billion tobacco impressions to British youths during theatrical release. British youths were exposed to 28% more smoking impressions in UK youth-rated movies than American youth-rated movies, because 79% of movies rated for adults in the USA ('R') are classified as suitable for youths in the UK ('15' or '12A'). – Conclusion: Because there is a dose-response relation between the amount of on-screen exposure to smoking and the likelihood that adolescents will begin smoking, the fact that there is substantially higher exposure to smoking in youth-rated films in the UK than in the USA suggests that the fraction of all youth smoking because of films in the UK is probably larger than in the USA. Other countries with ratings systems that are less conservative (in terms of language and sexuality) than the USA will also be likely to deliver more on-screen tobacco impressions to youths. Assigning an '18' classification to movies that contain smoking would substantially reduce youth exposure to on-screen smoking and, hence, smoking initiation among British youths.

**Andrieu, Louis** (2017) *Politique des drogues: l'usage des drogues au cinéma*. In: *Esprit* (Paris) 432, 2017, pp. 94–99.

Si la guerre contre la drogue figure parmi les principales mesures sécuritaires prônées par les États-Unis, et si la légalisation du cannabis médical ou récréatif entre peu à peu dans les mœurs et les législations outre-Atlantique, la représentation des drogues et de leurs consommateurs, au cinéma, reste assez négative. Qu'un personnage prenne du cannabis, de la cocaïne, de l'héroïne, ou de l'ecstasy/Mdma, et le spectateur peut s'attendre à une chute ou à une fin tragique pour lui. Comme si les scénaristes et cinéastes appliquaient encore une certaine morale visant à condamner les usagers de drogues dans leurs fictions, au moment même où les sociétés occidentales se montrent plus tolérantes sur ce sujet, et où les pouvoirs publics tentent parfois de mettre en place de nouvelles politiques moins répressives pour s'y confronter.

**Applequist, Janelle** (2016) *Broadcast Pharmaceutical Advertising in the United States: Prime-time Pill Pushers*. Lanham, Md: Lexington Books 2016, 169 pp.

How often do we stop to recognize what pharmaceutical advertisements are telling us? [The book] engages with this question to include how pharmaceutical companies are shaping the meaning of drug interventions for individuals and the ways in which pharmaceutical advertisements frame issues of identity and representation for patients and health care. Such issues highlight how patients are being framed as consumers in these advertisements, which then permits the commodification of health care to be celebrated. Such a celebration has strong ideological implications, including definitions of "the good life," patient agency, and the role of DTCAs in such depictions. By defining and discussing medicalization, pharmaceuticalization, and commodity fetishism, this book introduces how the term "pharmaceutical fetishism" can act as a means for describing the commodification of brand-name pharmaceutical drugs, which, via advertising and promotional culture, ignores large-scale production and for-

profit motives of "big pharma."

*Inhaltsvz.:* The nature of the pharmaceutical advertising industry: direct-to-consumer advertising in the United States – Theoretical foundations: toward an analysis of DTCA – Analyses of DTCA on primetime television – DTC advertisements: a triangulated approach – The commercial elements of constructing a drug: a textual analysis of a Yaz advertisement – Looking forward.

**Armstrong, Richard B. / Armstrong, Mary Willems** (2001) *Encyclopedia of Film Themes, Settings and Series*. Jefferson, NC: McFarland 2001.

Nachdr. ebd. 2010; Ann Arbor, MI: ProQuest 2016.

Darin: Eintrag "Alcoholism" (pp. 5–6), "Drug Addiction" (p. 67).

**Atkin, Charles K.** (1978) Effects of drug commercials on young viewers. In: *Journal of Communication* 28,4, 1978, pp. 71–79.

Discusses children's television viewing, particularly their exposure to advertisements for proprietary drug products, and relates this to their views of the amount of sickness in society and the reliance on medicine (JMF).

**Atencio, Sonia Darlene [Dickinson]** (1991 [1992]) *A Burkean Cluster Analysis of Racism, Equality, and Drug Abuse in "Alien Nation"*. M.A. thesis, Albuquerque, NM: The University of New Mexico 1991 / Ann Arbor, MI: U.M.I. 1992, x, 148 pp.

This study examines the use of metaphor and allegory in the science fiction film, and episodic drama, *Alien Nation*. This study also develops and utilizes a hybrid method of dramaturgical analysis involving narrative, cluster, and agon analysis. This method demonstrates how narrative, cluster, and agon analysis are combined to describe initially the symbolic action of the drama, and then to explain how the language of narrative functions symbolically, thereby creating a complex secondary level of allegorical meaning. The results of this study demonstrate that the hy-

brid method of dramatisic criticism is a useful tool for qualitative research on the application of metaphor in television programming.

**Atkin, Charles K.** (1990) Effects of televised alcohol messages on teenage drinking patterns. In: *Journal of Adolescent Health Care* 11,1, 1990, pp. 10–24.

This paper presents an overview of theoretical perspectives applicable to the effects of television drinking portrayals on adolescent audiences, focusing on the influence of beer and wine advertising and entertainment depictions of drinking behavior. A critical review of survey research evidence indicates that alcohol commercials contribute to a modest increase in overall consumption by teenagers and may have a slight impact on alcohol misuse and drunk driving. There are no studies measuring the effects of entertainment programming on adolescents, but content analyses suggest the potential for increased pro-drinking attitudes and behaviors. Policy implications for addressing the deleterious effects of televised drinking are discussed, and priorities for future research are identified.

**Atkinson, Amanda Marie / Bellis, Mark / Sumnall, Harry** (2013) Young peoples' perspective on the portrayal of alcohol and drinking on television: Findings of a focus group study. In: *Addiction Research & Theory* 21,2, 2013, pp. 91–99.

This article presents findings of focus groups (n = 15) with young people (n = 114) which aimed to explore their views, experiences and interpretations of the ways in which alcohol and drinking are portrayed on television. Young people showed a sophisticated level of awareness of alcohol and its use on television and were adept at deconstructing the alcohol-related messages presented. – Participants: were undecided as to whether they believed television represented alcohol use in a realistic manner and acknowledged a contradiction between realistic accounts and exaggeration for the creation of 'entertaining' content. Overall, participants felt that television should provide a balanced view of alcohol

use, showing both the positive side of drinking and the possible negative effects without an overemphasis on the latter. Young people did perceive television to exert an influence upon audiences. However, a 'third person effect' was found, with participants speaking in the third person and suggesting that television may influence others, but not themselves. The implications of the findings are discussed in relation to the potential influence of these representations on the development of alcohol-related beliefs and behaviour and the use of television in alcohol-related health promotion.

**Aufenanger, Stefan / Hasebrink, Uwe / Große-Loheide, Mike / Lampert, Claudia** (2001) *Alkohol – Fernsehen – Jugendliche. Programmanalyse und medienpädagogische Praxisprojekte*. Berlin: Vistas 2001, 418 pp.

**Austin, Erica Weintraub / Meili, Heidi Kay** (1994) Effects of interpretations of televised alcohol portrayals on children's alcohol beliefs. In: *Journal of Broadcasting & Electronic Media* 38,4, 1994, pp. 417–435.

The model of television interpretation processes introduced by Austin, Roberts, and Nass (1990) is tested in the context of alcohol portrayals, receiving considerable support in a cross-sectional survey of 154 at-risk pre-adolescents. The results suggest that children develop expectancies through an interpretation process that is both logical and emotional, making use of both real-life and televised sources of information. It is argued that an effective strategy for the prevention of alcohol abuse must help children develop skepticism toward televised portrayals of alcohol use and must address the primary role played by parents as information sources and as behavioral models.

## B

**Bahk, C. Mo** (1997) The impact of presence versus absence of negative consequences in dramatic portrayals of alcohol drinking. In:

*Journal of Alcohol and Drug Education* 42,3, 1997, pp. 18–26.

An experiment was designed in which 224 college students (80 males and 144 females) were exposed to one of the three versions of a dramatic film (*A Star is Born*): 1) the “Presence” version that contains portrayals of alcohol drinking with the presence of its negative consequences, 2) the “Absence” version that portrays alcohol drinking without any negative consequences, and 3) the “Neutral” version that shows neither alcohol drinking nor negative consequences. As hypothesized, the results indicate that the exposure to the portrayals of alcohol drinking with its negative consequences elicits the least favorable attitudes toward alcohol drinking, whereas the exposure to the same presentation that does not show negative consequences leads to the most favorable attitudes.

**Bahk, C. Mo** (2001). Perceived realism and role attractiveness in movie portrayals of alcohol drinking. In: *American Journal of Health Behavior* 25,5, 2001, pp. 433–447.

*Objective:* To explore the role of perceived realism and role attractiveness in dramatized alcohol portrayals. – *Methods:* A total of 158 college students watched 1 of 2 movie versions that portray alcohol drinking either positively or negatively. – *Results:* Role attractiveness of the drinking character increased favorableness in alcohol-related attitudes and dispositions in Positive Condition, whereas perceived realism acted as a significant mediator in Negative Condition. – *Conclusion:* Health educators and policymakers are alerted to the fact that the entertainment media too often portray glamorous characters as enjoying alcoholic beverages without facing negative consequences, which may particularly affect the viewers who feel attracted to the role characters.

**Baillie, Richard K.** (1996) Determining the effects of media portrayals of alcohol: going beyond short term influence. In: *Alcohol and Alcoholism* 31,3, 1996, pp. 235–242.

The presentation of alcohol by the mass media has been a rich source of research into the potential influence of media messages upon their audience. This paper reviews the existing literature in this field. It is noted that research has concentrated on attempts to measure the strength of media ‘effects’, employing techniques which have so far produced few fruitful results. The impact of media output on alcohol also has implications for the evaluation of alcohol-related health education campaigns, which utilize newspapers and television as an information source for members of the public. The role of the media in setting the public and policy agenda is examined as a potentially more fertile source in evaluating media influence. A number of policy and research implications are highlighted.

**Barcus, F[rancis] Earle** (1976) Over-the-counter and proprietary drug advertising on television. In: Ostman 1976a, pp. 89–111.

**Barcus, F[rancis] Earle / Goldstein, James M. / Pinto, Stephen K.** (1973) Drug advertising on television. In: *Drug Use in America: Problem in Perspective. The Technical Papers of the Second Report of the National Commission on Marihuana and Drug Abuse. Appendix. Vol. 2: Social Responses to Drug Use.* Washington, D.C.: NCMDA 1973, pp. 623–668.

**Barcus, F[rancis] Earle / Jankowski, Susan M.** (1975) Drugs and mass media. In: *Drugs and social policy.* Ed. by Ralph M. Susman, Lenore R. Kupperstein. Philadelphia: American Academy of Political and Social Science 1975, pp. 86–100 (Annals of the American Academy of Political and Social Science. 417.).

**Baugh, Scott L.** (2012) Run, Tecato, Run (1979). In: Baugh, Scott L.: *Latino American Cinema: An Encyclopedia of Movies, Stars, Concepts, and Trends.* Santa Barbara, Calif./Denver, Colo. / Oxford, England: Greenwood 2012, pp. 240–241.

**Bayerisches Staatsministerium des Innern / Bayerisches Staatsministerium für Arbeit und Sozialordnung** (Hrsg.) (1986) *Alkohol, Drogen, Medikamente, Tabak: Jugend*

*fragt Jugend. Repräsentativerhebungen bei Jugendlichen in Bayern 1973, 1976, 1980, 1984.* München: Bayerisches Staatsministerium des Innern / Bayerisches Staatsministerium für Arbeit und Sozialordnung 1986, 131, [16] pp.

**Bedworth, Albert E. / D'Elia, Joseph A.** (1971) Multimedia resources for drug education. In: *Journal of Drug Education* 1,3, 1971, pp. 293–303.

The resource lists reproduced on the following pages include films on drug abuse (with annotations), films and audiovisuals with evaluative comments, some basic references on drug abuse, and sources of materials.

**Bell, James** (2010) Meth and the Maiden. In: *Sight and Sound* 20,10, 2010, pp. 28–29.

Interview with Debra Granik about her film “Winter’s Bone”, an unflinching evocation of the drug-addled yet resilient culture of the Ozark Mountains of south Missouri. She explains her concern to avoid accusations of elitist voyeurism and to honour her source material, a novel by Ozarks resident Daniel Woodrell, who was closely involved in the production of the film. The film could only have been made with the cooperation of the mountain communities and while Granik never flinches from depicting the harsh realities of lives lived with low expectations, she has attempted to show the positive side of a culture of self-reliance. The cinematography of Michael McDonough captures the environment in such a way as to lend the film a southern gothic quality; the main score, composed by Dickon Hinchliffe, features local fiddle players and singers.

**Bell, Philip** (1983) *Television representation of drugs and related issues.* Report prepared for the Centre for Education and Information on drugs and Alcohol. [Surry Hill: CEIDA, The Centre for Education and Information on Drugs & Alcohol] 1983, 30 pp.

**Bell, Philip** (1985) Drugs and the media. In: *Australian Alcohol/Drug Review* 4,2, 1985, pp. 235–242.

“Drugs” are extremely newsworthy: each year they are the subject of literally thousands of items produced by the Australian media. Most of these items are repetitious, stereotypical and narrowly focused on crime, deviance and rectification. Illegal drug consumption by individuals and the efforts of medical and social welfare professionals to eradicate the “problem” so defined are the twin foci of the press and television. Legal substances (including tobacco and alcohol) are interpreted much more ambiguously, and are relatively infrequently the subject of journalistic analysis. The media systematically ignore the historical, economic and industrial aspects of drug production and consumption. “Drugs”, although habitually construed as the cause of “human” and “social” problems (and hence as necessitating administrative attention), seem strangely divorced from real political economic determinations. They serve as inexhaustible pretexts for the proliferation of television current affairs items and newspaper features which seldom resist the image of the confessing, suffering victim. “Hard” news is preoccupied with reiterating the ritual drama of drug seizures and exposes of “organised” crime. Both the press and television educate their audiences to a resigned, alienated passivity.

**Bell, Philip** (1987) Alcohol Advertising in the Australian Media. In: *Media Information Australia* 43, 1987, pp. 21–26.

Changes in the Australian Broadcasting Tribunal’s alcohol advertising regulations (effective July 1986) have made little difference to evening television alcohol advertising. Bell suggests alcohol advertisers maximise audiences through prime time advertising and achieve ‘targeting’ through the quality of the advertisements. A strong concentration of alcohol ads in live sports broadcasts will be unaffected, perhaps increased by the new regulations. Newspapers publicise the social, medical and economic consequences of alcohol use/abuse regularly (16010 of all drug-related items in the press) yet newspapers carry few alcohol beverage advertisements.

**Benavides, O[swald] Hugo** (2008) *Drugs, Thugs, and Divas: Telenovelas and Narco-dramas in Latin America*. Austin: University of Texas Press 2008, 246 pp.

*Inhaltsvz.:* Melodrama as ambiguous signifier: latin american telenovelas and Narco-dramas – Seeing Xica and the Melodramatic unveiling of colonial desire – Producing the global west through latin tales of seduction and enby – Karen’s seduction: the racial politics of appropriate dinner guests – A mother’s wrath and the complex disjuncturing of class – Being narco: the evolution of a continental sensibility – Sainly figures and icons: the migration of a continental dream – La reina del sur: Gender, racial, and national contestations of regional identity – Sex, drugs, and cumbia: the hybrid nature of culture – Conclusion: the postcolonial politics of melodrama – Ugly Betty.

**Benchley, N. R. / Hammond, Peter G.** (eds.) (1974) *The Media and Drug Abuse Messages*. Washington, D.C.: Executive Office of the President, Special Action Office for Drug Abuse Prevention 1974, v, 96 pp. (Monograph Series. D,1.).

Enthält u.a.: Hanneman, Gerhard J.: Communications, mass media and drug abuse – the issue and research findings, pp. 1–11. – Wiggins, Xenia R.: Drug education through the mass media, pp. 79–83. – Sowje: National Coordinating Council on Drug Education: Introduction to drug abuse films, third edition.

**Bentele, Günter** (1982/83) Zur filmischen Kodierung von Suchtproblemen. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 46–54.

**Berger, Arthur Asa** (1971) Ads and Addiction: Television Commercials, Drugs and Society. In: *The Relationship Between Drug Abuse and Advertising: Hearing Before the Consumer Subcommittee of the Committee on Commerce, United States Senate. Ninety-First Congress, Second Session on S.J. Res. 200: The Relationship Be-*

*tween Drug Abuse and Advertising, September 22, 1971*. Washington, D.C.: Government Printing Office 1971, (Serial No. 91–94), pp. 34–39.

**Berger, Arthur Asa** (1974) Drug advertising and the ‘Pain, Pill, Pleasure’ model. In: *Journal of Drug Issues* 4,3, 1974, pp. 208–212.

[C]omments upon the social forces within our society promoting the use of drugs. He sees the promotional advertising of over-the-counter drugs in television and in other media as contributing dramatically to what he refers to as the “pain-pill-pleasure” syndrome. Arguing that the drug manufacturers should reassess their social responsibility to society, he believes that there should be a restructuring and redirection of current advertising practices.

**Beyer, Christof / Moldenhauer, Benjamin** (2018) Ästhetik des Psychedelischen: Befreiungsversuche im Kino. In: *Body Politics: Zeitschrift für Körpergeschichte* 6, 10, 2018, pp. 143–166.

First tested und used for therapeutic purposes in psychiatry, LSD entered the sub- und counter-cultural field of the beatnik and hippie movement in the 1950s and 1960s as a chemical promise of individual liberation from societal restrictions. In this process, “psychedelic” movies emerged as a new genre, picking up narratives of the substance-induced freeing of the mind and developing cinematic stagings of being “high” on LSD. The article compares a selection of “psychedelic” movies produced since the 1960s, including “The Trip”, “Easy Rider”, “Altered States” and “Fear and Loathing in Las Vegas”. It focusses on the question of how narratives of the chemical transgression of the mind, understood as part of the counter-cultural movement, transformed into representations of intoxication as expression of individual fragmentation and pointless escapism at the mercy of societal constraints.

**Bhana, Arvin** (2008) Alcohol advertising, movies and adolescents. In: *Addiction* 103,12,

2008, pp. 1935–1936.

Comments on an article by Sonya Dal Cin et al. Contemporary movies as a source of alcohol advertisements are seldom considered a powerful source for advertising alcohol use. The timely study by Dal Cin et al. [2008] provides a clear example of this power. What was surprising was the extent to which alcohol represented in movies with a PG13 rating was often indistinguishable from R rated movies. This suggests that normative standards of alcohol use, at least within Western contexts are [...]

**Biener, Lois / McCallum-Keeler, Garth / Nyman, Amy L.** (2000) Adults' response to Massachusetts anti-tobacco television advertisements: impact of viewer and advertisement characteristics. In: *Tobacco Control* 9,4, 2000, pp. 401–407.

Objective: To assess adults' receptivity to the Massachusetts television anti-tobacco campaign. Reactions were examined as a function of respondents' demographics, baseline tobacco control attitudes, changes in smoking status during the campaign, and advertisements' affective qualities. – Design: A random digit dial telephone survey in 1993 at the start of the media campaign and reinterview in 1996 of respondents to the baseline survey. Participants: Respondents were 1544 adults who completed the baseline and follow up interview. – Intervention: By the time the follow up survey was completed, approximately \$49 million had been spent on the media campaign. Approximately 66 spots had been aired. – Main Outcome Measures: Reported exposure to television advertisements; perceived effectiveness of nine specific advertisements each. – Results: 56% of respondents reported seeing anti-tobacco advertisements at least once a week during the preceding three years. The average effectiveness rating for all advertisements recalled on a 0–10 scale was 7.29, and did not differ by smoking status group. Advertisements eliciting strong negative emotions (sadness and fear) were rated most effective by quitters, non-smokers, and by smokers who at baseline were planning to quit soon. Humorous, entertaining advertise-

ments were seen as ineffective by all groups. – Conclusion: The Massachusetts anti-tobacco campaign achieved high levels of penetration into the population and was well received by both smokers and non-smokers. The results suggest that advertisements depicting suffering as a result of tobacco use may be instrumental in promoting cessation or reinforcing the decision to quit. Further research is needed to lend additional support to the link between perceived effectiveness and smoking behaviour change.

**Bigman, Galya / Wilkinson, Anna V. / Vandewater, Elizabeth A. / Daniel, Carrie R. / Koehly, Laura M. / Spitz, Margaret R. / Sargent, James D.** (2020) Viewing images of alcohol use in PG-13-rated movies and alcohol initiation in Mexican-heritage youth. In: *Journal of Ethnicity in Substance Abuse* 19,4, 2020, pp. 521–536.

Mexican American adolescents report high rates of alcohol consumption as well as media use. Viewing alcohol images in the media is associated with increased alcohol consumption; however, to date, this association has not been examined across different ethnic groups in the United States. To bridge this gap, we examined the association between viewing alcohol use images in PG-13-rated movies and alcohol initiation in Mexican-heritage adolescents. A cohort of 1,154 Mexican-heritage youth, average age 14 years, was followed for 2 years; in 2008–2009, participants reported alcohol use in the past 30 days and again in 2010–2011. Exposure to alcohol use images in PG-13-rated movies was estimated from 50 movies randomly selected from a pool of 250 of the top box office hits in the United States using previously validated methods. A series of generalized linear models, adjusting for age, gender, peer and family alcohol use, family functioning, anxiety, sensation-seeking tendency, and acculturation were completed. Multiple imputation was utilized to address missing data. Overall, N = 652 participants reported no alcohol use in 2008–2009; by 2010–2011, 33.6% (n = 219) had initiated alcohol use. Adjusted models indicated an independent association between exposure to alcohol use im-

ages in PG-13-rated movies and alcohol initiation (comparing quartiles 3 to 1: RR =1.53; 95% CI [1.11, 2.10]). The findings emphasize that the relationship between viewing alcohol use scenes in American films and alcohol initiation holds among Mexican-heritage adolescents and underscore the need to limit adolescents' exposure to such powerful images in PG-13-rated movies.

**Blair, Nicole A. / Yue, So Kuen / Singh, Ranbir / Bernhardt, Jay M.** (2005) Depictions of substance use in reality television: a content analysis of *The Osbournes*. In: *BMJ: British Medical Journal* (International edition) 331 (7531), 2005, pp. 1517–1519.

Objective: To determine the source and slant of messages in a reality television programme that may promote or inhibit health related or risky behaviours. Design: Coding visual and verbal references to alcohol, tobacco, and other drug (ATOD) use in *The Osbournes*. Review methods Three reviewers watched all 10 episodes of the first season and coded incidents of substance use according to the substance used (alcohol, tobacco, or drugs), the way use was portrayed (visually or verbally), the source of the message (the character in the show involved in the incident), and the slant of the incident (endorsement or rejection). Main outcome measures The variation in number of messages in an average episode, the slant of messages, and message source. Results The average number of messages per episode was 9.1 (range 2–17). Most drug use messages (15, 54%) implied rejection of drugs, but most alcohol messages (30, 64%) and tobacco messages (12, 75%) implied endorsements for using these substances. Most rejections (34, 94%) were conveyed verbally, but most endorsements (36, 65%) were conveyed visually. Messages varied in frequency and slant by source. – Conclusions: The reality television show analysed in this study contains numerous messages on substance use that imply both rejection and endorsement of use. The juxtaposition of verbal rejection messages and visual endorsement messages, and the depiction of contradictory messages about substance use from show characters, may

send mixed messages to viewers about substance use.

**Bleicher, Erwin** (1982/83) Filmographie [zum Thema „Sucht im Film“]. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 105–108.

**Blumenberg, Hans-Christoph** (1984) Der große Durst. In: *Cinema* (Hamburg), 11, 1984, pp. 60–62.

**Bolton, Lucy** (2016) A Phenomenology of Girlhood: Being Mia in *Fish Tank* (Andrea Arnold, 2009). In: *International Cinema and the Girl: Local Issues, Transnational Contexts*. Ed. by Fiona Handyside & Kate Taylor-Jones. Basingstoke / New York: Palgrave Macmillan 2016, pp. 75–84 (Global Cinema.).

In October 2009, David Cameron, then leader of the Opposition, attempted to persuade voters to entrust him to help mend Britain's broken society. The elements of his Conservative party's discourse of "broken Britain" consist of single mothers, poor education, anti-social behavior, alcohol abuse, teenage sex, and lack of employment. This is the world of *Fish Tank*: a depiction of contemporary Essex housing-estate culture, in which 15-year-old Mia "swims frustrated circles, like a shark in a tank." Mia is played by amateur actor Katie Jarvis, and her sullenness and rage are the beating heart of the film. *Fish Tank* may appear to suggest that Mia is a prime example of contemporary broken British culture, but it is a shot across the bows of such misperceptions, announcing that girls like Mia should not be dismissed or underestimated. The film achieves this by creating Mia's very particular experiences at this pivotal point in her young life, and evoking the rhythms and relationships of this 15-year-old girl in her place in contemporary British society.

**Boothroyd, Dave** (2006) *Culture on Drugs: Narco-cultural Studies of High Modernity*. Manchester/New York: Manchester University Press 2006, ix, 219 pp.

Darin bes. Kap. 8. Cinematic heroin and narcotic modernity; From the heroin scene to the heroin screen; Deleuze and the cinema of heroin; Heroinised bodies; The cinematic fix; Heroin's signature-autograph; Heroin close-up.

**Borzekowski, Dina L. G.** (1996) Embedded anti-alcohol messages on commercial television: What teenagers perceive. In: *Journal of Adolescent Health* 19,5, 1996, pp. 345–352.

Educators and producers should take advantage of television's potential for reaching audiences with health-related messages. This paper investigates adolescents' perceptions of an antialcohol message embedded in commercial television programming. Over 900 8th and 9th graders from New York suburbs completed surveys measuring interest, knowledge, and credibility of either an episode of *The Cosby Show* or *Family Matters*. Both episodes had an anti-alcohol message embedded within their plots. Overall, students gave high rates of interest and credibility and received high scores for knowledge for both episodes. Girls and African-American students had higher scores, on average, for interest and credibility. White students had the highest knowledge scores. Students with different television viewing experiences did not differ in their perceptions of the episodes; however, students who had previously seen the episodes gave higher levels of interest and credibility. These data indicate that youngsters are receptive to antialcohol messages within commercial television episodes. The results also suggest that similarities and differences between a viewer and a televised character relate to differences in perception. However, much more research should be done in order to generalize these findings to other audiences, episodes, programs, and health-related messages.

**Bourgeois, Jacques C. / Barnes, James G.** (1979) Does advertising increase alcohol consumption? In: *Journal of Advertising Research* 19,4, pp. 19–30.

**Boyd, Susan C.** (2008) *Hooked: Drug War Films in Britain, Canada, and the United States*. New York/London: Routledge 2008, xii, 250 pp. (Routledge Advances in Criminology. 4.).

Drug prohibition emerged at the same time as the discovery of film, and their histories intersect in interesting ways. This book examines the ideological assumptions embedded in the narrative and imagery of one hundred fictional drug films produced in Britain, Canada, and the U.S. from 1912 to 2006, including *Broken Blossoms*, *Reefer Madness*, *The Trip*, *Superfly*, *Withnail and I*, *Traffik*, *Traffic*, *Layer Cake*, *Harold and Kumar Go to White Castle*, *Trailer Park Boys*, and more. Boyd focuses on past and contemporary illegal drug discourse about users, traffickers, drug treatment, and the intersection of criminal justice with counterculture, alternative, and stoner flicks. She provides a socio-historical and cultural criminological perspective, and an analysis of race, class and gender representations in illegal drug films.

*Inhaltsvz.:* 1. Moral Regulation, Film Censorship, and Law; 2. Illegal-Drug Users and Addiction Narratives: The Early Film Years; 3. The 60s On: Counterculture, Addiction-as-Disease, and Mandatory-Treatment Narratives; 4. Ruptures in Addiction Narratives: Pleasure, Harm Reduction, Consumer Culture, and Regulation; Ruptures in Addiction Narratives: Pleasure, Harm Reduction, Consumer Culture, and Regulation; 5. Drug Dealers: A Nation Under Siege; 6. Vilified Women and Maternal Myths; 7. Challenges to the Drug War: 1980 to 2006.

**Braden, William** (1970) LSD and the press. In: *Psychedelics: The Uses and Implications of Hallucinogenic Drugs*. Ed. by Bernard Aaronson & Humphry Osmond. Garden City, N.Y.: Doubleday 1970, pp. 400–418. (Anchor Books. 736.).

Gekürzt in: Cohen/Young 1973, pp. 195–209.

**Bradley, Laura** (2015) Presenting the German Democratic Republic as a therapeutic state: Alcoholism and the law in POLIZEIRUF 110. In: *Journal of European Studies* 45,1, 2015, pp. 31–48.

Alcoholism was a politically sensitive topic in the GDR, yet three episodes of the crime series *Polizeiruf 110* tackled it on primetime television in the 1980s. Their depiction of alcoholism corresponded to the 'disease concept' that was developed in the USA, presenting it as an individual medical issue and thereby deflecting attention away from socioeconomic factors. The episodes cast the GDR police in a humanitarian, paternalist role: they function as front-line therapeutic agents, securing alcoholics access to the medical treatment that they require. While Nicholas Kittrie argues that the growth of the 'therapeutic state' in the USA entailed the partial divestment of criminal law, no such divestment occurs in *Polizeiruf 110*: detectives function as both therapists and penalizers. Letters in the German Broadcasting Archive show how GDR viewers measured this 'therapeutic state' against their own experiences, and how the films allowed them to attribute contrasting political intentions to the producers.

**Brannon, Bonnie R. / Dent, Clyde W. / Flay, Brian R. / Smith, Gerri / Sussman, Steve / Pentz, Mary Ann / Johnson, C. Anderson / Hansen, William B.** (1989) The television, school, and family project V. The impact of curriculum delivery format on program acceptance. In: *Preventive Medicine* 18,4, 1989, pp. 492–502.

Social psychological interventions have been successful in preventing drug and tobacco use in adolescents, but target audience involvement has not been well documented. Examination of program acceptance is necessary to avoid ambiguity when interpreting findings within and across studies. This report presents results from a program acceptance study of a seventh-grade smoking/drug-use prevention and cessation field trial. The research design is an assessment of two experimentally manipulated variations in program delivery on the program acceptance of all provider and target groups involved. Experimental manipulations included classroom and mass broadcast television demonstrations of social resistance skills against pressures to smoke and use drugs. Three aspects of target

audience program acceptance were assessed: participation, satisfaction, and perceived program efficacy. Respondents included the target audience (seventh-grade students and parents), instructors, classroom observers, and school administrative staff. Strong main effects of television delivery on student and parent participation were observed. The findings suggest the usefulness of student homework assignment to view television segments with parents at home as a strategy to achieve family involvement in school-based programs. Both television and classroom delivery separately demonstrated significant positive effects on overall program acceptance with moderate interactive effects on perceived program efficacy. While classroom teacher/observers and school administrators reported strong preferences for the experimental (social resistance) classroom curriculum, acceptance of experimental and comparison (information-based) curricula by the student/parent target audience was equivalent.

Vgl. auch Part I. (Flay et al. 1986); Part II. (Sussmann et al. 1986); Part IV. (Sussmann et al. 1989); Part VIII. (Flay et al. 1995).

**Brashinsky, Michael** (2000) Iglá. In: *International Dictionary of Film and Filmmakers*. Ed. by Tom Pendergast, Sara Pendergast. 4. ed., Detroit / New York / Toronto / London: St. James Press 2000, Vol.1, pp. 555–556.

**Breed, Warren / DeFoe, James R.** (1978) Bringing alcohol into the open. In: *Columbia Journalism Review* 17, 1978, pp. 18–19.

Zu Zeitungen.

**Breed, Warren / DeFoe, James R.** (1981) The portrayal of the drinking process on prime-time television. In: *Journal of Communication* 31,1, 1981, pp. 58–67.

Examines the motives, context, and outcomes of drinking portrayed on prime-time television situation comedies and one-hour dramas. Discusses the demographics and role characteristics of drinkers and disapprovers, the predominating purposes for drinking portrayed, and the effects of alcohol use on the drinker and on others. (JMF)

**Breed, Warren / DeFoe, James R.** (1982) Effecting media change: The role of cooperative consultation on alcohol topics. In: *Journal of Communication* 32,2, 1982, pp. 88–98.

Defines cooperative consultation as a shared and continuing exchange process between media personnel and a knowledge consultant that works to change certain media contents in a direction approved by both parties. A description is presented of a project that used research as a basic resource in changing media messages about drinking, while avoiding some of the pitfalls of traditional pressure group practices. It is noted that cooperative consultation on alcohol abuse is most effective in 2 situations—providing objective information that gives authenticity to alcohol appearances and making latent contents manifest to the media staff, thus making them aware of problematic patterns. (26 ref) (© 2018 APA)

**Brodie, Jerome F.** (1972) Drug Abuse and Television Viewing Patterns. In: *Psychology: A Journal of Human Behavior* (Savannah, GA) 9,2, 1972, pp. 33–36.

**Broske, Pat H.** (1986) Movies: One Toke over the Line. In: *Rolling Stone* 470, 1986, p. 41.

A movement is afoot to label motion pictures according to substance abuse standards. Antidrug forces have been putting pressure on the Motion Picture Association of America (MPAA) to add a SA designation to movies that show drugs or alcohol in an appealing way.

**Bromberg, Julie E. / Augustson, Erik M. / Backinger, Cathy L.** (2012) Portrayal of Smokeless Tobacco in YouTube Videos. In: *Nicotine & Tobacco Research* 14,4, 2012, pp. 455–462.

Videos of smokeless tobacco (ST) on YouTube are abundant and easily accessible, yet no studies have examined the content of ST videos. This study assesses the overall portrayal, genre, and messages of ST YouTube videos. In August 2010, researchers identified the top 20 search results on YouTube by “rele-

vance” and “view count” for the following search terms: “ST,” “chewing tobacco,” “snus,” and “Skoal.” After eliminating videos that were not about ST (n = 26), non-English (n = 14), or duplicate (n = 42), a final sample of 78 unique videos was coded for overall portrayal, genre, and various content measures. Among the 78 unique videos, 15.4% were anti-ST, while 74.4% were pro-ST. Researchers were unable to determine the portrayal of ST in the remaining 10.3% of videos because they involved excessive or “sensationalized” use of the ST, which could be interpreted either positively or negatively, depending on the viewer. The most common ST genre was positive video diaries (or “vlogs”), which made up almost one third of the videos (29.5%), followed by promotional advertisements (20.5%) and anti-ST public service announcements (12.8%). While YouTube is intended for user-generated content, 23.1% of the videos were created by professional organizations. These results demonstrate that ST videos on YouTube are overwhelmingly pro-ST. More research is needed to determine who is viewing these ST YouTube videos and how they may affect people’s knowledge, attitudes, and behaviors regarding ST use.

**Brook, David W. / Saar, Naomi S. / Brook, Judith S.** (2008) Earlier Violent Television Exposure and Later Drug Dependence. In: *The American Journal on Addictions* 17,4, 2008, pp. 271–277.

This research examined the longitudinal pathways from earlier violent television exposure to later drug dependence. African American and Puerto Rican adolescents were interviewed during three points in time (n = 463). Exposure to violent television programs in late adolescence predicted exposure to violent television programs in young adulthood, which in turn was related to tobacco/marijuana use, nicotine dependence, and later drug dependence. Some policy and clinical implications suggest regulating the times when violent television programs are broadcast, creating developmentally targeted prevention/treatment programs, and recognizing that watching violent television programs

may serve as a cue regarding increased susceptibility to nicotine and drug dependence.

**Bryant, Jennings / Zillmann, Dolf / Huston, Aletha C.** (1994) Evaluating the Classroom Viewing of a Television Series: "Degrassi Junior High". In: *Media, Children, and the Family: Social Scientific, Psychodynamic, and Clinical Perspectives*. Ed. by Dolf Zillmann, Jennings Bryant, Aletha C. Huston. Hillsdale, NJ: Erlbaum / New York: Routledge 1994, pp. 111–130 (LEA's Communication Series.).

Researchers studying the behavioral correlates of television viewing for children in the 11- to 15-year-old age group have generally reported associations of gender stereotyping and potentially at-risk attitudinal orientations with heavy television viewing. One reason may be that entertainment television contains frequent examples of gender stereotyping, substance abuse (especially alcohol), maladaptive ways of coping with problems, and other high-risk behaviors (Greenfield et al., 1987; Harwood & Weissberg, 1987; Morgan, 1987; Signorielli, 1987). One effort to counteract this programming trend eventuated in the development of a joint United States-Canadian television series, "Degrassi Junior High," aimed at a late puberty to early adolescent target population. Increasing awareness of persisting substance abuse and poor social problem-solving skills in many children within this age bracket also has led to calls for more imaginative use of the natural interest of these children in television as a means of supplementing primary prevention efforts in the classroom (Harwood & Weissberg, 1987). In this chapter we examine a research intervention and process evaluation of the use of episodes of the "Degrassi" series with and without teacher-led discussion as part of a school system's substance abuse prevention and problem-solving skill promotion program.

**Buscombe, Edward** (1979) The representation of alcoholism on television. In: Cook/Lewington 1979, pp. 57–62.

**Byrd-Bredbenner, Carol / Finckenor, Mary / Grasso, Darlene** (2003) Health related con-

tent in prime-time television programming. In: *Journal of Health Communication* 8,4, 2003, pp. 329–341.

This study identified, content analyzed, and described the health-related content (HRC) presented in the top-ranked prime-time network programs for the age 2 to 11 year-old category. The results reveal that viewers see one HRC-containing scene approximately every four minutes. Foods and alcoholic beverages are frequently shown and consumed. Smoking, drug abuse, and promiscuous sex are relatively uncommon. In most scenes, the HRC is not directly related to the main point of the scene. The characters involved in HRC-containing scenes tend to be slender white men. In addition, many of the HRC-containing scenes portray negative health behaviors.

## C

**Cagin, Seth / Dray, Philip** (1984) *Hollywood Films of the Seventies: Sex, Drugs, Violence, Rock 'N' Roll & Politics*. New York: HarperCollins 1984, xiv, 290 pp.

Examines important American films of the seventies which influenced the movie industry and discusses the most important directors, actors, and actresses of the period.

**Callister, Mark / Coyne, Sarah Marie / Robinson, Tom / Davies, John J. / Near, Chris / Van Valkenburg, Lynn / Gillespie, Jason** (2012) "Three sheets to the wind": Substance use in teen-centered film from 1980 to 2007. In: *Addiction Research & Theory* 20,1, 2012, pp. 30–41.

The issue of substance use in America is a serious public health concern, and while some substances show downward trends, current levels of adolescent use and abuse are alarming. Film has become a popular form of entertainment among teenagers and provides images from which teens model behaviors and form attitudes. This study examines substance use among adult and teen characters in the top grossing teen-centered films from 1980 to

2007. This content analysis examines the frequency and nature of substance portrayals and the consequences of use. The results show that substance use is largely consequence free and socially approved. No gender differences exist in the percent of users to nonusers. While users and nonusers do not differ in social status, users were portrayed as more attractive than nonusers. A higher percentage of users are Caucasian and adults. The vast majority of characters were not even given the choice to accept or refuse substances, and of those offered, few rejected. Finally, this study provides evidence that in the realm of teen-centered movies, the trend in substance use has been surprisingly downward across the decades.

**Cape, G[avin] S.** (2003) Addiction, stigma and movies. In: *Acta Psychiatrica Scandinavica* 107,3, 2003, pp. 163–169.

Objective: To identify common character stereotypes of alcohol and other drug users as portrayed in motion pictures. – Method: A selective review of a number of movies prominently portraying alcohol and other drug use and misuse. – Results: The great majority of popular films portray alcohol and drug use whether as a routinized background, routinized foreground or exceptional foreground. Four main stereotypes of alcohol and other drug users appear to be prevalent the tragic hero, the demonized user, the rebellious free spirit and the comedic user. A number of movies are selected which portray alcohol and other drug use as a prominent theme. – Conclusion: Movies, as a medium for mass communication, have a powerful influence on the public and perpetuate popular mythologies regarding alcohol and other drug use.

**Cape, Gavin [S.]** (2009) Movies as a Vehicle to Teach Addiction Medicine. In: *International Review of Psychiatry* 21,3, June 2009, pp. 213–217.

Dendence on a substance and the role of medical practitioners in this health problem can be perceived as an enigma. Movies, as a tool for teaching, can be a powerful means of engaging, clarifying and educating students within the addiction medicine arena. Popular

mythologies and stereotypes of drug use (including alcohol) and users in cinema can be explored within a learning environment aiding the understanding of this complex topic, thereby improving the therapeutic commitment to addiction medicine. There is a responsibility of the teacher to use this tool with care so as not to perpetuate the mythologies of addiction as often portrayed within commercial cinema. Tried and tested use of this potent educational aid, with suggestions for further development, are outlined in this article.

**Carter, Paul** (2007) Drug dealers as folk heroes? Drugs and television situation comedy. In: *Drugs and Popular Culture: Drugs, Media and Identity in Contemporary Society*. Ed. by Paul Manning. Cullompton, Devon, England / Portland, Or.: Willan Publishing 2007, pp. 168–185.

Nachdr., London / New York: Routledge 2013.

*Ideal* (Baby Cow Manchester for BBC 3 2005) was one of the first productions from BBC Comedy North, a unit set up in 2003 to ‘develop and nurture the next generation of comedy talent in the North of England’ (BBC Press Office 2005). It was commissioned for BBC 3. This digital station had originally been delayed in its approval by the Department of Culture, Media and Sport because it had failed to demonstrate that it would be suitably distinctive. BBC 3 finally launched in February 2003, promising to be ‘a mixed genre channel primarily aimed at serving the needs of 25 – 34 year-old viewers with a high level of original production. It had the explicit aim of trying to reconnect this group with the BBC’s output in particular and public service broadcasting in general’ (Hewlett 2004: 4). The programme hit a zeitgeist of normalisation of cannabis use following the Labour government’s downgrading of cannabis from a Class B drug to a Class C in January 2004 which, despite claims that it did not equate to a decriminalisation, may well have changed the image of the drug in popular culture and public understanding. Programmes such as *The Mighty Boosh* (Baby Cow for BBC 3 2004) and *Shameless* (Company Pictures for Channel 4

2004) had already begun to show on television the use of cannabis as a normal part of many people's lives.

**Carveth, Rod** (2013a) Films, Representations of Drugs in. In: *Alcohol and Drugs in North America: A Historical Encyclopedia*. Ed. by David M. Fahey & Jon S. Miller. Santa Barbara, California / Denver, Colorado / Oxford, England: ABC-Clio 2013, Vol. 2: A–L, pp. 265–267.

**Carveth, Rod** (2013b) Television, Representations of Drinking and Drugs on. In: *Alcohol and Drugs in North America: A Historical Encyclopedia*. Ed. by David M. Fahey & Jon S. Miller. Santa Barbara, California / Denver, Colorado / Oxford, England: ABC-Clio 2013, Vol. 2: M–Z, pp. 692–695.

**Castaldelli-Maia, João Mauricio / Andrade, Arthur Guerra de / Lotufo-Neto, Francisco / Bhugra, Dinesh** (2016) Adolescent Characters and Alcohol Use Scenes in Brazilian Movies, 2000–2008. In: *International Quarterly of Community Health Education* 36,3, 2016, pp. 199–205.

Quantitative structured assessment of 193 scenes depicting substance use from a convenience sample of 50 Brazilian movies was performed. Logistic regression and analysis of variance or multivariate analysis of variance models were employed to test for two different types of outcome regarding alcohol appearance: The mean length of alcohol scenes in seconds and the prevalence of alcohol use scenes. The presence of adolescent characters was associated with a higher prevalence of alcohol use scenes compared to nonalcohol use scenes. The presence of adolescents was also associated with a higher than average length of alcohol use scenes compared to the nonalcohol use scenes. Alcohol use was negatively associated with cannabis, cocaine, and other drugs use. However, when the use of cannabis, cocaine, or other drugs was present in the alcohol use scenes, a higher average length was found. This may mean that most vulnerable group may see drinking as a more attractive option leading to higher alcohol use.

**Castaldelli-Maia, João Mauricio / Bhugra, Dinesh / de Andrade, Arthur Guerra / Lotufo-Neto, Francisco** (2013) Substance use and misuse in Brazilian movies (2000–2008). In: *Substance Use & Misuse* 48,3, 2013, pp. 248–257.

Considering the absence of data on the appearance of drugs other than alcohol and tobacco in movie scenes, we decided to study the prevalence of portrayal of illicit drug use in a convenience sample of 50 Brazilian Movies. A total of 192 scenes (12h49'03") meeting the inclusion criteria were identified and assessed in a structured manner. Despite several limitations regarding the nature of this comparison, we found that scenes show substance use and misuse almost similar to that in the general population, mainly alcohol (especially among people of low socioeconomic status), cannabis and inhalants. Main differences were found in cocaine and tranquilizers (over- and underexposure in movies, respectively).

**Castaldelli-Maia, João Mauricio / Oliveira, Hercílio Pereira / Andrade, Arthur Guerra / Lotufo-Neto, Francisco / Bhugra, Dinesh** (2012) Using selected scenes from Brazilian films to teach about substance use disorders, within medical education. In: *São Paulo Medical Journal* 130,6, 2012, pp. 380–391.

Themes like alcohol and drug abuse, relationship difficulties, psychoses, autism and personality dissociation disorders have been widely used in films. Psychiatry and psychiatric conditions in various cultural settings are increasingly taught using films. Many articles on cinema and psychiatry have been published but none have presented any methodology on how to select material. Here, the authors look at the portrayal of abusive use of alcohol and drugs during the Brazilian cinema revival period (1994 to 2008). Qualitative study at two universities in the state of São Paulo. Scenes were selected from films available at rental stores and were analyzed using a specifically designed protocol. We assessed how realistic these scenes were and their applicability for teaching. One author selected 70 scenes from 50 films (graded for

realism and teaching applicability > 8). These were then rated by another two judges. Rating differences among the three judges were assessed using nonparametric tests ( $P < 0.001$ ). Scenes with high scores (> 8) were defined as “quality scenes”. Thirty-nine scenes from 27 films were identified as “quality scenes”. Alcohol, cannabis, cocaine, hallucinogens and inhalants were included in these. Signs and symptoms of intoxication, abusive/harmful use and dependence were shown. We have produced rich teaching material for discussing psychopathology relating to alcohol and drug use that can be used both at undergraduate and at postgraduate level. Moreover, it could be seen that certain drug use behavioral patterns are deeply rooted in some Brazilian films and groups.

**Caswell, Sally / Mortimer, Dot / Smythe, Margaret** (1983) Alcohol portrayal in a New Zealand soap opera. In: *Australian and New Zealand Journal of Sociology* 19, 1983, pp. 329–334.

The portrayal of alcohol use in the mass media, particularly television, has received considerable attention in the United States in the last decade. In an attempt to obtain comparative material the portrayal of alcohol use in a popular New Zealand television ‘soap opera’ was examined. The ratings of use obtained were found to be comparable with both United Kingdom and United States programmes which received high ratings of alcohol use.

**Cattacin, Sandro / Gamba, Fiorenza** (2016) Die mediale Inszenierung des berauschten Todes. In: *SuchtMagazin*, 16, 2, 2016 pp. 10–14.

In diesem Text gehen wir der Frage nach, wie sich in den letzten Jahrzehnten der mediale Umgang mit dem berauschten Tod verändert hat. Dabei dienen Beispiele eklatanten Sterbens von Persönlichkeiten als Hinweise für den Wandel des gesellschaftlichen Umgangs mit Drogen. Von der öffentlichen Verdrängung des Drogentods bis hin zu dessen Heroisierung und Normalisierung zeigen wir, wie sich Wahrnehmungen schlicht epochalem Wandel anpassen.

**Center on Alcohol Marketing and Youth** (2004) Alcohol advertising targeted to youth causes abuse. In: *Alcohol: Opposing Viewpoints*. Ed. by Karen F. Balkin. San Diego, Calif.: Greenhaven Press 2004, pp. 80–87.

**Chen, Yi-Chun** (2007) Movie Viewing, Adolescents. In: *Encyclopedia of Children, Adolescents, and the Media*. Ed. by Jeffrey Jensen Arnett. Thousand Oaks/London/New Delhi: SAGE 2007, Vol. 2, pp. 556–558.

**Choate, Robert / Debevoise, Nancy** (1976) “Caution! Keep this commercial out of reach of children!” In: *The Journal of Drug Issues* 6,1, 1976, pp. 91–98.

Children see approximately 1,000 television commercials for over-the-counter drugs each year. In 1973, HEW’s Poison Control Center reported 1,098 cases of children under 5 ingesting adult aspirin overdoses while the figures for vitamins and children’s aspirin were even higher. Mr. Choate and Ms. Debevoise believe there is a direct link between misuse of these drugs by children and television advertising of over-the-counter drugs.

**Choi, Kelvin / Forster, Jean / Erickson, Darin / Lazovich, DeAnn / Southwell, Brian G.** (2012) The reciprocal relationships between changes in adolescent perceived prevalence of smoking in movies and progression of smoking status. In: *Tobacco Control* 21,5, 2012, pp. 492–496.

Background: Smoking in movies is associated with adolescent smoking worldwide. To date, studies of the association mostly are restricted to the exposure to smoking images viewed by 9–15-year-olds. The association among older adolescents is rarely examined. In addition, the reciprocal effect of smoking behaviour on subsequent reported exposure to smoking in movies has not been reported. – Methods: Data were from the Minnesota Adolescent Community Cohort Study collected every 6 months from 2000 to 2007 when participants were between the ages of 12 and 18 ( $n=4745$ ). We estimated the prospective effect of the perceived prevalence of smoking in movies (four levels, from never

to most of the time) on smoking stage (SS) measured 6 months later (six stages, from never-smoker to established smoker) and the reciprocal prospective association between the two factors. Estimates were adjusted for demographic factors. – Results: The perceived prevalence of smoking in movies measured between ages 13½ and 15½ consistently predicted subsequent SS. The association was inconsistent after the age of 15½. SS did not consistently predict subsequent perception of the prevalence of smoking in movies. – Conclusions: Perceived exposure to movie smoking primarily influenced teenagers' smoking behaviour at younger ages. If future studies confirm this finding, developing and evaluating interventions to improve young teenagers' resistance to these images may complement policies to reduce smoking in movies to reduce prevalence of adolescent smoking.

**Christenson, Peter G. / Henriksen, Lisa / Roberts, Donald F.** (2000) *Substance Use in Popular Prime-time Television*. With Marcy Kelly, Stephanie Carbone, Adele B. Wilson. [Washington, DC]: Office of National Drug Control Policy, January 2000, [1], [i], 36, R-1, A-1, B-2, [1] pp.

Comparing these results to our earlier study of movies, illicit drugs were substantially less likely to be portrayed in television series than in movies. When illicit drugs were referred to, television was more likely to associate them with anti-use statements and negative consequences, and less likely to link them to pro-use statements. Finally, young viewers were considerably less likely to see smoking on television than in movies, and somewhat less likely to see alcohol consumption.

Teil 2 einer 3teiligen Serie von Studien zum Thema Drogen in Film und Fernsehen. Für Teil 1 vgl. Roberts, Donald F. / Hendriksen, Lisa / Christenson, Peter G. (1999), für Teil 3 vgl. Roberts, Donald F. / Christenson, Peter G. / Hendriksen, Lisa / Bandy, Elizabeth (2002).

**Clark, Michael** (1994) Pi Edit tackles long-form MTV "Straight Dope" News Special. In: *Shoot* (New York) 35,32, 1994, p. 7.

Pi Edit handled the post production of the one-hour MTV News Special titled 'Straight Dope.' The work entailed stringing together writer/host Kurt Loder's voiceovers with footages and interviews, B-roll cutaways and visual transitions. 'Straight Dope' explores the history, popularity and social issues associated with drugs, drug abuse and addiction. Five separate segments of the program deal with marijuana, LSD, heroin, cocaine and crack usage.

**Claydon, E. Anna** (2010) Masculinity and deviance in British cinema of the 1970s: Sex, Drugs and Rock 'n' Roll in *THE WICKER MAN*, *TOMMY* and *THE ROCKY HORROR PICTURE SHOW*. In: Newland, Paul (Hrsg.) *Don't Look Now? British Cinema in the 1970s*. Bristol: Intellect Ltd., pp. 131–142.

**Çoban, Melih** (2021) Various Portrayals of Drugs and Drug Abuse in Turkish Cinema: A Sociological Analysis of Drug-related Turkish Movies. In: *ADDICTA: The Turkish Journal on Addictions* 8, 2, 2021, pp. 118–128.

This study aimed to analyze the portrayals of drugs and drug abuse in Turkish movies within a sociological context. Considering the mutual relationship between cinema and society, the question of whether drugs and drug abuse have been represented in these movies in a problem-based manner constitutes the main problematic of this study, which aims to analyze a variety of drug-related films. Therefore, 54 Turkish movies including the element of drugs have been chosen in a purposive sampling and they have been analyzed by using sociological film analysis as a research technique. Of the 54 movies in the sampling, only 27 depicted drug abuse and only 24 of them portrayed negative outcomes of drug abuse. Findings supporting a positive correlation between the drug abuse portrayals and the periodical popularity of these substances have been achieved. Emphasizing the reasons behind drug abuse and addiction, the neglect in dysfunctional families and the influence of the social environment have been stressed in various movies, whereas the solutions, preventive measures, and social messages dis-

played in the movies remain at low numbers. The promotion of the realistic representations of drug abuse in cinema in order to raise public awareness has been recommended.

**Comstock, George** (1976) *Television and Alcohol Consumption and Abuse*. Santa Monica, Calif.: Rand Corporation 1976, 9 pp. (Rand Paper Series No. P-562l.).

This Statement was prepared at the request of Senator William B. Hathaway, Chairman, Subcommittee on Alcoholism and Narcotics, Committee on Labor and Public Welfare, in connection with hearings March 8 and 11, 1976, on the impact of mass media on the potential abuse of alcohol.

**Cook, Jim / Lewington, Mike** (eds.) (1979) *Images of alcoholism*. London: British Film Institute / Alcohol Education Center 1979, vi, 82 pp.

*Inhaltsvz.:* Foreword / Mike Lewington. – Introduction / Jim Cook. – Part One: Theoretical Perspectives. – On Alcohol and the Mystique of Media Effects / Andrew Tudor. – The Role of Stereotypes / Richard Dyer. – Part Two: Alcoholism in the Movies. – An Overview / Mike Lewington. – The Alcoholic as Hero / Marcus Grant. – Women, Alcohol and the Screen / Judith Harwin & Shirley Otto. – Images of Treatment / Bruce Ritson. – Part Three: Drinking on TV. – The Representation of Alcoholism on Television / Edward Buscombe. – Drinking and Drunkenness in *Crossroads* and *Coronation Street* / Roger King. – Part Four: Afterword and Filmography. – Afterword / Mike Lewington. – Filmography / Jim Hillier.

**Coombes, Rebecca** (2005) Shaken and stirred? In: *British Medical Journal* 330,7506, 2005, p. 1513.

A television programme, *Your Life in Their Boozy Hands*, that contained evidence of a problem with drink and drug misuse among doctors in the United States was effectively publicized and made it to the headlines in the newspapers before it was aired on BBC. The BMA had agreed to participate in the docu-

mentary as a way of publicizing its attempt to get the government to fund specialist services for doctors with addiction problems.

**Cooper, Ian** (2011) *Bring Me the Head of Alfredo Garcia*. London / New York: Wallflower Press 2011, 118 pp. (Cultographies.).

Darin: 3. “Don’t look at me with those goddamn fuckin’ eyes”: Alcohol Cinema (pp. 47–98).

**Cooper, Marc** (1987) Up in Smoke. In: *American Film* 12,5, 1987, p. 53.

Film and TV communities have jumped on the antidrug bandwagon with a vengeance. The portrayal of drug use throughout the history of the US film industry, from “Reefer Madness” to Cheech and Chong’s “Up in Smoke” and back to “Reefer Madness” is recounted.

**Corliss, Richard / McDowell, Jeanne** (1988) Hollywood goes on the wagon. In: *Time* (Chicago, Ill.) 132,8, 1988, p. 76.

Drinking and taking drugs in movies are not socially acceptable any longer. Many producers and directors are making movies showing the bad effects of substance abuse habits.

**Cornes, Judy** (2006) *Alcohol in the Movies, 1898–1962: A Critical History*. Jefferson. N.C.: McFarland 2006, xi, 251 pp.

Beginning with the appearance in 1898 of what is probably the first commercial: a 30-second film of men in kilts dancing and the words “Scotch Whiskey” appearing in the background. The final film is 1962’s *DAYS OF WINE AND ROSES*, which addresses alcoholism (Publisher).

Rev. (M. Bartkowiak) in: *Film and History* 37,2,2007, p. 107.

**Cornes, Judy** (2013) Cultural aspects: alcohol use in film. In: *Alcohol: Science, Policy and Public Health*. Ed. by Peter Boyle, Paolo Boffetta, Albert B. Lowenfels, Harry Burns, Otis Brawley, Witold Zatonski, & Jürgen Rehm. Oxford/ New York: Oxford University Press 2013, pp.

34–37.

**Corrigan, Eileen M.** (1974) Mass media and the problem drinker. In: *Proceedings of the 3rd Annual Alcoholism Conference of N.I.A.A.A.* Ed. by N. E. Chafetz. 1974, pp. 207–218.

A community alcoholism program in New York City publicized a special telephone number in the media for problem drinkers or members of their families to use in obtaining help or treatment information from social workers at the Information Bureau of the Community Council of Greater New York. A followup study using in-person interviews and questionnaires to agencies with whom there had been contact was subsequently carried out. This study examined (1) the expectations and behavior of users of the service, (2) the responses of treatment resources to referrals, and (3) the variables that affect the linking of problem drinkers with treatment. A total of 306 users of this information and referral service were interviewed in the winter and spring of 1970, some 45 days after they made their first inquiry for help and received a referral for treatment; 150 problem drinkers and 156 relatives and friends who called about a problem drinker were interviewed. – The target population for this community program was those individuals who already had a problem with drinking and who now required treatment. This paper is concerned with the impact of the mass media as a known first step in the process of stimulating and possibly motivating problem drinkers or their families to seek help. – The major findings relating to the mass media are: 1. Just over half (51 percent) of the 306 callers that were interviewed had learned of the service through the mass media. – 2. More problem-drinker callers than surrogate callers reported learning about the service through the mass media (56 and 45 percent, respectively, or  $p < 0.10$ ). – 3. The same problem-drinker callers whose information initially came from the mass media were somewhat less likely to follow through and attend a resource than those who learned from non-mass-media sources. This, however, was not a significant difference (62 percent compared to 75 percent, or  $p < 0.20$ ). – Theory on the effects of mass media is reviewed

briefly as well as the support for such theory in the present data.

**Coyne, Sarah Marie / Ahmed, Tahera** (2009) Fancy a pint?: Alcohol use and smoking in soap operas. In: *Addiction Research & Theory* 17,4, 2009, pp. 345–359.

This study examined the frequency and portrayal of alcohol use and smoking in soap operas aired on British nonsatellite television. Fifty-four hours of programing were analyzed, monitoring the type of alcohol act, who was carrying it out, and why, where, and what consequences of the acts were depicted. Results supported previous findings that illustrate the prominent use of alcohol in popular soaps. More than 90% of the episodes viewed included some alcohol-related acts, with an average of 7.65 acts per episode, most of which were shown without any consequences. Female characters were drinking alcohol more often than expected and were also more likely to drink at home as a short-term means of coping. Alternatively, male characters were more often depicted as social drinkers, with more drinking inside pubs than expected. The frequency of smoking was also investigated. This was rarely shown in the episodes viewed, with 82.41% of the episodes containing no smoking acts. Eastenders accounted for 78.57% of all smoking acts but even this soap only had, on average, 32 s per episode of smoking in the foreground. Implications of the findings are discussed with regards to the possible influence on the socialization of younger viewers.

**Cranwell, Jo / Murray, Rachael / Lewis, Sarah / Leonardi-Bee, Jo / Dockrell, Martin / Britton, John** (2015) Adolescents' exposure to tobacco and alcohol content in YouTube music videos. In: *Addiction* 110,4, 2015, pp. 703–711.

Aims: To quantify tobacco and alcohol content, including branding, in popular contemporary YouTube music videos; and measure adolescent exposure to such content. – Design: Ten-second interval content analysis of alcohol, tobacco or electronic cigarette imagery in all UK Top 40 YouTube music videos during a 12-week period in 2013/14; on-line

national survey of adolescent viewing of the 32 most popular high-content videos. – Setting: Great Britain. – Participants: A total of 2068 adolescents aged 11–18 years who completed an on-line survey. – Measurements: Occurrence of alcohol, tobacco and electronic cigarette use, implied use, paraphernalia or branding in music videos and proportions and estimated numbers of adolescents who had watched sampled videos. – Findings: Alcohol imagery appeared in 45% [95% confidence interval (CI) = 33–51%] of all videos, tobacco in 22% (95% CI = 13–27%) and electronic cigarettes in 2% (95% CI = 0–4%). Alcohol branding appeared in 7% (95% CI = 2–11%) of videos, tobacco branding in 4% (95% CI = 0–7%) and electronic cigarettes in 1% (95% CI = 0–3%). The most frequently observed alcohol, tobacco and electronic cigarette brands were, respectively, Absolut Tune, Marlboro and E-Lites. At least one of the 32 most popular music videos containing alcohol or tobacco content had been seen by 81% (95% CI = 79%, 83%) of adolescents surveyed, and of these 87% (95% CI = 85%, 89%) had re-watched at least one video. The average number of videos seen was 7.1 (95% CI = 6.8, 7.4). Girls were more likely to watch and also re-watch the videos than boys,  $P < 0.001$ . – Conclusions: Popular YouTube music videos watched by a large number of British adolescents, particularly girls, include significant tobacco and alcohol content, including branding.

**Czyzewska, Maria / Ginsburg, Harvey J.** (2006) Explicit and implicit effects of anti-marijuana and anti-tobacco TV advertisements. In: *Addictive Behaviors* 32,1, 2006, pp. 114–127.

Effects of anti-tobacco and anti-marijuana TV advertisements on explicit (i.e., semantic differential ratings) and implicit (i.e. Implicit Association Test, IAT) attitudes toward tobacco and marijuana were compared. Two hundred twenty nine, 18- to 19-year-old U.S. college students were randomly assigned to anti-tobacco or anti-marijuana PSA viewing conditions. Participants completed a short survey on attitudes to tobacco and marijuana. Afterwards they watched 15 PSAs embedded in a 15-min science program. At the end, all par-

ticipants completed IAT for marijuana, IAT for tobacco and the assessment of explicit attitudes. Results of ANCOVA revealed a significant interaction between type of TV PSAs watched and implicit attitudes,  $F(1,223) = 7.12$ ,  $p < 0.01$  when controlling for preexisting attitudes to both substances; the implicit attitudes were more negative toward the substance that corresponded to the content of advertisements watched (i.e., anti-tobacco or anti-marijuana). However, analogical analysis on explicit measures showed that attitudes to marijuana became less negative among students that watched anti-marijuana ads than the group with anti-tobacco ads,  $F(1,222) = 5.79$ ,  $p < 0.02$ . The discussion focused on the practical and theoretical implications of the observed dissociation between implicit and explicit attitudes to marijuana after the exposure to anti-marijuana PSAs.

## D

**Dagostino, Mark / Dodd, Johnny / Jones, Oliver / Rodriguez, Brenda / Swertlow, Frank** (2008) Inside VH1's controversial show *Celebrity Rehab*. In: *People* (Chicago) 69,5, 2008, p. 65.

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012).

**Dal Cin, Sonya / Worth, Keilah A. / Dalton, Madeline A. / Sargent, James D.** (2008a) Exposure to alcohol use in movies: Future directions. In: *Addiction* 103,12, 2008, pp. 1937–1938.

**Dal Cin, Sonya / Worth, Keilah A. / Dalton, Madeline A. / Sargent, James D.** (2008b) Youth exposure to alcohol use and brand appearances in popular contemporary movies. In: *Addiction* 103,12, 2008, pp. 1925–1932.

Aims: To describe alcohol use and alcohol brand appearances in popular movies and estimate adolescents' exposure to this alcohol-related content. – Design: and setting: Nationally representative, random-digit dialed survey in the United States and content anal-

ysis of alcohol depictions in the top 100 US box office hits each year from 1998 to 2002 and 34 top movies from early 2003. Participants: A total of 6522 US adolescents aged 10–14 years. Measurements: Frequency of alcohol use and brand appearances in movies by Motion Picture Association of America (MPAA) rating. Estimated exposure to minutes of movie alcohol use and brand appearances among US adolescents in this age group. Findings: Most movies (83%, including 56.6% of G/PG-rated movies) depicted alcohol use and 52% (including 19.2% of G/PG movies) contained at least one alcohol brand appearance, which consisted of branded use by an actor 30.3% of the time. These movies exposed the average US adolescent 10–14 years of age to 5.6 [95% confidence interval (CI) 5.4, 5.7] hours of movie alcohol use and 243.8 (95% CI 238, 250) alcohol brand appearances (5 billion in total), mainly from youth-rated movies. Exposure to movie alcohol content was significantly higher among African American youth than youth of other races. Conclusions Alcohol: use and brand appearances are portrayed frequently in popular US movies (which are distributed world-wide). Children and adolescents in the United States are exposed to hours of alcohol use depictions and numerous brand appearances in movies and most of this exposure is from movies rated for this segment of the population.

**Danaher, Brian G. / Berkanovic, Emil / Gerber, Barry** (1983) Smoking and television: Review of extant literature. In: *Addictive Behaviors* 8,2, 1983, pp. 173–182.

Smoking cessation programming is appearing with increasing frequency over the medium of television. This report reviews those television quit smoking programs that have been described in the literature. Programming features (e.g., program timing, content, utilization, and cost-effectiveness) are examined in addition to the assessment of the impact on viewers' smoking behavior. Overall, published reports have described a host of intriguing ways the TV medium can be used to encourage widespread smoking cessation. To date, however, there has been relatively less inno-

vation and thoroughness in terms of assessing program impact. Implications are discussed for the burgeoning realm of health promotion programming via the electronic media.

**Daniels, Jessie** (2012) Intervention: Reality TV, Whiteness, and Narratives of Addiction. In: *Advances in Medical Sociology* 14, 2012, pp. 103–125.

Purpose: Reality TV shows that feature embodied “transformations” are popular, including *Intervention*, a program that depicts therapeutic recovery from addiction to “health.” The purpose of this chapter is to address the ways whiteness constitutes narratives of addiction on *Intervention*. – Methodology: This analysis uses a mixed methodology. I conducted a systematic analysis of nine (9) seasons of one hundred and forty-seven (147) episodes featuring one hundred and fifty-seven individual “addicts” (157) and logged details, including race and gender. For the qualitative analysis, I watched each episode more than once (some, I watched several times) and took extensive notes on each episode. – Findings: The majority of characters (87%) are white, and the audience is invited to gaze through a white lens that tells a particular kind of story about addiction. The therapeutic model valorized by *Intervention* rests on neoliberal regimes of self-sufficient citizenship that compel us all toward “health” and becoming “productive” citizens. Such regimes presume whiteness. Failure to comply with an intervention becomes a “tragedy” of wasted whiteness. When talk of racism erupts, producers work to re-frame it in ways that erase systemic racism. – Social implications: The whiteness embedded in *Intervention* serves to justify and reinforce the punitive regimes of controlling African American and Latina/o drug users through the criminal justice system while controlling white drug users through selfdisciplining therapeutic regimes of rehab. – Originality: Systematic studies of media content consistently find a connection between media representations of addiction and narratives about race, yet whiteness has rarely been the critical focus of addiction.

**Daniels, Jessie / Netherland, Julie C. / Lyons, Alyssa Patricia** (2018) White Women, U.S. Popular Culture and Narratives of Addiction. In: *Contemporary Drug Problems* 45, 3, 2018, pp. 329–346.

The United States war on drugs has, for decades now, systematically targeted communities of color. This sustained attack on people of color is accomplished through the use of whiteness. Recently, mainstream news media and elected officials have called for a “gentler war on drugs” to address the opioid epidemic. While some may see this as a welcome change, we take a more critical view. Specifically, we examine the role of White women in two popular television series that feature narratives of addiction as a gendered instance of “white drug exceptionalism.” To do this, we conducted a systematic analysis of a narrative television show, *Law & Order*, and a reality-based show, *Intervention*, using nine seasons over the same time period (2000–2010). In the procedural drama *Law & Order*, White women were featured prominently as part of the carceral state, both as police detectives and as prosecutors. Occasionally, White women are portrayed as victims of drug culture. On the rehab-inspired *Intervention*, the majority of all characters are White, and the audience is invited to view drug use and recovery through a white lens that tells a particular kind of story about addiction. Both the carceral model promoted by *Law & Order* and the therapeutic model valorized by *Intervention* rely on particular notions of White womanhood mapped onto neoliberal regimes of citizenship that not only compel us all toward “health” and “sobriety” but also warp our collective imagination, so that we only see some drug users as worthy of a gentleness and compassion.

**Dartmouth Medical School** (2006) Movies Glamorize Smoking. In: *Teen Drug Abuse: Opposing Viewpoints*. Ed. by Pamela Wilwerth Aue. San Diego, Calif.: Greenhaven Press 2006 / Detroit: Thompson/Gale 2006.

**Day, Donald L. / Mowlana, Hamid** (1976) Grassroots gatekeeper: An augmented content analysis of drug information diffusion. In: Ost-

man 1976a, pp. 248–277.

**DeFoe, James R. / Breed, Warren** (1979) The problem of alcohol advertisements in college newspapers. In: *The American College Health Association* 27, 1979, pp. 1195–199.

In a sample of college newspapers, alcohol advertisements made up approximately one-half of all national advertising. Most of these were for beer. In addition, most of the papers also carried local “on sale” alcohol ads. Ads for soft drinks and for books were far less prominent in the sample. Numerous beer ads contained a philosophy inimical to the aims of college education. Study, learning, science, campus organizations, graduation, and even education itself were ridiculed, and beer drinking was substituted for them. These appeals were considered in relation to studies of drinking problems on campus and peer pressures on students to join in the drinking. Campus efforts toward alcohol education were reviewed and outstanding programs singled out. It was suggested that students, faculty, and staff discuss the problem and seek some resolution.

**DeFoe, James R. / Breed, Warren** (1980) The mass media and alcohol education: A new direction. In: *Journal of Alcohol and Drug Addiction* 25, 1980, pp. 48–58.

Alcohol education moves along many avenues. One of these is the mass media, where most of the effort has gone into public service announcements (PSAs). Some studies have shown these to have limited success (Corrigan, 1974); the Department of Transportation PSAs on drunken driving have brought thousands of requests for further information. The anti-smoking spots of the late 1960s are recalled as an extremely effective campaign. A recent review, however, has arrived at a negative conclusion (Hanneman and McEwen, 1976) [...]

**DeFoe, James R. / Breed, Warren** (1988) Youth and alcohol in television stories, with suggestions to the industry for alternative portrayals. In: *Adolescence* 23,91, 1988, pp. 533–550.

Examined scenes taken from eight seasons of prime-time television programs beginning in 1976 which depicted incidents involving youth and drinking. Scenes were evaluated as to their appropriateness with respect to youth and alcohol. Results indicated that young people were seldom seen drinking, with the exception of troubled youths. Suggestions are presented for alternative portrayals. (Author/BH)

**DeFoe, James R. / Breed, Warren / Breed, Lawrence A.** (1983) Drinking on Television: A Five-Year Study. In: *Journal of Drug Education* 13,1, 1983, pp. 25–38.

A five-year study of prime-time television programs showed that alcohol was the preferred beverage used by characters. In the final years viewers were exposed to more than eight alcohol drinking acts per hour. The rate of this activity was rising. In comparison, use of coffee, tea, soft drinks and water was less frequent, although the rates were also rising. All kinds of characters were seen drinking, with one major exception: youth. Consequences of alcohol abuse, and the response of other people to such abuse, were not always shown. Several qualitative patterns in the drinking process were noted as subject to change when television personnel are shown the research results.

**Denzin, Norman K.** (1989) Reading TENDER MERCIES: two interpretations. *Sociological Quarterly* 30,1, 1989, pp. 37–57.

Two readings, one realistic, the other subversive, of *Tender Mercies*, a contemporary “alcoholism” film, are offered. This case study of a cultural text speaks to the problem of how a society represents itself to its members through its depictions of everyday life. It is argued that sociologists have been slow to utilize cultural representations of society. It is contended that a patriarchal bias structures the film in question. A subversive reading of its text shows how this bias works. It is concluded that films like *Tender Mercies* reproduce key cultural ideologies concerning men, women, family, and alcoholism. The experience of viewing a film cannot be reduced to

causes and effects, but must rather be studied in terms of the fields of experience a film makes available to the viewer. A methodology for conducting studies of cultural texts is outlined.

**Denzin, Norman K.** (1991) *Hollywood Shot by Shot: Alcoholism in American Cinema*. New York: Aldine de Gruyter, xvii, 292 pp.

Repr. London/New York: Routledge 2017.

Rez. v. L. de Winter, in: *Journal of Communication* 43,1, 1993, pp. 168–170.

*Inhaltsvz.:* Part I. Interpretive Structures: 1. Reading the Alcoholism Film – 2. The Happy Alcoholic: Elwood and Arthur. – Part II. 1932–1962: Defining Alcoholism for the American Public: 3. A Star Is Born: In Search of the Alcoholic Hero – 4. Heroine in Disguise: Defining the Female Alcoholic – 5. Creating the Alcoholic Family. – Part III. 1962–1980: The Lost Alcoholic?: 6. The Interregnum 1962–1980: Equivocal Spirits. – Part IV. The 1980s: Alcoholism The Family Disease – 7. The Diseased Alcoholic Family – 8. The New Alcoholic Heroine – 9. The New Alcoholic Hero – 10. Hollywood and the American Alcoholic. – Selected Filmography.

**Dickerson, Nikolas** (2012) *Don't Fear the Reefer: Producing the Unproductive Body in Sport, Film and Advertisement*. Ph.D. thesis, Iowa City, IA: The University of Iowa, Health and Sport Studies; Ann Arbor, MI: ProQuest Dissertations & Theses 2012, iv, 171 pp.

This project examines mediated representations of marijuana users in film, advertisement, and sport. – Darin insbesondere Chapt. 2. Weeding out the body: corporeal representations of marijuana use in film and anti-drug commercials (pp. 16ff.): Methodology (19) – Fear the reefer: Marijuana and Above the Influence Advertisements (21) – Loss of control (22) – Loss of future (25) – Pain (30) – Everybody must get stoned: A reading of stoner films (33) – Pot cures all: A way to achieve one's goals (41) – Conclusion (46). – (Dissertations Abstracts International, Volume: 74-04, Section A.).

**Diehl, Heath A.** (2015) *Wasted: Performing Addiction in America*. Farnham, Surrey/Burlington, VT: Ashgate Publishing 2015, xxiii, 195 pp. (Cultural Politics of Media and Popular Culture.)

Nachdr., London/New York: Routledge 2016.

Departing from the scholarly treatment of addiction as a form of rhetoric or discursive formation, [the book] focuses on the material, lived experience of addiction and the ways in which it is shaped by a 'metaphor of waste', from the manner in which people describe the addict, the experience of inebriation or his or her systematic exclusion from various aspects of American culture. With analyses of scientific and popular cultural texts such as novels and films, scholarly or medical models of addiction, reality television, TV drama, public health and anti-addiction campaigns, and the lives of celebrities who struggled with addiction, this book recovers the sense of materiality in which the experience of substance abuse is anchored, revealing addiction to be a set of socio-cultural practices, historically-contingent events and behaviours. Exploring the ways in which addiction as an identity construct, as a social problem, and as a lived experience is always and already circumscribed by the metaphor of waste, [the book] advances the idea that addiction constitutes a site of social control beyond the individual, through which American citizenship is regulated and the 'nation' itself is imagined, demarcated, and contained. As such, it will appeal to scholars of popular culture, cultural and media studies, performance studies, sociology and American culture.

**Dixon, Helen G. / Hill, David J. / Borland, Ron / Paxton, Susan J.** (2001) Public reaction to the portrayal of the tobacco industry in the film *The Insider*. In: *Tobacco Control* 10,3, 2001, pp. 285–291.

To assess public perceptions of the tobacco industry and behavioural intentions for tobacco use in response to watching the film *The Insider*. [...] Results of this study suggest that if people were recurrently exposed to anti-tobacco content in movies there is poten-

tial for a more substantial and lasting impact on attitudes toward the tobacco industry and smoking.

**Dorn, Nicholas / South, Nigel** (1983) *Message in a Bottle: Theoretical Overview and Annotated Bibliography on the Mass Media and Alcohol*. Aldershot, Hampshire: Gower 1983, ix, 178 pp.

**Dumbili, Emeka W.** (2017) The influence of alcohol industry-sponsored "Gulder Ultimate Search" reality television series on the drinking behaviors of Nigerian youths. In: *Journal of Substance Use* 22,2, 2017, pp. 159–167.

Background: Alcohol consumption among youths and its related problems are increasing in Nigeria. Whilst one of the reasons for this is due to the marketing activities of the transnational alcohol corporations, there are no written national alcohol control policies that regulate alcohol marketing in Nigeria. – Methods: This article draws on in-depth interviews with 31 Nigerian university students (aged 19–23 years) to explore the extent to which the "Gulder Ultimate Search" (GUS) reality television show influences alcohol consumption amongst GUS contestants, television audiences and those who participate in GUS promotional activities. – Results: The results show that GUS was very popular amongst students and their knowledge of the reality show was high, to the extent that they were able to identify the particular alcohol company that sponsors the reality television program, the number of contestants that compete for the prizes in each season, and what can be won by the contestants or television viewers. GUS influences the drinking behaviors of contestants because one of the criteria for participation is to present 10 or more recently used "cans" of "Gulder beer" during the screening exercise. GUS also appears to influence the drinking behaviors of television viewers and those who participate in promotions due to product placement, direct advertisements and promotional activities that accompany the "FanBased Edition" aspect of GUS. – Conclusion: Overall, GUS is a disguised marketing strategy to promote brand

awareness, and to increase sales and consumption. Alcohol control policies that regulate event sponsorship and promote public health should be implemented in Nigeria.

**Durkin, Sarah / Wakefield, Melanie / Spittal, Matt** (2006) Looking for boomerang effects: A pre-post experimental study of the effects of exposure of youth to television advertising for nicotine replacement therapy and Zyban. In: *Addictive Behaviors* 31,12, 2006, pp. 2158–2168.

In the context of concerns about unintended “boomerang” influences of advertising, this study aimed to examine effects of nicotine replacement therapy (NRT) and Zyban® advertising on youth perceptions of the ease of quitting, health risks of smoking and future intentions to smoke. 718 youth aged 14–16 years were randomly allocated to view four television ads promoting either: NRT; Zyban®; non-pharmaceutical cessation services (telephone Quitline); or non-cessation messages on sun protection. Questionnaire measures were administered before and after viewing ads. There were no effects of advertising exposure on perceived health effects of smoking or intentions to smoke. Compared with the sun protection ads, but not the Quitline ads, those exposed to NRT ads reported stronger perceptions about the ease of quitting, but non-susceptible non-smokers primarily drove this difference. This study suggests that exposure to NRT and Zyban® advertising in an experimental context does not reliably influence youth smoking-related beliefs, especially those vulnerable to becoming regular smokers.

**Dyer, Richard** (1979) The role of stereotypes. In: Cook/Lewington 1979, pp. 15–21.

## **E**

**Edelstein, David** (2007) High and Dry. In: *New York* 40,39, 2007, p. 92.

The movie unfolds in the sixties and seventies in a New York plagued by drug abuse and police corruption, by the trickle-down effects of the Vietnam War, Nixon, racism, and, implicitly, the internal contradictions of capitalism. Frank’s ill-gotten wealth enables him to buy a mansion down South for his sweet, elderly mom (Ruby Dee), and bring his brothers and cousins into the business, and Scott cuts between the family’s warm-hued Thanksgiving dinner and Richie’s lonely sandwich by the kitchen sink in a blue-gray twilight. Restored by Rialto Pictures in a print that colloquializes the clunkier subtitles, the film seems more grounded than it did 25 years ago-but only because, thanks to music videos and computer-generated imagery, the inorganic is now the rule, not the exception.

**Edwards, Christine / Oakes, Wendy / Bull, Diane** (2007) Out of the smokescreen II: Will an advertisement targeting the tobacco industry affect young people’s perception of smoking in movies and their intention to smoke? In: *Tobacco Control* 16,3, 2007, pp. 177–181.

Objective: To evaluate the effect of an anti-smoking advertisement on young people’s perceptions of smoking in movies and their intention to smoke. – Subjects/setting: 3091 cinema patrons aged 12–24 years in three Australian states; 18.6% of the sample (n=575) were current smokers. – Design/intervention: Quasi-experimental study of patrons, surveyed after having viewed a movie. The control group was surveyed in week 1, and the intervention group in weeks 2 and 3. Before seeing the movie in weeks 2 and 3, a 30 s anti-smoking advertisement was shown, shot in the style of a movie trailer that warned patrons not to be sucked in by the smoking in the movie they were about to see. – Outcomes: Attitude of current smokers and non-smokers to smoking in the movies; intention of current smokers and nonsmokers to smoke in 12 months. – Results: Among non-smokers, 47.8% of the intervention subjects thought that the smoking in the viewed movie was not OK compared with 43.8% of the control subjects (p=0.04). However, there was no significant difference among smokers in the in-

tervention (16.5%) and control (14.5%) groups ( $p=0.4$ ). A higher percentage of smokers in the intervention group indicated that they were likely to be smoking in 12 months time (38.6%) than smokers in the control group (25.6%;  $p<0.001$ ). For non-smokers, there was no significant difference in smoking intentions between groups, with 1.2% of intervention subjects and 1.6% of controls saying that they would probably be smoking in 12 months time ( $p=0.54$ ). – Conclusions: This real-world study suggests that placing an anti-smoking advertisement before movies containing smoking scenes can help to immunise non-smokers against the influences of film stars' smoking. Caution must be exercised in the type of advertisement screened as some types of advertising may reinforce smokers' intentions to smoke.

**Edwards, Christine A. / Harris, W. C. / Cook, D. R. / Bedford, K. F. / Zuo, Y.** (2004). Out of the Smokescreen [I]: Does an anti-smoking advertisement affect young women's perception of smoking in movies and their intention to smoke? In: *Tobacco Control* 13,3 (2004), pp. 277–282.

Objective: To evaluate the effect of an anti-smoking advertisement on young women's perceptions of smoking in movies and their intention to smoke. – Subjects/setting: 2038 females aged 12–17 years attending cinemas in New South Wales, Australia. – Design/intervention: Quasi-experimental study of patrons, who were surveyed after having viewed a movie at their local cinema. The control group was surveyed during week 1 and the intervention group, during week 2. Before seeing the movie in week 2, a 30 second anti-smoking advertisement was shown, which featured a well known female actor drawing attention to the prevalence of smoking in movies. – Outcomes: Attitude of current smokers and non-smokers to smoking in the movies; intention of current smokers and non-smokers to be smoking in 12 months time. – Results: Among non-smokers, 48.2% of the intervention subjects thought that the smoking in the movie they viewed was “not OK” compared with 28.3% of the control sub-

jects ( $p < 0.0001$ ). However, there was no difference among smokers in the intervention (26.4%) and control (16.9%) groups ( $p = 0.28$ ). A higher percentage of current smokers in the intervention group indicated they were unlikely to smoke in 12 months time (47.8%) than smokers in the control condition (31.9%) ( $p = 0.03$ ). For non-smokers, there was no difference in smoking intentions between conditions, with 95% saying they would be unlikely to be smoking in 12 months time. – Conclusions: This “real world” study suggests that placing an anti-smoking advertisement before movies containing smoking scenes can help to “immunise” young women against the influences of film stars smoking.

**Eisenbach-Stangl, Irmgard** (1979) Das Drogenproblem als Bestseller. In: *Wiener Zeitschrift für Suchtforschung* 4, 1979, pp. 17–21.

Auch in: *Österreichische Zeitschrift für Soziologie* 5,1, 1980, pp. 42–48.

**El-Khoury, Joseph / Bilani, Nadeem / Abu-Mohammad, Ahmad / Ghazzaoui, Rassil / Kassir, Ghida / Rachid, Elza / El Hayek, Samer** (2019) Drugs and alcohol themes in recent feature films: A content analysis. In: *Journal of Child & Adolescent Substance Abuse* 28,1, 2019, pp. 8–14.

Children and adolescents are increasingly exposed to various types of media. The power of film to shape attitudes and behaviors has been widely accepted in a number of different contexts. The goal of this study was to analyze the representation of illicit drugs and alcohol in movies recently released in the United States and available to an under-18 audience. A research team reviewed the content of all available G, PG, PG-13, and R-rated feature films released in the United States in April 2016. A standardized coding instrument was developed. It focused on the following parameters: nature of the substance, its implicit or explicit depiction, setting of use, characteristics of the user (age, gender, and role in movie), motivations behind use, and consequences of use. A descriptive evaluation of the variables and Fisher's exact analysis of covariates and scene outcomes were carried at

the bivariate level. Five out of thirty-three movies did not depict any substance use. Most scenes involved explicit alcohol use, usually by a male adult who was a secondary character. Comedy and action movies were more likely to display rewarding consequences for substance use. Scenes with social and sexual motivations for use were significantly more likely to have rewarding outcomes. Recent Hollywood movie productions accessible to under-18 audiences are likely to contain scenes with psychoactive substance use. More research is needed to understand the association between exposure to substance use through film and the shaping of relevant attitudes and behaviors in young audiences.

**Ellickson, Phyllis L. / Collins, Rebecca L. / Hambarsoomians, Katrin / McCaffrey, Daniel F.** (2005) Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment. In: *Addiction* 100,2, 2005, pp. 235–246.

Aims: To examine the relationship between exposure to different forms of alcohol advertising and subsequent drinking among US adolescents and assess whether exposure to an alcohol and drug prevention program mitigates any such relationship. – Design: Regression models with multiple control variables examined the relationship between exposure to alcohol advertising in grade 8 and grade 9 drinking for two groups of South Dakotan adolescents: (1) seventh-grade non-drinkers ( $n = 1206$ ) and (2) seventh-grade drinkers ( $n = 1905$ ). Interactions between the intervention program and the significant advertising predictors were tested. – Setting: Forty-one middle schools in South Dakota, USA. – Participants: A total of 3111 seventh-graders followed through grade 9. – Measurements: Advertising variables were constructed for four types of alcohol advertising—television, in-store displays, magazines and concession stands. Other predictors tested included measures tapping social influences, social bonds, problem behavior, alcohol beliefs, television exposure and demographics. – Findings: For seventh-grade non-drinkers, exposure to in-

store beer displays predicted drinking onset by grade 9; for seventh-grade drinkers, exposure to magazines with alcohol advertisements and to beer concession stands at sports or music events predicted frequency of grade 9 drinking. Although exposure to television beer advertising had a significant bivariate relationship with alcohol use for grade 7 non-drinkers, it was not a significant predictor of drinking for either group in multivariate analyses. Participation in the prevention program, ALERT Plus, reduced future drinking for both groups and counteracted the effect of in-store beer displays. – Conclusions: Several forms of alcohol advertising predict adolescent drinking; which sources dominate depends on the child's prior experience with alcohol. Alcohol prevention programs and policies should help children counter alcohol advertising from multiple sources and limit exposure to these sources.

**Elliott, Paul H.** (1971) Drug abuse films: what are they trying to do? In: *Audiovisual Instruction* 16,6,83, Jun/Jul 1971, pp. 6–83.

A criticism of the kind of drug abuse films now being produced and some suggestions for their improvement. (AK)

**Engels, Rutger C. M. E. / Hermans, Roel / van Baaren, Rick B. / Hollenstein, Tom / Bot, Sander M.** (2009) Alcohol Portrayal on television affects actual drinking behaviour. In: *Alcohol and Alcoholism* 44,3, 2009, pp. 244–249.

Aims: Alcohol portrayal in movies and commercials is generally positive and might stimulate young people to drink. We tested experimentally whether portrayal of alcohol images in movies and commercials on television promotes actual drinking. – Methods: In a naturalistic setting (a bar lab), young adult male pairs watched a movie clip for 1 h with two commercial breaks and were allowed to drink non-alcohol and alcoholic beverages. These participants were randomly assigned to one of four conditions varying on the type of movie (many versus few alcohol portrayals) and commercials (alcohol commercials present or not). – Results: Participants assigned to the conditions with substantial alco-

hol exposure in either movies or commercials consume more alcohol than other participants. Those in the condition with alcohol portrayal in movie and commercials drank on average 1.5 glasses more than those in the condition with no alcohol portrayal, within a period of 1 h. – Conclusions: This study—for the first time—shows a causal link between exposure to drinking models and alcohol commercials on acute alcohol consumption.

**Engels, Rutger C. M. E. / Koordeman, Renske** (2011) Do alcohol portrayals in movies and commercials directly affect consumption? In: *Addiction* 106,3, 2011, pp. 472–473.

**Everett, Sherry A. / Schnuth, Rae L. / Tribble, Joanne L.** (1998) Tobacco and alcohol use in top-grossing American films. In: *Journal of Community Health* 23,4, 1998, pp. 317–325.

This study assessed the prevalence of tobacco and alcohol use in top-grossing American films from 1985 to 1995. The top ten money-making films for 1985 to 1995 were viewed to identify the prevalence of alcohol and tobacco use overall and by lead characters. While the use of tobacco and alcohol was stable across the study period, use of these substances was common. Most films (98%) had references that supported tobacco use and 96% had references that supported alcohol use. Discouraging the use of these substances was uncommon. Only one third of films had any references that discouraged the use of tobacco or alcohol (38% and 37%, respectively). At least one lead character used tobacco or alcohol in 46% and 79% of the films, respectively. The hazards of smoking and drinking are not reflected in the behaviors of film characters who are potential role models for youth facing the decision to smoke or drink.

## F

**Faerber, Adrienne E.** (2009) *Content Analysis of Television Advertising for Drugs that Switch from Prescription to Over-the-Counter*. M.S. thesis, Madison, WI: The University of Wisconsin

– Madison 2009, vi, 130 pp.

**Faerber, Adrienne E.** (2012) *Systematic Assessment of True, Misleading and False Claims in Advertisements for Prescription and Nonprescription Drugs on Television*. Ph.D. thesis, Madison, WI: The University of Wisconsin – Madison, Social & Administrative Science in Pharmacy 2012 / Ann Arbor, MI: ProQuest Dissertations & Theses 2012, xii, 194 pp.

Background: False and misleading advertising for drugs can harm consumers and the healthcare system. Because two separate government agencies regulate advertising for drugs, there may be two different definitions of what is false or misleading in prescription versus nonprescription drug ads. Distraction techniques may be used to shape cognition of truthful information, to potentially mislead consumers. No research has previously compared false or misleading claims in prescription and nonprescription drug advertising on television targeted to consumers, nor evaluated use of distraction techniques associated with positive, benefit claims in advertising. – Research questions: Are there differences in the frequency of true, misleading and false claims in prescription and nonprescription drug advertising? Are the claims in drug advertisements associated with distractions before, during and after the claims are presented? Are use of distractions associated with true, misleading, or false claims? – Methods: Content analysis was used to identify the most-emphasized claim in 168 unique prescription and nonprescription drug advertisements based on claim iteration, mode of communication, duration and placement. The most-emphasized claim in each ad was classified as being objectively true, potentially misleading, or false. Use of distracting or unrelated visual and audio elements before, during and after the most-emphasized claim were identified and compiled into an overall distraction index. Three coders were trained to evaluate ads and reliability on all variables was good (kappa greater than 0.70). – Results: Prescription drug advertisements had more objectively true claims (43%) and fewer false claims (2%), compared to nonprescription

drug ads (23% true, 17% false). Misleading claims occurred with similar frequency in prescription (55%) and nonprescription (61%) advertisements. There was more distraction in the period during the presentation of the major claim of the advertisement than before or after. Prescription drug advertisements had more distractions after the major claim due to consistent use of background music. Claims that were more truthful were associated with more distraction before, during, and after the claim. – Conclusions: Different government regulations may be resulting in more truthful claims in prescription drug advertising to consumers while potentially misleading or false claims are prevalent throughout prescription and nonprescription drug ads. Truthful claims were weakly associated with more distraction. (Dissertations Abstracts International, 74-04, Sect. B).

**Falk, Pasi / Sulkunen, Pekka** (1983) Drinking on the screen. An analysis of a mythical male fantasy in Finnish films. In: *Social Science Information* 22,3, 1983, pp. 387–410.

The social significance of alcohol has recently attracted much attention and three different ways of studying it have emerged: (1) It is central to an examination of the great changes which have taken place in alcohol consumption (Sulkunen, 1980). (2) Conversely, alcohol consumption may be looked at as one, often strategic, area of daily life. From this point of view, the focus of interest is not so much alcohol consumption itself as the whole of the way of life it expresses (Falk, 1979, 1980). (3) Sociological research into alcohol consumption in [...]

**Federal Communications Commission** (1976) *Official Report of Proceedings before the Federal Communications Commission, Panels on televised over-the-counter drug advertising*. Washington, D.C., 20 May 1976.

**Feingold, Paul C. / Knapp, Mark L.** (1977) Anti drug abuse commercials. In: *Journal of Communication* 27,3, 1977, pp. 20–28.

Vast sums of money have been expended by federal, state, and local governments, ad agen-

cies, and public minded groups to produce advertising designed to convince people—primarily the young—to avoid “harmful” drugs. Yet there is little research to indicate whether these anti-drug messages are producing the desired results.

**Fejer, Dianne / Smart, Reginald G. / Whitehead, Paul C.** (1971) Sources of information about drugs among high school students. In: *Public Opinion Quarterly* 35,2, 1971, pp. 236–241.

Illicit drug use among adolescents has become the focus of much concern in Canada in the past few years. Surveys in Toronto, Montreal, and Halifax indicate that a substantial proportion of high school students have used a variety of hallucinogenic and psychoactive drugs. The most recent study, conducted in Welland and Lincoln Counties, indicated that drug use was still prevalent in 1970: 12.4 per cent of the students in these counties had used marijuana and 8.0 per cent LSD. In view of the numbers of students using illicit drugs [...]

**Fernandez-Collado, Carlos F. / Greenberg, Bradley S. / Korzenny, Felipe / Atkin, Charles K.** (1978) Sexual intimacy and drug use in TV series. In: *Journal of Communication* 28,3, 1978, pp. 30–37.

Analyzed the amounts and type of drug usage and intimate sexual behavior appearing in prime time TV programs and TV programs most often viewed by children. A field study survey was conducted to ascertain the prime time and Saturday morning programs viewed by children in Grades 4–8. In all, 77 programs and 58 hrs of TV were analyzed by trained coders. It was found that alcohol was the most prominent drug and that during prime time its use on these programs was extensive (more than 2 times each hour), but its use on Saturday morning shows was rare. The use of tobacco and illegal drugs was much less frequent in all programs viewed. Explicit and implicit sexual acts occurred frequently in prime time shows (not quite 2 times per hour). The intimate behavior shown or implied most often was heterosexual intercourse between unmarried couples in both prime

time shows and shows children preferred. Further research should examine the effects of these behavioral portrayals on children's social learning. (18 ref) (© 2018 APA)

**Feustel, Robert** (2013) *Grenzgänge: Kulturen des Rauschs seit der Renaissance*. Paderborn: Wilhelm Fink, 335 pp.

**Feustel, Robert** (2018) Doppelte Kulturgeschichte des Rauschs. In: von Heyden, Maximilian / Jungaberle, Henrik / Majić, Tomislav (Hrsg.) *Handbuch Psychoaktive Substanzen*. Berlin / Heidelberg: Springer 2018, pp. 11–22.

**Filson, Gerald W.** (1992) *TVOntario's Substance Abuse Series: "Dealing with Drugs" and "Chemical Solutions". A Summative Evaluation*. [Toronto]: Ontario Educational Communications Authority 1992, 58 pp. (Report No. 19-1991-1992).

A summative evaluation of the two TVOntario series, "Dealing with Drugs" and "Chemical Solutions" was carried out in the April-to-June 1991 period. Classes (N=23) were recruited for the intermediate and senior grade level study, which included more than 550 students. The intermediate series, "Dealing with Drugs," designed for grade 7 and 8 students, used an entertainment magazine format to present information about drugs and drug abuse and to encourage viewers to make informed personal decisions about drug use. Almost all teachers felt the series was effective and relevant to local needs. Students also like the series, with female students enjoying it more than male students did. The soap opera "The Young and the Breathless," about a group of high school kids faced with decisions about drug use, was extremely well received, while a continuing series about self-esteem, using a detective series format, was not. The senior series, "Chemical Solutions," was less well received, although a majority of students did indicate that they liked the series. Although teachers and students liked the series as a whole, and thought it relevant and effective as a stimulus to discussion, teachers and students were not certain if it was any more effective than other classroom activities

in this regard. (ABL)

**Fitzgerald, John** (2010) Images of the desire for drugs. In: *Health Sociology Review* 19,2, 2010, pp. 205–217.

The pharmacologically addicted body has emerged in recent times as a dominant image shaping drug discourse. Implicit in this image is a drug desire that overpowers and over-determines the individual. A key feature of this particular drug user body is the body as degenerative with drugs as the cause of social suffering through reducing the social agency of the drug user. Likewise the image of the addict with a hardwired primitive desire for drugs use has also gained some ascendancy in scientific literature. Film, popular culture, ethnographic and scientific research can all draw on these images of desire to structure their narratives of drug use. In this paper I explore a different reading of two portrayals of drug desire. Using a range of analytic tools such as narrative analysis, semiotic and post-structuralist analysis I suggest an alternative way to engage with images of desire. Without arguing for a particular way of thinking about the desire to use drugs, this piece illuminates some key questions about images of drug desire. Through being performative, drug icons are productive; they make possible ways of conceptualising the drug user and the drug-using body. The performativity of the image can be thought through traditional semiotics, narrative performativity or, in a more abstract manner with contemporary theories of affect. The point of this essay is to open up another way of thinking about how images might create that of which they speak and in the process suggest a different configuration of desire to the primitive desire of the pharmacologically addicted body.

**Flay, Brian R. / Brannon, Bonnie R. / Johnson, C. Anderson / Hansen, William B. / Ulene, Arthur L. / Whitney-Saltiel, Deborah A. / Gleason, Laura R. / Sussman, Steve / Michael D. Gavin / Glowacz, Kimarie M. / Sobol, Debra F. / Spiegel, Dana C.** (1988) The television, school and family smoking prevention and cessation project. I. Theoretical basis

and program development. In: *Preventive Medicine* 17,5, 1988, pp. 585–607.

Program development processes for the Television, School, and Family Project, a school-based smoking prevention and cessation project, are presented in this article. We first review applications of social-psychological and communications theory to school-based and mass media program development. These include the three broad areas of (a) mediators of mass media effects on behavior change, (b) the social influences approach to smoking prevention, and © a self-management and social support approach to smoking cessation. A program development model for school-based mass media efficacy trials, with a summary of formative research and pilot study processes, is then presented. The importance of reciprocal support among school district administrators, project research staff, and television station personnel is emphasized with recommendations for future research and demonstration efforts.

Vgl. auch Part II. (Sussmann et al. 1986); Part IV. (Sussmann et al. 1989); Part V. (Brannon et al. 1989); Part VIII. (Flay et al. 1995).

**Flay, Brian R. / Miller, Todd Q. / Hedeker, Donald / Siddiqui, Ohid / Britton, Cynthia F. / Brannon, Bonnie R. / Johnson, C. Anderson / Hansen, William B. / Sussman, Steve / Dent, Clyde W.** (1995) The Television, School, and Family Smoking Prevention and Cessation Project. VIII. Student outcomes and mediating variables. In: *Preventive Medicine* 24, 1, 1995, pp. 29–40.

Background. This paper presents the student outcomes of a large-scale, social-influences-based, school and media-based tobacco use prevention and cessation project in Southern California. Methods. The study provided an experimental comparison of classroom delivery with television delivery and the combination of the two in a 2×2 plus I design. Schools were randomly assigned to conditions. Control groups included “treatment as usual” and an “attention control” with the same outcome expectancies as the treatment conditions. Students were surveyed twice in grade 7 and

once in each of grades 8 and 9. The interventions occurred during grade 7. Results. We observed significant effects on mediating variables such as knowledge, prevalence estimates, and coping effort. The knowledge and prevalence estimates effects decayed partially but remained significant up to a 2-year follow-up. The coping effort effect did not persist at follow-ups. There were significant main effects of both classroom training and TV programming on knowledge and prevalence estimates and significant interactions of classroom and TV programming on knowledge (negative), disapproval of parental smoking, and coping effort. There were no consistent program effects on refusal/self-efficacy, smoking intentions, or behavior. Conclusions. Previous reports demonstrated successful development and pilot testing of program components and measures and high acceptance of the program by students and parents. The lack of behavioral effects may have been the result of imperfect program implementation or low base rates of intentions and behavior.

Vgl. auch Part I. (Flay et al. 1986); Part II. (Sussmann et al. 1986); Part IV. (Sussmann et al. 1989); Part V. (Brannon et al. 1989).

**Fleming, Michael Z. / Piedmont, Ralph L. / Hiam, C. Michael** (1990) Images of madness: Feature films in teaching psychology. In: *Teaching of Psychology* 17,3, 1990, pp. 185–187.

An interdisciplinary course, Psychology and Film: Images of Madness, has been taught at Boston University since 1979 by two instructors: a psychologist and a film historian. This course may be pedagogically unique because of its use of feature films (90 to 110 min) as a major element of instruction. The films allow students to explore the interaction between art and psychology and make them cognizant of the cinema’s ability to reflect and affect our perceptions of madness and treatment. A student survey and course evaluation substantiated the effectiveness of this instructional program.

**Fogel, Joshua / Shlivko, Alexander** (2016) Reality television programs are associated with illegal drug use and prescription drug misuse

among college students. In: *Substance Use & Misuse* 51,1, 2016, pp. 62–72.

Reality television watching and social media use are popular activities. Reality television can include mention of illegal drug use and prescription drug misuse. – Objectives: To determine if reality television and social media use of Twitter are associated with either illegal drug use or prescription drug misuse. – Methods: Survey of 576 college students in 2011. Independent variables included watching reality television (social cognitive theory), parasocial interaction (parasocial interaction theory), television hours watched (cultivation theory), following a reality television character on Twitter, and demographics. Outcome variables were illegal drug use and prescription drug misuse. – Results: Watching reality television and also identifying with reality TV program characters were each associated with greater odds for illegal drug use. Also, following a reality TV character on Twitter had greater odds for illegal drug use and also in one analytical model for prescription drug misuse. No support was seen for cultivation theory. Those born in the United States had greater odds for illegal drug use and prescription drug misuse. Women and Asians had lower odds for illegal drug use. African Americans and Asians had lower odds for prescription drug misuse. – Conclusions/Importance: Physicians, psychologists, and other health-care practitioners may find it useful to include questions in their clinical interview about reality television watching and Twitter use. Physician and psychology groups, public health practitioners, and government health agencies should consider discussing with television broadcasting companies the potential negative impact of including content with illegal drugs and prescription drug misuse on reality television programs.

**Frost, Jennifer / Carr, Steven Alan** (2018) *Teaching History with Message Movies*. Lanham, MD/London: Rowman & Littlefield 2018, xiii, 116 pp.

Zu Alkohol als sozialem Problem vgl. insbesondere Kap. 6. Screening Private Illness and Public Health.

**Fullwood, M. Dottington / Kecojevic, Aleksandar / Basch, Corey H.** (2018[2016]) Examination of YouTube videos related to synthetic cannabinoids. In: *International Journal of Adolescent Medicine and Health* 30,4, Aug. 2018 [2016], nr. 20160073.

The popularity of synthetic cannabinoids (SCBs) is increasing the chance for adverse health issues in the United States. Moreover, social media platforms such as YouTube that provided a platform for user-generated content can convey misinformation or glorify use of SCBs. The aim of this study was to fill this gap by describing the content of the most popular YouTube videos containing content related to the SCBs. Videos with at least 1000 or more views found under the search terms “K2” and “spice” included in the analysis. The collective number of views was over 7.5 million. Nearly half of videos were consumer produced (n=42). The most common content in the videos was description of K2 (n=69), followed by mentioning dangers of using K2 (n=47), mentioning side effects (n=38) and showing a person using K2 (n=37). One-third of videos (n=34) promoted use of K2, while 22 videos mentioned risk of dying as a consequence of using K2. YouTube could be used as a surveillance tool to combat this epidemic, but instead, the most widely videos related to SCBs are uploaded by consumers. The content of these consumer videos on YouTube often provide the viewer with access to view a wide array of uploaders describing, encouraging, participating and promoting use.

**Futch, Emily J. / Lisman, Stephen A. / Geller, Marilyn I.** (1984) An analysis of alcohol portrayal on prime-time television. In: *International Journal of the Addictions* 19,4, 1984, pp. 403–410.

A content and functional analysis of alcohol use was conducted on the 15 most popular prime-time television programs in late 1979. These shows were videotaped and then rated by two independent observers. Interrater agreement, averaged over all code categories, was 91%. Results indicated that alcohol use and verbalizations about alcohol are frequent occurrences on prime-time television. An-

tedent conditions to alcohol ingestion were identified. However, no consistent behavioral consequences of alcohol use were observed.

## G

**Garcia, Tonya** (2007) HBO Addiction Project reveals disease realities. In: *PRweek* (U.S. ed.) 10,10, 2007, p. 2.

“HBO has a history of launching comprehensive public health campaigns,” said John Hoffman, a producer at HBO. “The purpose of the campaign is to provide people who are experiencing this kind of struggle with perspective and concrete answers.”

**Garlington, Warren K.** (1977) Drinking on television: A preliminary study with emphasis on method. In: *Journal of Studies on Alcohol* 38, 1977, pp. 2199–2205.

A procedure designed to assess the frequency of alcohol-related events in television shows and commercials is described.

**García Jiménez, Antonio / Montes Vozmediano, Manuel** (2020) Subject matter of videos for teens on YouTube. In: *International Journal of Adolescence and Youth* 25,1, 2020, pp. 63–78.

Die Auswertung beruht beim Subthema “drugs” auf 76 Videos, die wiederum nach Unterthemen gegliedert sind: “Effects, consequences, prevention and consumption” (38), “Other (relationships with parents, coping, etc.)” (11), “Alcohol” (8), “Illegal drugs (marijuana, ecstasy, etc.)” (8), “Tobacco” (6) und “New drugs” (5).

**Gaussot, Ludovic** (1998) Les représentations de l'alcoolisme et la construction sociale du « bien boire ». In: *Sciences Sociales et Santé* Année 1998 [16,1, 1998], pp. 5–42.

**Gautinger Protokolle** 13: „Drogen, Jugendsekten, Jugendkriminalität“.

Bezug: Institut für Jugendarbeit des Bayerischen Jugendrings, Germeringer Str. 30,

8035 Gauting.

**Geffert, Gabriel** (2022) Filmische Rauschdarstellungen: Ein genealogischer Streifzug. In: *ffk Journal* 7, 2022, pp. 1–14.

Seit Erfindung des Filmmediums konstituieren Rauschdarstellungen ein Feld kinematografischen Experimentierens. In einem historischen Abriss markiert der Beitrag Zäsuren in der ästhetischen Entwicklung der filmischen Inszenierung von Rauschzuständen und destilliert drei basale Darstellungsmodi heraus, die durch die Etymologie des Rauschbegriffs informiert sind: *extensive* und *intensive Bewegtheit* sowie *Rauschen* des Filmbildes. Ihre performative Potenz etabliert einen Rausch des Films, der jedoch auch unabhängig von der Repräsentationsebene auftreten kann. Neben rezeptionsästhetischen Aspekten adressiert die Genitivformulierung in ihrer Doppeldeutigkeit dabei gleichermaßen eine Form des Rausches, die sich medienimmanent ereignet.

**Geller, Len** (2020) Beer Good: Demon Brew and the Cave Slayer. In: *Slayage* 18,1, 2020, pp. 41–68.

Based on a ground-breaking exposé by Daniel Forbes in Salon.com in 2000, the criticism alleges by innuendo and implication that the writer (Tracey Forbes) and producers (Marti Noxon, Doug Petrie, and Joss Whedon) of the show caved in to the commercial interests of the network (WB) by allowing the Office of National Drug Control Policy (ONDCP) in the federal government to influence the show's content. [...] as we will see shortly, he provides some evidence to the contrary. According to Wikipedia, “the plot (of “Beer Bad”) was written with the plan to take advantage of funds from the ONDCP available to shows that promoted an anti-drug message.” If we are to make the case for the artistic quality of “Beer Bad,” answering this criticism is unavoidable. Before examining the criticism more carefully, we need to clarify the context in which this controversy arose over twenty years ago. In late 1997 Congress approved legislation that would allow the ONDCP to buy ad time from the major TV networks, including Buffy's network, the WB, for anti-

drug advertising as long as the networks agreed to sell the ad time at half-price.

**Gerbner, George** (1974) Symbolic functions of drug abuse: A mass communication approach. In: *Studies in the Anthropology of Visual Communication* 11,1, 1974, pp. 27–34.

Communication research is typically concerned with systems of messages and the patterns of thinking, action, and policy that such systems tend to cultivate. “Image” is one of the most versatile terms of such research. It stands both for a mental construct and the cultural artifact that sustains it. The transaction that we might call “imaging” (imagining without its connotation of “unreality”) is to the brain what breathing is to the lungs. Both involve an exchange of energies with environmental systems common-and vital-to all [...].

**Gerbner, George** (1978) Deviance and power. Symbolic functions of ‘drug abuse’. In: *Deviance and Mass Media*. Ed. by Charles Winick. Beverly Hills, Cal./London: Sage 1978, pp. 13–30 (Sage Annual Reviews of Studies in Deviance. 2.).

**Gertiser, Anita** (2015) „Contre l’abus du schnaps“ – Kampf dem Alkohol. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 140–149.

An examination on a film against alcohol use is presented.

**Giannakodimos, Ilias / Lykouras, Dimosthenis / Lagiou, Olga / Tsakas, Sotiris / Karkoulas, Kiriakos** (2022) “The Saint” gone good: Smoking and drinking over time in the popular series. In: *Journal of Addictive Diseases* [Online first], 2022, 4 pp.

Five episodes from each “The Saint” TV series, from the ‘60s, were randomly selected. [...] Alcohol-related health and social problems are prevalent in almost all societies that consume alcohol and the presence of alcohol use in the movies is a known issue. The same holds true for smoking prevalence in filmmaking. The aim of this study is to assess tobacco-related content and alcohol consump-

tion in “The Saint” series and movies. [...] The prevalence of smoking and drinking in “The Saint” movies is high on average; however, the main character has ceased smoking and reduced alcohol consumption in the two contemporary movies, probably following the changes in the era and respecting the law.

**Gibbons, Frederick X. / Kingsbury, John H. / Wills, Thomas A. / Finneran, Stephanie D. / Dal Cin, Sonya / Gerrard, Meg** (2016) Impulsivity moderates the effects of movie alcohol portrayals on adolescents’ willingness to drink. In: *Psychology of Addictive Behaviors* 30,3, 2016, pp. 325–334.

This study examined impulsivity as a moderator of adolescents’ reactions to positive versus negative portrayals of drinking in American movie clips. Impulsivity, along with willingness and intentions to drink in the future, were assessed in a pretest session. In the experimental sessions, adolescents viewed a series of clips that showed drinking associated with either positive outcomes (e.g., social facilitation) or negative outcomes (fights, arguments). A third group viewed clips with similar positive or negative outcomes, but no alcohol consumption. All participants then responded to an implicit measure of attentional bias regarding alcohol (a dot probe), followed by explicit alcohol measures (self-reports of willingness and intentions to drink). Hypotheses, based on dual-processing theories, were: (a) high-impulsive adolescents would respond more favorably than low-impulsive adolescents to the positive clips, but not the negative clips; and (b) this difference in reactions to the positive clips would be larger on the willingness than the intention measures. Results supported the hypotheses: Adolescents high in impulsivity reported the highest willingness to drink in the positive-clip condition, but were slightly less willing than others in the negative-clip condition. In addition, results on the dot probe task indicated that RTs to alcohol words were negatively correlated with changes in alcohol willingness, but not intention; that is, the faster their response to the alcohol words, the more their willingness increased. The results highlight the utility of a

dual-processing perspective on media influence.

**Gilbert, Matthew** (2005). Vile 'Intervention' pulls a fast one. In: *The Boston Globe*, 5. March 2005.

Zur TV-Serie *Intervention* (A&E, USA 2005–2022 [dt. *Auf Entzug – Zurück ins Leben*]). – Increasingly, reality TV shows are wearing saintly robes. While they put damaged lives on display to attract our pitying eyes, they also pretend to repair those lives – with a new home, or a new face, or a contract to be pop culture's newest singer, model, or actress.

**Gleiberman, Owen** (2008) 'Angels' and Demons. In: *Entertainment Weekly* 982, 2008, p. 58.

(*Crossroads*) *Snow Angels*, David Gordon Green's captivating winter-chill tragedy, is a tale that encompasses murder, divorce, adultery, alcohol abuse, mental breakdown, and the disappearance of a small child. At the heart of the movie is the far more volatile relationship of Annie (Kate Beckinsale), a desperate beauty who works in a Chinese restaurant where (amusingly) there isn't a Chinese employee in sight, and Glenn (Sam Rockwell), her estranged husband and the father of their 4-year-old daughter.

**Goette, Sabine / Röllecke, Renate** (2008) *Illegale Drogen in populären Spielfilmen: Eine kommentierte Übersicht über Spielfilme zum Thema illegale Drogen ab 1995*. 2., erw. und überarb. Aufl., Köln: Bundeszentrale für gesundheitliche Aufklärung 2008, 135 pp. (= Forschung und Praxis der Gesundheitsförderung. 23.).

Inhaltsvz.: [\[URL\]](#).

**Gold, Richard** (1989) Van Sant's 'Drugstore Cowboy' observes abusive lifestyle, and therein lies hard sell. In: *Variety* 336,13, 1989, p. 17.

Gus Van Sant's "Drugstore Cowboy," an explicit look into the lifestyle of drug addicts, is profiled.

**Golden, Janet** (2000) "A tempest in a cocktail glass": Mothers, alcohol, and television, 1977–1996. In: *Journal of Health Politics, Policy and Law* 25,3, 2000, pp. 473–498.

This article examines the portrayal of pregnancy and alcohol in thirty-six national network evening news broadcasts (ABC, CBS, NBC). Early coverage focused on white, middle-class women, as scientific authorities and government officials warned against drinking during pregnancy. After 1987, however, women who drank during pregnancy were depicted as members of minority groups and as a danger to society. The thematic transition began before warning labels appeared on alcoholic beverages and gained strength from official government efforts to prevent fetal alcohol syndrome. The greatest impetus for the revised discourse, however, was the eruption of a "moral panic" over crack cocaine use. By linking fetal harm to substance abuse, the panic suggested it was in the public's interest to control the behavior of pregnant women.

**Goldstein, Harris K.** (1974) Guidelines for drug education through electronic media. In: *Journal of Drug Education* 4,1, 1974, pp. 105–110.

Most effective drug education through electronic media appears likely when delivered through television by a person considered knowledgeable, or important by viewers, and with whom they can identify. Content should be educational with minimum fear aroused. Some discomfort (but not too much) to the listener, plus suggestions for alternate socially acceptable behavior appear likely to cause behavior change.

**Gonzenbach, William J.** (1995) *The Media, the President, and Public Opinion: A Longitudinal Study of the Drug Issue, 1984–1991*. Mahwah, N.J.: Lawrence Erlbaum 1995, xvi, 117 pp. (LEA's Communication Series.).

Nachdr., New York / London: Routledge 2013.  
Inhaltsvz.: 1. The drug issue: its history, events, and issue type – 2. Measuring agendas and agenda relationships over time – 3. Conceptual considerations and measures – 4. The

media's structuring of the drug issues – 5. Presidential public relations, federal expeditions, real-world cues, and public opinion – 6. ARIMA modeling and analysis of the drug issue agendas – 7. The drug issues, 1984–1991: conclusions and implications.

**Good, Howard** (2000) *The Drunken Journalist: The Biography of a Film Stereotype*. Lanham, Md.: Scarecrow Press, vii, 200 pp.

Filmographie: pp. 187–199; Bibliographie: pp. 155–186.

Rev. (Michael Nelson) in: *Historical Journal of Film, Radio and Television* Oct. 2001.

**Göritz, Matthias** (2015) Ökôchis Garten. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 83–90.

**Gosselt, Jordy / Van Hoof, Joris / Kokkeler, Liesbeth** (2018) The framing of alcohol in (non-)sponsored movies: A comparative content analysis of alcohol advertising and portrayals in sponsored and non-sponsored Dutch movies. In: *Drugs: Education, Prevention & Policy* 25,5, 2018, pp. 365–375.

Aims: Alcohol advertising, in the form of product placement, has been shown to influence the viewer's alcohol consumption. However, it is not just the portrayal itself that affects behavioural outcomes; the particular message that is conveyed in an alcohol portrayal may actually influence consumer behaviour in a manner known as “framing”. Therefore, the prevalence and framing of alcohol portrayals in movies was investigated by focussing on product placement strategies, several portrayal characteristics and compliance with relevant guidelines/laws. Furthermore, a comparison is made between movies sponsored by an alcohol brand and non-sponsored movies. – Methods: Sixteen Dutch movies (of which 50% were sponsored) underwent content analysis using a four-category, 21-item coding scheme. Alcohol was present in every movie and a total of 937 alcohol portrayals were analysed. Findings: The results show that the alcohol portrayals were predominantly positive. In the sponsored movies, more liquor was consumed and alcohol portrayals had a lower plot connection. – Con-

clusions: In general, the differences between alcohol portrayals in movies sponsored by an alcohol brand compared with non-sponsored movies were rather small. However, the portrayals sometimes offend the legislation regarding regular alcohol commercials, and given the effects of alcohol portrayals on young viewers, this needs attention.

**Grant, Marcus** (1979) The alcoholic as hero. In: Cook/Lewington 1979, pp. 30–36.

**Graßl, Katrin** (2018) *The Representation of Drugs in Movies: Narrative and Social Functions*. Diplomarbeit, Graz: Karl-Franzens-Universität Graz 2018, 77 Bl.

The topic of filmic representation of drug scenes is central to this diploma thesis. The key questions revolve around the narrative and social functions of certain drug intoxication scenes. Furthermore, the question of accuracy in the portrayal of legal and illegal drugs and their users is essential in this paper. In order to analyze a wide range of intoxication scenes three movies (*Thirteen*, *Requiem for a Dream* and *William Shakespeares Romeo + Juliet*) with a different genre background are examined. This raises the question if there are genre typical methods for the visual representation of the drug intoxication. The main assumption of this paper is that the focus of film producers is not an accurate representation, but rather creating dramatic illusion though spotlighting recreational drug abuse. In order to answer the research questions and to prove the assumption, different methods are used. First, the differences between the used genre films are located. The second part of the paper consists of a theoretical background which is needed to analyze the movies. Therefore, Narrative Analysis is explained in depth, but also Film Theory is central to the theoretical background. The last section of the theory part is devoted to the influence of Cultural Studies and examines how movies shape culture in general and is followed by the analytical part of the paper. The outcome of this research is that drug intoxication scenes do indeed underly a narrative and social function that fills scenes with meaning beyond the actual visual representation.

Mostly, the movies include a strong social critique and patterns in visual representation can be found across genres. Although, most drug intoxication scenes are well researched accuracy is not the main focus of producers, but rather to create a dramatic effect which heightens suspense and dramatic illusion.

**Green, Melanie C. / Clark, Jenna L. (2013)** Transportation into narrative worlds: Implications for entertainment media influences on tobacco use. In: *Addiction* 108,3, 2013, pp. 477–484.

**Aims:** A growing body of research suggests that smoking portrayals in movies influence adolescent tobacco use. However, the mechanism for this influence remains unclear. The aim of this paper is to provide an overview of research on narrative transportation theory, particularly as applied to movies and smoking. We propose that this theory can provide a valuable framework for guiding research on the role of entertainment media in smoking and other addictive behaviors. – **Methods:** We review empirical work on transportation theory and highlight the psychological mechanisms underlying transportation effects. ‘Transportation into narrative worlds’ refers to cognitive, emotional and imagery engagement into a narrative (including movies and entertainment media). We link this work with research on the effects of movie smoking. – **Results:** Research suggests that individuals who are more highly transported into narratives show greater attitude, belief and behavior change. Transportation effects work through reducing counterarguing, creating connections (identification and liking) with characters and increasing perceptions of realism and emotional involvement. We propose several future directions and research challenges for applying a transportation framework to the issue of entertainment media effects on smoking and tobacco disparities. Understanding factors contributing to transportation may provide a more nuanced view of who will be affected by movie smoking, and understanding the psychological processes underlying narrative persuasion may guide intervention efforts. – **Conclusions:**

Narrative transportation theory suggests that individuals’ cognitive, emotional and imagery immersion in a narrative is a key mechanism of attitude, belief and behavior change. This theory provides a potentially generative and psychologically grounded framework for increasing knowledge about the boundary conditions and processes underlying the effects of entertainment media on tobacco use.

**Greenberg, Bradley S. (1971)** Smoking, druging and drinking in top rated TV series. In: *Drug Abuse: Foundation for a Psychosocial Approach*. Ed. by Seymour Eiseman, Joseph A. Wingard, George J. Huba. Farmingdale, NY: Baywood Publishing 1971, pp. 198–204.

Mehrere Nachdr., zuletzt: London / New York: Routledge 2019. – Auch in: *Journal of Drug Education* 11,3, 1981, pp. 227–234.

An analysis of the top ten prime time fictional series from the 1979–80 television season indicates a near complete absence of smoking and illicit drug incidents. By contrast, the offering and consumption of alcoholic beverages is markedly larger than found in prior studies which did not separate out top-rated programs from lesser viewed shows. The incidence of alcohol consumption for the top ten shows at the end of the season ranged from 3 to 16.5 incidents per program hour. A parallel analysis of the two top-rated soap operas for the season yielded a lower drinking rate and a similar absence of smoking and drug incidents.

**Greenberg, Bradley S. / Atkin, Charles S. (1983)** The portrayal of drinking on television, 1975–1980. In: *Journal of Communication* 33,2, 1983, pp. 44–55.

To examine televised driving portrayals, 1 wk each of prime-time commercial programming was videotaped in each fall season of 1975–1980 and content analyzed. Findings show that there were few instances of immediate legal penalties for irregular driving acts, which occurred more than 7 times/hour. Viewers’ large-scale exposure to the depiction of driving described in the present study suggests an array of social-learning hypotheses

than can be generated for future research. (3 ref) (© 2018 APA)

**Greenberg, Bradley S. / Fernandez-Collado, Carlos / Graef, David / Korzenny, Felipe / Atkin, Charles K.** (1971) Trends in use of alcohol and other substances on television. In: *Drug Abuse: Foundation for a Psychosocial Approach*. Ed. by Seymour Eiseman, Joseph A. Wingard, George J. Huba. Farmingdale, NY: Baywood Publishing 1971, 187–197.

Nachdr., ebd. 1984. – Mehrere Nachdr., zuletzt: London/New York: Routledge 2019. – Auch in: *Journal of Drug Education* 9,3, 1979, pp. 243–253.

The present study reports on a content analysis of the usage of alcohol, tobacco and illicit drugs during two recent television seasons. In each season a composite week of the three commercial networks' programming was videotaped, including one episode of each prime time and Saturday morning fictional series. Analyses showed that alcohol predominated in both seasons, accounting for more than two thirds of all the coded substance acts. More than two acts of alcohol use were found per hour in each season. From 9–11 p. m. it exceeded three instances per hour in the first season analyzed, and bordered on five instances per hour in the second season. Males and females participated in alcohol acts in proportion to and in quantities similar to their representation in the population of television characters, and those characters between 20–34 years old were more likely to be heavier drinkers. The middle class did heavier drinking as did comic characters.

**Greiner, Rasmus** (2015) Rausch(en) der Vergangenheit – *The Great Gatsby* und die Rückkehr des Melodrams. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 92–104.

**Griep, Mark / Mikasen, Marjorie** (2009) *Reaction!: Chemistry in the Movies*. Oxford/New York: Oxford University Press 2009, viii, 340 pp.

[G]ives a scientist's and artist's response to the dark and bright sides of chemistry found

in 140 films, most of them contemporary Hollywood feature films but also a few documentaries, shorts, silents, and international films. Even though there are some examples of screen chemistry between the actors and of behind-the-scenes special effects, this book is really about the chemistry when it is part of the narrative. It is about the dualities of Dr. Jekyll vs. inventor chemists, the invisible man vs. forensic chemists, chemical weapons vs. classroom chemistry, chemical companies that knowingly pollute the environment vs. altruistic research chemists trying to make the world a better place to live, and, finally, about people who choose to experiment with mind-altering drugs vs. the drug discovery process.

*Inhaltsvz.:* Introduction The Dark and Bright Sides of Chemistry in the Movies; 1. Dr. Jekyll's Mysterious Transformative Formula; 2. Invisibility Steals the Seen: Chemistry Creates Criminal Opportunities; 3. Isomorphs of Paranoia: Chemical Arsenals; 4. Bad Company: The Business of Toxicity; 5. A Master/Slave Narrative: Drug Addiction and Psychoactives; 6. Inventors and Their Often Wacky Chemical Inventions; 7. Hard Science = Hard Evidence: Forensic Chemistry and Chemical Detectives; 8. Chem 101: Learning by Doing.

**Grist, Leighton** (2007) Drugs, the family and recent American cinema. In: *Drugs and Popular Culture: Drugs, Media and Identity in Contemporary Society*. Ed. by Paul Manning. Cullompton, Devon, England / Portland, Or.: Willan Publishing 2007, 117–133.

Nachdr., London/New York: Routledge 2013.

At the beginning of *Narc* (Joe Carnahan 2002), undercover narcotics officer Nick Tellis (Jason Patric) chases suspect Elvin Dowd (Don Leis) on foot through a Detroit housing project. Tellis pursues his prey over fences, across yards, through a house, down an alley, around a corner and over a wall. Dowd grabs an innocent bystander (Lloyd Adams) and stabs him in the neck with a syringe containing a combination of heroin and other substances. Tellis fires some rounds from his pistol, Dowd again flees, the bystander goes into

seizure and Tellis pursues Dowd to a playground where Dowd grabs and threatens to stab with a syringe a little girl (Meagan Issa). Tellis fires four more rounds, killing Dowd and saving the girl. However, one of Tellis's bullets also hits the girl's pregnant mother (Lina Felice), precipitating the death of her unborn child.

**Grube, Joel W. / Elizabeth Waiters** (2005) Alcohol in the media: content and effects on drinking beliefs and behaviors among youth. In: *Adolescent Medicine Clinics* 16,2, 2005, p. 327.

Drinking portrayals and alcohol advertising are common in popular media and young people are highly exposed to them. Although some studies found that exposure to drinking portrayals is related to increases in drinking among youth, other studies produced mixed and inconclusive findings. Similarly, research on the effects of alcohol advertising presents mixed findings. Recent longitudinal research and studies that used modeling techniques that controlled for reciprocal effects suggests that exposure to, attention to, and liking of [...]

**Gruber, Enid L. / Thau, Helaine M. / Hill, Douglas L. / Fisher, Deborah A. / Grube, Joel W.** (2005) Alcohol, tobacco and illicit substances in music videos: A content analysis of prevalence and genre. In: *Journal of Adolescent Health* 37,1, 2005, pp. 81–83.

Content analyses examined mention of alcohol, tobacco, and illicit substances in music videos (n = 359) broadcast in 2001, as well as genre and presence of humor. – Findings: indicated that references to illicit substances were more prevalent than tobacco in music videos. Humor was 2.5 times as likely to appear in videos containing references to substances than those without substances.

**Guerrasio, Jason** (2003) Bird by Bird with Annie. In: *Independent Film & Video Monthly* 26,3, 2003, p. 39.

[R]eviews *Bird by Bird with Annie* airing on PBS.

**Gusfield, Joseph R.** (1967) Moral passage: The symbolic process in public designations of deviance. In: *Social Problems* 15, pp. 175–188.

The fact of public affirmation of a norm through law and government action expresses the public worth of one sub-culture vis-à-vis others. Because different forms of deviance affect that normative status in different ways, they incur different responses from the designators. Three forms of deviance are distinguished: repentant, sick, and enemy. One form threatens the public affirmation of the norm more than another. The public definition of deviance undergoes changes from one form to another, as illustrated in issues of drinking control [...]

**Gutschoven, Klaas / Van den Bulck, Jan** (2005) Television viewing and age at smoking initiation: Does a relationship exist between higher levels of television viewing and earlier onset of smoking? In: *Nicotine & Tobacco Research* 7,3, 2005, pp. 381–385.

This cross-sectional study of children assessed the association between television viewing and age at smoking initiation, using self-reports administered by research assistants in schools. Participants were 909 students in their first and fourth years of secondary education in a random sample of 15 secondary schools in Flanders, Belgium, who had smoked at least one cigarette. The main outcome measure was age at smoking initiation. The independent variable was weekly television viewing volume. Gender, educational level, parental smoking, and peer smoking were the control variables. The relationship between television viewing and age at smoking initiation was significant. Higher levels of television viewing were related to earlier onset of smoking behavior in adolescents. The relationship of television viewing with age at smoking initiation was stronger than that of peer smoking, parental smoking, and gender. For each hour of television viewing per day, the average smoking initiation age decreased by 60 days. Heavier television viewers start smoking at an earlier age. Two possible explanations for this relationship are suggested. Social learning theory suggests that actors

and actresses serve as behavioral role models for heavy viewers. Cultivation theory suggests that exposure to positive messages influences smoking attitudes. Further research should examine whether the relationship is causal and whether television acts as a provider of smoking role models or whether it influences smoking attitudes.

## H

**Hall, Wayne / Yeates, Sarah** (2021) *Reefer Madness: An undeserved classic movie*. In: *Addiction* 116,4, 2021, pp. 963–969.

We describe the origins of the 1938 melodrama *Reefer Madness*, correct some common misconceptions about its role in the prohibition of marijuana in the USA and analyse some common contemporary misuses of the film's title as a catch phrase to discredit evidence that some patterns of cannabis use can harm users.

**Hanneman, Gerhard J.** (1973) Communicating drug abuse information among college students. In: *Public Opinion Quarterly* 37, 1973, pp. 171–191.

For information on sensitive subjects, segments of the public may prefer to bypass the mass media for other sources of information that are considered especially trustworthy or informative. Information about drug use and abuse is one such subject. College students tend to utilize a variety of sources, especially personal informants, for most of their information about how and whether to sample particular drugs.

**Hanneman, Gerhard J.** (1974) Communications, mass media and drug abuse – the issue and research findings. In: Benchley/Hammond 1974, pp. 1–11.

**Hanneman, Gerhard J./ McEwen, William J.** (1972) *An Experimental Analysis of Reaction to Filmed Drug Abuse Information*. Drug Abuse Information Research Project, DAIR Report #8.

Storrs: University of Connecticut, Communication Research Program, 1972, [ii], 16 pp. (ERIC Number: ED083659).

Message strategies relating to information about social problems such as drug abuse have been based on the assumption that exposure to relevant information via mass media will result in behavior modification. There is need, however, for scientific inquiry into methods of information acquisition and perceptual response to information. A two-part study in Connecticut was designed to utilize objective and subjective measurements of viewer response to public service drug abuse commercials. The first experiment provided comparative evaluations of the qualities of five television commercials according to their potency, conventionality, realistic qualities, predictability, and informational values. In the second experiment, galvanic skin response measurements were used to determine message-generated attention as subjects were looking at one of the commercials; this was followed by posttest ratings. Results indicated that “hard sell” messages against drug abuse use (threatening, emotional, or disturbing approaches) appear to be most reliable for measurement of viewer perception regardless of the amount of attention generated during the actual viewing period. Attention arousal is important as a determinant of communication-generated behavior but is not necessarily related to the receiver's perceptual response and degree of persuasion. (RN)

**Hanneman, Gerhard J. / McEwen, William J.** (1973) Televised drug abuse appeals: A content analysis. In: *Journalism Quarterly* 50,2, 1973, pp. 329–333.

This study is part of a series of investigations into the media and drug abuse information dissemination and utilization. It is a descriptive study focusing on television drug abuse campaigns, because, in general, television is the medium of highest use and credibility. As a prelude to looking at media programming as an effects generator, this study examines public service announcements (PSAs) about drug abuse: which messages are broadcast, who sponsors them, what audiences are the

apparently intended targets and at what times they [...]

**Hanneman, Gerhard J. / McEwen, William J.** (1976) The use and abuse of drugs: An analysis of mass media content. In: Ostman 1976a, pp. 65–88.

**Hansen, Anders / Kirk, Simon** (1988) *The Portrayal of Alcohol in Popular Television Serials*. Leicester: Centre for Mass Communication Research 1988, 127 pp.

**Harvey, Dennis** (1999) Black Tar Heroin: The Dark End of the Street. In: *Variety* 377,1, 1999, p. 90.

[R]eviews “Black Tar Heroin: The Dark End of the Street,” a documentary directed by Steven Okazaki [USA 2000].

**Harwin, Judith / Otto, Shirley** (1979) Women, alcohol and the screen. In: Cook/Lewington 1979, pp. 37–50.

**Havrilesky, Heather** (2005) TV on crack. In: *Salon.com*, 22. March 2005, [URL].

Is A&E’s “Intervention” [USA 2005–2022; dt. *Auf Entzug – Zurück ins Leben*] the most exploitative reality show ever, or a necessarily brutal snapshot of the perils of addiction?

**Hazan, Anna Russo / Glantz, Stanton A.** (1995) Current trends in tobacco use on prime-time fictional television. In: *American Journal of Public Health* 85,1, 1995, pp. 116–117.

When smoking is presented as normative behavior children are more likely to overestimate the prevalence of smoking, which might increase their predisposition toward smoking. Since children watch television, we examined tobacco use on television.

**Healton, Cheryl G. / Watson-Stryker, Ella S. / Allen, Jane Appleyard / Vallone, Donna M. / Messeri, Peter A. / Graham, Philip R. / Stewart, Anna M. / Dobbins, M. David / Glantz, Stanton A.** (2006) Televised movie trailers: Undermining restrictions on advertising tobacco to youth. In: *Archives of Pediatrics*

*and Adolescent Medicine* 160, 2006, pp. 885–888.

Objective: To determine the proportion of televised movie trailers that included images of tobacco use during 1 year and the extent of youth exposure to those trailers. – Design: Content analysis combined with Nielsen data measuring media exposure. All movie trailers (N=216) shown on television from August 1, 2001, through July 31, 2002. Main Outcome Measures: Exposure among youth aged 12 to 17 years to televised movie trailers that included smoking imagery. – Results: Of the movie trailers televised during the study period, 14.4% (31 trailers) included images of tobacco use. Tobacco use was shown in 24.0% of the 23 trailers for R-rated (restricted) movies and 7.5% of the 8 trailers for PG-13- and PG-rated (parental guidance) movies. Ninety-five percent of all youth aged 12 to 17 years in the United States saw at least 1 movie trailer depicting tobacco use on television during this 1 year, and 88.8% saw at least 1 of these trailers 3 or more times. – Conclusions: Nearly all US youth aged 12 to 17 years were exposed to images of tobacco use on television in the context of a movie trailer during the study period. Given the relationship between youth exposure to tobacco use in movies and smoking initiation, the public health community should work to enact policy to reduce or eliminate the influence of tobacco use in televised movie trailers.

**Heckmann, Wolfgang** (1982/83) WIR KINDER VOM BAHNHOF ZOO als Unterrichtsthema? In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin] 4–5, 1982/83, pp. 72–76.

**Henriksen, Lisa** (2007) Drug Use, Depictions of. In: *Encyclopedia of Children, Adolescents, and the Media*. Ed. by Jeffrey Jensen Arnett. Thousand Oaks / London / New Delhi: SAGE 2007, Vol. 1, pp. 248–249.

**Henriksen, Lisa / Fortmann, Stephen P.** (2002) Young adults’ opinions of Philip Morris and its television advertising. In: *Tobacco Control* 11,3, 2002, pp. 236–240.

Objective: To determine what young people think about the tobacco company Philip Morris and how it affects their evaluations of the company's new television advertising. – Design: Data were gathered in the context of a controlled experiment in which participants saw four Philip Morris ads about youth smoking prevention, four Philip Morris ads about charitable works, or four Anheuser-Busch ads about preventing underage drinking (the control group). Knowledge and opinion of Philip Morris were measured before ad exposure. – Setting: A California state university in the San Francisco Bay area. Subjects: A convenience sample of undergraduates (n = 218) aged 18–25 years. – Main outcome measures: Advertising evaluation measured by 12 semantic differential scales. – Results: A little more than half of the students knew that Philip Morris is a tobacco company. Neither this knowledge nor students' smoking status was related to their opinion of the company. Philip Morris ads were rated less favourably by students who were aware that the sponsor is a tobacco company than by students who were unaware. – Conclusions: Advertisements designed to discredit the tobacco industry typically avoid references to specific companies. This study suggests that such counter-advertising would benefit from teaching audiences about the industry's corporate identities.

**Herd, Denise** (1986) Ideology, melodrama, and the changing role of alcohol problems in American films. In: *Contemporary Drug Problems* 13, 1986, pp. 213.

**Hersey, Curt** (2005) Script(ing) treatment: Representations of recovery from addiction in Hollywood film. In: *Contemporary Drug Problems* 32,3, 2005, pp. 467–493.

American films and television programs increasingly feature characters recovering from addiction. These representations are based on previous depictions and help create a cultural understanding of addicts. This study analyzes the depiction of addicts and addiction in three Hollywood films whose narratives are largely situated within a treatment center: *Clean and Sober* (1988), *When a Man Loves a Woman*

(1994), and *28 Days* (2000). It concludes that the films depict a stock experience of treatment that is surprisingly univocal, as well as unrealistic when compared with the availability and realities of real-life programs. In addition, the films limit their representations of successful recovery to white, upper-class individuals and offer only one conceptual framework for addiction.

**Hersey, Curt** (2022) “This is what’s real”: The pathology of black addiction in the hood films of the 1990s. In: *Journal of Film and Video* 74,1–2, 2022, pp. 28–39.

**High, Will B.** (2010) *Weedopedia: A Totally Dank A–Z Reefer Reference*. Avon, MA: Adams Media Corporation 2010, 275 pp.

Neuauf. u.d.T.: *Weedopedia: An A to Z Guide to All Things Marijuana*. Avon, MA: Adams Media Corporation 2020, 242 pp. – Das alphabetisch sortierte Lexikon enthält u.a. zahlreiche (oft unernst formulierte) Filmbeschreibungen.

**Hillier, Jim** (1979) Filmography (on alcoholism in the movies). In: Cook/Lewington 1979, pp. 75–82.

**Hirschmann, Elizabeth C.** (1995) The cinematic depiction of drug addiction: A semiotic account. In: *Semiotica* 104, pp. 119–164.

The present inquiry examines the depiction of drug addiction in American films. The possibility and utility of undertaking such an inquiry was guided by two recent developments: one in consumer research and the other in sociology. As consumer researchers (see Holbrook and O’Shaughnessy 1988) have argued, our semiotic knowledge base would be greatly expanded by including a larger variety of cultural texts among our investigative data. To this end, researchers have responded by examining consumer behavior as manifested in [...]

**Hoestlandt, Marion** (2004) *Création d’une filmographie et mise en évidence de l’image de la personne alcoolique au cinéma*. S.l.: Sciences de l’information et de la communication 2004, 118

pp.

[Ed. für:] Lille: Association Nationale de Prévention en Alcoologie et Addictologie 2004.

**Hogan, Monica** (1999) Cable in the Classroom battles drug abuse. In: *Multichannel News* 20,51, 1999, p. 130.

**Hogbin, Tim [= Timothy Charles]** (2002) *Viewing the Rushes: Representations of Drug Use in British Film*. Ph.D. thesis, Manchester: The University of Manchester 2002, 248 pp.

**Höglinger, Sebastian / Schernhuber, Peter** (2015) Zwischen Smells Like und Teen Spirit – Rausch im Jugendfilm. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 106–115.

**Hollister, C. David / McGee, Gloria** (2000) Delivering substance abuse and child welfare content through interactive television. In: *Research on Social Work Practice* 10,4, 2000, pp. 417–427.

Objective: To evaluate interactive television (ITV) for delivering a graduate course on substance abuse and child welfare to distant sites. – Method: Students' ratings of instructor-student communication are compared across distance and resident sites for the ITV course and with students in the traditional course. Similar comparisons are made for students' ratings of the amount learned and for instructors' judgments of student performance. Distance and resident students' ratings of the ITV course are also compared to traditional courses. – Results: The mean of the instructor-student communication dimensions was the same for distance and traditional students and was slightly more positive for distance students compared to resident students. Student performance and course grades were similar across groups, and the distance and resident students in the ITV course rated it as helpful to their learning as traditional courses. – Conclusions: The results suggest that ITV compromised neither instructor-student communication nor the amount that students learned.

**Hoppe, Frank Eberhard** (1983a) *Drogeninformation in Presse und Fernsehen: Ein Medienvergleich*. Frankfurt [...]: Lang, 164 S. (Europäische Hochschulschriften. Reihe 22: Soziologie. 79.).

Wie informieren die Massenmedien über das nach wie vor aktuelle Drogenproblem? Diese Frage beantwortet die vorliegende Arbeit durch die Aufarbeitung sämtlicher vorhandener Untersuchungen der Drogenberichterstattung der Presse sowie die – erstmals durchgeführte – empirische Analyse der Drogeninformation des deutschen Fernsehens. Der Medienvergleich, der auf der theoretischen Bestimmung der normativen und faktischen Informationsfunktion der Massenmedien beruht, behandelt z.B. Unterschiede in der Themenstruktur und in den Ansätzen, mit denen das Drogenproblem erklärt wird, und gelangt u.a. zu medienpraktischen Schlussfolgerungen.

**Hoppe, Frank Eberhard** (1983b) Die Drogenberichterstattung des deutschen Fernsehens. Ergebnisse einer empirischen Untersuchung. In: *Suchtgefahren* 29, 1983, pp. 329–334.

Kurzfassung von Hoppe 1983a.

**Howard, Steve** (1983) Public TV program aimed at combatting drug abuse. In: *Washington Informer* 20,2, 1983, pp. 1

Two area public television stations, WHMM (Channel 32) and WETA (Channel 26), as part of a national campaign aimed at combating school-age alcohol and drug abuse, will launch a twopart television program beginning at 8 pp. m. on November 2, combining what WHMM Public Affairs Director Laura Ginsberg calls “the power of television and people power.” [...] “The programs,” said Ginsberg, “are aimed at parents. We’d hoped to gear them more to young people, but the show was shot at WQED in Pittsburgh. We feel our local community meeting here at WHMM following the final segment will open the area’s youth the opportunity to take part in the discussions.”

**Hulbert, James** (1976) Applying byer behavior analysis to social problems: The case of

drug use. In: *Broadcast Advertising and Children: Hearings Before the Subcommittee on Communications of the Committee on Interstate and Foreign Commerce, House of Representatives, Ninety-Fourth Congress, First Session: The Problem Associated with Broadcast Advertising Directed Toward Children, the Amount of such Advertising and its Content and the Regulatory Functions of the Federal Communications Commission and the Federal Trade Commission, July 14, 15, 16 and 17, 1975*. Washinkton [sic!]: U.S. Government Printing Office 1976, (Serial No. 94-53), Appendix D, pp. 485–490.

## I

**Iannicelli, Paul** (2001) Drugs in Cinema: Separating the Myths from Reality. In: *UCLA Entertainment Law Review*, 9,1, 2001, pp. 139–166.

American society has always had a conflicted attitude towards mood-altering drugs, characterized by fear on the one hand and curiosity on the other. During different times, one attitude or the other fear or curiosity seems to predominate. Periods of tolerance and benign outlook are followed by periods of intolerance and determined efforts to “crack down” on drug use. During these periods of attacks on drug use, disparagement of the prior, more understanding period and a revival of myths and stereotypes about drugs and the people [...]

**Ingwersen, Friedrich** (1982/83) Der Einsatz von Filmen in der Suchttherapie. Erfahrungen aus 12 Jahren in einer psychosomatischen Klinik. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 96–101.

**Institut Jugend Film Fernsehen** (Hrsg.) (1996) *Filme zur Diskussion. 42. Sucht und Sehnsüchte*. Konzeption: Fernand Jung & Erwin Schaar. Einleitende Beiträge v. Alexander Schuller & Heiko Ernst. München: KoPäd 1996, 152 S.

87 „analytische Besprechungen“ zu Spiel- und Dokumentarfilmen.

**International Center for Alcohol Policies** (2004): Alcohol advertising targeted to youth may not cause abuse. In: *Alcohol: Opposing Viewpoints*. Ed. by Karen F. Balkin. San Diego, Calif.: Greenhaven Press 2004, pp. 88–92.

## J

**Jackson, Kristina M. / Janssen, Tim / Barnett, Nancy P. / Rogers, Michelle L. / Hayes, Kerri L. / Sargent, James** (2018) Exposure to alcohol content in movies and initiation of early drinking milestones. In: *Alcoholism, Clinical and Experimental Research*, 2018, Vol.42 (1), pp. 184–194

Background Exposure to alcohol content in movies has been shown to be associated with adolescent use of alcohol, including earlier onset. This study examined the influence of movie alcohol exposure on subsequent alcohol onset, considering the social context (whether the movie was viewed with a friend or parent). We examined whether media’s influence holds across a spectrum of early drinking milestones: sipping (but not consuming a full drink of) alcohol, consuming a full drink of alcohol, and engaging in heavy episodic drinking (HED). Methods Data were taken from a sample of 882 middle school youth (52% female; 24% non-White) enrolled in an ongoing study on alcohol initiation and progression. Exposure to alcohol content in films was measured using a method that combines content analysis and random assignment of movie titles to youth surveys. The hazard of initiating alcohol use (sip, full drink, HED) as a function of exposure was estimated using survival analysis. Associations were adjusted for demographic, personality, and social influence factors known to be associated with both movie exposure and alcohol use. Results Exposure to alcohol content was common. Hours of exposure prospectively predicted earlier onset of alcohol involvement across all outcomes. Viewing movies with

friends appeared to augment the media exposure effect, in contrast to viewing movies with parents, which was not a significant predictor of initiation. – Conclusions: Exposure to alcohol in films is involved in the entry into early stages of alcohol involvement. – Findings: support further investigation into the role of the media in underage drinking, especially in the context of consuming media with friends and peers. Limiting media exposure and/or stronger Federal Trade Commission oversight of movie ratings should be a priority for preventing underage drinking. This study demonstrated that greater exposure to movie alcohol content predicted earlier adolescent drinking initiation, across a spectrum of early-drinking milestones (sipping alcohol, consuming a full drink, engaging in heavy drinking). Viewing movies with friends augmented the exposure effect; viewing with parents did not affect alcohol initiation. – Findings: suggest that early prevention strategies include limiting movie alcohol exposure, especially with friends and peers, as well as stronger Federal Trade Commission oversight of movie ratings in order to prevent underage drinking.

**Jain, Parul / Roy, Enakshi / Garud, Nisha / Mazid, Imran** (2019) Sexuality and substance abuse portrayals in item songs in Bollywood movies. In: *South Asian Popular Culture* 17,1, 2019, pp. 15–29.

The current research examined a specific genre of songs in Bollywood films called 'item songs' which are known for showing prominent Bollywood actresses surrounded by groups of men performing provocative and sexual dances. Specifically, 125 item songs released between 1991–2014 were examined using quantitative content analysis for the portrayals of sexuality, and substance. The findings indicate that most such portrayals depict thin, young, scantily clad women, performing sexualized dances for male spectators. Furthermore, most portrayals featured illicit substances such as alcohol and tobacco. Given the rising number of cases of violence against women in the Indian society and an uptake in substance abuse and related health

conditions, it is pertinent to examine the role media portrayals may be playing in influencing the related attitudes and behaviours. The implications of the study are discussed.

**James, Nick** (1997) Sight and Sound A-Z of cinema. I. Intoxication. In: *Sight and Sound* 7,2, pp. 26–28.

Allgemein zum Alkohol- und Drogenmißbrauch im Kino. – Classic and contemporary motion pictures depicting stories about drugs and alcohol abuse and misuse use the subject as a vehicle with which to revolve the theme or the characters in various ways. Roger Corman's 'The Trip,' Allan Dwan's 'A Star is Born,' Shirley Clark's 'The Connection,' Robert Hamer's 'Pink String and Sealing Wax,' and Fassbinder's 'Veronika Voss' have clearly depicted the real-life travails of drug and alcohol abuse. Stanley Kwan's 'Rouge' and Gus Van Sant's 'Drugstore Cowboy' puts substance abuse under a romantic guise while Chaplin's 'The Cure' plays it lightly.

**Jamieson, Patrick E. / Romer, Dan** (2010) Trends in US movie tobacco portrayal since 1950: a historical analysis. In: *Tobacco Control* 19,3, 2010, pp. 179–184.

Objective: Portrayal of tobacco use in films has been causally linked to youth smoking initiation. However, findings regarding trends in portrayal in US films since 1950 are inconsistent, potentially due to differences in sampling densities, intercoder reliabilities and time periods covered. The present study was designed to overcome these inconsistencies with a common sampling frame and methodology. – Methods: A half sample of the 30 top-grossing US films per year from 1950 to 2006 (N=855) was coded in 5-min segments for total tobacco-related content and main character tobacco use. Film tobacco trends were identified using linear regression and compared to national per capita cigarette consumption and historically significant tobacco control events. – Results: Tobacco content declined considerably since 1950. Total tobacco-related content peaked around 1961, while the decline in portrayal of main character use was already underway in 1950. Cigarette con-

sumption peaked around 1966 with a trend that closely paralleled total tobacco content and that coincided with major tobacco control events. – Conclusions: This study, which had high reliability, dense sampling and covered a long time period, indicates that tobacco content has declined in top-ranked US movies since 1950 with a trend in total tobacco content that closely paralleled the drop in per capita cigarette consumption and the increase in significant tobacco control efforts. Despite the inability to draw causal conclusions, tobacco portrayal in films may serve as barometer of societal support for the habit and thus efforts should continue to limit exposure to such content.

**Janssen, Tim / Cox, Melissa J / Merrill, Jennifer E / Barnett, Nancy P / Sargent, James D / Jackson, Kristina M.** (2018) Peer norms and susceptibility mediate the effect of movie alcohol exposure on alcohol initiation in adolescents. In: *Psychology of Addictive Behaviors* 32,4, 2018, pp. 442–455.

Movie alcohol exposure is a known and consistent predictor of adolescent alcohol use initiation and escalation. Nearly 90% of the top U.S. movies contain alcohol content. Social-cognitive theory posits reciprocal links among environmental influences (e.g., movie alcohol exposure), social-cognitive processes (e.g., perceived norms, susceptibility, alcohol outcome expectancies), and behavior (alcohol use), but these links have been tested in only 1 direction. In the current study, we assessed movie alcohol exposure, alcohol cognitions, and alcohol initiation among adolescents (N = 1,023; 52% female, mean age = 13.7 years) in 4 annual survey waves. Cross-lagged panel models tested bidirectional relations between cognitions and movie alcohol exposure. Finally, we tested bidirectional mediation effects in the prospective prediction of alcohol initiation. Movie alcohol exposure prospectively predicted increases in descriptive norms, injunctive norms, and susceptibility but not positive or negative alcohol outcome expectancies. All factors predicted subsequent alcohol initiation. Close friend injunctive and descriptive norms, peer descriptive norms,

and susceptibility mediated the effect of earlier movie alcohol exposure on subsequent alcohol initiation. Movie alcohol exposure mediated the effect of earlier close friend descriptive norms on subsequent alcohol initiation. Movie alcohol exposure and social-cognitive processes are interrelated facets that impact alcohol initiation. Permissive cognitions infrequently predicted higher subsequent exposure to movie alcohol. Clinical and preventative implications of this work are discussed.

**Janssen, Tim / Cox, Melissa J. / Stoolmiller, Mike / Barnett, Nancy P. / Jackson, Kristina M.** (2018) The role of sensation seeking and R-rated movie watching in early substance use initiation. In: *Journal of Youth and Adolescence* 47,5, 2018, pp. 991–1006.

Adolescence is a time of heightened impulsivity as well as substantial exposure to the effects of popular media. Specifically, R-rated movie content and sensation seeking have been shown to be individually and multiplicatively associated with early alcohol initiation, as well as to mutually influence one another over time. The present study attempts to replicate and extend these findings to cigarette and marijuana use, considering several peer, parental, and individual correlates, as well as substance-specific movie exposure, among 1023 youth (mean age 12.4 years, 52% female), using a combination of cross-lagged path models, latent growth models, and discrete-time survival models. Changes over time were associated between R-rated movie watching and sensation seeking, and both individually, not multiplicatively, predicted earlier alcohol initiation. R-rated movie watching (but not sensation seeking) also predicted earlier smoking and marijuana initiation. Parental R-rated movie restriction may thus potentially delay smoking and marijuana initiation as well as adolescent drinking.

**Jay, Jessica / Chan, Amy / Gayed, George / Patterson, Julie** (2022) Coverage of the opioid crisis in national network television news from 2000–2020: A content analysis. In: *Substance Abuse* 43,1, 2022, pp. 1322–1332.

Background: News coverage has both negatively and positively influenced public awareness and perceptions surrounding the opioid crisis. This study aimed to describe and analyze national network television news framing of the scope and impact of the opioid crisis in the United States. – Methods: We performed a retrospective content analysis on national network television evening news segments covering the opioid crisis from 1/2000 to 8/2020, which were obtained from the Vanderbilt Television News Archive. The database was queried for: opioid epidemic, oxycontin, heroin, fentanyl, and naloxone. Two independent reviewers quantitatively coded segment characteristics, including theme, geographic location, opioids mentioned, strategies for combatting the epidemic discussed, interviews conducted, and patient demographics. Changes in segment characteristics over time were analyzed using chi-square analyses and Fisher's exact tests. – Results: News segments (N = 191) most commonly provided an overview of the epidemic (55.5%) and/or conveyed personal stories (40.3%). Prescription opioids (59.7%) and heroin (62.8%) were more often referenced than fentanyl (17.8%); the focus on heroin peaked in 2011–2015 (84.8%), while references to fentanyl significantly increased over time ( $p = 0.021$ ). The most frequently interviewed people included patients with opioid use disorder (OUD) (47.1%), healthcare providers (36.7%), family members/friends (31.9%), and law enforcement (30.9%). Most of the featured patients with OUD were male (63.0%), white (88.4%), and young (< 40 years) adults (77.9%). Coverage of the crisis peaked in 2016. – Conclusions: Evening news segments' emphasis on personal stories, while emotionally compelling, came at the cost of thematically framed coverage that may improve public understanding of the complexities of the epidemic. The depiction of primarily white, young adult patients with OUD revealed a need for a greater emphasis in the news on underrepresented minorities and older adults, as these populations face additional stigma and disparities in OUD treatment initiation and retention.

**Jensen, Kay** (1980) *Filme zum Thema Rauschmittelmisbrauch: Vorstellung, Analyse und Hinweise zum Einsatz in der Schule*. Kiel: Aktion Jugendschutz, Landesarbeitsstelle Schleswig-Holstein [1980], 112 pp. (Grundlagen. 4.).

**Jesella, Kara** (2008) Detox for the Camera, Doctor's Order! In: *The New York Times*, 3. Feb. 2008, p. ST2.

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012).

**Johnson, Brian D.** (2001) The stoned screen: From *Easy Rider* to *Blow*, the drug movie has become an addiction all its own. In: *Maclean's* (Toronto), 2001, p. 58.

**Johnson, Nicholas** (1974) Junkie Television. In: *The Journal of Drug Issues* 4,3, 1974, pp. 227–231.

The term “junkie television” illustrates what Commissioner Johnson believes is the role of radio and television in pushing people toward a “drug life”. By direct design, the drug manufacturers and advertising agencies encourage the massive consumption of drugs under the guise of promoting better health and happiness. As flagrant examples of this disregard for the public, he lists the deliberate misinformation and withholding of accurate information to consumers of over-the-counter drugs, and more importantly, the development and reinforcement of the use of medication to solve non-medical problems, without presenting viable positive alternatives. He singles out the failure of the government in protecting consumer interests and welfare. He laments the lack of consumer directed responsibility among government agencies and private business. He also feels that self-regulation is unlikely to solve the present situation, and argues strongly for counter advertising as a right of the consumer to be informed.

**Johnson, Rebecca / Croager, Emma / Pratt, Lain S. / Khoo, Natalie** (2013) Legal drug content in music video programs shown on Australian television on Saturday mornings. In: *Alcohol and Alcoholism* 48,1, 2013, pp. 119–125.

To examine the extent to which legal drug references (alcohol and tobacco) are present in the music video clips shown on two music video programs broadcast in Australia on Saturday mornings. Further, to examine the music genres in which the references appeared and the dominant messages associated with the references. Music video clips shown on the music video programs 'Rage' (ABC TV) and [V] 'Music Video Chart' (Channel [V]) were viewed over 8 weeks from August 2011 to October 2011 and the number of clips containing verbal and/or visual drug references in each program was counted. The songs were classified by genre and the dominant messages associated with drug references were also classified and analysed. A considerable proportion of music videos (approximately one-third) contained drug references. Alcohol featured in 95% of the music videos that contained drug references. References to alcohol generally associated it with fun and humour, and alcohol and tobacco were both overwhelmingly presented in contexts that encouraged, rather than discouraged, their use. In Australia, Saturday morning is generally considered a children's television viewing timeslot, and several broadcaster Codes of Practice dictate that programs shown on Saturday mornings must be appropriate for viewing by audiences of all ages. Despite this, our findings show that music video programs aired on Saturday mornings contain a considerable level of drug-related content.

**Jones, Sandra C.** (2008) Alcohol portrayals in movies: now we know they're there, what next? In: *Addiction* 103,12, 2008, pp. 1934–1935.

Comments on an article by Sonya Dal Cin et al [2008]. The authors' study provides an important starting-point for our consideration of alcohol portrayals in popular movies, and should act as a call to action for researchers to undertake more detailed studies of the nature of these portrayals and their effects on young people. If, as is likely, these portrayals are as potent in influencing perceived norms and expectancies, as tobacco portrayals have been shown to be, this evidence base will be crucial to efforts to ameliorate the effects of such portrayals (PsycINFO).

## K

**Kacirk, Karen / Glantz, Stanton A.** (2001) Smoking in movies in 2000 exceeded rates in the 1960s. In: *Tobacco Control* 10,4, 2001, pp. 397–398.

The messages continue to reflect tobacco industry marketing themes of glamour, rebelliousness, and independence, rather than the realities of addiction, suffering, and death.

**Kaiser, Tina** (2015) Tropical Malady and Beyond – Rausch und Dschungel im Film. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 34–45.

**Kane, Joe** (1977) Dope in the cinema: Dope's debut on the silver screen. In: *High Times*, 1 March 1977.

**Kanter, Donald L.** (1971) Some aspects of the broadcast anti-drug program. In: *Public Opinion Quarterly* 35,3, 1971, pp. 459.

Abstract of a paper presented at the Twenty-Sixth Annual Conference on Public Opinion Research of the American Association for Public Opinion Research.

**Kanter, Donald L.** (1974) Research on the effects of over-the-counter drug advertising. In: *The Journal of Drug Issues* 4,3, 1974, pp. 223–226.

[P]resents a summary of his research assessing the role of OTC advertising in influencing drug usage. His work represents the only systematic study of the impact of commercial advertising on drug usage. He stresses that advertising in itself does not directly lead to drug misuse but should be considered as part of a host of factors in the social environment and in the media environment that have significant influence in determining people's behavior. He also urged that the existing pharmaceutical advertising codes, which [...]

**Kanter, Donald L.** (1976) Student perceptions of advertising's role in drug usage and attitudes. In: Ostman 1976a, pp. 117–132.

**Karr, Kathleen** (1974) The long square-up: Exploitation trends in the silent film. In: *Journal of Popular Film* 3,2, 1974, pp. 107–128.

Contemporary audiences alternately applaud or disdain the supposedly recent greening of liberality in the cinema. Explosive sexual permissiveness in films such as *Last Tango in Paris* and *Deep Throat* have been narrowly preceded by films which openly explore such formerly risqué topics as drug addiction (*Panic in Needle Park*), [...]

**Kemp, Philip** (2000) *Trainspotting*. In: *International Dictionary of Film and Filmmakers*. Ed. by Tom Pendergast, Sara Pendergast. 4. ed., Detroit/New York/Toronto/London: St. James Press 2000, Vol.1, pp. 1229–1231.

**Kerr, Robert L.** (2014) A beer a minute in Texas football: Heavy drinking and the heroizing of the antihero in *FRIDAY NIGHT LIGHTS*. In: *International Review for the Sociology of Sport* 49,3/4, June/Aug. 2014, pp. 451–467.

**Killick, Anthony / Salter, Lee** (2022) Breaking the link: Film pedagogy and drug policy in the United Kingdom. In: *The Journal of Alternative & Community Media* 7,1, Apr. 2022, pp. 91–107.

Fifty-one years ago the UK government passed the Misuse of Drugs Act, establishing the three-tier drugs classification system that remains largely unchanged to this day. Since that time, representations of drugs and drug users in the media have fuelled (if not entirely fabricated) moral panics to which political actors are happy to respond, rather than engaging with more evidence-based yet publicly controversial solutions. The result is a link between drug policy and media representation that is characterized by 'moral panic' public outrage and knee-jerk government responses that are resistant to scientific evidence and the testimony of drug users. This article focuses on the ways in which some filmmakers have developed practices that aim to under-

mine the dominant hegemonic representation of drugs and drug users through airing discourses that are grounded in harm reduction, rather than criminality. We highlight the ways in which harm reduction discourses can be represented to verify and justify normalized policy positions centred on crime and punishment, or can be promoted through a selection of pedagogical filmmaking strategies that facilitate the testimony of drug users. We argue that certain filmmaking strategies confer possibilities for breaking the link between harmful drugs policy and simplified media representations of drugs and drug users.

**Kim, Janna L. / Schooler, Deborah E. / Lazarro, Sarah Kay / Weiss, Jie** (2019) Watching reality TV programs with concurrent sexual and alcohol themes is associated with risky drinking and sexual experiences. In: *Emerging Adulthood* 7,1, 2019, pp. 59–65.

The real-life risks associated with engaging in sexual behavior while intoxicated or high are rarely depicted on television. This study examined whether heavy exposure to sexual and alcohol content on fictional and reality TV programs would be associated with emerging adults' risky sexual and alcohol experiences. Of particular interest were programs in which sexual and alcohol themes were perceived to co-occur most strongly and the genre of TV exposure. – Participants: were 320 male and female undergraduate students between 18 and 25 years of age (M = 20). Results showed heavier exposure to reality TV programs perceived to have strong, concurrent sexual and alcohol themes, and perceiving reality TV content as realistic was each associated with more harmful drinking patterns and more frequent sexual behavior while intoxicated or high. Methodological and health implications of the findings are discussed.

**King, Gayle** (2022) Master P Speaks for the first time on television about losing his daughter to addiction. In: *CBS Mornings; New York, NY: CQ Roll Call*, 22.07.2022.

The father of nine is speaking in his very first TV interview about a very family tragedy that hits very close to home, the loss of his daughter Tytyana Miller. She was 29. She had been battling substance abuse for nearly a decade and she openly discussed to struggle with addiction on the reality series "Growing up Hip Hop" where Master P and his son, Romeo Miller encouraged Tytyana to get help. GUESTS: Master P.

**King, Roger** (1979) Drinking and drunkenness in CROSSROADS and CORONATION STREET. In: Cook/Lewington 1979, pp. 63–71.

**Kirschall, Sonja** (2015) Vom Experimentalfilm bis zum Asmr-Video – Formen audiovisueller Berausung. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 57–69.

**Kleiman, Howard M.** (1995) 'Pot party at a university': a case study in television news staging. In: *AJR, Australian Journalism Review* 17,1, 1995, pp. 57–69.

Critics of television news often focus on such issues as the manner in which a story, through reporter, editor or ownership biases or institutional constraints (time limitations, commercial considerations, etc.), may be distorted. While many observers agree that the presence of reporters, cameras, and microphones may influence the manner in which an event takes shape, rarely is it contended that broadcasters completely and purposefully manufacture a news event. However, there have been a limited number of documented cases in which a [...]

**Klein, Hugh / Shiffman, Kenneth S.** (2013) Alcohol-related content of animated cartoons: A historical perspective. In: *Frontiers in Public Health, Section Children and Health*, 28. March 2013, [URL].

This study, based on a stratified (by decade of production) random sample of 1,221 animated cartoons and 4,201 characters appearing in those cartoons, seeks to determine the prevalence of alcohol-related content; how, if at all, the prevalence changed between 1930 and 1996 (the years spanned by this research); and

the types of messages that animated cartoons convey about beverage alcohol and drinking in terms of the characteristics that are associated with alcohol use, the contexts in which alcohol is used in cartoons, and the reasons why cartoon characters purportedly consume alcohol. Approximately 1 cartoon in 11 was found to contain alcohol-related content, indicating that the average child or adolescent viewer is exposed to approximately 24 alcohol-related messages each week just from the cartoons that he/she watches. Data indicated that the prevalence of alcohol-related content declined significantly over the years. Quite often, alcohol consumption was shown to result in no effects whatsoever for the drinker, and alcohol use often occurred when characters were alone. Overall, mixed, ambivalent messages were provided about drinking and the types of characters that did/not consume alcoholic beverages.

**Kleiner, Marcus S. / Stiglegger, Marcus** (2015) Vom organlosen Körper zum Cinematic Body und zurück – Über Deleuze und die Körpertheorie des Films in Gaspar Noés ENTER THE VOID. In: Sanders, Olaf / Winter, Rainer (Hrsg.) *Bewegungsbilder nach Deleuze* (= Klagenfurter Beiträge zur Visuellen Kultur, Bd. 4). Köln: Herbert von Halem, pp. 250–277.

**Kline, James A.** (1972) Evaluation of a multimedia drug education program. In: *Journal of Drug Education* 2,3, 1972, pp. 229–239.

A two-week multimedia drug education program was evaluated by administering questionnaires to 650 junior high school students. Reported drug use was light, led by tobacco and alcohol. Questionnaire responses indicated that most students responded well to the program. Twenty five per cent of professed users claimed to have stopped using, and 50% of would-be users reported that they decided not to try drugs following the program.

**Kline, F. Gerald / Miller, Peter V. / Morrison, Andrew J. / Fredin, Eric S.** (1974) *The basis for adolescent information acquisition about drugs and alcohol: a uses and gratifica-*

*tions approach*. Paper, presented at the International Conference on Drug Education, Copenhagen, Denmark, June 1974 [unveröff.].

Vgl. zum Thema auch Morrison/Kline/Miller (1976).

**Koordeman, Renske / Anschutz, Doeschka J. / Engels, Rutger C. M. E.** (2012) Alcohol portrayals in movies, music videos and soap operas and alcohol use of young people: Current status and future challenges. In: *Alcohol and Alcoholism* 47,5, 2012, pp. 612–623.

Aims: To provide an overview of studies of the effects of alcohol portrayals in movies, music videos and soap operas on alcohol consumption among young people.

**Koordeman, Renske / Anschutz, Doeschka J. / Engels, Rutger C. M. E.** (2014) The effect of positive and negative movie alcohol portrayals on transportation and attitude toward the movie. In: *Alcoholism, Clinical and Experimental Research* 38,7, 2014, pp. 2073–2079.

Background: This study examined the effects of alcohol portrayals on transportation and attitude toward a movie. In addition, we examined whether positive and negative movie alcohol portrayals affect transportation into and attitude toward the movie. – Methods: A within-subject design was used in which participants were exposed to 8 different movie clips containing alcohol (positive or negative context) or no alcohol portrayals in a controlled laboratory setting. A total of 159 college students (84 males and 75 females) ages 18 to 30 participated in the experiment. Transportation and attitude toward the movie were measured after each movie clip. – Results: Participants: were more transported into and had a more positive attitude toward movie clips with alcohol portrayals compared to the same movie clips with no alcohol portrayal. In addition, participants were more transported into movie clips with negative alcohol (NA) portrayals compared to clips with positive alcohol (PA) portrayals. For attitude toward the movie, opposite results were found. – Participants: had a more positive attitudes toward clips with PA portrayals com-

pared to clips with NA portrayals. – Conclusions: The way alcohol is portrayed in movies may contribute to how people evaluate and get transported in movies.

**Koordeman, Renske / Kuntsche, Emmanuel N. / Anschutz, Doeschka J. / van Baaren, Rick B. / Engels, Rutger C. M. E.** (2011) Do we act upon what we see? Direct effects of alcohol cues in movies on young adults' alcohol drinking. In: *Alcohol and Alcoholism* 46,1, 2011, pp. 393–398.

Aims: Ample survey research has shown that alcohol portrayals in movies affect the development of alcohol consumption in youth. Hence, there is preliminary evidence that alcohol portrayals in movies also directly influence viewers' drinking of alcohol while watching movies. One process that might account for these direct effects is imitation. The present study therefore examined whether young people imitate actors sipping alcohol on screen. – Methods: We observed sipping behaviours of 79 young adults (ages 18–25) watching a 60-min movie clip, 'What Happens in Vegas', in a semi-naturalistic home setting. Each of the 79 participants was exposed to 25 alcohol cues. Two-level logistic regression analyses were used to analyse whether participants in general imitated actors' sipping during this clip. In addition, we applied proportional hazard models in a survival analysis framework (Cox regression) to test whether there was a difference in imitation of the cues between male and female participants, and to test whether the timing of the actors' sipping throughout the movie played a role. – Results: The findings showed that participants were more likely to sip in accordance with the actors' sipping than without such a cue. Further, we found that men were more likely to imitate actors' sipping than females and that participants tended to respond to actors' sipping at the beginning of the movie rather than at the end. – Conclusion: Exposure to actors sipping alcohol in a movie seems to have an immediate impact on the drinking behaviour of viewers, via the mechanism of imitation.

**Koordeman, Renske / Anschutz, Doeschka J. / van Baaren, Rick B. / Engels, Rutger C. M. E.** (2010) Effects of alcohol portrayals in movies on actual alcohol consumption: An observational experimental study. In: *Addiction* 106,3, 2011, pp. 547–554.

Aims: This study uses an experimental design to assess the effects of movie alcohol portrayal on alcohol consumption of young adults while watching a movie. [...] – Viewing a movie with alcohol portrayal can lead to higher alcohol consumption in young men while watching the movie.

**Kornreich, Charles / Philippot, Pierre / Verpoorten, Carla / Dan, Bernard / Baert, Iseult / Le Bon, Olivier / Verbanck, Paul / Pelc, Isidore** (1998) Alcoholism and emotional reactivity: more heterogeneous film-induced emotional response in newly detoxified alcoholics compared to controls – a preliminary study. In: *Addictive Behaviors* 23,3, 1998, pp. 413–418.

Alcoholics are thought to be characterized by irregular emotional responses, having trouble reaching an optimal level of emotional arousal. They therefore may use alcohol to restore emotional homeostasis. This study investigated whether recently detoxified alcoholics show different emotional responses as compared to controls. Film excerpts were used to induce emotions in 14 newly detoxified alcoholics (9 men, 5 women) and matched controls in a standardized laboratory setting. Subjective emotional (questionnaires) and physiological measures were employed. Depression and cognitive deterioration were controlled. Based on subjective ratings, alcoholics displayed greater variability of emotion; they displayed also fewer or no physiological arousal changes. Subjective emotional responses were exceedingly high or low. These differences were not accounted for by depression or cognitive deterioration. We hypothesize that alcohol could be used to restore an optimal level of emotional arousal. This homeostatic function of alcohol is yet to be clearly assessed.

**Kosovski, Jason R. / Smith, Douglas C.** (2011) Everybody hurts: addiction, drama, and the family in the reality television show /*Intervention*/. In: *Substance Use & Misuse* 46,7, 2011, pp. 852–858.

This article employs the literature on reality television as well as empirical studies on addiction to analyze *Intervention*'s narrative. We look at the narrative structure of the *Intervention*'s first six seasons (2005–2009), its repeated emphases on the causes of addiction, and the show's purported success rate. Highlighting disturbing discrepancies between the show's representations and assertions versus empirical research, *Intervention*'s notions of what constitutes effective remedies are those treatments generally available only to the financially affluent, and the program's depictions of addiction and intervention practices reinforce a popular culture, rather than a science-based understanding, of the family and of addiction itself.

**Kovalesky, Andrea / Williams, Wendy** (2003) Feature films with alcohol concerns identified by upper-division college students. In: *Journal of Addictions Nursing* 14,2, 2003, pp. 91–96.

The purpose of this descriptive study was to utilize the most frequently identified feature movies by college students, whose main characters have alcohol problems, to assist these students in addressing their knowledge and beliefs about alcohol abuse and recovery. A sample of 280 registered nursing (RN) to bachelor of science in nursing (BSN) and other upper-division college students, mostly female and white, at one university commuter campus submitted the names of feature films having major characters with alcohol problems. One hundred and seventy-three feature movies were identified, with three movies comprising 35.7% of the 574 submissions: *When a Man Loves a Woman* (1994), *Leaving Las Vegas* (1995), and *28 Days* (2000). Five additional movies resulted in another 14.5% of the responses: *Days of Wine and Roses* (1962), *Arthur* (1981), *Clean and Sober* (1988), *Animal House* (1978), and *Barfly* (1987). These eight movies are briefly reviewed and information

is provided about incorporating movies into course work to address students' knowledge and beliefs about alcohol abuse and recovery. An example of how these movies were used in an elective class on the portrayal of alcoholism in U.S. films is provided. Educators are encouraged to conduct their own surveys to determine which feature movies are most appropriate for their particular student populations.

**Kramer, Esther H.** (1973) A review of literature relating to the impact of the broadcast media on drug use and abuse. In: *Drug Use in America: Problem in Perspective. Appendix. The Technical Papers of the Second Report of the National Commission on Marihuana and Drug Abuse*. Washington D.C.: Government Printing Office 1973, pp. 586–611.

**Kruse, Patrick / Wulff, Hans J.** (2006) Psychonauten im Kino: Rausch und Rauschdarstellung im Film. In: Jaspers, Kristina / Unterberger, Wolf (Hrsg.) *Kino im Kopf. Psychologie und Film seit Sigmund Freud*, Berlin: Bertz + Fischer 2006, pp. 107–113.

**Kretschmer, Sibylle / Metto, Michael / Schaletzke, Bernd / Schill, Wolfgang / Thiele, Günter A. / Weber, Norbert H. / Winter, Klaus** (1980) *Medien zum Drogenproblem*. München-Grünwald: Institut für Film in Wissenschaft und Unterricht 1980 (AV-Forschung. 22.).

**Kulkarni, Muralidhar M / Kamath, Veena Ganesh / Kamath, Asha / Lewis, Sarah / Bogdanovica, Ilze / Bains, Manpreet / Cranwell, Jo / Fogarty, Andrew / Arora, Monika / Nazar, Gaurang P. / Ballal, Kirthinath / Bhagwath, Rohith / Britton, John** (2021) Exposure to tobacco imagery in popular films and the risk of ever smoking among children in southern India. In: *Tobacco Control* 30,5, 2021, pp. 560–566.

Background: Exposure to smoking in films is a recognised cause of smoking uptake among children. In India, in an attempt to protect children, films containing smoking are required to include tobacco control messaging

including audiovisual disclaimers, on-screen health warnings when tobacco imagery is displayed and antitobacco 'health spots' before and during the film. We report a study of the association between ever smoking and exposure to tobacco imagery in locally popular films among children in Udupi district of Karnataka state in southern India. – Methods: A cross-sectional questionnaire survey of all students in grades 6–8 in schools in the Udupi district ascertained smoking status and potential confounders of smoking uptake, and whether children had seen any of 27 locally popular films we had coded and found to contain imagery of actual or implied tobacco use. Ever-smoking status was defined as any reported smoking of cigarettes, beedis or other tobacco products currently or at any time in the past. Independent effects on ever-smoking status were estimated using multiple logistic regression. – Results: Of 46 706 students enrolled in grades 6–8 in 914 participating schools, 39 282 (84.1%) provided questionnaire responses sufficiently complete for analysis. Ever smoking was reported by 914 (2.3%) participants and in a mutually adjusted model was significantly related to age, male sex, living in a home where smoking is allowed, having parents or siblings who smoke, low paternal education, low levels of family wealth, low self-esteem, rebelliousness and poor school performance. After allowing for these effects, the odds of ever smoking were not increased among students who had seen any of the listed films containing tobacco imagery when included in the analysis as a binary exposure (OR 0.9, 95% CI 0.4 to 2.0), and decreased in relation to level of exposure graded into tertiles of tobacco intervals seen. – Conclusions: In this cross-sectional study, children in southern India who had seen films containing tobacco imagery are no more likely to smoke than those who had not, indicating that the tobacco control messaging mandated by Indian law may be attenuating the effect of tobacco imagery in films on smoking uptake.

**Kupfer, Alexander** (1996) *Die künstlichen Paradiese. Rausch und Realität seit der Romantik*. Stuttgart / Weimar: Metzler.

Auch erschienen als: Kupfer, Alexander (1996) *Göttliche Gifte: Kleine Kulturgeschichte des Rauches seit dem Garten Eden*. Stuttgart/Weimar: J. B. Metzler.

## L

**Lacher, Irene** (1989) Kelly Lynch, ex-model, plays *Drugstore's* spunky junkie. In: *People* (Chicago, Ill.) 32,19, 1989, p. 137.

**Lalonde, Bernadette / Rabinowitz, Peter / Shefsky, Mary Lou / Washienko, Kathleen** (1997) *La Esperanza del Valle*: Alcohol prevention novelas for Hispanic youth and their families. In: *Health Education & Behavior* 24,5, 1997, pp. 587–602.

With extensive Hispanic community involvement, a television, radio, and storybook novela were developed to improve Hispanic parent-youth communications and youth attitudes regarding alcohol. Focus groups with the target audiences determined the novelas' concentration on alcohol, their medium and language of choice for Hispanic youth versus parents, and the health messages and cultural values to be portrayed. Reactions to the novelas were obtained via self-report surveys, random street interviews, radio listener call-ins, and community group meetings. Favorable reactions were obtained regarding the novelas' cultural sensitivity and appropriateness, and their potential to affect future behavior change. The affect of the television novela on Hispanic youth was evaluated by a pre-post self-report survey administered to middle and high school students. Survey results indicated the television novela may have had some positive impact on Hispanic youth attitudes and behavioral intentions regarding alcohol. The evaluation time line was limiting, however, and further evaluation is required.

**Lane, Anthony** (2000) The Current Cinema: Actors and addicts. In: *The New Yorker* 76,30, 2000, p. 101.

Zu *Requiem for a Dream* (USA 2000).

**Lashley, Mark C.** (2009) *Addiction and Celebrity: Reality Television Portrayals of Drug Abuse Treatment*. M.A. thesis, Athens, GA: University of Georgia 2009, vii, 74 pp.

This thesis examines the ways in which reality television portrays the treatment of drug and alcohol abuse through analysis of two television series, *Intervention* and *Celebrity Rehab With Dr. Drew*. The only two reality series that directly address addiction, one serves as a traditional life intervention program, while the other exists within the new milieu of Celebriality. The thesis explores the way in which the structural elements of the two series, and the processes of celebrityization, influence the portrayal of addicts on screen, while the reality television participants use sophisticated methods of performance to define themselves. This thesis contends that, while both programs purport to operate as public service, that goal is undermined by a number of structural and theoretical factors.

**Lehmann, Hauke** (2015) Rausch als filmisches Denkmodell – Zur Analogie von Film und Bewusstsein. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 117–129.

**Leibenguth, Charla** (1971) Films on drug abuse. In: *American Libraries* (Chicago, Ill.) 2,5, 1971, pp. 483–487.

**Leventhal, Howard** (1964) An analysis of the influence of alcoholic beverage advertising on drinking customs. In: *Alcohol Education for Classroom and Society: A Source Book for Educators*. Ed. by Raymond G. McCarthy. New York: McGraw-Hill 1964, pp. 267–297.

**Levine, R[obert] A.** (1970) Drug Ads on TV and radio. In: *The New England Journal of Medicine* 282,24, 1970, pp. 1378–1379.

To the Editor: The epidemic of drug abuse is rapidly becoming a national emergency. Part of the responsibility for this must be borne by the drug industry, radio and television. Just as cigarette commercials made smoking romantic, manly, relaxing, smart and “in,” drug advertising has helped to “turn on” our civilization, especially our youth. We are constantly

bombarded by people on television with an easy solution to any of our troubles, most of it half-truths or lies. Do you have pain? Take our product! Feeling depressed or run down? Take our tonic! Lethargic? Take our stimulant! Trouble sleeping? Our pills!

**Lewington, Mike** (1979) An overview (on alcoholism in the movies). In: Cook/Lewington 1979, pp. 22–29.

**Leydon, Joe** (2007) Over the GW. In: *Variety* 407,7, 2007, p. 23.

[Movie review.] – George Gallagher appears as Gaglia's autobiographical alter ego, Tony Serra, a drug-abusing Bronx teen whose worried mom (Julia Moriarty) checks Mum into a New Jersey rehabilitation clinic where physical restraint, mental abuse and will-breaking brainwashing are routine therapies.

**Lievrouw, Leah H.** (1994) Health communication research reconsidered: Reading the signs. In: *Journal of Communication* 44,1, 1994, pp. 90–99.

Sammelrezension und Rezensionsartikel. – Few positions are more precarious than that of the little guy in associations based on such unequal sizes and distributions of might. The power brokers need our expertise, but we are so little in comparison, so quickly bedazzled, and often silenced, by promises... so easily swallowed up... we are small, though our ideas may be powerful. If we merge, we are lost. (Gould, 1993, p. 55) The books reviewed here comprise a broad cross-section of current research in health communication, a subfield that seems to be coming into its own with a [...]

**Linsky, Arnold S.** (1970) The changing public views of alcoholism. In: *Quarterly Studies on Alcoholism* 31,3, 1970, pp. 692–704.

In a representative sample of the adult population in Vancouver, Wash., the younger, the better educated and those with more exposure to mass media showed greater acceptance of social drinking, of alcoholism and of medical and psychological treatment of alco-

holism than did the other respondents, and were more likely to attribute alcoholism to psychological than to biological causes.

**Linsky, Arnold S.** (1970/71) Theories of behaviour and the image of the alcoholic in popular magazines 1900–1966. In: *Public Opinion Quarterly* 34,4, 1970/71, pp. 573–581.

Repr. in Cohen/Young 1973, pp. 146–155.

“In tragic life,” George Meredith wrote, “no villain need be.” But how is it with the popular view of the alcoholic? Is there a villain? And if so, where is he located? In the present article, Professor Linsky analyzes the changing image of the alcoholic appearing in popular magazines over the last seven decades. The trends he discerns, however, appear to reflect not merely changes in public attitudes toward alcoholism, but rather much broader changes in popularly accepted theories of behavior.

**Lipsitz, Angela / Brake, Greg / Vincent, Eric John / Winters, Mark** (1993) Another Round for the Brewers: Television ads and children's alcohol expectancies. In: *Journal of Applied Social Psychology* 23,6, 1993, pp. 439–450.

In an experimental study of how beer commercials affect alcohol expectancies, 92 fifth graders watched 40 television ads that included either five beer commercials, five soft-drink commercials, or five beer commercials plus two antidrinking messages. Afterwards, as an unrelated task, they completed the Alcohol Expectancy Questionnaire-Adolescent Form (AEQ-A; Christiansen, Goldman, & Inn, 1982). Exposure to different commercials produced no differences in drinking expectancies. The experiment was repeated on 74 eighth graders with similar null results; however, eighth-grade girls more strongly believed ( $p < .02$ ) that alcohol leads to deteriorated cognitive and behavioral function. In a comparison of fifth and eighth graders from the same school, eighth graders had significantly more positive scores on three AEQ-A scales that tapped social/emotional expectancies. The failure of beer commercials to create positive alcohol expectancies is consistent with lim-

ited and null findings of previous investigations. Research to date does not support a ban on alcohol advertising.

**Lochbühler, Kirsten C. / Peters, P. Michiel / Scholte, Ron H. J. / Engels, Rutger C. M. E.** (2010) Effects of smoking cues in movies on immediate smoking behavior. In: *Nicotine & Tobacco Research* 12,9, 2010, pp. 913–918.

The objective of this study was to investigate the effect of smoking cues in movies on immediate smoking behavior. We tested whether smokers who are confronted with smoking characters in a movie smoke more cigarettes while watching than those confronted with non-smoking characters and whether this effect is less profound when smokers are more involved in the narrative (i.e., transportation). Using an experimental design, 60 daily smokers were assigned randomly to one of two movie conditions (smoking vs. non-smoking characters). Participants were exposed to a 72-min movie clip and were allowed to smoke while watching the movie. Transportation and smoking habits were assessed with a questionnaire afterward. The results showed a significant interaction effect between movie condition and transportation on immediate smoking behavior, indicating that smokers who were less transported smoked significantly more cigarettes when they were exposed to smoking characters compared with non-smoking characters. These results call for (a) increasing the awareness among people about the effect smoking cues in movies might have and (b) stricter control over smoking cues in movies.

**Long, Judith A. / O'Connor, Patrick G. / Gerbner, George / Concato, John** (2002) Use of alcohol, illicit drugs, and tobacco among characters on prime-time television. In: *Substance Abuse* 23,2, 2002, pp. 95–103.

Previous research of addictive substances suggests that use of alcohol, illicit drugs, and tobacco is overrepresented on prime-time television (TV). These studies, however, have relied on frequency counts of the substance, rather than the prevalence of use among

characters. Therefore, the objectives of this study were to compare the prevalence of alcohol, illicit drug, and tobacco users among characters on prime-time TV during 1995 and 1996 with rates of use in the United States. In addition, we determined if the ratio of male to female, young to old, and white to minority addictive substance users on prime-time TV were similar to the equivalent U.S. ratios. Comparing results for prime-time TV characters versus the U.S. population (respectively), 11.0% (99% CI, 9.8–12.1) drank alcohol versus 51.0%; 0.8% (99% CI, 0.5–1.1) used illicit drugs versus 6.1 %; and 2.5% (99% CI, 2.0–3.1) smoked tobacco versus 28.9%. In addition, no consistent pattern was evident in our analyses that assessed whether addictive substance users on prime-time TV were more frequently represented as men, young, or minority compared to the similar U.S. ratio. These results indicate that contrary to prevailing beliefs, alcohol, illicit drug, and tobacco users are uncommon on prime-time TV and are less prevalent than in the U.S. population.

**López Vidales, Nereida / Gómez Rubio, Leire** (2015). Análisis y proyección de los contenidos audiovisuales sobre jóvenes y drogas en YouTube. In: *Estudios sobre el Mensaje Periodístico* 21,2, 2015, pp. 863–881.

The Internet has become the showroom for different agencies and institutions, both public and private, as well as for citizens in general, where to spread their message. Among them we can find campaigns against drug addiction and despite their largely betting through conventional mainstream media, have recently found in the net a new transmission channel, especially for amateur productions. In this paper it is offered an analysis of those videos related to drugs most viewed in the most visited video site in Internet, YouTube.

**Lowe, Eden / Britton, John / Cranwell, Jo** (2018) Alcohol content in the 'hyper-reality' MTV show 'Geordie Shore'. In: *Alcohol and Alcoholism* 53,3, 2018, pp. 337–343.

Alcohol content, including branding, is highly prevalent in the MTV reality TV show

'Geordie Shore' Series 11. Current alcohol regulation is failing to protect young viewers from exposure to such content. – Aim: To quantify the occurrence of alcohol content, including alcohol branding, in the popular primetime television UK Reality TV show 'Geordie Shore' Series 11. – Methods A 1-min interval coding content analysis of alcohol content in the entire DVD Series 11 of 'Geordie Shore' (10 episodes). Occurrence of alcohol use, implied use, other alcohol reference/paraphernalia or branding was recorded. – Results All categories of alcohol were present in all episodes. 'Any alcohol' content occurred in 78%, 'actual alcohol use' in 30%, 'inferred alcohol use' in 72%, and all 'other' alcohol references occurred in 59% of all coding intervals (ACIs), respectively. Brand appearances occurred in 23% of ACIs. The most frequently observed alcohol brand was Smirnoff which appeared in 43% of all brand appearances. Episodes categorized as suitable for viewing by adolescents below the legal drinking age of 18 years comprised of 61% of all brand appearances. – Conclusions: Alcohol content, including branding, is highly prevalent in the UK Reality TV show 'Geordie Shore' Series 11. Two-thirds of all alcohol branding occurred in episodes age-rated by the British Board of Film Classification (BBFC) as suitable for viewers aged 15 years. The organizations OfCom, Advertising Standards Authority (ASA) and the Portman Group should implement more effective policies to reduce adolescent exposure to on-screen drinking. The drinks industry should consider demanding the withdrawal of their brands from the show.

**Lowery, Shearon A.** (1980) Soap and booze in the afternoon: An analysis of the portrayal of alcohol use in daytime serials. In: *Journal of Studies on Alcohol* 41,9, 1980, pp. 829–838.

Portrayals of alcohol use on daytime television serials are analyzed, and their effects on the audience are discussed in terms of modeling theory.

**Lowry, Brian** (2008) *Celebrity Rehab with Dr. Drew*. In: *Variety*, 9. Jan. 2008.

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012). – Riveting as a car wreck, "Celebrity Rehab" is the logical extension of VH1's "surreality" brand – an assembly of TV-created celebrities willing to be debased under the patina of entertainment. Educational only in its unflinching images of drug withdrawal (there's vomiting aplenty), the show proves as pathetic as it is difficult to turn off, its celebrities leveraging their private suffering as a lifeline to public exposure. VH1 may have another success here, but let's not kid ourselves: If this works, the channel has simply demonstrated it's possible to have your cake and snort it, too.

**Lowry, Dennis T.** (1981) Alcohol consumption patterns and consequences on prime time network TV. In: *Journalism Quarterly* 58,1, 1981, pp. 3–8, 37.

Alcohol abuse and alcoholism cost the United States nearly \$43 billion in 1975, including the costs of such things as lost production, health and medical costs, motor vehicle accidents, violent crimes and fires. – Another major social problem, that of violence in America, has stimulated a considerable body of research relating to mass communication in general and prime time network television programming in particular. However, the same situation is certainly not true with alcohol abuse. Comstock wrote in 1976: "We know very little about the way alcohol is portrayed on television, either in entertainment or commercials." He added, "We are rich in opinions and poor in facts." [...]

**Lucks, Julian** (2015) Bilder des berauschten Fahrens – Zur Geschichte einer audiovisuellen Metapher. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 130–138.

**Lum, Kristen L. / Polansky, Jonathan R. / Jackler, Robert K. / Glantz, Stanton A.** (2008) Signed, sealed and delivered: "big tobacco" in Hollywood, 1927–1951. In: *Tobacco Control* 17,5, 2008, pp. 313–323.

Objective: Smoking in movies is associated with adolescent and young adult smoking initiation. Public health efforts to eliminate

smoking from films accessible to youth have been countered by defenders of the status quo, who associate tobacco imagery in “classic” movies with artistry and nostalgia. The present work explores the mutually beneficial commercial collaborations between the tobacco companies and major motion picture studios from the late 1920s through the 1940s. Methods: Cigarette endorsement contracts with Hollywood stars and movie studios were obtained from internal tobacco industry documents at the University of California, San Francisco (UCSF) Legacy Tobacco Documents Library and the Jackler advertising collection at Stanford. – Results: Cigarette advertising campaigns that included Hollywood endorsements appeared from 1927 to 1951, with major activity in 1931–2 and 1937–8 for American Tobacco Company’s Lucky Strike, and in the late 1940s for Liggett & Myers’ Chesterfield. Endorsement contracts and communication between American Tobacco and movie stars and studios explicitly reveal the cross-promotional value of the campaigns. American Tobacco paid movie stars who endorsed Lucky Strike cigarettes US\$218 750 in 1937–8 (equivalent to US\$3.2 million in 2008) for their testimonials. – Conclusions: Hollywood endorsements in cigarette advertising afforded motion picture studios nationwide publicity supported by the tobacco industry’s multimillion US dollar advertising budgets. Cross-promotion was the incentive that led to a synergistic relationship between the US tobacco and motion picture industries, whose artefacts, including “classic” films with smoking and glamorous publicity images with cigarettes, continue to perpetuate public tolerance of onscreen smoking. Market-based disincentives within the film industry may be a solution to decouple the historical association between Hollywood films and cigarettes.

**Lutz, Peter** (Hrsg.) (1982) *Rausch und Realität: Drogen im Kulturvergleich*. Material zur Ausstellung Rausch und Realität im Stadttheater Würzburg, zum Theaterstück „Dann setz ich mir den Todesschuß“ von Wolfgang Hillmann, zur Drogenproblematik. Würzburg: Elternhilfe gegen Drogen e.V. 1982, 63 S.

## M

**MacDonald, Patrick T.** (1983) The “dope” on soaps. In: *Journal of Drug Education* 13,4, 1983, pp. 359–369.

Entertainment television has recently been at the center of a raging controversy concerning its effects on the viewer. Prime time television has been analyzed and dissected in almost every imaginable way. This zeal to reveal the hidden lessons being taught on prime time has not, however, been carried over to the daytime arena. While we now know the intimate details of nighttime drug usage, there has been virtually no investigation of daytime drug taking. This study, utilizing a sample of longtime soap opera viewers, examines the context, motives and consequences of drug use in the daytime serials. An indepth analysis of the various portrayals of eight separate drug categories – alcohol, tobacco, tranquilizers, amphetamines, marijuana, LSD, cocaine, and heroin – are presented. Finally, the potential effects of these television portrayals upon public drug awareness, and education efforts are hypothesized.

**Macdonald, Patrick T. / Estep, Rhoda** (1985) Prime time drug depictions. In: *Contemporary Drug Problems* 12,3, 1985, pp. 419–438.

The purpose of this study was to obtain information on the frequency and characteristics of drug use portrayals on prime time (8–11 pm) television. A coding sheet was utilized to transcribe the programs’ depictions of drugs. Legal as well as illegal [...] Because today’s children watch large amounts of television, such a carefree portrayal of potentially dangerous, albeit licit drugs may be helping to breed a new generation of problem drug users.

**Macnab, Geoffrey** (2003) Raising mum. In: *Sight and Sound* 13,5, 2003, pp. 18–19.

Movie director Gillies MacKinnon discusses his experiences while shooting his latest

project, 'Pure', the story of a boy and his heroin-addicted mother. The article touches on the movie's themes, characters and MacKinnon's directing style.

**Manning, Paul** (ed.) (2007) *Drugs and Popular Culture: Drugs, Media and Identity in Contemporary Society*. Cullompton, Devon, England / Portland, Or.: Willan Publishing 2007, ix, 290 pp.

Nachdr., London/New York: Routledge 2013, ix, 290 pp.

Darin: Grist, Leighton (2007) Drugs, the family and recent American cinema (117–133). – Carter, Paul (2007) Drug dealers as folk heroes? Drugs and television situation comedy (pp. 168–185).

**Manning, Paul** (ed.) (2014) *Drugs and Popular Culture in the Age of New Media*. New York/London: Routledge 2014, xi, 235 pp. (Routledge Advances in Criminology. 15.).

This book examines the history of popular drug cultures and mediated drug education, and the ways in which new media – including social networking and video file-sharing sites – transform the symbolic framework in which drugs and drug culture are represented. Tracing the emergence of formal drug regulation in both the US and the United Kingdom from the late nineteenth century, it argues that mass communication technologies were intimately connected to these “control regimes” from the very beginning. Manning includes original archive research revealing official fears about the use of such mass communication technologies in Britain. The second half of the book assesses on-line popular drug culture, considering the impact, the problematic attempts by drug agencies in the US and the United Kingdom to harness new media, and the implications of the emergence of many thousands of unofficial drug-related sites.

*Inhaltsvz.:* 1. Introduction: cultures of intoxication. – 2. Representing drugs and intoxication in popular media. – 3. The mediated regulation of intoxication in the age of “old” media: the US experience from “Reefer Madness” to “Just Say No”. – 4. Drugs regulation and

mediated drugs education in Britain. – 5. New media, popular culture and cultures of intoxication. – 6. Virtual intoxication: YouTube and popular drugs culture. – 7. Conclusion: virtual intoxication, drug styles and the way we consume.

**Marion, Nancy E. / Oliver, Willard M.** (eds.) (2015) *Drugs in American Society: An Encyclopedia of History, Politics, Culture, and the Law*. 3 vols. Santa Barbara, California / Denver, Colorado / Oxford, England: ABC-CLIO 2015: Vol. 1, xxxvii, 351 pp.; Vol. 2, xxi, 353–780 pp.; Vol. 3, xxi, 781–1163 pp.

Darin die Einträge: “Entertainers and drug use” (Vol. 1: A–D, pp. 369–372) und “Television and drugs” (Vol. 3: Q–Z, pp. 875–879).

**Markert, John** (2013) *Hooked in Film: Substance Abuse on the Big Screen*. Lanham, Md./Plymouth, England: Scarecrow Press 2013, 393 pp.

*Inhaltsvz.:* 1. Attacking the Drug Problem, 1900–1959: Cinema and the Temperance Movement; 2. Marijuana, 1960–2010: A Social and Cinematic Reappraisal; 3. Heroin in Film, 1960–2010: The Continued Spiral into Death and Destruction; 4. Cocaine, 1960–2010: Crack Changes the Social and Cinematic Landscape; 5. A Drug Miscellany: Social and Cinematic Problem Drugs; Conclusion; Appendix A. Drug Films, 1900–1959; Appendix B. Marijuana and Hashish Films, 1960–2010; Appendix C. Morphine and Heroin Films, 1960–2010; Appendix D. Cocaine and Crack Cocaine Films, 1960–2010; Appendix E. A Drug Miscellany, 1960–2010; Selected Bibliography; General Index; Film Index.

**Marsh, Louise / Mcgee, Rob / Macleannan, Brett / Robertson, Lindsay / Llewellyn, Rebecca / Ward, Matthew** (2017) Alcohol imagery on New Zealand television: Ten years on. In: *Drug and Alcohol Review* 36,4, 2017, pp. E1–E2.

Vgl. dazu McGee et al. (2007).

**Martin, E. Chorsie** (1981) *An Exploratory Study of the Relationship between Commercial*

*Television's Advertising of Over-the-Counter Drugs and Drug Use, Misuse, and Abuse among Selected College Students*. Ph.D. thesis, Carbondale, Ill.: Southern Illinois University 1981, vii, 157 pp.

**Mathijs, Ernest / Sexton, Jamie** (2011) *Cult Cinema: An Introduction*. Chichester: Wiley-Blackwell 2011, x, 299 pp.

Darin: Kap. 2 ("Cult Cinema and Drugs"), pp. 164–171.

**Mathios, Alan / Avery, Rosemary / Bisogni, Carol / Shanahan, James** (1998) Alcohol portrayal on prime-time television: manifest and latent messages. In: *Journal of Studies on Alcohol* 59,3, 1998, pp. 305–310.

The research in this article is designed to improve our understanding of alcohol messages embedded in prime-time television, especially when adolescent characters are shown portraying or consuming alcohol. Manifest and latent content analyses are used to assess the frequency of alcohol portrayal in prime-time television and the personality traits (powerful, admirable, smart) of characters shown consuming or portraying alcohol on prime-time television. The sample includes 224 hours of programming across 276 programs on four major networks. Alcoholic beverages were the most frequently portrayed food or drink. The prominence of alcohol in prime-time television applies to all characters, including adolescents. The proportion of all food and drink incidents accounted for by alcohol equaled .14 for male and .20 for female adolescent television characters. Moreover, when adolescent characters are involved with alcohol incidents, they are more likely to be shown consuming this alcohol than are adults. A significant finding was that adolescents portraying alcohol in programming were shown to have significantly more negative personality characteristics than did characters in older age groups. Compared with other studies, this study finds higher rates of alcohol portrayal by adolescents on prime-time television. The negative character portrayal of adolescents involved with alcohol is encouraging. However, adult and high-in-

come characters involved with alcohol, who might serve as role models for younger adults are, on average, shown with positive personality characteristics.

**Maynard, John** (2008) TV Preview: VH1's 'Celebrity Rehab' could become a habit. In: *The Washington Post*, 10. Jan. 2008, [URL].

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012). – "Celebrity Rehab" could have been another VH1 reality freak show, but proves to be compelling and thoughtful.

**Mayrhofer, Mira / Jörg Matthes** (2018) Drinking at work: the portrayal of alcohol in workplace-related TV dramas. In: *Mass Communication and Society* 21,1, 2018, pp. 94–114.

This study analyzed the portrayal of alcohol in the most popular workplace-related TV dramas. Based on social cognitive theory, we coded the extent and context of all alcoholic and nonalcoholic beverage appearances as well as character-beverage interaction. Motivations to drink, topic, portrayed outcomes related to alcohol, and the characteristics of models associated with alcohol were also analyzed. More than 90% of the episodes contained depictions or references to alcohol. Although less alcohol was portrayed at the [...]

**McCarthy, Pat** (1988) Children say television tells them about alcohol's effects. In: *The Journal – Addiction Research Foundation* 1,2, 1988, pp. 9.

The drinking behavior of 96 male normal drinking college students was assessed after they viewed a videotape of a popular prime-time television program complete with advertisements. Different versions of the videotape were used to evaluate the effects of a television program with and without alcohol scenes as crossed with the effects of three different types of advertisements (i.e., beer, nonalcoholic beverages and food). After viewing the videotape, the subjects, who were led to believe that they were participating in two separate and unrelated sets of experimental procedures, were asked to perform a taste rat-

ing of light beers, which actually provided an unobtrusive measure of their alcohol consumption. The results provided no support for the widely held assumption that drinking scenes in television programs or televised advertisements for alcoholic beverages precipitate increased drinking by viewers. This finding, however, must be considered in the context of the laboratory setting of the study, and thus may not generalize to real-life television viewing. Further research in this area is clearly needed, including an evaluation of the effects of television program content and advertisements on other populations (e.g., alcohol abusers).

**McCarthy, Todd** (2008) Sundance titles high on more than just altitude. In: *Variety* 409,10, 2008, p. 12.

Every film with teenagers or young adults seemed to have a major drug element: "Anywhere, USA," with its pot brownie-eating 8-year-old and cokesnorting dwarf; "Ballast," in which a 12-year-old in the Mississippi Delta becomes imperiled by local smalltime dealers after his father's overdose; "American Son," which features casual teenage drug use; "Assassination of a High School President," with its dealers who specialize in SAT test performance-enhancing drugs; "Sleepwalking," whose 12-year-old protagonist is started on her journey when her mother's boyfriend is arrested for marijuana growing; and "The Mysteries of Pittsburgh," like "The Wackness" a period piece – it's set in the early '80s – but no less pertinent for that.

**McCombs, Maxwell E. / Stone, Gerald C.** (1976) Social indicators for planning news-documentary television programs: The Charlotte Drug Survey. In: Ostman 1976a pp. 180–192.

**McConnell, Frank** (1983) Ads & addictions: booze on the tube. (TV's encouragement of alcohol abuse.) In: *Commonweal* 110, Dec. 1983, p. 689.

"Don't take the car, you'll kill yourself!" Who hasn't seen that commercial by the National Council on Alcoholism – the drunk husband lurching toward his.

**McDermott, Frank / Trinca, Gordon W.** (1983) Television advertising of alcoholic liquor. In: *Medical Journal of Australia* 1,13, 1983, pp. 623–625.

**McEwen, William J. / Hanneman, Gerhard J.** (1974) The depiction of drug use in television programming. In: *Journal of Drug Education* 4,3, 1974, pp. 281–293.

Complete evaluation of anti-drug abuse campaigns should examine not only the messages created, but the programming content which makes up the information environment for those receiving these messages. A content analysis of one major information source (prime time TV) indicates that drugrelevant information is being disseminated and should be taken into account in planning information strategies. Commercial appeals promoting chemical agent use and programming which largely neglects abuse potentials suggest cautions for the strategy planner and questions for media programmers.

**McGee, Rob / Ketchel, Juanita** (2006) Tobacco imagery on New Zealand television 2002–2004. In: *Tobacco Control* 15,5, 2006, pp. 412–414.

Considerable emphasis has been placed on the importance of tobacco imagery in the movies as one of the "drivers" of smoking among young people. Findings are presented from a content analysis of 98 hours of prime-time programming on New Zealand television 2004, identifying 152 scenes with tobacco imagery, and selected characteristics of those scenes. About one in four programmes contained tobacco imagery, most of which might be regarded as "neutral or positive". This amounted to about two scenes containing such imagery for every hour of programming. A comparison with our earlier content analysis of programming in 2002 indicated little change in the level of tobacco imagery. The effect of this imagery in contributing to young viewers taking up smoking, and sustaining the addiction among those already smoking, deserves more research attention.

**McGee, Rob / Ketchel, Juanita / Reeder, Anthony I.** (2007) Alcohol imagery on New Zealand television. In: *Substance Abuse Treatment, Prevention and Policy* 2,1, 2007, pp. 1–5.

To examine the extent and nature of alcohol imagery on New Zealand (NZ) television, a content analysis of 98 hours of prime-time television programs and advertising was carried out over 7 consecutive days' viewing in June/July 2004. The main outcome measures were number of scenes in programs, trailers and advertisements depicting alcohol imagery; the extent of critical versus neutral and promotional imagery; and the mean number of scenes with alcohol per hour, and characteristics of scenes in which alcohol featured. There were 648 separate depictions of alcohol imagery across the week, with an average of one scene every nine minutes. Scenes depicting uncritical imagery outnumbered scenes showing possible adverse health consequences of drinking by 12 to 1. The evidence points to a large amount of alcohol imagery incidental to storylines in programming on NZ television. Alcohol is also used in many advertisements to market non-alcohol goods and services. More attention needs to be paid to the extent of alcohol imagery on television from the industry, the government and public health practitioners. Health education with young people could raise critical awareness of the way alcohol imagery is presented on television. – Vgl. dazu Marsh et al. (2017)

**McIntosh, William D. / Bazzini, Doris G. / Smith, Stephen M. / Wayne, Shanan M.** (1998) Who smokes in Hollywood?: Characteristics of smokers in popular films from 1940 to 1989. In: *Addictive Behaviors* 23,3, 1998, pp. 395–398.

We examined how smokers were depicted in 100 popular films spanning 5 decades. – Smokers were depicted as more romantically and sexually active than nonsmokers and as marginally more intelligent than nonsmokers. Smokers and nonsmokers did not differ in terms of attractiveness, goodness, socioeconomic status, aggression, friendliness, or outcome at film's end. Thus, if anything, smokers are depicted a bit more positively than non-

smokers. We compared Hollywood's depiction of smokers to real-world demographics on smoking and found that Hollywood's depiction of smoking tends to ignore the negative consequences and correlates (e.g., ill health, low socioeconomic status, aggressive behavior) of smoking.

**McIntosh, William D. / Smith, Stephen M. / Bazzini, Doris G. / Mills, Penny S.** (1999) Alcohol in the movies: Characteristics of drinkers and nondrinkers in films from 1940 to 1989. In: *Journal of Applied Social Psychology* 29,6, 1999, pp. 1191–1199.

We examined depictions of alcohol use in 100 popular films spanning 5 decades. Drinkers were depicted as more attractive, more romantically/sexually active, more aggressive, and having a higher socioeconomic status than nondrinkers. No systematic changes were found across decades that might reflect the growing knowledge base regarding the adverse effects of alcohol use. We compared the depiction of alcohol use in movies to real-world demographics and found that alcohol use in movies is somewhat glamorized.

**McKenzie, Hamish** (2011) As seen on TV: Popular culture and the legalisation of drugs. In: *Matters of Substance* 21,4, 2011, pp. 14–17.

Just a few years ago, it was almost unthinkable that legalisation of drugs would become a mainstream debate. It has long been thought a political impossibility. Despite the arguments in favour and the continued failure of drug law enforcement policies, many in positions of power felt the public just wasn't ready for such a discussion. But if popular television shows are any form of public barometer, this may be beginning to change.

**Meier, Simon** (2015) Filmischer Rausch und Verfremdung. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 46–55.

**Mejia, Raul / Perez, Adriana / Morello, Paola / Santillan, Edna Arillo / Braun, Sandra / Sargent, James D. / Thrasher, James F.** (2019) Exposure to alcohol use in movies and problematic use of alcohol: A longitudinal

study among Latin American adolescents. In: *Journal of Studies on Alcohol and Drugs* 80,1, 2019, pp. 69–76.

This study assesses the association between exposure to alcohol in movies and alcohol use transitions among Latin American adolescents. A school-based longitudinal study involving 33 secondary schools in Argentina and 57 in Mexico was performed. The baseline sample included 1,504 never drinker adolescents in Argentina and 5,264 in Mexico (mean age = 12.5 years), of whom 1,055 and 3,540, respectively, completed a follow-up survey a year and a half later. Exposure to the 500 popular contemporary films was assessed by querying adolescents on 50 randomly selected titles. Films were content-coded for alcohol and exposure estimated from films seen. Logistic regression models estimated adjusted relative risk (aRR) for the following outcomes, net covariates, at follow-up: use of alcohol (having ever drank), current drinking (drinking in the past 30 days), ever binge drinking ( $\geq 4$  drinks [females] or 5 for males). At follow-up, respective adolescent drinking rates for Mexico and Argentina were 31% and 36% for use of alcohol, 18% and 27% for current drinking, and 8% and 19% for ever binge drinking. Greater exposure to alcohol in movies was independently associated with trying alcohol (aRR = 1.30, 95% CI [1.17, 1.43]), current drinking (aRR = 1.22, 95% CI [1.03, 1.44]), and binge drinking (aRR = 1.71, 95% CI [1.30, 2.25]) in Mexican adolescents, whereas in Argentina, movie alcohol exposure was associated only with trying alcohol (aRR = 1.25, 95% CI [1.02, 1.53]). Exposure to alcohol in movies predicted underage drinking transitions in these Latin American adolescents, replicating prior results for U.S. and European cohorts.

**Menne, Marcel** (2017) Hoch die Gläser! Was Alkohol im Film erzählt. In: *literaturkritik.de* (07.12.2017); [\[URL\]](#) (Zugriff: 06.02. 2022).

Rezension zu vier Filmen.

**Mercadante, Linda** (1998) Addiction and recovery. (Bill Moyers PBS special on substance abuse and recovery.) In: *The Christian Century*

115,9, 1998, p. 302.

Moyers' program grew out of research he conducted in helping his son fight a drug-and-alcohol addiction. The program deals with both scientific and social causes of addiction, and the confused dialogue Americans conduct on the topic.

**Meudt, Volker** (1979) *Drogen und Öffentlichkeit: Soziale Probleme, gesellschaftlicher Konflikt und öffentliche Kommunikation, dargestellt am Beispiel der Drogenberichterstattung der Presse*. München: Minerva Publikationen 1979, viii, 354 pp.

Inhaltsvz.: [\[URL\]](#).

**Meyer, Alf** (1983) Total bekifft. Eine Blutprobe: Drogen im Film und was Filmkritiker sehen. In: *Medium* 13,1, 1983, pp. 33–36.

Repr. in: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 39–43.

**Milavsky, Ronald J. / Petrowsky, Berton / Stipp, Horst** (1975) TV drug advertising and propriarity and illicit drug use among teenage boys. In: *Public Opinion Quarterly* 39,4, Winter 1975, pp. 457–481.

In this five-wave panel study, the relationships between exposure to drug advertising on television and (a) use of proprietary drugs, (b) use of illicit drugs, and (c) an attitude of readiness to take proprietary drugs were examined. The major finding was a negative relationship between exposure to drug advertising on television and use of illicit drugs, which remained negative under a large number of controls. No indirect relationship between the two variables was found via the use of proprietary drugs or via an attitude of readiness to take proprietary drugs.

**Milavsky, J. Ronald / Pekowsky, Berton / Stipp, Horst** (1976) Exposure to Drug Advertising on Television and Proprietary and Illicit Drug Use Among Teenage Boys. In: *Broadcast Advertising and Children: Hearings Before the Subcommittee on Communications of the Com-*

*mittee on Interstate and Foreign Commerce, House of Representatives, Ninety-Fourth Congress, First Session: The Problem Associated with Broadcast Advertising Directed Toward Children, the Amount of such Advertising and its Content and the Regulatory Functions of the Federal Communications Commission and the Federal Trade Commission, July 14, 15, 16 and 17, 1975.* Washinkton [sic!]: U.S. Government Printing Office 1976, (Serial No. 94-53), Appendix C, pp. 466–485.

**Miller, Vanessa / Lykens, Kristine / Quinn, James** (2007) The effects of media exposure on alcohol consumption patterns in African American males. In: *Substance Abuse* 28,2, 2007, pp. 41–49.

Objectives: The study examined the role of media exposure, ethnicity, mood/affect, sociodemographic factors and religion on alcohol consumption patterns. – Methods: Secondary analysis of the General Social Survey (GSS), 1972–2002 cumulative data file was used to provide quantitative estimates of the relationship between media exposure, ethnicity, mood/affect, socio-demographic factors and religion. The sample consisted of (n = 13,742) White subjects and (n = 2,192) African American subjects. – Results: Watching television and reading the newspaper were significant predictors of alcohol use. Watching television had a positive significant effect on alcohol use and abuse; but only in the absence of religiosity. Race did not have a significant effect on alcohol use or abuse. The survey year had significant effects on media use. – Conclusion: This research has significant policy implications in explaining predictors of alcohol use and abuse as well as protective factors for this behavior.

**Millner, Denene** (2007) Perry's House Party. In: *Essence* 38,3, 2007, p. 63.

In the sitcom, there's drug abuse, blended family issues, romance, teen problems and the like-all familiar fodder for Perryt-drenched in African-American colloquialism, old-time religion and plenty of knee-slapping humor.

**Milne, H. B. / Butt, T[revor] W.** (1975) The critical assessment of the T.V. film "The Drug Takers". In: *British Journal of Addiction to Alcohol & Other Drugs* 70,2, 1975, pp. 216–220.

The Granada T.V. film "The Drug Takers" was made to present facts about drug abuse in an unsensational, rational way. The effects of the film on a sample of school children was assessed using a questionnaire and the main finding was that the film had no significant effect on any of the attitudes assessed. Possible reasons for this are examined, which imply a different approach to future educational projects in this field.

**Minnebo, Jurgen / Eggermont, Steven** (2007) Watching the young use illicit drugs: Direct experience, exposure to television use. In: *Young* [Stockholm] 15,2 2007, pp. 129–144.

The study examines whether more television viewing contributes to negative perceptions of young people's behaviour with regard to substance use. This hypothesis is tested among middle-aged and elderly people, for whom television might be the primary source of information about youth. In addition, the study explores whether this relationship may be dependent upon respondents' direct experience and educational level. Correlational analyses and analyses of covariance performed on a sample of 246 people aged over 30 indicate that the relationship between television exposure and drug use estimations is curvilinear. It also showed to be moderated by respondents' educational level but not by their direct experience with adolescents. The interrelated impact of television viewing and education is discussed.

**Miranda, John de** (2001) Portrayal of addiction important to the field. In: *Alcoholism & Drug Abuse Weekly* 13,19, 2001, p. 5.

The efforts of actors and television programs probably have more effect on shaping the nation's attitudes about recovering people than do all the pamphlets, brochures and public service announcements generated by the field of substance abuse treatment and prevention.

**Mirzaee, Elaheh / Kingery, Paul M. / Pruitt, B[uster] E. / Heuberger, Greg / Hurlley, Robert S.** (1991) Sources of drug information among adolescent students. In: *Journal of Drug Education* 21,2, 1991, pp. 95–106.

A sample of 1023 eighth and tenth grade students in small to medium-sized central Texas school districts was assessed to determine the amount of information they receive from ten sources about six categories of drugs. The amount of information males reported receiving about each drug category was significantly greater than what females reported, and the amount of information that eighth graders reported receiving about each drug category was significantly greater than what tenth graders reported. Television was the primary source of drug information for all categories of drugs except inhalants, for which friends and television were equally important sources. Parents and printed media (magazines or newspapers) were of secondary importance, followed by friends and teachers. Adolescents were less likely to receive drug-related information from experience, siblings, church, doctors, and police. The reliance on the mass media for drug information in smaller school districts is a pattern which has been previously observed in larger urban districts. This consistency suggests that mass media approaches to drug education are likely to be as effective in rural areas and smaller towns as they are among urban adolescents. Implications for television programming are discussed.

**Montagne, Michael** (1992) Drug Advertising and Promotion: An Introduction. In: *The Journal of Drug Issues* 22,2, 1992, pp. 195–203.

Drug advertising, promotion, and related marketing activities have generated a great deal of inquiry and debate over the past three decades. In an attempt to address various trends, issues, advances, and problems, the *Journal of Drug Issues* devoted two special issues in the 1970s to an examination of this subject. The first special issue was devoted to public hearings on drug advertising (Price 1974). Those hearings, conducted twenty years ago by the National Council of

Churches of Christ, attempted to study the impact of drug advertising [...]

**Montero, Elvin** (2002) Television plays key role in shaping attitudes about addiction. (From the Field.) In: *Alcoholism & Drug Abuse Weekly* 14,10, 2002, p. 5.

Portraying alcohol use and addiction on television in a more realistic manner need not compromise a show's creativity. The Entertainment Industry Council has found that such portrayals often make a program more powerful.

**Montgomery, Nancy Kay** (1980) The differential role television plays on drug abuse and delinquency for rural and urban adolescents. In: *Southwestern Sociological Association: Abstracts of Papers Presented at the 55. Annual Meeting of the Southwestern Sociological Association, April 2–5, 1980, Hyatt Regency Hotel, Houston, Tx.*

Though some recent research has indicated that TV viewing is positively correlated with adolescent delinquency (Cantor & Ornant, 1977; Sommers, 1976) & drug use (Milavsky, et al, 1976), these studies seldom address differential effects incurred through race, sex, age, & residence controls. Examined here is the differential role played by TV viewing on a wide variety of Tex youth. Data originate in the drug-use survey of the Tex Ru Adolescent Drug Abuse Project (TRADAP). The survey utilized a stratified-cluster sample of over 12,000 Tex youth & yielded a usable N of 1,358. Included are 723 Ms, 635 Fs, 405 black Americans, 862 Caucasians, & 71 Mexican Americans. Ages of Rs ranged from 12 to 19 years & the research was conducted in the 7 counties comprising the Brazos Valley area of Tex. TV viewing is measured in terms of amount & particular shows watched. This latter category is further specified via scales of violence (Hartnagel, et al, 1975) & via categorical codes as to subject matter. Crosstabular & multivariate analyses will specify these issues for race, sex, age, & residence subgroups. Particular attention is paid to the differing levels of influence that TV viewing may play in the etiology of delinquent &

drug-using behavior.

**Moreno, Christopher M.** (2009) Body politics and spaces of drug addiction in Darren Aronofsky's *Requiem for a Dream*. In: *GeoJournal* 74,3, 2009, pp. 219–226.

Through a critical analysis of Darren Aronofsky's filmic adaptation of Hubert Selby's Jr.'s *Requiem for a Dream* (2000), this article explores different relational understandings of drug using bodies and spaces of addiction. In an attempt to move away from modernist readings of addiction I look to different relational and ethical understandings of bodies and assemblages offered in the work of Gilles Deleuze and Felix Guattari. By approaching the subject of drug addiction through the film and Deleuzian-Guattarian philosophy, this article presents different insights and alternative political and ethical imaginaries of what drug bodies and spaces are and do.

**Morrison, Andrew J. / Kline, F. Gerald / Miller, Peter V.** (1976) Aspects of adolescent information acquisition about drugs and alcohol topics. In: Ostman 1976a, pp. 133–154.

**Moya Aguilar, Andrea** (2020) *The Problematic Portrayal of Dissociative Identity Disorder in Literature and Cinema: An Exploration of Margaret Atwood's "Alias Grace", Robert L. Stevenson's "Strange Case of Dr Jekyll and Mr Hyde", and M. Night Shyamalan's "Split"*. B.A. thesis, Barcelona: Treballs Finals del Grau d'Estudis Anglesos, Facultat de Filologia, Universitat de Barcelona 2020, [6], 29 pp.

Diving into literary works and film productions in Hollywood we can explore the negative connotations and misconstrued ideas about people who suffer from DID (Dissociative Identity Disorder). From rapists to serial murderers, the representation of people with mental disorders in general, whether they are inclined by drug abuse like in *The strange case of Dr. Jekyll and Mr. Hyde* (1886) or as a consequence of child abuse, possibly linked to *Alias Grace* (1996) and the cinematic adaptation of *Split* (2016). Therefore, we can confidently say that such people are not only being misinterpreted but also sentenced to live with

the fear of being feared. In this piece of work, we will be exploring how dissociative identity disorder can be interpreted within its representation in literature and cinema. By doing so, we will be untangling and debunking the misconception and huge stigma that has been created around this very complex mental disorder.

**Mulder, Arjen** (1992) De ‚thrill‘ tussen twee culturen. In: *Skrien* 185, pp. 12–15.

Untersucht den Zusammenhang zeitgenössischer Thriller zur Drogenkultur.

**Mullen, Lisa** (2007) Black Snake Moan. In: *Sight and Sound* 17,6, 2007, p. 47.

With leads of this calibre in place and cinematographer Amelia Vincent confidently cranking up the tension and humidity with each shot, we are set up for a pleasingly morose meditation on the heart's darkest places – a kind of celluloid blues song, we might hope, given the heavy handed references to Lazarus as the town's former (but now dried up) bluesman, and the film's title, which comes courtesy of Blind Lemon Jefferson.

## N

**Nakahara, S[hinji] / Ichikawa, M[asao] / Wakai, S[usumu]** (2005) Smoking scenes in Japanese comics: A preliminary study. In: *Tobacco Control* 14,1, 2005, pp. 71.

Two coders independently examined the presence of tobacco related events, including smoking (getting out and holding an unlit tobacco product or packet; lighting, consuming, stubbing, and discarding a tobacco product), paraphernalia (ashtrays, and cigarette packets not held by smokers), and conversations about smoking; type of tobacco products; smoker characteristics (sex, estimated age, and role); and how smoking was depicted (negatively or neutrally).

**Natale, Richard** (1998) Trouble in making of 'Paradise'. [Special to the Times.] In: *Los Angeles Times*, 28. Dec. 1998, [URL].

The story behind the story on some movies is often as compelling and dramatic as what's on screen. That mirror reflection between life and art certainly applies to Larry Clark's "Another Day in Paradise," a candid, cautionary tale about drug abuse [...]

**National Coordinating Council in Drug Education** (ed.) *Drug Abuse Films*. Washington, D.C.: National Coordinating Council on Drug Education 1970, vi, 46 pp. (ERIC Number: ED058071).

This evaluation of films and other audiovisuals related to drug education was performed by the National Coordinating Council on Drug Abuse Education and Information, Inc. Materials were evaluated both for scientific accuracy and effectiveness as a communications tool. Four categories are used for descriptive purposes: films rated scientifically acceptable and scientifically unacceptable, and other audiovisuals rated scientifically acceptable and scientifically unacceptable. Other audiovisuals include filmstrips, slides, records, and transparencies. Each entry identifies the title, year produced, intended audience, producer, source, rental fee, purchase price, physical description, synopsis of the film or audiovisual, general evaluation of the item for those rated scientifically acceptable, and evaluation of scientific accuracy. A subject index is included. (BL)

**National Coordinating Council in Drug Education** (ed.) *Drug Abuse Films. Second Edition*. Washington, D.C.: National Coordinating Council on Drug Education 1971, viii, 64 pp. (ERIC Number: ED058096).

This second edition updates and expands a 1971 evaluation of films and audiovisuals related to drug education performed by the National Coordinating Council on Drug Education. Materials in this edition are evaluated both for accuracy and effectiveness as a communications tool. They are separated into two sections—films and other audiovisuals includ-

ing filmstrips, slides, transparencies, and recordings—with particular recognition given to those titles which are unusually noteworthy and those using questionable approaches or containing many inaccuracies. Each entry identifies the title, year produced, intended audience, producer, source, rental fee, purchase price, physical description, synopsis of the film or audiovisual, and evaluation of the item. A subject index is included together with a list of additional recommended films to appear in future supplements of this publication. (BL)

**National Coordinating Council in Drug Education** (ed.) (1973) *Drug Abuse Films: An Evaluation Report*. 3rd edition. Washington, D.C.: National Coordinating Council on Drug Education 1973, vii, 119 pp.

**Neher, Jack** (1979) *The selective guide to audiovisuals for mental health and family life education*. Prep. by the Mental Health Materials Center. Chicago, Ill.: Marquis Academic Media, 4th ed. 1979, xvi, 511 pp.

Katalog mit mehr als 350 Filmen, Videofilmen und Tonbändern. Ausführlich annotiert. Stichwortindex. Cf. *Alcoholism*, 251–286; *Drug use and abuse*, 377–398.

**Nestler, Sebastian** (2014) Grenzenlos entgrenzt: Zur Kritik posthegemonialer Macht in LIMITLESS. In: Nachreiner, Thomas / Podrez, Peter (Hrsg.) *Fest-Stellungen* (=Film- und Fernsehwissenschaftliches Kolloquium, Bd. 25). Marburg: Schüren, pp. 371–380.

**N.N.** (1982) Pictures: New 'Twilight Zone' charges allege drug and alcohol abuses. In: *Variety* 308,12, 1982, p. 5.

**N.N.** (1983) Alcohol, drug abuse series runs at TBS. In: *The Hollywood Reporter* 277,40, 1983, pp. 12.

**N.N.** (1986) Reagan says Hollywood is soft on drugs; Hollywood says Reagan has been watching too many old movies. In: *People* (Chicago, Ill.) 26,8, 1986, p. 28.

N.N. (1987) Tony Brown produces movie about drug abuse. In: *Los Angeles Sentinel*, 19. Nov. 1987, p. B5.

Principal photography for "The White Girl," the first feature movie project for television producer and host Tony Brown, was recently completed. The \$2 million movie with a message about drug use and self-respect stars Troy Beyer of the prime-time [...]

N.N. (1988) Tony Brown gets 'PG-13' rating for 'White Girl'. In: *Jet* 74,20, 1988, p. 57.

Tony Brown recently won his battle to get the "R" rating of his anti-drug movie, "The White Girl" [USA 1990] changed to "PG-13."

N.N. (1988) Tony Brown rebukes 'R' rating for 'White Girl'. In: *Jet* 74,16, 1988, p. 39.

Talk show host/movie producer Tony Brown is appealing the "R" rating his anti-drug movie "The White Girl" [USA 1990] received by the Motion Picture Association of America. He believes an "R" rating will stigmatize the film.

N.N. (1989) Fatal Addictions. In: *Variety* 336,8, 1989, p. 60.

"Fatal Addictions," a special about the problem of drug addiction, starring Maria Shriver and Betty Ford, is reviewed.

N.N. (1989) Gangs, Cops and Drugs. In: *Variety* 336,8, 1989, p. 60.

"Gangs, Cops & Drugs," a documentary hosted by Tom Brokaw, is reviewed.

N.N. (1994) Pulp medicine. In: *New York* 27,48, 1994, p. 34.

An overdose victim cannot be revived by plunging a hypodermic needle filled with adrenaline through the breastbone directly into the heart. The tactic used in the movie "Pulp Fiction" is dispelled.

N.N. (1996) HBO movie 'Rebound' tells story of Harlem street basketball player Earl 'The Goat' Manigault. In: *Jet* 91,1, 1996, p. 52.

Manigault's story covers his fall into drug abuse from his position as an outstanding neighborhood basketball player, and his later redemption. Among the actors in the film are Don Cheadle who appeared in the film 'Devil in a Blue Dress' and Loretta Devine from 'Waiting to Exhale.'

N.N. (1998) Survey: Public opposed to televised liquor ads. In: *Alcoholism & Drug Abuse Weekly* 10,11, 1998, p. 7.

N.N. (1999) Broadcasts win awards for realistic portrayal of drug use. In: *Alcoholism & Drug Abuse Weekly* 11,11, 1999, p. 5.

N.N. (1999) Study results on substance abuse in movies, music released. In: *Juvenile Justice Digest* 27,9, 1999, p. 2.

Results of a study that portrays the degree of illicit drug, alcohol and tobacco use in selected popular movies and music are reported. The findings underscore the power of the entertainment industry to play a role in protecting kids from the dangers of drugs.

N.N. (1999) Survey reveals widespread substance use in movies, music. In: *Alcoholism & Drug Abuse Weekly* 11,18, 1999, p. 4.

A government survey shows that 98% of the 200 most popular movie rentals of 1996-97 depicted alcohol, tobacco or illicit drug use. Other findings of the survey are offered.

N.N. (2000) ONDCP finds little depiction of drugs on television. In: *Alcoholism & Drug Abuse Weekly* 12,4, 2000, p. 4.

N.N. (2000) Study: Smoking prevalent among women in movies. In: *Alcoholism & Drug Abuse Weekly* 12,11, 2000, p. 8.

N.N. (2000) TV movie examines youth heroin use. In: *Alcoholism & Drug Abuse Weekly* 12,15, 2000, p. 7.

Zum Spielfilm *Trapped in a Purple Haze* (USA 2000).

N.N. (2000) TV shows send anti-drug theme to youths. In: *Juvenile Justice Digest* 28,2, 2000, p. 3.

Lost in the media frenzy over the White House reviewing TV scripts for anti-drug messages was the actual report, which found that prime time shows viewed by youths increasingly associate drug abuse with dangerous and risk behavior.

N.N. (2001) A long and winding trip; Hollywood and drugs. In: *The Economist* 358,8206, 2001, p. 1.

N.N. (2001) Film chronicles addicts in NYC program. In: *Alcoholism & Drug Abuse Weekly* 13,9, 2001, p. 6.

“The Gospel According to Mr. Allen” [USA 2000] follows patient treatment in New York City’s Addicts Rehabilitation Center program.)

N.N. (2001) In case you haven’t heard. In: *Alcoholism & Drug Abuse Weekly* 13,48, 2001, pp. 8.

Increase in depictions of illicit drug use in movies and television.

N.N. (2002) Adolescent smoking may be linked to TV viewing. In: *Alcoholism & Drug Abuse Weekly* 14,40, 2002, p. 8.

Kurze Notiz.

N.N. (2002) Liquor companies continue to pursue television ads. In: *Alcoholism & Drug Abuse Weekly* 14,18, 2002, p. 8.

Kurze Notiz. – Liquor companies are committed to buying television airtime on local broadcast affiliates and cable networks. NBC recently decided to end its deal with Diageo to air Smirnoff liquor advertisements after intense pressure from lawmakers and advocacy groups.

N.N. (2002) Movies may influence children’s drinking, smoking. In: *Alcoholism & Drug Abuse Weekly* 14,8, 2002, p. 8.

Kurze Notiz.

N.N. (2002) Report: millions of teens exposed to alcopop ads. In: *Alcoholism & Drug Abuse Weekly* 14,31, 2002, p. 3.

Kurze Notiz. – Alcohol advertisers are exposing millions of teens to a growing category of liquor-branded malt beverages known as alcopops, according to new polling data. The ads for these drinks not only promote alcopops, but are also a back-door way for liquor companies to put their brand names in front of young audiences on network television.

N.N. (2002) Smoking in movies influences teen viewers. In: *Alcoholism & Drug Abuse Weekly* 14,14, 2002, p. 7.

Kurze Notiz.

N.N. (2003) In case you haven’t heard. In: *Alcoholism & Drug Abuse Weekly* 15,20, 2003, p. 8.

Movie on methamphetamine abuse begins filming.

N.N. (2004) Report: Youth exposure to TV ads continues to increase. In: *Alcoholism & Drug Abuse Weekly* 16,40, 2004, p. 3.

The number of alcohol advertisements more likely to be seen by youths continued to rise over the past two years and reflected an upward trend in alcohol advertising in general. Alcohol industry advertising on television maintained a steady path of growth between 2001 and 2003, driven in part by an explosion of distilled spirits ads on cable television.

N.N. (2007) Access to HBO’s *Addiction*. In: *Alcoholism & Drug Abuse Weekly* 19,10, 2007, p. 3.

N.N. (2007) Pediatricians call for R rating for movies depicting smoking. In: *Alcoholism & Drug Abuse Weekly* 19,21, 2007, p. 6.

N.N. (2007) The *Addiction* Project combines film, host of activities. In: *Alcoholism & Drug Abuse Weekly* 19,8, 2007, p. 4.

HBO will launch a national campaign designed to educate the public that addiction is a treatable brain disease. The centerpiece of

the Addiction Project will be a documentary film to premier during a free preview weekend, Mar 15–18.

**N.N.** (2008) Cable show on ‘Celebrity Rehab’ draws NAATP criticism. In: *Alcoholism & Drug Abuse Weekly* 20,5, 2008, pp. 4–6.

A reality show about detoxing and treating celebrities is coming under fire from field groups. The National Association of Addiction Treatment Providers has complained in writing to cable network VH1 over the presentation of addiction treatment in the program, an 8-episode series which premiered Jan 10 and features different celebrities going through treatment. The treatment provider on the show is Drew Pinsky, M.D., host of the syndicated radio show Loveline, and the MTV show of the same name.

**N.N.** (2008) Forbidden Hollywood Collection Volume 2. In: *Sight and Sound* 18,6, 2008, p. 89.

The five films involve a good deal of strictly superfluous striptease, implied drug abuse, alcoholism and extra-marital relations.

**N.N.** (2009) Movies. In: *Encyclopedia of Drugs, Alcohol & Addictive Behavior*. Ed. by Pamela Korsmeyer & Henry R. Kranzler. 3rd ed., Detroit, Mich: Macmillan Reference, a part of Gale, Cengage Learning USA 2009, Vol. 3, pp. 83–86.

**Nowak, Lars** (2015) Der binäre Code des Rausches – Zu William Burroughs und Anthony Balch. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 21–32.

**Nowak, Lilian** (1982) *Om alkohol i TV: En metodologisk förstudie*. [Stockholm]: Sveriges radio 1982, [6], v, [1], 175, [21] pp. (Sveriges radio. Publik- och programforskning. 15.).



**Office of National Drug Control Policy and Substance Abuse and Mental Health Ser-**

**vices Administration** (2003) Movies present mixed messages about substance abuse. In: *Chemical Dependency: Opposing Viewpoints*. Ed. by Laura K. Egendorf. San Diego, Calif.: Greenhaven Press 2003, pp. 83–91.

**O’Hara, Ross E. / Gibbons, Frederick X. / Li, Zhigang / Gerrard, Meg / Sargent, James D.** (2013) Specificity of early movie effects on adolescent sexual behavior and alcohol use. In: *Social Science & Medicine* 96, 2013, pp. 200–207.

Adolescents’ movie sex exposure (MSE) and movie alcohol exposure (MAE) have been shown to influence later sexual behavior and drinking, respectively. No study to date, however, has tested whether these effects generalize across behaviors. This study examined the concurrent influences of early (i.e., before age 16) MSE and MAE on subsequent risky sex and alcohol use among a national sample of 1228 U.S. adolescents. – Participants: reported their health behaviors and movie viewing up to six times between 2003 and 2009 in telephone interviews. The Beach method was used to create a population-based estimate of each participant’s MSE and MAE, which were then entered into a structural equation model (SEM) to predict lifetime risky sex and past month alcohol use at ages 18–21. For both men and women, MAE predicted alcohol use, mediated by age of initiation of heavy episodic drinking (HED) and age of sexual debut; MAE also predicted risky sex via age of sexual debut. Among men only, MSE indirectly predicted risky sex and alcohol use. – Findings: indicated that early exposure to risk content from movies had both specific and general effects on later risk-taking, but gender differences were evident: for men, MSE was a stronger predictor than MAE, but for women, only MAE predicted later risk behavior. These results have implications for future media research, prevention programs for adolescent sex and alcohol use, and movie ratings that can guide parents’ decisions as to which movies are appropriate for their children. • Male adolescents’ exposure to sexual and alcohol content in movies predicts later risky sexual behavior and alcohol use. • Female

adolescents' exposure to alcohol content in movies alone predicts later risky sexual behavior and alcohol use. • Movie effects on adolescent healthrisk-taking appear to include both specific and non-specific components.

**O'Keefe, Timothy M.** (1974) Some allies: The mass media and drug abuse education. In: *Research on Methods and Programs of Drug Education*. Ed. by Michael S. Goodstadt. Toronto: Alcoholism and Drug Addiction Research Foundation of Ontario 1974, pp. 27–52 (International Symposia on Alcohol and Drug Addiction).

**Oksanen, Atte** (2012) Affect and addiction in the *Celebrity Rehab* reality television show. In: *Addiction Research & Theory* 22,2, 2014, pp. 137–146.

This article analyses how the popular reality television show *Celebrity Rehab with Dr Drew* portrays addiction and the treatment process. The data consist of seasons 1–4, which were originally broadcast 2008–2011. The qualitative analysis of the show will be grounded on the theoretical concept of affect, which refers, in brief, to intensities and emotional forces. *Celebrity Rehab* exemplifies current re-working of the images of addiction and rehabilitation. The narrative storyline of the show structures the contents of the show from detoxification to graduation in three weeks. This enables the input of visually shocking material. Recovery is portrayed as a long struggle against addiction, which is defined as both substance dependency and excessive, sensation-seeking behavior. Addiction is connected to violent conflicts, bodily expressions and private disclosure. The show uses severely addicted celebrities as participants, some of whom have subsequently died. Exact details about the treatment process are kept brief. Displayed affects, emotions, bodies and body parts become primary material, while factual information about treatment and the dangers of drugs and alcohol are secondary. What *Celebrity Rehab* shows as visual images is more important than what it tells about addictions. It uses body fluids and close-ups of

bodily distortions to portray addictions and the difficulty of treatment.

**Oldfield, Benjamin J. / Tetrault, Jeanette M. / Berland, Gretchen** (2021) Addiction screening—The *A Star Is Born* movie series and destigmatization of substance use disorders. In: *JAMA: The Journal of the American Medical Association* 325,10, 2021, pp. 915–917.

Oldfield et al. use the *A Star is Born* movie series to chart trends in popular cultural representations of addiction and to argue for more authentic Hollywood depictions of substance use disorder. Although chronic disease is not glamorous, the full spectrum of substance use disorder could be dramatically sequenced, with cycles of remission and returning to use. Historical trauma, social and structural determinants of health including those imposed by racism and poverty, and co-occurring mental illness could provide context and character development. Disclosure of experiences of discrimination and trauma can be supported on the big screen.

**Ostman, Ronald Elroy** (1974) *Systems and Communication Control: An Analysis of the Process of Evaluating Films on Drug Abuse*. Ph.D. Thesis, Minneapolis: University of Minnesota 1974, xi, 237 pp.

**Ostman, Ronald Elroy** (ed.) (1976a) *Communication Research and Drug Education*. Beverly Hills, Cal./London: Sage Publications 1976, 325 pp. (International Yearbook of Drug Addiction and Society. 3.).

**Ostman, Ronald Elroy** (1976b) Professional evaluations of drug abuse education films. In: Ostman 1976a, pp. 220–244.

**Ota, Atsuhiko / Akimaru, K. / Suzuki, S. / Ono, Y.** (2008) Depictions of smoking in recent high-grossing Japanese movies. In: *Tobacco Control* 17,2, 2008, pp. 143–144.

Some have argued that depictions of smoking in movies are factors that trigger the initiation of adolescent smoking.<sup>1–6</sup> Previous studies on this topic were carried out mostly in the United States. There are few data on the

depiction of smoking in Japanese movies. In Japan, smoking is highly prevalent among adolescents and adults.<sup>7 8</sup> In this study, we examined the frequency with which smoking is depicted in recent high-grossing Japanese movies. – The 10 highest-grossing Japanese movies in each year from 2000 to 2006 were viewed. The box-office receipts were based on the records of the Motion Picture Association [...]

**Otto, Kim / Köhler, Andreas / Baars, Kristin** (2018) *Die Darstellung von Drogen und Sucht im deutschen Fernsehen*. Onlinepublikation der Univ. Würzburg. [URL] (Zugriff: 06.02.2022).

## P

**Palmgreen, Philip / Donohew, Lewis / Lorch, Elizabeth Puzgles / Hoyle, Rick H. / Stephenson, Michael T.** (2001) Television campaigns and adolescent marijuana use: Tests of sensation seeking targeting: Focus: Taking on Tobacco. In: *American Journal of Public Health* 91,2, 2001, pp. 292–296.

Objectives: This study evaluated the effectiveness of targeted televised public service announcement campaigns in reducing marijuana use among high-sensation-seeking adolescents. – Methods: The study used a controlled interrupted time-series design in 2 matched communities. Two televised anti-marijuana campaigns were conducted in 1 county and 1 campaign in the comparison community. Personal interviews were conducted with 100 randomly selected teenagers monthly in each county for 32 months. – Results: All 3 campaigns reversed upward developmental trends in 30-day marijuana use among high-sensation seekers ( $P < .002$ ). As expected, low-sensation seekers had low use levels, and no campaign effects were evident. – Conclusions: Televised campaigns with high reach and frequency that use public service announcements designed for and targeted at high-sensation-seeking adolescents can significantly reduce substance use in this

high-risk population.

**Paredes, Valerie / Cantu, Vanessa C. / Graf, Noreen M.** (2013) The impact of reality television on the alcohol-related beliefs and behaviors of Hispanic college students. In: *Journal of Alcohol and Drug Education* 57,1, 2013, pp. 23–45.

This study is designed to examine the effects of reality television and alcohol-related beliefs and behaviors of Hispanic college students ( $N = 285$ ). Reality television is a new form of media that is gaining popularity and provides increased exposure to glamorized alcohol use. There is a lack of research studies focused on the impact that reality television has on Hispanic college students' behaviors and beliefs towards alcohol consumption. This study surveyed 286 Hispanic college students at a southwest university using the Hispanic Alcohol Use and Reality TV (HAURT) survey. The majority of participants agreed that reality TV encourages college students' alcohol consumption and overwhelmingly agreed that reality TV depicted alcohol consumption as glamorous with far fewer recognizing any depiction of negative consequences.

**Parr, Gus** (1997) Sight and Sound A-Z of cinema. S. Smoking. In: *Sight and Sound* 7,12, pp. 30–31, 33.

Zigarren, Zigaretten, Pfeifen im Kino.

**Partanen, Juha** (ed.) (1980) *Finnish Intoxication on the Screen*. Helsinki: Social Research Institute of Alcohol Studies 1980, pp. 387–409 (Alkoholipoliittisen tutkimuslaitoksen tutkimuslause. 143. / Reports from the Social Research Institute of Alcohol Studies. 143.).

**Pastorek, Whitney** (2004) Joint Ventures: *Harold & Kumar* follows in a long line of doobie-ous flicks. In: *Entertainment Weekly* 777, 2004, p. 22.

Aus der Rubrik: News + Notes; Top 10 Stoner Movies of All Time.

**Payne, Donald E.** (1976) The relationship between television advertising and drug abuse

among youth: Fancy and fact. In: *Journal of Drug Education* 6,3, 1976, 215–220.

Television advertising of over-the-counter drugs has been suspected of being a contributing factor in drug abuse among youth. Recent research suggests that these suspicions are ill-founded. What is worse, they focus attention, effort and resources on a factor which is simply irrelevant to the problem.

Auch in: *Broadcast Advertising and Children: Hearings Before the Subcommittee on Communications of the Committee on Interstate and Foreign Commerce, House of Representatives, Ninety-Fourth Congress, First Session: The Problem Associated with Broadcast Advertising Directed Toward Children, the Amount of such Advertising and its Content and the Regulatory Functions of the Federal Communications Commission and the Federal Trade Commission, July 14, 15, 16 and 17, 1975*. Washinkton [sic!]: U.S. Government Printing Office 1976, (Serial No. 94-53), Appendix E, pp. 490–493.

**Pechmann, Cornelia / Shih, Chuan-Fong** (1999) Smoking scenes in movies and anti-smoking advertisements before movies: effects on youth. In: *Journal of Marketing* 63,3 1999, pp. 1–13.

In two experiments, the authors test rival theories regarding the effects of smoking in feature films on youths and the ability of anti-smoking advertising to nullify those effects. Eight hundred ninth graders watched either original movie footage with smoking or control footage with the smoking edited out. Emotional reactions were recorded during viewing, and smoking-related thoughts, beliefs, and intent were assessed afterward. The findings support the Forbidden Fruit thesis, in that smoking (versus non-smoking) scenes positively aroused the young viewers, enhanced their perceptions of smokers' social stature, and increased their intent to smoke. However, youths' opinions were malleable, and showing them an anti-smoking advertisement before the film effectively repositioned the smoking from forbidden to tainted, thereby nullifying the aforementioned effects. No support was obtained for the Excitation Transfer theory, which predicts that the posi-

tive arousal evoked by movie scenes would transfer to smokers who were depicted in those scenes. The authors discuss policy implications for film content and anti-smoking advertising.

**Pendleton, Laura L. / Smith, Christopher / Roberts, John L.** (1991) Drinking on television: a content analysis of recent alcohol portrayal. In: *Addiction* 86,6, 1991, pp. 769–774.

The portrayal of alcohol on British television was examined in a systematic sample of 50 programmes broadcast in 1988. Nearly three-quarters of the programmes contained visual or verbal references to alcohol. On average, there was a reference to alcohol in every six and a half minutes of programming. Alcohol was most prominently featured in fictional programmes, particularly in one soap opera, *Eastenders*. A third of the programmes showed specific brands of alcohol. It is estimated that the portrayal of alcohol in Britain's most popular programmes is worth £487 million of free promotion to the alcohol industry per annum. Nevertheless, in comparison with an earlier study, carried out in 1986, there appeared to be fewer alcohol images. A number of recommendations are made for further action and monitoring of alcohol portrayal.

**Penkoff, Diane W.** (1993) Slipping 'em a Mickey: A content analysis of drinking in Disney's animated films. In: *Animation Journal* 1,2, pp. 28–49.

**Perey, Sheryl L. S.** (1988) *Television Drug Advertising and Drug Abuse: A Review of the Empirical Research*. Diss., Athens, GA: University of Georgia 1988, vi, 130 pp.

The purpose of this study was to summarize the empirical research that examined the purported link between television over-the-counter drug advertising and drug abuse. Included is a discussion of the public debates of the matter, in the 1970s, as brought before Congress and the Federal Communications Commission. Overall, the investigations did not find support for the contention that the social problem of drug abuse was related to

drug advertising on television. This critical review explores some reasons why empirical results have been inconclusive.

**Peterson, Barry / Kuriansky, Judith B. / Konheim, Carolyn S. / Anderson, Robert S. / Tesar, Jenny / Podell, Richard N. / Ho, Ann / Cowan, Neil M.** (1976) Television advertising and drug use. In: *American Journal of Public Health* 66,10, 1976, pp. 975–978.

Introduction: The role of television advertising in promoting widespread drug use is an issue of grave public concern. While the degree to which advertising of nonprescription over-the-counter (OTC) drugs contributes to drug use and abuse has not been clearly established scientifically, it is generally agreed that such promotion contributes to public misconceptions as to the utility and need for drugs, reinforces values, attitudes, and behaviors that encourage drug use, and thereby exacerbates this major public health problem. In promoting OTC drugs for the relief of everyday symptoms such as pain, nervousness, or lethargy, drug companies may deceive the public into thinking that drugs are an easy way out of everyday discomfort.

**Pfautz, Harold W.** (1962) The image of alcohol in popular fiction: 1900–1904 and 1946–1950. In: *Quarterly Studies on Alcoholism* 23, 1962, pp. 1311–1146.

The poignancy of the methodological impasse that plagues the behavioral sciences—the fact that the observer is inextricably a part of that which he observes—is brought home with special force to the student of social drinking. The ambivalent nature of attitudes toward alcohol, together with the vulnerabilities attached to participant observation, have tended to make progress in this area slow and difficult. Our relative lack of knowledge concerning the psychological effects of alcohol on the individual has recently been noted by Lisansky [...]

**Pflaum, Hans Günther** (1982/83) Billy Wilders DAS VERLORENE WOCHENENDE und Anmerkungen zum Thema „Sucht im Film“. In:

*Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 43–46.

**Pinsky, Ilana / Araujo Silva, M[arcus] T[olentino]** (1999) A frequency and content analysis of alcohol advertising on Brazilian television. In: *Journal of Studies on Alcohol* 60,3, 1999, pp. 394–399.

Two studies were conducted with the objective of analyzing the frequency and content of alcoholic beverage advertising on Brazilian television. Study 1 presents a frequency analysis based on 84 hours of TV monitoring in which 1,640 commercials and 243 vignettes were recorded between 8:00 PM and 11:00 PM on the two main stations. Study 2 presents a content analysis of 139 alcoholic and 51 non-alcoholic beverage commercials aired in 1992–93, as evaluated by three trained judges. Study 1 showed the relative frequency of alcoholic beverage commercials (4.6%) to be higher than the frequency of other products such as cigarettes, nonalcoholic beverages and medicines, and lower than that of foods and various other items. Frequency of alcoholic “vignettes” (26.6%) was higher than the frequency of all the other product categories. Frequency data were closely matched by marketing investment data for the period. In Study 2, the most frequent themes and appeals present in alcohol commercials were relaxation, national symbolism, conformity, camaraderie and humor. Human models were present in most ads. Product-related themes such as information, quality or tradition were virtually absent, as were messages to drink moderately. However, 7.2% of the alcohol commercials displayed appeals promoting abusive drinking. The results seem to reflect the minimal regulation of alcohol advertising in Brazil, and a joint effort by health planners, educators, legislators, alcohol industries and advertising agencies is recommended as a necessary step to reduce alcoholic beverage problems in Brazilian society.

**Pomarico, Aileen M.** (1987) *The Role of Television in Alcohol Use and Abuse: An Annotated Bibliography*. [Washington, D.C.: Distributed

by ERIC Clearinghouse] 1987, 39 pp.

Graduate student research paper, Indiana University at South Bend. – The depiction of alcohol and other drugs on commercial television, including television commercials, is examined in this annotated bibliography. A brief introduction provides a statement of the problem and information on the significance, organization, and limitations of the study, as well as a glossary of widely used terms. Recent articles on the following subjects are then annotated: (1) portrayals of alcohol on television (17 articles); (2) effects of television's portrayal of alcohol on viewer's attitudes and consumption rates (3 articles); and (3) the role of television in alcohol education (5 articles). Research that has been done on effects of television's portrayal of alcohol use and abuse is then summarized, and it is concluded that, although television now tends to show alcohol use in an unrealistic manner, this medium could also be used as an effective means of alcohol use and abuse education. (EW)

**Powell, Anna** (2007) *Deleuze, Altered States and Film*. Edinburgh: Edinburgh University Press 2007, 225 pp.

[O]ffers a typology of altered states, defining dream, hallucination, memory, trance and ecstasy in their cinematic expression. The book presents altered states films as significant neurological, psychological and philosophical experiences. Chapters engage with films that simultaneously present and induce altered consciousness. They consider dream states and the popularisation of alterity in drugs films. The altered bodies of erotic arousal and trance states are explored, using haptics and synaesthesia. Cinematic distortions of space and time as well as new digit.

*Inhaltsvz.:* Introduction: Altered States, Affect and Film; 1. The Dream Machine; 2. Pharmacanalysis; 3. Altered Body Maps and the Cinematic Sensorium; 4. Altered States of Time; – Conclusion: Becoming-Fractal.

**Poyntz, Stuart** (1997) Honey, I shot the kids: Hollywood and the war on drugs. In: *Teacher Librarian* 25,2, 1997, p. 8.

They've been called the "ghetto" films and include *New Jack City*, *Boyz in the Hood*, *Menace II Society*, *Juice*, *Straight out of Brooklyn*, *Just Another Girl on the I.R.T.*, *Mi vida loca – My Crazy Life*, *Fresh*, and Spike Lee's *Clockers*, among others. The stories they tell are somehow familiar even for audiences who haven't seen the films: they portray life on the streets, in the ghetto, a world ravaged by drugs, violence, personal and social betrayals, and they draw influences from rap and Hip Hop music and videos, advertisements for various sports apparel, and even Reality television programs, like *Cops*, *California Highway Patrol*, and *To Serve and Protect*. Most importantly the films center on minority kids, usually Blacks and Latinos, although occasionally white people make an appearance on screen. If teachers are not familiar with the films, teenagers generally are. I suspect you'd be hard pressed to find a classroom of 14–18 year olds who had not seen some of the so-called ghetto movies, or who had not heard of Tupac Shakur, the now legendary gangsta rapper killed last year after a falling out with his gang-connected record label. The aim of the War on Drugs in Canada and the US has been to reduce drug usage through fear and coercion, or to make the price of drugs so high that the market will discourage usage. However, in the US, while casual drug use has declined since the 1970s, drug abuse and drug addiction, the level of violent crime related to drug abuse, and the spread of diseases (including AIDS) linked to drug abuse have all risen ([Bertram] et al, 1996). Meanwhile, since the mid-70s the price of heroin and cocaine have all declined, making access to hard drugs easier for users. In large part, due to the punitive methods characteristic of the War on Drugs, the US prison population more than tripled between 1976 and 1996 (Bertram et al, 1996). Indeed, 58 percent of US federal prisoners are in jail today for drug charges, while 21 percent of the total federal prison population is being held for minor drug possession offenses ([Chambliss, W.J.], 1994). To no one's surprise, the US has the highest incarceration rate of any industrialized country at 516/100,000 – comparatively, Canada's rate is 116/100,000; and South Africa's imprisonment rate at the height of

Apartheid arrests in 1991 was 343/100,000 (Chambliss, 1994). But what's more astonishing about the US imprisonment rate is how it affects Black men, where the rate is 3370/100,000 – again, comparatively, the rate was 681/100,000 for Blacks in South Africa in 1991 (Chambliss, 1994). In Canada, while the phrase “the War on Drugs” is not used in policy statements, the punitive efforts of provincial and federal governments have also had frustrating consequences. Between 1988 and 1993, heroin deaths in BC increased from 39 to 331, while in 1996/97, the number-one killer of BC residents between the ages of 30–45 was illicit drug use. Finally, in Montreal, in 1997, the HIV infection rate among intravenous drug users is 20 percent while in a test city in England where drug abuse was treated as a health issue rather than a criminal problem, the infection rate is less than 1 percent ([Donna Laframboise], 1997). Compounding this situation is the powerful role of Hip Hop imagery in contemporary commercial popular culture. In a sense the style of Hip Hop – excessive masculinity, gang and gun culture, outrageous clothing styles, and a visible anger carried in the walk, talk and look of people on the street – particularly in images like those we see in the above films (although we see similar images in contemporary music videos, advertising, and sports) has become symptomatic of the violence and devastation surrounding the War on Drugs. As a symptom of the war, however, Hip Hop imagery represents more a style for presenting the people and worlds effected by drugs in North America than an actual force motivating the mainstream public to more fully understand how the decade-long war on drugs has affected the most vulnerable in our society. Historically, as Tricia Rose makes clear (see her article about the development of Hip Hop and the role of Hip Hop style among minority youth) Hip Hop developed as a means for teenagers to express both their creativity and anger over the limited opportunities available to them in 1980's America. As an expression of resistance to the changing circumstances of inner-city minorities, Hip Hop has had a tradition of encouraging people to change the worst circumstances effecting their lives. However,

over the past five years, as Rose makes clear, much of the power of Hip Hop imagery has dissipated, becoming style on its own with little power to encourage people to challenge how the War on Drugs is understood in North America.

**Purdey, Annette L. / Miller, Caroline L. / Bowden, Jacqueline A.** (2020) Depictions of alcohol in Australian TV ‘Bachelor In Paradise’: A content analysis. In: *Alcohol and Alcoholism* 55,6, 2020, pp. 674–680.

Aims: To quantify the depictions of alcohol in the popular Australian reality TV show *Bachelor in Paradise* (season 1: 2018). – Methods: All 16 episodes were coded in 1-min intervals for the presence of alcoholic beverage related content and non-alcoholic beverage content, and the categories of actual use, implied use and other references. – Results: Alcohol was highly prevalent in all episodes. Alcohol content occurred frequently, with 70.7% of intervals having any alcohol content. Actual alcohol use occurred in 31.9% of 1-min intervals, implied alcohol use occurred in 63.4% of intervals and other alcohol references occurred in 14.0% of intervals. Alcohol content was present in the first or second 1-min interval of all 16 episodes. Alcohol content was more than twice as prevalent as non-alcoholic content (34.0%). – Conclusions: The high volume of alcohol content depicted in the show is of concern, due to the important influence it may have on the audience. Vulnerable viewers, especially minors and young adults, are being exposed to ubiquitous alcohol references. This may influence their perceptions of normal alcohol use, their attitudes toward alcohol and their own consumption of alcohol. A stronger regulatory regime is required in Australia to protect young people more effectively from depictions in television programs.

## Q

**Quick, Brian L. / Stephenson, Michael T.** (2007) Authoritative parenting and issue in-

volvement as indicators of ad recall: An empirical investigation of antidrug ads for parents. In: *Health Communication* 22,1, 2007, p. 25–35.

This investigation explores the role of authoritative parenting and issue involvement in regard to the recall of parental anti-drug ads encouraging child monitoring. In addition, the study tested whether issue involvement mediates the association between authoritative parenting and recall of parental antidrug television ads among parents (N = 185) with adolescents in Grades 6, 7, and 8. The results indicate that (a) authoritative parenting is positively associated with favorable attitudes toward monitoring children and issue involvement regarding adolescent drug use, (b) issue involvement is associated with ad recall, (c) issue involvement mediates the relationship between authoritative parenting and ad recall, (d) ad recall is not associated with favorable attitudes toward parental monitoring, and (e) favorable attitudes regarding parental monitoring are positively associated with intentions to engage in monitoring within the next 6 months.

## R

**Rashotte, Ryan** (2015) *Narco Cinema: Sex, Drugs, and Banda Music in Mexico's B-Filmography*. New York: Palgrave Macmillan 2015, 216 pp. (Latino Pop Culture.).

This book provides the first comprehensive study of narco cinema, a cross-border exploitation cinema that has been instrumental in shaping narco-culture in Mexico and the US borderlands. Identifying classics in its mammoth catalogue and analyzing select films at length, Rashotte outlines the genre's history and aesthetic criteria.

*Inhaltsvz.:* Oye, Lector; 1. What Is Narco Cinema?; 2. Hecho de coca: A Sentimental Education; 3. Two Foul Score of the Brothers Almada; 4. Narcas y Narcos; 5. ... and Narco Gays?; Postscript: From Culiacán to Cannes.

**Ray, Michael L. / Ward, Scott / Lesser, G.** (1974) *Experimentation to Improve Pretesting of Anti-drug Abuse Education and Information Campaign*. Cambridge, Mass.: Marketing Science Institute 1974.

**Ray, Michael L. / Ward, Scott / Reed, Jerome B.** (1976) Pretesting of anti-drug abuse education and information campaigns: Summary report of a marketing science institute special project. In: Ostman 1976a, pp. 193–219.

**Ray, Rajat / Chugh, Geetanjali** (2008) Portrayal of alcohol consumption in films – does it influence? In: *Addiction* 103,12, 2008, pp. 1933–1934.

Auf Indien bezogener Kommentar zu Dal Cin et al. (2008).

**Redican, Kerry J. / Redican, Barbara L. / Baffi, Charles R.** (1988) Drug use, misuse and abuse as presented in movies. In: *Health Education* 19,6, 1988, pp. 34–35.

Teaching idea drug use, misuse and abuse as presented in movies. – Movies represent a form of the mass media and are an important instrument of communication. Analysis of the effects that movies have on people has produced much debate among professionals from a variety of disciplines. Regardless of the stand a person takes, however, the potential influence of movies on people's knowledge, attitudes and behavior cannot and should not be underestimated. Health behaviors presented in movies often can be interpreted as "norms" to viewers. To the health educator, these implied "norms" [...]

**Resnick, Michael D.** (1990) Study group report on the impact of televised drinking and alcohol advertising on youth. In: *Journal of Adolescent Health Care* 11,1, 1990, pp. 25–30.

Discusses the adoption and promotion of a research, educational, program, and policy agenda to (1) reduce the adverse consequences of chemical-related advertising and programming on TV and (2) promote adolescent health and responsible decision making. The agenda must be grounded in a realistic

understanding of both the extent and limits of TV's influence on adolescents. The involvement of academicians and media professionals is recommended, so that the promotion of a more positive role for TV is based on both an understanding of relevant adolescent health issues and the day-to-day realities of the TV industry. (©2017 APA, all rights reserved)

**Resnik, Hank** (ed.) (1990) *Youth & Drugs: Society's Mixed Messages*. Rockville, Md.: Office for Substance Abuse Prevention 1990, viii, 174 pp. (OSAP Prevention Monograph. 6. / DHHS Publication. (ADM)90-1689.).

**Rich, Alan** (1995) TV reviews—High on Crack Street: Lost Lives in Lowell. In: *Variety* 360,1, 1995, p. 25.

[R]eviews "High on Crack Street: Lost Lives in Lowell," a documentary on HBO.

**Richard Heffner Associates, Inc.** (1973) Over-the-counter drug commercials: Network television, Spring, 1971. In: *Drug Use in America: Problem in Perspective. The Technical Papers of the Second Report of the National Commission on Marihuana and Drug Abuse. Appendix. Vol. 2: Social Responses to Drug Use*. Washington, D.C.: NCMDA 1973, pp. 669–697.

**Ritson, Bruce** (1979) Images of treatment (of the alcoholic). In: Cook/Lewington 1979, pp. 51–56.

**R.M.** (1985) Rating drug abuse. In: *Emmy: The Magazine of the Academy of Television Arts & Sciences* 7,4, 1985, p. 34.

**Roberts, Donald F. / Christenson, Peter G.** (2000) "Here's Looking at You, Kid": Alcohol, Drugs, and Tobacco in Entertainment Media. A Literature Review. Prepared for The National Center on Addiction and Substance Abuse at Columbia University. Menlo Park, CA: The Henry J. Kaiser Family Foundation / New York, NY: The National Center on Addiction and Substance Abuse at Columbia University [2000], 46 pp.

Over the past several decades, both health researchers and communication researchers have worried about the degree to which media seem to legitimize, glamorize, or otherwise encourage a variety of health-related risk behaviors, and conversely, the degree to which media can be used to help prevent these behaviors. These behaviors have ranged from poor dietary habits, violence, and unsafe sexual practices, to the primary concern of this review: consumption of such risk-related substances as alcohol, tobacco, and illicit drugs. The fundamental premise of such concerns is that to the extent that young audiences encounter media portrayals of substance use, their health-related beliefs, attitudes, and behavior may be influenced—for better or for worse, depending on the nature of the portrayal. This report examines research on the frequency and nature of media portrayals of the use of alcohol, tobacco, and illicit drugs, and—more briefly—the few studies that have examined the effects of exposure to such portrayals, particularly effects on children and adolescents. Results show that for television, alcohol remains the substance most likely to be portrayed; tobacco use has decreased markedly from the 1950s through the 1980s, yet has risen during the 1990s; and illicit drug use portrayals appear to be more frequent now than in the 1970s. Results for movies show that alcohol consumption occurs in almost all movies and has for many years; tobacco-use trends appear to parallel those for television; and illicit drugs seem to parallel the increase seen in television. Seventeen percent of current songs make reference to alcohol, 3% refer to tobacco use, and 18% include references to drugs. Recommendations for future research are discussed. (Contains 55 references.) (MKA).

**Roberts, Donald F. / Christenson, Peter G. / Hendriksen, Lisa / Bandy, Elizabeth** (2002) *Substance Use in Popular Music Videos*. With Hubert D. Jessup, Julie Abdul-Wahid, Stephanie Carbone, Adele B. Wilson, Bikki Johnson. [Washington, DC]: Office of National Drug Control Policy, June 2002, 40, A-5, B-2, C-4, D-3 pp.

Teil 3 einer 3teiligen Serie von Studien zum Thema Drogen in Film und Fernsehen. Für Teil 1 vgl. Roberts, Donald F. / Hendriksen, Lisa / Christenson, Peter G. (1999), für Teil 2 vgl. Christenson, Peter G. / Henriksen, Lisa / Roberts, Donald F. (2000).

**Roberts, Donald F. / Hendriksen, Lisa / Christenson, Peter G.** (1999) *Substance use in popular movies and music*. Washington, DC: Office of National Drug Control Policy & U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention 1999, ii, 42, A-2, B-8, C-4, D-18 pp.

Teil 1 einer 3teiligen Serie von Studien. Für Teil 2 vgl. Christenson, Peter G. / Henriksen, Lisa / Roberts, Donald F. (2000), für Teil 3 vgl. Roberts, Donald F. / Christenson, Peter G. / Hendriksen, Lisa / Bandy, Elizabeth (2002).

**Roberts, Donald F. / Henriksen, Lisa / Christenson, Peter G.** (1999) *Substance Use in Popular Movies and Music*. With Marcy Kelly, Stephanie Carbone, Adele B. Wilson. [Washington, DC]: Office of National Drug Control Policy / [Rockville, MD]: Substance Abuse and Mental Health Services Administration, Department of Health and Human Services (DHHS/PHS) 1999, 42, A-2, B-7, C-3, D-18 pp. (ERIC Number: ED449404).

This study examines the frequency and nature of substance use in the most popular movie rentals and songs of 1996 and 1997. The intent was to determine the accuracy of public perceptions about extensive substance use in media popular among youth. Because teenagers are major consumers of movies and music, there is concern about the potential for media depictions of tobacco, alcohol, and illicit drugs to encourage use. For instance, portrayals that tend to legitimize, normalize, trivialize, or glorify substances might suggest to young people that this behavior is without negative consequences. Findings reveal that 98 percent of movies studied depicted illicit drugs, alcohol, tobacco or over-the-counter/prescription medicines. The major finding from the song analysis is the dramatic differ-

ence among music categories, with substance references being particularly common in Rap. Illicit drugs were mentioned in 63 percent of Rap songs versus about 10 percent of the lyrics in the other categories. Neither movies nor music provided much information about motives for substance use; however, the two media depicted the consequences quite differently, especially for illicit drugs. Study argues that careful examination of media content is a crucial first step in determining what role media may play in promoting substance use and abuse. (Contains 21 references and 4 appendixes.) (GCP)

**Robertson, Thomas S. / Rossiter, John R. / Gleason, Terry C.** (1979) *Televised Medicine Advertising and Children*. New York, NY: Praeger 1979, xi, 175 pp. (Praeger Special Studies.).

Rev. (Louise A. Heslop) in: *The Journal of Consumer Affairs* 16,1, Summer 1982, pp. 189–192.

This book is a report of a research project carried out in Philadelphia on a sample of 673 mother-child pairs. Its main purpose was to determine the relationship between exposure of children to television advertising for commonly-used, non-prescription medicines and the beliefs, attitudes, requests for and usage of such medicines. However, the researchers have not limited themselves to a purely empirical perspective. They have carefully examined and considered significant theoretical directions which could contribute [...]

**Robinson, James** (2013) Pissing in the wind. In: *Matters of Substance* 24,2, 2013, pp. 22–25.

Hollywood holds a seemingly ambivalent attitude to its portrayal of drug use. For every movie that paints a realistic picture, there are a handful that continue stereotypes and make getting wasted look like a harmless pastime for the hip and cool. James Robinson dives into pop culture to see how Hollywood is affecting our attitudes towards drugs and their use.

**Rolleston, J[ohn] D[avy]** (1942) The folklore of alcoholism. In: *British Journal of Inebri-*

ety 39, 1942, pp. 30–36.

With the exception of Hovorka and Kronfeld, who devote some pages to the subject in their great work on comparative folkmedicine, no writers, to my knowledge, have dealt at length with folk-lore in relation to alcoholism. I have therefore collected the folk-lore of this condition as I have recently done in the case of miscellaneous diseases (1939). dermatology (1940). and pulmonary tuberculosis (1941). The present paper will deal with the nomenclature, popular phraseology, superstitions, and leechcraft connected with alcoholism, the term [...]

**Room, Robin** (1983) *Shifting Perspectives on Drinking: Alcohol Portrayals in American Films*. [Paper prepared for presentation at a colloquium on “Representations de l'Alcool at de l'Alcoolisme dans le Cinema Français”, June 6–7, 1983, Paris, France]; [URL].

[This paper is a preliminary record of some aspects of work in progress. It is intended to open up for discussion some of the lines of analysis our group has been pursuing as we struggle to make sense of a vast and variegated record. There are, of course, a number of different perspectives from which we can look at the historical record of a medium such as films. The presentation of alcohol can be studied in the framework of developments in film techniques and conventions; certainly such developments need to be kept in mind in pursuing other perspectives. Individual films can be studied as works of art, and the role of alcohol in them considered in terms of the aesthetics and craft of artistic creation. Much can be learned from studying the interplay between the social organization of the film industry and the lifestyles and personal histories of filmmakers, on the one hand, and the films that they made, on the other. In particular, in the 1930s and 1940s, many of an especially “wet” generation of American writers went to work in Hollywood; their attitudes and experiences concerning drinking may well have colored the pictures of the 1930s, and certainly – as their drinking histories began to catch up with them – colored the spate of “alcoholism” movies of the late 1940s and

1950s. – Our emphasis here, however, has been on studying the reflection of the social history of alcohol and drinking in American films, and charting the place of film portrayals of drinking in American social history. I have found myself devoting Friday nights and various other odd times to watching forgotten or famous movies – watching them usually with wonderment and excitement – because of two major research agendas set by previous work in which I have been involved. One agenda is to understand the normative structure around drinking, and its cultural variance. The other is to understand how change happens – how ideas, behaviors and material circumstances interact in history; in particular, how big changes in drinking attitudes and behaviors occur. The record of American movies opens for us a rich vein of material for assaying both these questions.]

**Room, Robin** (1988) *The movies and the wet-tening of America: the media as amplifiers of cultural change*. In: *British Journal of Addiction* 83,1, 1988, pp. 11–18.

By around 1930, the movies were a very ‘wet’ medium. The attractive picture they presented of drinking as part of a cosmopolitan, affluent lifestyle reflected and popularized a generational revolt against ‘Victorian morality’. In a kind of ‘pornography of drinking’, filmmakers reacted to code restrictions on showing drinking with increasingly bold teases, until some movies around 1930 appear to have been made with the idea that the audience will pay to watch people, and particularly women, drinking. After Repeal (1933), the movies continue to show much drinking, but without the self-conscious symbolization of the preceding years. The movies amplified as they carried the new understandings of drinking.

**Room, Robin** (1989) *Alcoholism and Alcoholics Anonymous in US films, 1945–1962: the party ends for the „wet generations“*. In: *Journal of Studies on Alcohol* 50,4, 1989, pp. 368–383.

At least 34 Hollywood films were made between *The Lost Weekend* (1945) and *Days of Wine and Roses* (1962) with an alcoholic as a

major character; six depicted an Alcoholics Anonymous-like self-help organization. Presentations of alcoholism's origin as mysterious competed with psychodynamic interpretations and situational explanations, often in the same film and sometimes concerning the same character. Will-power and mutual help were each frequently shown as paths to recovery, whereas neither professional treatment nor [...]

**Room, Robin** (2003) The cultural framing of addiction. In: *Janus Head* 6,2, 2003, pp. 221–234.

The concept of addiction is historically and culturally specific, becoming a common way of understanding experience first in early nineteenth-century America. This paper considers the relation to the concept of elements in current professional definitions of addiction (as dependence). Addiction concepts have become a commonplace in storytelling, offering a secular equivalent for possession as an explanation of how a good person can behave badly, and as an inner demon over which a hero can triumph. This paper is concerned with [...]

**Roose, Robert / Fuentes, Liza / Cheema, Mandeeep** (2012) Messages about methadone and buprenorphine in reality television: A content analysis of *Celebrity Rehab With Dr. Drew*. In: *Substance Use & Misuse* 47,10, 2012, pp. 1117–1124.

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012). – Medication-assisted treatment for opioid dependence is safe and effective, yet negative perceptions about methadone and buprenorphine may discourage patients from entering treatment. One source of information that may influence viewers' perceptions is television. We performed a content analysis of a popular reality television program on addiction treatment. Although many patients had histories of opioid use, there were no positive messages about methadone or buprenorphine. The two main messages were that they (1) are primarily drugs of abuse, and (2) not acceptable treatment options. These messages reinforce

negative stereotypes and may perpetuate stigma. There were multiple missed opportunities to provide evidence-based information.

**Rossiter, John R. / Robertson, Thomas R.** (1980) Children's dispositions towards proprietary drugs and the role of television drug advertising. In: *Public Opinion Quarterly* 44,3, 1980, pp. 316–329.

This study of 668 children aged 8 to 13 from diverse social backgrounds suggests that children are, to a measurable extent, influenced by exposure to TV advertising for proprietary drugs but that the net result is moderate dispositions rather than strongly favorable dispositions toward these products. Subgroup analysis confirms the generality of these conclusions: some subgroups appear to be more responsive to TV drug advertising but none show strongly favorable attitudes or behaviors toward proprietary drugs.

**Roth, Richard** (1982) Booze tube alcohol abuse on prime time. In: *Emmy: The Magazine of the Academy of Television Arts & Sciences* 4,5, 1982, p. 29.

**Rotskoff, Lori** (2002) *Love on the Rocks: Men, Women, and Alcohol in Post-World War II America*. Chapel Hill/London: The University of North Carolina Press 2002, xi, 307 pp.

In this fascinating history of alcohol in post-war American culture, Lori Rotskoff draws on short stories, advertisements, medical writings, and Hollywood films to investigate how gender norms and ideologies of marriage intersected with scientific and popular ideas about drinking and alcoholism. After the repeal of Prohibition in 1933, recreational drinking became increasingly accepted among white, suburban, middle-class men and women. But excessive or habitual drinking plagued many families. How did people view the “problem drinkers” in their midst? How did husbands and wives learn to cope within an “alcoholic marriage”? And how was drinking linked to broader social concerns during the Great Depression, World War II, and the Cold War era? By the 1950s, Rotskoff explains, mental health experts, movie pro-

ducers, and members of self-help groups like Alcoholics Anonymous and Al-Anon helped bring about a shift in the public perception of alcoholism from “sin” to “sickness.” Yet alcoholism was also viewed as a family problem that expressed gender-role failure for both women and men. On the silver screen (in movies such as *The Lost Weekend* and *The Best Years of Our Lives*) [...]

**Rubin, Lawrence C.** (ed.) (2006) *Psychotropic Drugs and Popular Culture: Essays on Medicine, Mental Health and the Media*. Jefferson, NC / London: McFarland 2006, x, 217 pp.

Essay topics cover: how psychotropia came to be; drug portrayal in Hollywood; advertising in cyberspace and the postmodern condition; the advertising madness that promotes better living through chemistry; food as medicine; the music culture of psychotropia; children and psychotropic drugs; and stereotypes and manipulation in mass marketing.

*Inhaltsvz.:* 1. The Asylum: Its Construction and Deconstruction / William Wingfield (7–39). – 2. Hollywood Rx / Meredith Kneavel & Ann Kneavel (40–60). – 3. Cheerful Robots in Cyberspace: Prozac, Postmodernism, and Politics / Simon Gottschalk (61–84). – 4. Advertising Madness / Lawrence C. Rubin (85–110). – 5. Psychotropics, It's What's for Dinner! Technologies of Sex, Gender, Body, and the Mind in the Medicalization of Food / Phillip Vannini (111–134). – 6. Rappers, Ravers, and Rock Stars: The Deviantizing Hand of Music in Psychotropia / Robert Keller (135–157). – 7. From Playground to Pharmacy: Medicating Childhood / Michael Brody (158–178). – 8. False Advertising: Gender Stereotypes, Corporate Manipulation, and Consumer Resistance / C. Richard King & Marcie L. Gilliland (179–205). – Conclusion: Huxley's Prophecy / Lawrence C. Rubin (206–210).

**Russell, Cristel Antonia / McQuarrie, Edward F.** (2013) Virtual learning about alcohol through narrative transportation into television episodes. In: *NA – Advances in Consumer Research* 41,1, 2013, pp. 77–78 [= Extended abstract].

This paper reports the findings of an experimental program funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) concerning the impact on teens of alcohol-related television narratives. It investigates the mediating role of narrative transportation on the impact of pro- versus anti-alcohol story lines.

**Russell, Cristel Antonia / Russell, Dale W.** (2018) Sensation seeking moderates television's cultivation of alcohol and tobacco beliefs: Evidence from a national study of French adolescents. In: *Drug and Alcohol Dependence* 186, 2018, pp. 193–200.

Television is a key socialization agent, especially amongst youth. • Positive images of smoking and drinking abound TV. • Cumulative TV exposure relates to adolescents' positive views of alcohol/tobacco. • This cultivation effect is strongest amongst adolescents high in sensationseeking. • Positive drinking/smoking beliefs are linked to more substance use. – Television (TV) is a key socialization agent, especially amongst youth. According to cultivation theory, youth heavily exposed to TV content, where positive images of smoking and drinking abound, should hold more positive beliefs concerning drinking and smoking outcomes. This research investigates the role of the sensation-seeking personality trait in moderating this TV cultivation effect. A French national research company contacted its panel members with children aged 13–17. Parents completed a short survey and were asked for consent for their child to participate in a study. The children were then contacted, informed, and asked for assent. Assenters completed a survey that included measures of TV exposure, personality traits, drinking and smoking behaviors, and beliefs about the outcomes associated with drinking and smoking (expectancies). Parental drinking, smoking, and strictness were included as controls. Survey data from 1040 adolescents (54.2% males) and their parents reveal that the relationship between cumulative TV exposure and drinking and smoking behavior, mediated through expectancies, is strongest amongst high sensation seeking adolescents. The mod-

erated mediation analysis shows that sensation seeking trait moderates the relationship between TV exposure and the beliefs adolescents hold about the consequences of alcohol and tobacco use, which themselves are related to greater likelihood to engage in substance use. Key personality traits and TV exposure levels must be accounted for to identify youth at risk of using substances at a time when many lifelong maladaptive behaviors and beliefs form.

**Russell, Cristel Antonia / Russell, Dale Wesley / Grube, Joel W. / McQuarrie, Edward** (2017) Alcohol storylines in television episodes: The preventive effect of countering epilogues. In: *Journal of Health Communication* 22,8, 2017, pp. 657–665.

This experimental study assessed whether alcohol television storylines impact youth drinking attitudes and intentions and whether corrective epilogues can potentially moderate this impact. Television episodes were professionally produced to depict heavy drinking leading to either positive or negative consequences. The pro- and anti-alcohol episodes were shown alone or with an epilogue where a main character discussed the deleterious effects of excessive drinking. Attitudes toward drinkers and drinking intentions were measured subsequently, along with reactions to the episode and demographic data, among participants aged 14–17 using an online study. Exposure to the pro-alcohol episode was related to more positive attitudes toward drinkers. Including an epilogue after a pro-alcohol episode was related to more negative viewers' attitudes toward drinkers and lower drinking intentions compared to a pro-alcohol episode with no epilogue. By contrast, including an epilogue after an anti-alcohol episode was unrelated to attitudes toward drinkers or drinking intentions. Viewing a single television episode with a pro-alcohol message may lead to more positive attitudes toward drinkers. The finding that a brief epilogue may reduce the impact of the pro-alcohol storyline suggests easily implemented preventive strategies to counter the adverse impact of substance use portrayals in entertainment

programming.

**Russell, Dale W. / Russell, Cristel Antonia** (2008) Embedded alcohol messages in television series: the interactive effect of warnings and audience connectedness on viewers' alcohol beliefs. In: *Journal of Studies on Alcohol and Drugs* 69,3, 2008, pp. 459–467.

This research investigates whether warning viewers about the presence of embedded messages in the content of a television episode affects viewers' drinking beliefs and whether audience connectedness moderates the warning's impact. Two hundred fifty college students participated in a laboratory experiment approximating a real-life television viewing experience. They viewed an actual television series episode containing embedded alcohol messages, and their subsequent beliefs about alcohol consequences were measured. Experimental conditions differed based on a 2 (Connectedness Level: low vs high) x 2 (Timing of the Warning: before or after the episode) x 2 (Emphasis of Warning: advertising vs health message) design. Connectedness was measured, and the timing and emphasis of the warnings were manipulated. The design also included a control condition where there was no warning. The findings indicate that warning viewers about embedded messages in the content of a program can yield significant differences in viewers' beliefs about alcohol. However, the warning's impact differs depending on the viewers' level of connectedness to the program. In particular, in comparison with the no-warning control condition, the advertising prewarning produced lower positive beliefs about alcohol and its consequences but only for the low-connected viewers. Highly connected viewers were not affected by a warning emphasizing advertising messages embedded in the program, but a warning emphasizing health produced significantly higher negative beliefs about drinking than in the control condition. The presence of many positive portrayals of drinking and alcohol product placements in television series has led many to suggest ways to counter their influence. However, advocates of warnings should be conscious of their differential im-

pact on high- and low-connected viewers.

**Rust, Holger** (1982/83) Engagement allein genügt nicht. Grundlagen präventiver und therapeutischer Bemühungen durch Film- und Fernseheinsatz. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 55–62.

**Rust, Holger** (Hrsg.) (1985) *Die Massenmedien und das Drogenproblem*. Bericht über ein Spezial-Proseminar im Sommersemester 1984. Salzburg: Institut für Publizistik und Kommunikationswissenschaft, Universität Salzburg, (2), 122 S. (Arbeitsberichte des Instituts [...] 10.).

**Rychtarik, Robert G. / Fairbank, John A. / Allen, Christine M. / Foy, David W. / Drabman, Ronald S.** (1983) Alcohol use in television programming: Effects on children's behavior. In: *Addictive Behaviors* 8,1, 1983, pp. 19–22.

The impact of televised use of alcoholic beverages on children's behavior was evaluated in this study. Children were randomly assigned to one of three experimental conditions: (a) television with drinking depicted, (b) television without drinking, or (c) a no television control condition. Segments of the syndicated television show *M.A.S.H.* were used as the viewing stimulus. The impact of the various conditions was evaluated in a choice task requiring subjects to choose either martini or regular glasses of either "whiskey" or "water" to serve pictured adults and children. Results indicated that subjects who viewed televised drinking were significantly more likely to choose alcoholic beverages for pictured adults but not children. No effect was found for glass preference. Results and implications of these findings and directions for future research are discussed.

## S

**Saavedra, J.** (1979) El porro en la pantalla. In: *Cinema 2002: Revista mensual de cine* 49, 1979,

pp. 37–39.

Entwicklung der Drogendarstellung im Film.

**Sachsenweger, Tobias** (2021) *Alkoholismus im DDR-Dokumentarfilm – Regie Eduard Schreiber: Eine filmhistorische Mikrostudie zur (ost-) deutschen Mediengeschichte*. Berlin / Bern / Bruxelles / New York / Oxford / Warszawa / Wien: Lang 2021, 372 pp. (Studien zum Theater, Film und Fernsehen. 46.).

**Sackett, Richard W.** (1980) *Drug Abuse Films*. Rockville, Md.: U.S. Department of Health, Education, and Welfare, Public Health Service, Alcohol, Drug Abuse, and Mental Health Administration, National Institute on Drug Abuse, Office of Communications and Public Affairs / [Washington, D.C.:] U.S. Government Printing Office 1980, 26 pp.

**Sackett, Richard W.** (1985) *Films from the National Institute on Drug Abuse Free-Loan Collection*. [Bethesda, Md.?]: U.S. Department of Health and Human Services, Public Health Service, Alcohol, Drug Abuse, and Mental Health Administration, National Institute on Drug Abuse 1985, 26 pp.

**Sargent, James D / Morgenstern, Matthis / Isensee, Barbara / Hanewinkel, Reiner** (2009) Movie smoking and urge to smoke among adult smokers. In: *Nicotine & Tobacco Research* 11,9, 2009, pp. 1042–1046.

Introduction: Few studies have assessed the association between exposure to movie smoking and urge to smoke under real-world conditions. – Methods: We conducted exit interviews with 4,073 movie patrons, of whom 2,817 were aged 18 years or older. Some 536 were smokers and had complete data. Subjects had exited 26 movies, of which 12 contained smoking. We used least squares regression to assess the association between exposure to movie smoking and urge to smoke (scale range 0–10), controlling for movie rating, age, sex, heaviness of smoking index (HSI, range 0–6), and time since last cigarette smoked. – Results: Median age was 27 years and 52% were female. Median urge to smoke

level at movie exit was 7. The dose-response between higher categories of movie smoking and median urge to smoke was one point for two lower categories (1–11 and 11–54 s) and two for the highest category ( $\geq 55$  s), but these differences were not statistically significant. In the multivariate analysis, attendance of a movie with smoking was associated with a 0.81-point increase (95% CI = 0.46–1.16) in urge to smoke. For comparison, an HSI score of 3 (vs. 0) was associated with a 2-point increase in urge to smoke. – Discussion: In this sample of adult smokers, exposure to movie smoking was associated with higher urge to smoke after the movie, independent of movie rating. The effect size was consistent with responses seen in cue reactivity experiments. Exposure to movie smoking may affect urge to smoke among adult smokers.

**Sargent, James D. / Wills, Thomas A. / Stoolmiller, Mike / Gibson, Jennifer / Gibbons, Frederick X.** (2006) Alcohol use in motion pictures and its relation with early-onset teen drinking. In: *Journal of Studies on Alcohol* 67,1, 2006, pp. 54–65.

Little is known about the impact of viewing depictions of alcohol in entertainment media on adolescent drinking behavior. Our aims were to assess drinking in a sample of popular contemporary movies and to examine the association of movie alcohol exposure with early-onset drinking in an adolescent sample. We conducted a school-based cross-sectional survey (N=4655) with longitudinal follow-up of never-drinkers (N=2406) involving adolescents ages 10–14 years and recruited from 15 New Hampshire and Vermont schools. Screen depictions of alcohol use were timed for each of 601 popular contemporary movies. Each adolescent was asked if he/she had seen a unique list of 50 movie titles, randomly selected from the larger pool. Movie alcohol use was summed for movies the adolescent had seen, adjusted to reflect exposure to the larger pool and modeled as a continuous variable. Ninetytwo percent of the movies in the sample depicted drinking; median screen time for movie alcohol use was 2.5 minutes (interquartile range [IQR]: 0.9–5.0 minutes). Median ex-

posure to movie alcohol use from the 601 movies was 8.6 hours (IQR: 4.6–13.5 hours). Overall 23.1% of the cross-sectional sample had tried alcohol, and 14.8% of initial non-drinkers had tried alcohol at the follow-up assessment. We found statistical evidence to support a curvilinear association between higher exposure to movie alcohol use and increased risk of prevalent and incident alcohol use, with a statistically significant linear and quadratic effect, and suggesting a higher dose-effect relationship at lower movie alcohol exposure levels compared to higher levels. The linear and the quadratic associations remained strong and significant in cross-sectional and prospective models after controlling for sociodemographics (grade in school, school, gender, parent education), personality characteristics of the adolescent (sensation seeking, rebelliousness, self-esteem), school performance, parenting style, and smoking experimentation, suggesting that exposure to movie alcohol use is an independent risk factor for early-onset alcohol use. This study provides the first evidence for an association between exposure to movie alcohol use and early-onset teen drinking. The association is moderate in effect size and independent of a number of potential confounders. Because exposure to movie alcohol use is common, it may have important population implications as a potentially modifiable risk factor.

**Schaefer, Eric** (1999) *Bold! Daring! Shocking! True!: A History of Exploitation Films, 1919–1959*. Durham, NC: Duke University Press 1999, 488 pp.

Darin: 6. “!The Monster That Caters to Thrill-Hungry Youth”: The Drug Film.

**Scheibe, Lisa** (2017) Visualising “junkies” and “meth heads” – a visual analysis of the persistent negative reputation of heroin and meth users. In: *Drugs and Alcohol Today* 17,1, 2017, pp. 40–49.

Purpose: The purpose of this paper is to explore the persistent negative reputation of two particular types of drug users, the so-called heroin junkie and the meth head. The visual portrayal of both kinds of users in the

media has been consistent in the last decades. Inspired by films and anti-drug campaigns, stereotypical ideas about heroin and meth users dominate the visual portrayals. Existing research has already shown that this standardised picture is not applicable uniformly. Nevertheless, the important role of the visual element for constituting beliefs about drug use and users is lacking in the current drug research. Therefore, this work focusses on the visual element of the drug discourse. – Design/methodology/approach: On the basis of the British movie *Trainspotting*, and the two American campaigns *Faces of Meth* and *Montana Meth Project* the visual representation of heroin and meth users is discussed. With the help of a visual discourse analysis this research discloses the particularities of every image. – Findings: The current visual portrayal of heroin and meth users stigmatises them as deviant and unhealthy. This single-sided perspective labels all users, without acknowledging different patterns of use. Counterexamples obtained through existing research do not support this uniformly applied stereotypical representation. The persistent negative reputation mediates inaccurate knowledge about drug use, with harmful consequences for the users, and harm-reduction work. – Originality/value: Drug research has not been focussing enough on the visual element of the drug discourse. This research intends to close the existing gap and emphasise the possible harmful consequences produced by such visuality.

**Schmeling, David G. / Wotring, C. Edward** (1976) Agenda setting effects of drug abuse public service ads. In: *Journalism Quarterly* 53, 1976, pp. 743–736.

The present study attempts to extend the agenda-setting function to public service announcements (PSAs). PSAs lack two important features of advertising, especially political advertising. First, they are less expensively produced, usually without the aid of targeting data. Secondly, sponsors of PSAs do not buy television time; thus they are usually shown during times when fewer audience members are present. As a result, PSAs are generally

ineffective in changing audience members' attitudes and behaviors. Cognitive effects in [...]

**Schneider, Michael** (2007) It's not just HBO, it's a message. In: *Variety* 406,4, 2007, p. 15.

To make sure viewers get the message, HBO will immediately offer all 14 parts of the "Addiction" docu series (including 13 short films in addition to the main doc) on its HBO On Demand service, as well as available for streaming on an accompanying Web site (which has already launched). The doc faults insurance providers for failing to give parity to addiction as a mental health problem in the same vein as physical health problems.

**Schössler, Daniel** (2002) Ein letztes Mal noch ... Darren Aronofskys REQUIEM FOR A DREAM. In: *Kino der Extreme. Kulturanalytische Studien*. Hrsg. v. Marcus Stiglegger. St. Augustin: Gardez!-Vlg. 2002, S. 150–156 (Filmstudien. 8.).

**Schulte, Stephanie Ricker** (2012) The Political Power of Film: *Traffic's* Impact on Drug Policy Debates. In: *The Southern Communication Journal* 77,1, 2012, pp. 45–60.

This interdisciplinary study advances film effects and policy research by combining multiple methodologies to assess how a film may affect policy debates. Investigating *Traffic's* effect on press and Congressional drug policy debates, this article illustrates how *Traffic* was used to push for or against legislation, to reframe the drug policy debate, and to provide symbolic attention to drug-related issues. A framing analysis shows that *Traffic* framed news coverage of drug abuse, and a discursive analysis illustrates how and why this occurred. Ultimately, this article suggests blockbuster films cloaked in realism, elite attention, and news coverage may shift policy debates in media spheres. It also illustrates the potentials for multimethod research strategies to reveal hegemony at work and flaws in journalistic practices.

**Schwarzbaum, Lisa** (2003) Mother's Day: A Brooklyn family deals with abandonment and drug abuse in the quietly moving documentary

*Love & Diane*. In: *Entertainment Weekly* 706–707, 2003 p. 129.

**Seifert, Axel / Wille, Rolf** (1982/83) ICH WAR KEIN STARKER TYP. Kritik am Anspruch eines Präventionsfilms. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 69–71.

**Shadel, William G. / Martino, Steven C. / Haviland, Amelia / Setodji, Claude / Primack, Brian** (2010) Smoking motives in movies are important for understanding adolescent smoking: A preliminary investigation. In: *Nicotine & Tobacco Research* 12,8, 2010, pp. 850–854.

Exposure to smoking in movies is strongly associated with smoking uptake and maintenance among adolescents. However, little is known about what features of movies (e.g., the context for smoking or motives for a character smoking) moderate the association between exposure to movie smoking and adolescent smoking. This laboratory study examined whether exposure to movie smoking that is portrayed as having a clear motive is associated with the desire to smoke differently than smoking that is portrayed as having no clear motive. A sample of 77 middle school students (mean age of 12.8 years, 62% male, 60% Caucasian) viewed movie clips that portrayed smoking as helping to facilitate social interaction, to relax, to appear rebellious, or as having no clear motive. After exposure to each clip, participants rated their desire to smoke. Exposure to clips where smoking was portrayed as helping characters to relax was associated with a significantly stronger desire to smoke compared with clips where the motive for smoking was unclear. Desire to smoke was similar for clips where no motive was clear, social smoking clips, and rebellious smoking clips. These results suggest that the way that smoking is portrayed in movies is important in determining its effect on adolescent smoking.

**Shapiro, Harry** (2002) From Chaplin to Charlie – cocaine, Hollywood and the movies. In:

*Drugs: Education, Prevention and Policy* 9,2, 2002, pp. 133–141.

Throughout the history of cinema, the use of drugs such as opiates and marijuana has been consistently condemned or has passed through distinct phases from opprobrium to celebration. But because of both its image and functionality within the film industry, the framing of cocaine use has been more ambivalent and fluctuating. The period prior to World War II saw cocaine use portrayed both in comic situations and in so-called exploitation films which more closely mirrored sensational press coverage where cocaine was viewed as the ‘gateway’ drug to opiates. Cocaine largely disappeared from the recreational drugs scene until the late 1960s. Since then, films as diverse as *Easy Rider* (1969), *Annie Hall* (1977), *Scarface* (1983) and *Clean and Sober* (1988) have framed cocaine use and dealing variously as comic, heroic, glamorous, as well as damaging. This contrasts with crack cocaine in the context of black cinema in the 1980s and 1990s where settings of violence and death predominate. With the cocaine cartels as the focus, *Traffic* (2000) questions for the first time in a Hollywood movie, the efficacy of the ‘war on drugs’ while the cocaine trafficking film *Blow* (2001) returns to a more traditional Hollywood view of vice punished.

**Shapiro, Harry** (2005) *Shooting Stars: Drugs, Hollywood and the Movies*. New updated 5-star ed., London: Serpent's Tail 2005, v, 314 pp.

Zuerst 2003.

From 1920s marijuana mayhem through the cocaine storm that hit Hollywood in the '70s and the heroin chic films of the '90s, *Shooting Stars* investigates the drug myths propagated in movies and looks at the links between censorship, public morals and the Hollywood dream machine. *Shooting Stars* begins with the opium movies of the silent era and covers every major and most minor drugs films right up to the present day. From *Reefer Madness* through *The Man with the Golden Arm* and on to films such as *Easy Rider*, *Panic in Needle Park* and *Trainspotting*, Shapiro provides comprehensive detail about each film. He also includes a detailed history of drug use and film

ensorship as well as dark tales of the Hollywood star system and lifestyle. An invaluable and entertaining work of reference which will be of use to students and teachers of media studies as well as film buffs.

**Sharrett, Christopher** (2002) Cinematic drug wars. (Brief Article.) In: *USA Today* 130,2674, 2001, p. 35.

Hollywood's depiction of the US's War on Drugs is about as dubious and unpersuasive as the official policies of government power on this terrible social blight. From its early history, the cinema's portrayal of narcotics and drug addicts has been highly problematical. Sharrett discusses the accuracy of Hollywood's portrayal of the US's War on Drugs.

**Shaw, Michael** (1986) Health promotion and the media: the soap opera. In: *Health Promotion* 1, 1986, pp. 211–212.

Soap operas represent compulsive viewing or listening for so many people and this creates a number of exciting opportunities for health educationists to promote their messages. The sympathetic treatment on these shows of such issues as alcohol abuse, drugs, the care of the elderly—even the discussion of actual topical events such as a 'Stop Smoking Day'—not only represents welcome free publicity: it can also register these issues with large audiences. Discusses a number of soap operas which have been used to promote health issues. (JLN)

**Sheppard, Margaret A. / Goodstadt, Michael S.** (1979) Films and drug education. In: *Journal of Drug Education* 9,4, 1979, pp. 371–374.

Auch in: *Drug Abuse: Foundation for a Psychosocial Approach*. Ed. by Seymour Eiseman, Joseph A. Wingard, George J. Huba. Farmingdale, NY: Baywood Publishing 1981, 205–208. – Nachdr., ebd. 1984. – Mehrere Nachdr., zuletzt: London/New York: Routledge 2019.

A great many films have been made that deal with all aspects of drugs, their use and abuse. Some of these films are directed at young people within the school setting and are in-

tended as part of drug education programs. Some insights as to what is happening in this specific area are discussed.

**Sheppard, Margaret A. / Goodstadt, Michael S.** (1982) From scare tactics to reasoned decisions: A decade of drug education films. In: *Educational Communication and Technology* 30,2, 1982, pp. 91–96.

Over the past decade, the Audiovisual Assessment Group of the Addiction Research Foundation of Ontario has evaluated nearly 500 drug education films. A review of those evaluations reveals that good drug education films meet certain criteria and that, although there are many good films, there are many gaps that film producers could fill.

**Shields, David L. L. / Carol, Julia / Balbach, Edith D. / McGee, Sarah** (1999) Hollywood on tobacco: how the entertainment industry understands tobacco portrayal. In: *Tobacco Control* 8,4, 1999, pp. 378–386.

Objective: To determine how people in the California-based entertainment industry think about the portrayal of tobacco use in movies and on television. Specifically, to explore who decides when to include tobacco in a project; how that decision is made; what issues are considered; what messages are intended; whether and how the issue of second-hand smoke is considered; and what advocacy methods might be useful in influencing future decisions about tobacco portrayal. – Design: Qualitative in-depth interviews of entertainment industry personnel, with a semi-structured interview protocol to guide the interview. – Subjects: 54 subjects drawn from a convenience sample of writers, actors, directors, producers, studio executives, and others involved in the film industry. – Results: Hollywood is heterogeneous with varying perspectives on rates of tobacco use portrayal; intentionality of the decision to use and the necessity to portray tobacco use; and its degree of acceptance of responsibility for influencing societal smoking. Tobacco depiction may originate with the writer, actor, or director and is included most frequently to elucidate character or portray reality. On-camera

smoking is influenced by actors' off-camera tobacco use. – Conclusions: The research presented can help advocates better understand the norms and values of those working within the entertainment industry and thereby assist them in creating more effective change strategies.

**Shoebridge, Andrea** (1988) Alcohol on television. In: *Media Information Australia* 48, 1988, pp. 6–10.

Whilst the level of alcohol use in Australia remains a significant social problem, consumption is frequently depicted on television as 'normal' social behaviour resulting, more often than not, in positive rather than negative effects for individuals and groups. Representative Australian television programs are examined for their portrayal of alcohol consumption and possible influences on the viewing public.

**Signorielli, Nancy** (1987) Drinking, sex, and violence on television: the cultural indicators perspective. In: *Journal of Drug Education* 17,3, 1987, pp. 245–260.

The portrayal of alcohol, alcoholics, and drinking in prime-time dramas on network television is studied to determine the relationship between television viewing and drinking habits. The author also examines the link between smoking and television viewing.

**Silva, Rubens Dantas da / Bhugra, Dinesh / Andrade, Arthur Guerra de / Lotufo-Neto, Francisco / Castaldelli-Maia, João Mauricio** (2014) DSM-5 alcohol use disorder criteria in "Crazy Heart" (2009) – A media content analysis with teaching purposes. In: *Academic Psychiatry* 38,1, 2014, pp. 90–95.

Objective: The movie *Crazy Heart* (2009) draws our attention to alcohol disorders as it has a large number of scenes which portray alcohol consumption and fulfill the new DSM-5 Alcohol Use Disorder (DSM-5-AUD) criteria. In view of the recent launch of DSM-5, this is an appropriate opportunity to explore alcohol consumption in a large number of scenes employing the DSM-5-AUD criteria to study this.

– Methods: We use media content analysis to identify DSM-5 AUD criteria as portrayed by the main protagonist of the movie /Bad Blake/ in a structured manner. We studied his behavior and attitudes in the context of the film structure and storyline. – Results: The severity continuum of DSM-5 AUD can be demonstrated through the trajectory of the character Bad Blake. In the course of the movie, there is some reference to all the DSM-5-AUD criteria, which can be applied to this character within the 21 scenes selected for this study. – Conclusion: This film can therefore be helpful and used to introduce students and trainees to the DSM-5-AUD criteria. It also allows teachers to discuss with their students and trainees the options of treatment including decision to quit drinking (total abstinence) and the recovery and relapse of this chronic condition.

**Simmons, Jerold** (2005) Retrospectives: Challenging the Production Code: "The Man with the Golden Arm". In: *The Journal of Popular Film and Television* 33,1, 2005, pp. 39–48.

Zu Otto Premingers Film *The Man with the Golden Arm* (USA 1955) nach dem gleichnamigen Roman von Nelson Algren (1949).

**Singer, Anne** (Red.) (1996) *Drogen und Bilder. Europäische Filme und Videos zum Thema Suchtvorbeugung*. Verzeichnis 1996. Paris: C.E.C.D., 595 S.

Verzeichnis von mehr als 1000 Filmen zum Thema.

**Singer, Merrill / Page, J. Bryan** (2014) *Social Value of Drug Addicts: Uses of the Useless*. Walnut Creek: Left Coast Press.

Kap.5/pp. 121–152 („Picture This: Pictorial Construction of Drug Users in the World of Film“).

**Slater, Michael D.** (1996) Adolescent perceptions of underage drinkers in TV beer ads. In: *Journal of Alcohol and Drug Education* 42,1, 1996, pp. 43–56.

Considerable concern exists regarding the impact of alcohol advertisements on young peo-

ple. One dimension of this problem that has received little or no scientific scrutiny regards adolescents' perception of the ages of persons portrayed using alcohol advertisements. This study tests adolescent perception of the ages of persons portrayed in television beer advertisements, and examines correlational relationship between such age judgements and alcohol use. Male and female adolescents ages 12–18 recruited through public schools (N=401) each viewed four beer advertisements from a pool of 48 beer advertisements randomly selected from national television, and judged the ages of the youngest person shown using the product in the ad. Almost 40% reported that the youngest person was under 21 in at least one of the four ads viewed. Amount of alcohol use interacted with junior versus senior high school status in predicting whether or not participants reported one or more underage person in the beer ads: the relationship between alcohol use and such perceptions was positive for junior high and negative for senior high school students. Identifying underage persons in the ads was not related to polarity of responses to the ad. Results suggest that beer industry guidelines are not achieving their stated goal of ensuring that persons shown in beer advertisements appear consistently to be 21 or older; more tentatively, this failure may be associated with inappropriate drinking decisions by younger adolescents.

**Slater, Michael D. / Domenech, Melanie M.** (1995) Alcohol warnings in TV beer advertisements. In: *Journal of Studies on Alcohol* 56,3, 1995, pp. 361–367.

Mandated warnings are among the few steps Congress has taken to influence the use of legal substances such as alcohol. The usefulness of such warnings in discouraging abuse of alcohol is, however, controversial. This study examines the impact of televised warnings on probable antecedents of belief change not examined in previous research: confidence in beliefs about beer risks or benefits, and cognitive responses to the advertisements. The present study (N = 75 male and female college students) tests four of the warnings recom-

mended in Senate Bill 674 (1993—the “Thurmond bill”) edited into randomly sampled television beer advertisements, using a between-subjects treatment-and-control experimental design. The four advertisements or advertisement/warning pairs were counterbalanced and analyzed as a repeated measures factor. The study indicated, as hypothesized, that subjects exposed to warnings tended to have less confidence in their generally skeptical assessments of beer risks—a likely precursor to belief change in resistant populations. Repeated exposure to the advertisements alone also appeared to lead to increased confidence in generally positive assessments of beer benefits, whereas repeated exposure to warnings led to decreased confidence in such assessments. Repeated exposure to warnings also may have primed negative reactions to subsequent beer advertisements. These results suggest mechanisms by which alcohol warnings may over time influence beliefs. Measures used here may serve as useful criterion variables in future studies on warnings. Further attention to optimizing warning content and presentation is recommended.

**Slater, Michael D. / Rouner, Donna / Domenech-Rodriguez, Melanie / Beauvais, Frederick / Murphy, Kevin / Estes, Emily** (1998) How adolescents counterargue television beer advertisements: implications for education efforts. In: *Journal of Health Education* 29,2, 1998, pp. 100–105.

Critical viewing of advertisements is incorporated in many substance abuse and health education programs in hopes of reducing advertising impact on adolescents' behavior. Persuasion research suggests that counterarguing advertisements is crucial to limiting their impact. The present study describes the types of counterarguments generated by 401 Anglo and Latino adolescents who were each exposed to four beer ads from a pool of 48 beer ads randomly selected from network and major national cable network channels. The study also identifies counterarguing differences based on demographic and behavior variables. The most common categories included comments about the absence of por-

trayals of realistic outcomes of alcohol use; the irrelevance of the associations of the product with social activities, sports, the outdoors, etc.; and the misleading suggestions of social, romantic, or athletic success implied in many ads. Comments that made moral or ethical judgments about the ad were less common. Participants who had been drunk at least once were most likely to point out the lack of realism and irrelevant associations; the highest-risk group, junior high school students who had been drunk, were strikingly less likely to counterargue beer ads than their non-abusing counterparts. Implications for educational intervention design are discussed.

**Slater, Michael D. / Rouner, Donna / Murphy, Kevin / Beauvais, Frederick / Van Leuven, James / Domenech-Rodriguez, Melanie M.** (1996) Adolescent counterarguing of TV beer advertisements: Evidence for effectiveness of alcohol education and critical viewing discussions. In: *Journal of Drug Education* 26,2, 1996, pp. 143–158.

The pervasiveness of American youth's exposure to alcohol advertising is well-documented, as is the correlational evidence linking such exposure to alcohol-related attitudes, use, and expectancies. While efforts to train young people to resist persuasive appeals are often made in alcohol education programs, little evidence exists concerning the effectiveness of such efforts. The present study (N = 83) found that recency of exposure to alcohol education classes and discussion of alcohol advertising in such classes predicts cognitive resistance (counterarguing) of such advertisements months or even years after class exposure. Age, gender, and ethnicity were statistically controlled. While females tended to counterargue the alcohol advertisements more than did males, there was no statistically significant difference in the impact of education on males and females.

**Sloane, Kate / Wilson, Nick / Imlach Guna-sekara, Fiona** (2013) A content analysis of the portrayal of alcohol in televised music videos in New Zealand: Changes over time. In: *Drug and Alcohol Review* 32,1 2013, pp. 47–52.

**Introduction: and Aims:** We aimed to: (i) document the extent and nature of alcohol portrayal in televised music videos in New Zealand in 2010; and (ii) assess trends over time by comparing with a similar 2005 sample. – **Design: and Methods** We undertook a content analysis for references to alcohol in 861 music videos shown on a youth-orientated television channel in New Zealand. This was compared with a sample in 2005 (564 music videos on the same channel plus sampling from two other channels). – **Results:** The proportion of alcohol content in the music videos was slightly higher in 2010 than for the same channel in the 2005 sample (19.5% vs. 15.7%) but this difference was not statistically significant. Only in the genre 'Rhythm and Blues' was the increase over time significant (P = 0.015). In both studies, the portrayal of alcohol was significantly more common in music videos where the main artist was international (not from New Zealand). Furthermore, in the music videos with alcohol content, at least a third of the time, alcohol was shown being consumed and the main artist was involved with alcohol. In only 2% (in 2005) and 4% (in 2010) of these videos was the tone explicitly negative towards alcohol. – **Discussion and Conclusions:** In both these studies, the portrayal of alcohol was relatively common in music videos. Nevertheless, there are various ways that policy makers can denormalise alcohol in youth-orientated media such as music videos or to compensate via other alcohol control measures such as higher alcohol taxes.

**Smart, Reginald G. / Fejer, Dianne** (1972) Credibility of sources of drug information for high school students. In: *Journal of Drug Education* 3,4, 1972, pp. 389–402.

Auch in: *Journal of Drug Issues* 2,2, 1972, pp. 8–18.

**Smart, Reginald G. / Fejer, Dianne** (1974) The effects of high and low fear messages about drugs. In: *Journal of Drug Education* 4,2, 1974, pp. 225–235.

This paper reports two studies of the effects of high and low fear messages about drugs. In

the first study three levels of threat appeal about marijuana were used. The interaction between the value of these messages and anxiety level was examined. The second study concerned attitudes toward a non-existent drug-MOT, on the expectation that attitudes to MOT would have few extraneous influences (outside the message itself). It was found that differences among the persuasive messages were very small and insignificant. However [...]

**Smart, Reginald G. / Krakowski, Mark** (1973) The nature and frequency of drugs content in magazines and on television. In: *Journal of Alcohol and Drug Education* 18,3, 1973, pp. 116–123.

Addiction Research Foundation Toronto, Canada FOREWORD: Daily we encounter various messages in the communication media regarding drug use. Moreover, many individuals, when asked questions concerning their primary source of drug information, mention popular magazines and television. There is, however, a paucity of data pertaining to how often drug advertising or program content appears on television or in magazines. This article contains an interesting and significant content analysis of these research problems.

**Smith, Frank A. / Trivax, Geoffrey / Zuehlke, David A. / Lowinger, Paul / Nghiem, Thieu L.** (1972) Health information during a week of television. In: *New England Journal of Medicine* 286, 9.3.1972, pp. 516–520.

A commercial-network television channel in Detroit was monitored during a typical 130-hour broadcast week. Health-related content used 7.2 per cent of the time. Only 30 per cent of this health time offered useful information, and 70 per cent of the health material was inaccurate or misleading or both. Television programming did not use the educational capacity of the health professions to any notable extent. There were 10 times as many television messages that urged the use of pills or other remedies as there were against drug use or abuse [...]

**Smith, Stacy L.** (2005) From Dr. Dre to *Dismissed*: Assessing violence, sex, and substance use on MTV. In: *Critical Studies in Mass Communication* 22,1, 2005, pp. 89–98.

Smith examines exactly what younger audiences may be exposed to on MTV. In particular Smith examines previous research to discern the actual patterns of objectionable content found on MTV, with a particular focus on violence, sex, and substance abuse.

**Smoke Free Movies** (2008) Movies Encourage Teenager to Smoke. In: *Smoking: (Issues That Concern You)*. Ed. by Laura K. Egendorf. Farmington Hills, MI: Greenhaven Press, a part of Gale, Cengage Learning 2008, pp. 45–49.

**Snyder, Leslie B. / Milici, Fran Fleming / Mitchell, Elizabeth W. / Proctor, Dwayne C. B.** (2000) Media, product differences and seasonality in alcohol advertising in 1997. In: *Journal of Studies on Alcohol* 61,6, 2000, pp. 896–906.

To spell out recent events related to the alcohol advertising controversy and to describe the extent of alcohol advertising for 1 year, the media favored for advertising different types of alcoholic beverages and seasonal variation in advertising patterns. Monthly advertising data for 1997 were obtained from a variety of sources, including a commercial media monitoring service, a watchdog group, and trade and business press. Media examined were national and local television, radio, magazines, newspapers and billboards. Alcohol advertising expenditures were greatest in the late spring/early summer and during the holiday season. Television received the preponderance of alcohol advertising dollars for beer, wine, wine coolers and premixed drinks. Distilled spirits relied mostly on magazine advertising. Beer was the most heavily advertised product. More than half of televised beer ads aired on Saturday or Sunday afternoon during sporting events. There were more radio and TV ads for premixed low-alcohol beverages—some of which contain distilled spirits and many using brand names of distilled spirits—than for higher proof distilled spirits. Public health officials can use the results to plan

the month and media in which to launch messages against alcohol misuse, to directly counter pro-alcohol messages in advertising. They should monitor consumption and advertising of premixed beverages. Those concerned with the debate on alcohol advertising should note the access children have to beer ads when these ads are aired during weekend daytime sporting events, and that beer remains the greatest advertised beverage, despite the 1996 lifting of the broadcast advertising ban on distilled spirits.

**Sohoni, Tracy / Snell, Julie / Harden, Elizabeth** (2021) "He was drugged up on something...": Portrayals of drugs and violence on *Crime Scene Investigation* (CSI) as system justification. In: *The Journal of Drug Issues* 51,4, 2021, pp. 690–710.

We conducted a content analysis of the first two and last two seasons of the popular crime drama *Crime Scene Investigation* (CSI), to determine the extent to which depictions of the intersection of substance use and violence were consistent with research. Using the lens of system justification theory, we find that CSI focuses on aspects of crime that preserve the status quo, specifically it overemphasizes the negative impact of illicit substances as opposed to legal substances (such as alcohol), and it emphasizes the psychopharmacological role of drugs in violent crime compared to systemic violence related to the illegality of drug markets, even though research demonstrates that systemic violence makes up a large proportion of substance-related homicides. Despite significant changes in drug policy that occurred during the time that CSI was on the air, we find these portrayals are largely unchanged between episodes that were broadcast between 2000–2002 versus those that aired 2014–2015.

**Sorensen, James L. / Hetteema, Jennifer E. / Wedding, Danny** (2006) Falling over the line. In: *PsycCritiques* 51,16, 2006, [unpag.].

Reviews the film, *Walk the Line* directed by James Mangold (2005). *Walk the Line* is a poignant and dramatic biography of black-clad music legend Johnny Cash (1932–2003).

The movie chronicles the first half of the singer's life and was designed with heavy reliance on several autobiographies (Cash, 1975; Cash & Carr, 1997). It is both a toe tapper and a teeth gnasher, with wonderful songs and the jarring crashes that accompany substance abuse. Although *Walk the Line* is remarkable for its dearth of mental health professionals amid the various crises it portrays, the movie is rich in psychological material. The most influential doctors in this movie are probably those who prescribed the numerous pill bottles that clutter Cash's life, yet the well-told story also includes themes of guilt, family dysfunction, striving for greatness, obsession, substance abuse, the nagging question of what makes a person great versus becoming a cad, and, most of all, love. Watching this biopic, one may wonder, what is the lesson? Is it how not to nourish a relationship? Perhaps there is not a point to the movie or to Cash's life, but rather the film shows what existence is like in the orbit of a person with serious addiction problems: serial ups and downs, admiration and disappointment. *Walk the Line* offers an engaging story, with a rich collection of music by Cash, Carter, and a variety of famous and relatively unknown artists from the 1950s and 1960s. (©2016 APA)

**Spence, Des** (2008) Drugstore cowboys. In: *BMJ: British Medical Journal* (International edition) 336,7642, 2008, p. 510.

The tears streamed down her face as she clutched her trophy. She was a character actress of impossible quality, completely immersed in her role, living and breathing it. The inflection, pace, timing—utterly believable. She would always hit you when you were at your most vulnerable, arriving unannounced, playing to a full waiting audience for maximum dramatic effect. She would often be supported by an equally talented supporting cast of concerned and utterly insistent "family members." Such is the exhausting daily matinee performance in which doctors are stung for prescription drugs (diazepam, temazepam, nitrazepam, dihydrocodeine) to be sold on the street outside pharmacies. Patients systematically and repeatedly lie to get drugs to be sold into the black market.

**Spencer, Bettina** (2005) Everybody wants something: drugs, sex and money in Canadian and American teen programming [1989–1992]. In: *Growing up Degraded: Television, Identity, and Youth Cultures*. Ed. by Michele Byers. Toronto, Ont: Sumach Press 2005, pp. 233–251 (Women's Issues Publishing Program.).

**Springer, Alfred** (1982) Drogenfilme und Antidrogenfilme. 1–2. In: *Wiener Zeitschrift für Suchtforschung* 5,3, 1982, pp. 23–31; 5,4, 1982, pp. 35–52.

*Gliederung:* 1. Einleitung. – 2. Das Drogenkino – 2.1 Der Stummfilm – 2.1.2. Der Aufklärungs- und Propagandafilm der Stummfilmära – 2.1.3. Exkurs über die Zensurbestimmungen bezüglich der Darstellung der Drogenthematik – 2.2. Der frühe Tonfilm – 2.2.1. Der Unterhaltungsfilm – 2.2.2. Der Propagandafilm der frühen Tonfilmära. – II. Teil: – 2.3. Der Film nach dem Zweiten Weltkrieg – 2.3.1. Der Drogenfilm nach 1965 – 2.3.1.1. Der Unterhaltungsfilm – 2.3.1.1.1. Opiate – 2.3.1.1.2. Halluzinogene – 2.3.1.1.3. Cannabis – 2.3.1.1.4. Andere Substanzen – 2.3.2. Der Untergrundfilm – 2.3.3. Der Musikfilm – 2.3.4. Der Zeichentrickfilm – 2.3.5. Propaganda- und Tendenzfilme. – 3. Zur Möglichkeit, den Spielfilm sinnvoll in der Drogenprävention einzusetzen – 3.1. Exkurs über den Propagandafilm – 3.2. Die Problematik der Mehrdeutigkeit der filmischen Aussage – 3.3. Die Funktion des Publikums im Wirkungsmechanismus des filmischen Produkts – 3.4. Schlußfolgerungen – 3.4.1. Die hervorragendste Publikumsvariable: Das Zielgruppenproblem – 3.4.2. Die ungenutzte filmische Möglichkeit: der Dokumentarfilm – 3.4.3. Das Problem des Spielfilms. – Literatur.

**Spunt, Barry** (2017) *Heroin, Acting, and Comedy in New York City*. New York: Palgrave Macmillan 2017, vii, 191 pp.

This book focuses on New York City-based actors and comedians who are self-acknowledged heroin users. Barry Spunt examines a number of hypotheses about the reasons why actors and comedians use heroin as well as the impact of heroin on performance, creativity, and career trajectory.

*Inhaltsvz.:* Introduction – Mainstream actors – Non-mainstream actors – Films (and plays) – Comedians – Conclusion.

**Stacy, Alan W. / Pearce, Steve G. / Zogg, Jennifer B. / Unger, Jennifer / Dent, Clyde W.** (2004) A nonverbal test of naturalistic memory for alcohol commercials. In: *Psychology & Marketing* 21,4, 2004, pp. 295–322.

This study investigated a nonverbal test of memory for naturally occurring events: alcohol commercials. Such tests, supported by dual-code and transfer-appropriate processing perspectives from basic research, are useful for research on consumer behavior and public health. The participants were 750 adolescents who completed a nonverbal test of memory, tailored to detect prominent visual features of remembered alcohol commercials. The results showed (a) that independent judges reliably coded primary features of remembered advertisements along most dimensions, and (b) the test met important criteria for convergent and discriminant validity in comparisons with other measures. Applications were proposed for research on advertising effects, health behavior, and media copy testing. (© 2004 Wiley Periodicals, Inc.)

**Stacy, Alan W. / Zogg, Jennifer B. / Unger, Jennifer B. / Dent, Clyde W.** (2004) Exposure to televised alcohol ads and subsequent adolescent alcohol use. In: *American Journal of Health Behavior* 28,6, 2004, pp. 498–509.

*Objective:* To assess the impact of televised alcohol commercials on adolescents' alcohol use. – *Methods:* Adolescents completed questionnaires about alcohol commercials and alcohol use in a prospective study. – *Results:* A one standard deviation increase in viewing television programs containing alcohol commercials in seventh grade was associated with an excess risk of beer use (44%), wine/liquor use (34%), and 3-drink episodes (26%) in eighth grade. The strength of associations varied across exposure measures and was most consistent for beer. – *Conclusions:* Although replication is warranted, results showed that exposure was associated with an increased risk of subsequent beer consump-

tion and possibly other consumption variables.

**Stambler, Mark** (1982) Drug abuse. In: *Emmy: The Magazine of the Academy of Television Arts & Sciences* 4,4, 1982, p. 21.

**Stanley, Alessandra** (2008) Television review: Further adventures in America's favorite passtime, 'addictionology'. In: *The New York Times*, 10. Jan 2008.

Zur TV-Reality-Serie *Celebrity Rehab With Dr. Drew* (VH1, USA 2008–2012). – VH1 is selling its series as a form of community service, almost as if to expiate past excesses. But "Celebrity Rehab" is actually a form of co-dependence, a channel making its fortune from [...]

**Starks, Michael** (1982) *Cocaine Fiends and Reefer Madness: An Illustrated History of Drugs in the Movies (1894–1978)*. East Brunswick, N.J.: Cornwall Books 1982, 242 pp.

Rev. in: *Film Quarterly* 37,1, 1983, pp. 38–39.

Nachdr., Berkeley, CA: Ronin Publishing 1997, 251 pp.; Nachdr., 2015.

From the very beginning, filmmakers have struggled to free themselves from censorship and manipulation by special-interest groups, and this struggle is clearly evident in the history of drug films. *Cocaine Fiends and Reefer Madness* is an exhaustive exploration of the history of the depiction of psychoactive drugs in motion pictures from Thomas Edison's *Opium Smoker* (1894) to *Cocaine Cowboys* (1978). Included are over 400 silent and 1,000 sound films as well as nearly 500 drug-abuse films, 85 experimental films, and 135 television programs. More than 150 stills, most never before published and many extremely rare, illustrate the text. Arranged chronologically as well as by drug type and often by country, this book shows that, far from being a recent phenomenon, drug films were made in nearly every country and period that produced a significant body of films. Visit Edison's first film studio, reflect on the filmic consequences of Cocteau's opium addiction with Kenneth Anger's early experiences with

magic mushrooms, see Charles Laughton smuggling cocaine inside a statue of the Buddha, and watch Douglas Fairbanks, Sr., consuming vast quantities of opium and cocaine in a World War I Sherlock Holmes parody.

**Staatliche Landesbildstelle Hessen** (1982) *Drogen*. Filme für das Programm zur Bekämpfung des Drogen-Mißbrauchs der Hessischen Landesregierung. Frankfurt: die Landesbildstelle [1982], 20 pp.

**Stern, Susannah R.** (2005) Messages from teens on the big screen: Smoking, drinking, and drug use in teen-centered films. In: *Journal of Health Communication* 10,4, 2005, pp. 331–346.

Smoking, drinking, and drug use endure as popular yet dangerous behaviors among American teenagers. Films have been cited as potential influences on teens' attitudes toward and initiation of substance use. Social cognitive theory suggests that teen viewers may be especially likely to learn from teen models who they perceive as similar, desirable, and attractive. Yet, to date, no studies systematically have analyzed teen characters in films to assess the frequency, nature, and experienced consequences of substance use depictions. Assessments of content are necessary precursors to effects studies because they can identify patterns of representations that warrant further examination. Accordingly, a content analysis of top grossing films from 1999, 2000, and 2001 was conducted. Overall, two-fifths of teen characters drank alcohol, one-sixth smoked cigarettes, and one-seventh used illicit drugs (N = 146). Almost no differences existed between substance users and nonusers with regard to physical attractiveness, socioeconomic status (SES), virtuosity, or gender. Drinkers and drug users were unlikely to suffer any consequences—let alone negative consequences—in either the short or long term. Characters rarely were shown refusing offers to drink or do drugs, or regretting their substance usage. Girls were more likely than boys to be shown engaging in multiple substance use activities (e.g., smoking and drinking). Overall, recent teen-cen-

tered films may teach teen viewers that substance use is relatively common, mostly risk-free, and appropriate for anyone.

**Stern, Susannah / Morr, Lindsey** (2013) Portrayals of teen smoking, drinking, and drug use in recent popular movies. In: *Journal of Health Communication* 18,2, 2013, pp. 179–191.

Studies indicate that films can influence adolescents' attitudes toward and initiation of substance use. It is therefore important to periodically assess film content to assess the types of imagery adolescents are likely to encounter. This study content analyzed teen characters in top films featuring teenagers from 2007, 2008, and 2009 to assess smoking, drinking, and drug use portrayals. Results indicate a relatively low incidence of smoking and drug use. However, one in five teen characters are shown drinking. Overall, substance use depictions have diminished considerably compared with films released at the earlier end of the decade. However, consequences of substance use were infrequently depicted, and characters seldom refused invitations to drink or do drugs. Given these findings, some potentially counterproductive outcomes are discussed.

**Stedler, François** (1983) Le cinéma français: un miroir déformant du comportement alcoolique et l'alcoolisme dans le cinéma français. In: *Panorama du Médecin*, 13.10.1983.

**Stedler, François** (1984) Cinéma, manière de boire et alcoolisme. In: *Actes de la Rencontre internationale «Culture, manières de boire et alcoolisme»*. Organisée par Bretagne, Alcool, Santé, 18–21 janvier 1984. [Publiés sous la responsabilité de Guy Caro et Jean-François Lemoine.] Rennes: Bretagne, Alcool et Santé 1984, pp. 379–387.

**Stedler, François** (1985) Drinking habits and alcoholism in French cinema. In: *Proceedings of the 31st International Institute on the Prevention and Treatment of Alcoholism, Roma, 2–7 June, 1985*. Organized by the International Council on Alcohol and Addictions, Lausanne, Switzerland. Vol. 1. Lausanne: The International Coun-

cil on Alcohol and Addictions [ICAA-CIPAT] 1985, pp. 44–52.

**Stedler, François** (1985) Mythologie de l'alcool au cinéma. In: *Informations sociales*, 8, 1985, pp. 14–19.

**Stedler, François** (1985) Représentations de l'alcool et de l'alcoolisme dans le cinéma français. In: *Bulletin du HCEIA [Haut Comité d'Étude et d'Information sur l'Alcoolisme]* 2, 1985, pp. 139–154.

**Stedler, François** (1987a) Alcool et alcoolisme dans le cinéma français: analyse d'un sociologue. In: *Bulletin de la SFA [Société française d'alcoologie]*, 1, 1987, pp. 10–19.

**Stedler, François** (1987b) Representations of drinking and alcoholism in French cinema. In: *International Sociology* 2,1, 1987, pp. 45–59.

In the following article, the product of on-going research into the representation of drinking and alcoholism in French cinema, the writer first assesses the relevance to this particular field of the study of cinema. He goes on to present the social setting for consumption of the main kinds of liquor shown on the screen, and attempts to determine the existence of certain types of person more driven than others to drink to excess, and whether there are social and psychological situations more conducive to overindulgence.

**Stedler, François** (1992) Le trafic de la drogue dans la fiction: le cas du cinéma. In: *Voyages et voyageurs de la drogue: 2e Journée d'étude du CNPERT, Centre national de prévention d'études et de recherches en toxicomanie, 15 avril 1991, Paris*. Paris: Roussel UCLAF 1992, pp. 50–60.

**Stedler, François / Le Moal, Joelle** (1983) L'alcoolisme dans le cinéma français: un phénomène rarement expliqué, comme si c'était dans la nature de l'homme. Entretien avec François Stedler. In: *Panorama du Médecin*, 13.10.1983.

**Stuedler, François / Stuedler-Delaherche, Françoise** (2005) Le cinéma entre vérité, fiction et silences: l'exemple de la consommation d'alcool à l'écran. In: *Revue des Sciences Sociales*, 34, 2005, pp. 106–119.

For those who wish to understand the complex, and often ambiguous, relations that our society entertains with alcohol, films are a particularly rich resource. The study we report on here is based on the analysis of a vast corpus of French productions since the beginning of the talkies and demonstrates that while cinema is a good “recorder” of the practice of consuming alcoholic drinks and the representations associated thereto, it also gives an imaginary retranslation of reality and introduces inevitable distortions. Thus, in relation to [...]

**Stuedler, François / Stuedler-Delaherche, Françoise** (1987) Alcohol and road accidents in the French cinema particularly in young drivers. In: *Young Drivers Impaired by Alcohol and Other Drugs*. [International Symposium on Young Driver's Alcohol- and Drug-Impairment, held in Amsterdam, 13–15 September 1986. Org. by the International Drivers' Behaviour Research Association]. Ed. by Timothy Benjamin. London / New York: Royal Society of Medicine Services 1987, pp. 157–163. (International Congress and Symposium Series. 116.).

**Stuedler, François / Stuedler-Delaherche, Françoise** (1999a) L'alcool et ses enjeux à travers le prisme du cinéma. In: *Médias, Santé, Politique*. Sous la dir. de Michel Mathien. Paris: L'Harmattan 1999, pp. 75–104.

**Stuedler, François / Stuedler-Delaherche, Françoise** (1999b) L'utilisation des films dans l'analyse sociologique: Problèmes d'interprétation. Le cinéma: miroir déformant de la réalité sociale? In: *Analyse et interprétation en sciences sociales: Actes de la journée d'études du 3 décembre 1997*. [Org. par le] Centre de recherches et d'études en sciences sociales, Université des sciences humaines de Strasbourg. [Éd. par Laurent Muller.] Strasbourg: CRESS 1999, pp. 83–107 (Cahier du CRESS. 4.).

**Stuedler, François / Stuedler-Delaherche, Françoise** (2007) La figure de l'alcoolique au cinéma: dits et non-dits. In: *Ethique et addictions: quatrième forum alsacien d'éthique: tenu le samedi 24 novembre 2007 au Château des Rohan (Saverne) et organisé par Jean-Marie Mantz*. Strasbourg: Faculté de médecine / Saverne: Centre hospitalier Sainte Catherine 2007 [2010?], pp. 19–27.

**Stuedler, François / Tsikounas, Myriam** (1984) Images de l'alcool au cinéma. In: *Les Cahiers de l'IREB* [Institut de Recherches scientifiques sur les Boissons], 7, 1984, pp. 81–93.

**Stuedler, François / Tsikounas, Myriam** (1985) *Représentations de l'alcool et de l'alcoolisme dans le cinéma français*. Paris: Haut Comité d'Étude et d'Information sur l'Alcoolisme, janv. 1985, 23 pp.

**Stevenson, Jack** (2000) *Addicted: the Myth and Menace of Drugs in Film*. London: Creation Books, xvi, 256 pp.

*Inhaltsvz.:* Highway to Hell / Jack Stevenson. – Blaxploitation / Jack Stevenson. – SF/horror / Jack Hunter. – Underground cinema / Jack Stevenson. – Non-commercial films / Jack Stevenson. – Denmark / Simon Nielsen. – Norway / Jack Stevenson. – Sweden / Christer Persson. – Italy / Mike Lebbing/Bart van der Put. – Germany / Stephanie Watson/Alex Recht. – Holland / Bart van der Put. – “Performance” / Keith Perry. – “Scarface” / Brett Lake-Benson. – “Trainspotting” / Andy Lowe. – “Fear and Loathing in Las Vegas” / Tons May. – “Kids”/“Another Day in Paradise” / Ben Felsenburg. – Films on ecstasy / David Sorfa. – “Bringing Out the Dead” / Jack Sargeant.

**Strasburger, Victor C.** (2002) Alcohol advertising and adolescents. In: *The Pediatric Clinics of North America* 49,2, 2002, pp. 353–376.

Considerable research now exists that the media may exert a powerful influence on adolescents' drug-taking behavior. Teens view an average of 2,000 beer and wine ads per year in the US. In addition, television shows, movies, and music videos contain considerable

amounts of alcohol use. This article will discuss the available research and offers suggestions to make the media healthier for teenagers.

**Strickland, Donald E.** (1982) Alcohol advertising: Orientations and influence. In: *International Journal of Advertising* 1,4, 1982, pp. 307–319.

The paper presents an analysis of the effects of televised alcohol beverage advertising on the consumption of alcohol among a sample of US teenagers. While no effects of exposure on total consumption are demonstrated for the total sample, consistent with other research on alcohol advertising effects, the present analysis reveals the importance of ‘orientations towards advertising’ as linkages between exposure and consumption behaviour. Specifically, a social utility orientation, involving learning of normative expectations about drinking, and a vicarious utility orientation, involving identification with models in alcohol beverage commercials, are shown to be mediating factors which condition the effects of advertising exposure. ‘Alcohol Advertising: Content and Controversy’, by the same author, appeared in the last issue of this journal.

**Suárez, Juan A.** (2014) Warhol’s 1960s’ films, amphetamine, and queer materiality. In: *Criticism* 56,3, 2014, pp. 623–652.

Danny Fields, the son of a Manhattan doctor, claimed that, by the time he chanced on the Factory, he had already been on amphetamine his “whole life”; since adolescence, he had been in the habit of helping himself from the bowl of diet pills his parents kept on the dining-room table. In many respects, these artists’ analytical focus recalls other significant intellectual enterprises of the postwar period: cybernetics and incipient electronic computing, which translated biological phenomena and mathematical functions into informational integers formalized in binary logic, and the related discipline of structural linguistics, which reduced linguistic phenomena to a limited set of elements interrelated according to a finite number of rules. [...] the

drug promoted an off-center eroticism that incorporated the sex appeal of the inorganic. Because of this, there is a direct connection between amphetamine, the formal qualities of the Factory films, and the willful marginality of their subjects—that is, between speed, on the one hand, and the films’ formal and sexual “misfitting,” on the other.

**Sulkunen, Pekka** (2007) Images of addiction: Representations of addictions in films. In: *Addiction Research & Theory* 15,6, 2007, pp. 543–559.

The dominant sociological image of addiction as lack of will or loss of control is connected with the expectations of individual self-control in modern societies. This article suggests a richer typology of images of addiction on the basis of the semiotic theory of modalities, focalisation and the “secret”. It centres around four modal groups: willing, competence, ability and obligation. A film clip archive on smoking, drinking, drug use and gambling was used to illustrate the model. Competence is often involved in drug scenes showing people [...]

**Sullum, Jacob** (2006) Movies do not glamorize smoking. In: *Teen Drug Abuse: Opposing Viewpoints*. Ed. by Pamela Wilwerth Aue. San Diego, Calif.: Greenhaven Press 2006 / Detroit: Thompson/Gale 2006.

**Sullum, Jacob** (2008) Movies do not encourage teenager to smoke. In: *Smoking: (Issues That Concern You)*. Ed. by Laura K. Egendorf. Farmington Hills, MI: Greenhaven Press, a part of Gale, Cengage Learning 2008, pp. 50–54.

**Sussman, Steve / Brannon, Bonnie R. / Flay, Brian R. / Gleason, Laura / Senor, Steve / Sobol, Debra F. / Hansen, William B. / Johnson, C. Anderson** (1986) The television, school and family smoking prevention/cessation project. II. Formative evaluation of television segments by teenagers and parents – implications for parental involvement in drug education. In: *Health Education Research* 1,3, 1986, pp. 185–194.

The present study assessed attitudes of 45 seventh graders and of an independent sample of 52 unrelated parents (of seventh grade students) regarding a mass media-enhanced social psychologically oriented cigarette smoking prevention program. The assessment represented a formative evaluation of family-involvement related variables to aid in the development of a future family-focused substance abuse prevention program. The results were: (i) adults and youths expressed much interest in having parents be actively involved in prevention interventions; (ii) adults favored minimally assertive interaction strategies in family-oriented prevention strategies with their children, although they encouraged their children to be assertive regarding parental cessation efforts; (iii) two of the most interesting prevention components to adults (peer and media influences) were the least interesting components to youths; and (iv) learning of prevention material was consistent with the differential interest results, although parents generally knew the prevention knowledge item answers even at pretest. This study high-lighted the usefulness of a pretest-media presentation-posttest formative evaluation procedure with independent samples differing in family role status to help improved family-oriented drug education programming.

Vgl. auch Part I. (Flay et al. 1986); Part IV. (Sussmann et al. 1989); Part V. (Brannon et al. 1989); Part VIII. (Flay et al. 1995).

**Sussman, Steve / Dent, Clyde W. / Brannon, Bonnie R. / Glowacz, Kimarie / Gleason, Laura R. / Ullery, Steve / Hansen, William B. / Johnson, C. Anderson / Flay, Brian R.** (1989) The television, school and family smoking prevention/cessation project. IV. Controlling for program success expectancies across experimental and control conditions. In: *Addictive Behaviors* 14,6, 1989, pp. 601–610.

A major issue in smoking prevention research is that no study has tried to equate program success expectancies across experimental and placebo control conditions. Equivalent overall program success expectancies should be es-

tablished to help rule out the effects of extra-theoretical variables which influence program outcomes. The present study tested whether an attention-placebo (information based) smoking prevention program would produce equivalent expectancies about the likelihood of program success in comparison to an experimental social influences program. To try to equate program success expectancies, the design of the two programs differed in content but was similar in procedure. Fourteen middle schools were randomly assigned to the two conditions. As hypothesized, baseline expectancies were found to predict outcome measures, even after controlling for baseline smoking intentions, ethnic group, and gender. Second, the equivalence of program expectancies at posttest was tested. Youths held equivalent overall expectancies for success across conditions. This study suggested the need to control for program expectancies in prevention research, and showed that program expectancies could be controlled for by equating process of program delivery.

Vgl. auch Part I. (Flay et al. 1986); Part II. (Sussmann et al. 1986); Part V. (Brannon et al. 1989); Part VIII. (Flay et al. 1995).

## T

**Taqi, S.** (1972) The drug cinema: [A listing and discussion of some western films having some thematic treatment of the drug culture and drug abuse]. In: *Bulletin on Narcotics* 24,4, 1972, pp. 19–28.

*Gliederung:* Foreword – Drug films of the last ten years – Cannabis in films – LSD in films – Heroin films – The implications of the drug cinema – A partial listing of recent Western films with some thematic treatment of drug usage. – Text: [\[URL\]](#).

**Thårup, Alice** (1985) *Litteratur og film om rusmidler*. Nordjyllands Amtskommune 1985.

Brief annotated filmography and bibliography, Scandinavian titles only.

**Thiele, Günther A.** (1982/83) Filmmutzung für suchtprophylaktische Arbeit im Bildungsbereich. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 62–68.

**Thoer, Christine / Levy, Joseph Josy** (2012) When my favourite character is a user: depiction of medication and drug use in the web-series *Skins*. In: *Drogues, Santé et Société* 11,1, 2012, pp. 48–69.

In the lifestyles of teenagers and young adults, the viewing of movies, TV soaps and web series is an important activity. These productions present characters and scripts which illustrate the various problems these populations are facing, among which the consumption of drugs and medicines. To describe the models represented, two seasons of the popular web series *Skins* produced in Great Britain and a big success in many countries, were analysed using a content analysis based on quantitative and qualitative methodology. The results indicate that the question of illegal and medical drugs is an important topic, with cannabis as the drug most often represented and used by both male and female characters, followed by ecstasy. If the depiction of hard drugs is rare, non-medical use of prescription drugs is well illustrated, in particular with antidepressants and treatments or erectile dysfunction. The web series stage the phases of access to substances, their preparation, their consumption and even their resale, topics treated in a peripheral way in the TV productions of the 1990s. The states of consciousness, from light effects to extreme and dangerous ones are represented, illustrating the variety of contexts and the collective and individual functions of drug use. These substances are not generally the object of a negative evaluation within the story-line, insistence being put rather on their everyday acceptance and their integration in the everyday life of young people, without great risks for the health. It remains important to document the reception of this web series in various national contexts and to understand its influence on the standards of consumption of illegal substances and prescription drugs by

adolescents. Adapted from the source document.

**Thompson, Frank** (1990) Movies on drugs: feed your head with the mind-bending cinema of narcotics. In: *American Film* 15,14, 1990, pp. 54.

**Tickle, Jennifer J. / Beach, Michael L. / Dalton, Madeline A.** (2009) Tobacco, Alcohol, and Other Risk Behaviors in Film: How Well Do MPAA Ratings Distinguish Content? In: *Journal of Health Communication* 14,8, Dec. 2009, pp. 756–767.

To evaluate the usefulness of Motion Picture Association of America (MPAA) ratings for parental selection of appropriate films for children, the 100 top grossing movies each year from 1996 through 2004 (N= 900) were content analyzed to measure risk behaviors in each film. More restrictive MPAA ratings (R and PG-13) were associated with increased mean seconds of portrayals of tobacco use, alcohol use, and sexual content; increased frequency of violent content; and increased salience of drug use. MPAA ratings, however, did not [...]

**Tickle, Jennifer J. / Sargent, James D. / Dalton, Madeline A. / Beach, Michael L. / Heatherton, Todd F.** (2001) Favourite movie stars, their tobacco use in contemporary movies, and its association with adolescent smoking. In: *Tobacco Control* 10,1, 2001, pp. 16–22.

Objective: To assess the relation between adolescents' favourite movie stars, the portrayal of tobacco use by those stars in contemporary motion pictures, and adolescent smoking. – Design and Setting: 632 students (sixth to 12th grade, ages 10–19 years) from five rural New England public schools completed a voluntary, self administered survey in October 1996. The survey assessed tobacco use, other variables associated with adolescent smoking, and favourite movie star. In addition, tobacco use by 43 selected movie stars was measured in films between 1994 and 1996. – Outcome Measures: Students were categorised into an ordinal five point index (tobacco status) based

on their smoking behaviour and their smoking susceptibility: non-susceptible never smokers, susceptible never smokers, non-current experimenters, current experimenters, and smokers. We determined the adjusted cumulative odds of having advanced smoking status based on the amount of onscreen tobacco use by their favourite film star. – Results: Of the 43 stars, 65% used tobacco at least once, and 42% portrayed smoking as an essential character trait in one or more films. Stars who smoked more than twice in a film were considered smokers. For adolescents whose favourite stars smoked in only one film, the odds of being higher on the smoking index was 0.78 (95% confidence interval (CI) 0.53 to 1.15). For adolescents whose favourite stars smoked in two films, the odds of being higher on the smoking index was 1.5 (95% CI 1.01 to 2.32). For adolescents whose favourite stars smoked in three or more films (Leonardo DiCaprio, Sharon Stone, John Travolta), the odds of being higher on the smoking index was 3.1 (95% CI 1.34 to 7.12). Among never smokers (n= 281), those who chose stars who were smokers in three or more films were much more likely to have favourable attitudes toward smoking (adjusted odds ratio 16.2, 95% CI 2.3 to 112). – Conclusions: Adolescents who choose movie stars who use tobacco on-screen are significantly more likely to have an advanced smoking status and more favourable attitudes toward smoking than adolescents who choose non-smoking stars. This finding supports the proposition that the portrayal of tobacco use in contemporary motion pictures, particularly by stars who are admired by adolescents, contributes to adolescent smoking.

**Tynan, Michael A. / Polansky, Jonathan R. / Driscoll, Danielle / Garcia, Claire / Glantz, Stanton A.** (2019) Tobacco use in top-grossing movies – United States, 2010–2018. In: *Morbidity and Mortality Weekly Report* 68, 43, 2019, pp. 974–978.

The Surgeon General has concluded that there is a causal relationship between depictions of smoking in movies and initiation of smoking among young persons. Youths heavily ex-

posed to onscreen smoking imagery are more likely to begin smoking than are those with minimal exposure. To assess tobacco-use imagery in top-grossing youth-rated movies (General Audiences [G], Parental Guidance [PG], and Parents Strongly Cautioned [PG-13]), 2010–2018 data from the Breathe California Sacramento Region and University of California-San Francisco's Onscreen Tobacco Database were analyzed. The percentage of all top-grossing movies with tobacco incidents remained stable from 2010 (45%) to 2018 (46%), including youth-rated movies (31% both years). However, total tobacco incidents increased 57% from 2010 to 2018, with a 120% increase in PG-13 movies. Tobacco incidents in PG-13 fictional movies declined 57% from 511 in 2010 to an all-time low of 221 in 2018. Although the number of PG-13 fictional movies with tobacco incidents declined 40% during 2010–2018, the number of PG-13 biographical dramas with tobacco incidents increased 233%. In 2018, biographical dramas accounted for most tobacco incidents, including 82% of incidents in PG-13 movies; 73% of characters who used tobacco in these biographical dramas were fictional. Continued efforts could help reduce tobacco incidents in top-grossing movies, particularly in PG-13 biographical dramas, to help prevent youth smoking initiation.

**Trager, Robert E.** (1972) *Adolescent Audience System Reactions to Mass Media Messages Regarding Drug Education*. Ph.D. thesis, University of Minnesota 1972, xi, 323 pp.

**Trager, Robert E.** (1976) Adolescent reactions to educational media messages regarding drug education. In: Ostman 1976a, pp. 155–175.

**Tretter, Felix** (1982/83) Rauschmittelkonsum im Film. Versuch einer Übersicht. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 13–20.

**Tsikounas, Myriam / Le Pajolec, Sébastien / Picard, Camille** (2007) L'alcool dans la fiction télévisée et dans les émissions médiatiques. In: *Cahiers de l'IREB* [Institut de

Recherches scientifiques sur les Boissons], 18, 2007, pp. 136–165.

**Tsikounas, Myriam** (dir.) (2011a) Dossier: Les Représentations du médecin addict. In: *Alcologie et Addictologie* 33,4, 2011, 76 pp.

**Tsikounas, Myriam** (dir.) (2011b) Introduction. In: Tsikounas (2011a), pp. 287–288.

**Tsikounas, Myriam** (2015) Le discours sur les drogues licites et illicites dans les émissions médicales et magazines consacrés à la santé publique à la télévision (1956–aujourd'hui). In: *Psychotropes: Revue internationale* 20,3, 2015, pp. 37–49.

À partir des années 1950, les responsables de la santé publique qui souhaitent alerter les Français sur les dangers des substances psychoactives disposent d'un nouveau média de masse: la télévision. D'abord monopole d'État, l'ORTF éclate en sept structures au mitan des années 1970 puis se privatise graduellement, à partir de 1984, tout en démultipliant ses canaux de diffusion. Ces bouleversements du paysage audiovisuel français, qui se traduisent par une augmentation du nombre d'heures de programmes hebdomadaire [...]

**Tudor, Andrew** (1979) On alcohol and the mystique of media effects. In: Cook/Lewington 1979, pp. 6–14.

## U

**United States Senate** (1971) *The Relationship between Drug Abuse and Advertising: Hearing before the Senate Subcommittee of the Committee on Commerce*. Washington, D.C.: U.S. Government Printing Office 1971, iv, 128 pp. (Serial. 91–94.).

**United States Senate, Committee on Labor and Public Welfare, Subcommittee on Alcoholism and Narcotics** (1976) *Media Images of Alcohol: The Effects of Advertising and Other Media on Alcohol Abuse*. Washington, D.C.: U.S. Government Printing Office 1976, v, 385 pp.

## V

**Valenti, F. Miguel** (2000) The Props: Portrayals of substance use – We're not in Kansas anymore. In: Ders.: *More Than a Movie: Ethics in Entertainment*. Ed. by Les Brown & Laurie Trotta. Boulder, Colo. / Cumnor Hill: Westview Press 2000, pp. 141–160.

Nachdr., New York / London: Routledge 2018.

Mit zahlreichen Filmbeispielen. – In fact, a certain amount of blame for dramatic increases in substance abuse has, in recent years, been laid at our doorstep. Many media advocates, social scientists, and government leaders believe that the portrayals of smoking, drinking, and drug use contribute to making these problems worse. This chapter examines how substance abuse issues can crop up and be emphasized and re-emphasized throughout the film's development and production process. The protests of big tobacco companies notwithstanding, medical science has firmly established that cigarettes KILL people. A filmmaker's portrayal of substance use and abuse is a complex and controversial issue. A series of studies conducted by researchers at Stanford University and Lewis and Clark College determined that substances— particularly alcohol and tobacco—are ubiquitous in contemporary films popular among teens. A comparison reveals that substance use is substantially less likely to be portrayed in television series than in movies.

**Van den Bulck, Hilde / Simons, Nele / Van Gorp, Baldwin** (2008) "Let's drink and be merry": The framing of alcohol in the prime-time American youth series *The OC*. In: *Journal of Studies on Alcohol and Drugs* 69,6, 2008, pp. 933–940.

This study analyzed the framing of alcohol consumption in the American adolescent drama series *The OC*. All 51 episodes of Seasons 1 and 2 of *The OC* were coded for visual and verbal references to beverage use on the level of the scene (n = 1,895) and on the level

of the drinking act (n = 1,033). Subsequently, all episodes were analyzed qualitatively through an inductive frame analysis. Although the public's perception of *The OC* is that alcohol was overrepresented in this series, the quantitative results show the opposite. The focus was on active consumption and solitary drinking of alcohol, but in absolute terms there were more nonalcoholic drinking acts. *The OC* represents a trend break, compared with earlier analyses of alcohol consumption in television fiction: More than half of all alcoholic drinking acts involved women, and almost one third involved adolescents. The qualitative frame analysis revealed two commonly used frames (alcohol consumption as an "obligatory outlet" and alcohol consumption as "escapism") and two less frequently applied frames ("celebrate without the sauce" and alcohol addiction as "sickness"). The findings suggest that the concept of framing might contribute to this field of study by analyzing the underlying cultural frames that suggest how the receiver may interpret the consumption of alcohol in fictional television programs.

**Van den Bulck, Jan / Leemans, Lies / Laekeman, Gert M.** (2005) Television and adolescent use of over-the-counter analgesic agents. In: *The Annals of Pharmacotherapy* 39,1, 2005, pp. 58–62.

Background: Portrayals of the use of over-the-counter (OTC) analgesics on television may stimulate their use. – Objective: To explore the association between taking OTC analgesics and television viewing by adolescents. – Methods: A standardized self-administered questionnaire among first-year (mean age 13.16 y) and fourth-year (mean age 16.37 y) secondary students in Flanders, Belgium (n = 2546) was administered in a school setting. The independent variable was television viewing; control variables were school year, gender, drinking alcohol, days off sick, computer gaming, and Internet use. The main outcome variable was monthly use of OTC analgesics. – Results: On average, respondents watched 3 hours 18 minutes of television per day (boys more than girls, first-year students

more than fourth-year students). Per additional hour of television per day, the odds that respondents were regular users of analgesics were 1.16 times higher (95% CI 1.08 to 1.24). For the 10% heaviest viewers, the odds were 2.30 times higher (95% CI 1.25 to 4.24) compared with the 10% lightest viewers. Odds of OTC analgesic use were higher for students reporting more sick days in the past year (OR 1.38, 95% CI 1.28 to 1.49), regular users of alcohol (OR 1.33, 95% CI 1.17 to 1.50), and girls (OR 1.92, 95% CI 1.35 to 2.73). – Conclusions: A relationship was found between watching television and the use of OTC analgesics, even after controlling for gender and lifestyle measures. More research is needed to establish whether this relationship is causal.

**Varlejs, Jana** (1971) Drug films. In: *American Libraries* (Chicago, Ill.) 2,8, 1971, pp. 786.

**Varma, Archita** (2000) Impact of watching international television programs on adolescents in India: A research note. In: *Journal of Comparative Family Studies* 31,1, 2000, pp. 117–126.

Discusses a study on the linkage between watching international TV programs and its psychological impact among teenagers in New Delhi [drinking behavior].

**Vásquez Mejías, Ainhoa** (2020) *No mirar: tres razones para defender las narcoseries*. Chihuahua, México: Universidad Autónoma de Chihuahua / Culiacán de Rosales, Sinaloa: Universidad Autónoma de Sinaloa 2020, 145 pp. (Colección Flor de arena. 98.).

Rev. (Ingrid Urgelles) in: *Anclajes* 25,2, 2021, pp. 257–261.

**Viano, Maurizio** (2002) An intoxicated screen: Reflections on film and drugs. In: *High Anxieties: Cultural Studies in Addiction*. Ed. by Janet Brodie & Marc Redfield. Berkeley / Los Angeles / London: Univ. of California Press 2002, pp. 134–158.

This chapter is about the representation of drugs in the cinema: "the intoxicated screen" (to be defined later). I write about the cinematic screen (although the television and

computer screens are just as precious as sources of information) because cinema is my academic speciality and is the oldest of the public screens. I am intrigued by the fact that, chronologically speaking, the inception of the “drug problem” roughly coincides with the birth of cinema, and I am convinced that an investigation of the latter can yield a better, archaeological understanding of the former. To be sure, in the late nineteenth and in the first half of the twentieth century, motion pictures did not have as fundamental a role in shaping the public perception of drugs and addicts as the press did, but things have changed in the course of time. In addition, the movies’ impact on the public sphere was/is magnified by cinema’s capacity to create the by now (in)famous “impression of reality.” And the more or less endemic presence of drugs in the first world, though not quite as determinant as in music, no doubt enhances cinema’s unique role in the creation of the signs “drugs” and “addict.”

**Vittala, Kalyani** (2000) The addict as TV entertainment: Hollywood recognizes substance abuse as storytelling gold mine. In: *CrossCurrents: The Journal of Addiction and Mental Health* (Toronto) 3,6, 2000, p. 10.

Television addiction notwithstanding, NIDA, the EIC and the American Lung Association are actively trying to educate and encourage Hollywood to be more responsible in its portrayal of drug, alcohol and tobacco use. “We’re not preaching policy,” points out Condon. “We’re just saying get the facts straight.” Deutchman says that Hollywood is realizing that substance abuse and addictions are a gold mine for storytelling and character exploration. “We’re seeing more and more stories where not just a guest character but a series regular must deal with these issues,” says Deutchman. “It’s a way to show this is still a good person but just human.” The Thumbs Up, Thumbs Down report also looks at anti-tobacco messages and gave an honourable mention to the police drama *Homicide* for repeatedly flashing “No Smoking” signs around the station house and debunking the chain-smoking cop stereotype. “With all the blame that

gets heaped on Hollywood, it’s important to recognize and reward them when they try to use their influence to make a positive difference,” says the EIC’s Deutchman.

## W

**Wallack, Lawrence** (1984) Television programming, advertising and the prevention of alcohol-related problems. In: *Toward the Prevention of Alcohol Problems: Government, Business, and Community Action. Summary of a Conference*. Ed. by Dean R. Gerstein. Washington, DC: National Academy Press 1984, pp. 79–96.

**Wallack, Lawrence** (1985a) Drug use in films scored. In: *The Christian Century* 102, 1985, p. 1089.

**Wallack, Lawrence** (1985b) Mass Media, Youth and the Prevention of Substance Abuse: Towards an Integrated Approach. In: *Journal of Children in Contemporary Society* 18,1–2, 1985, pp. 153–180.

A series of principles are presented that foster an integrated approach to US adolescent drug abuse prevention, using TV programming, advertising, & mass media campaign intervention. Future directions in cooperative consultation, advertising activism, & mass media campaigns are proposed.

**Wallack, Lawrence / Breed, Warren / Cruz, J.** (1987) Alcohol on prime-time television. In: *Journal of Studies on Alcohol* 48,1, 1987, pp. 33–38.

Alcohol acts and scenes from a sample of 122 hours of prime-time television programs aired in the fall of 1984 were studied. Approximately 80% of the 116 episodes studied contained one or more appearances of alcohol. The appearance of alcohol on dramatic series was especially high with 9 of 10 episodes containing some verbal or visual reference to alcohol. Alcohol was ingested on 60% of all the programs. Overall, the sample contained 10.65

drinking acts per hour. Dramas, comprising 56% of the sample hours, accounted for most alcohol behavior—11 drinking acts per hour. Put in audience terms, a regular viewer of dramas would be likely to see more than 20 drink acts per evening.

**Wallack, Lawrence / Breed, Warren / De-Foe, James R.** (1985) Alcohol and soap operas: Drinking in the light of day. In: *Journal of Drug Education* 15,4, 1985, pp. 365–379.

Examined drinking portrayals on the day time soap opera, “All My Children.” Overall, “All My Children” was found to be doing a good job of accurately portraying drinking problems. Several good role models for social drinking and abstinence were presented and negative reinforcement for heavier or high risk drinking was frequent. (Author/ABL)

**Wallack, Lawrence / Grube, Joel W. / Madden, Pamela A. / Breed, Warren** (1990) Portrayals of alcohol on prime-time television. In: *Journal of Studies on Alcohol* 51,5, 1990, pp. 428–437.

Alcohol portrayals were analyzed for a 3-week composite sample of prime-time fictional television programs aired in the fall of 1986. Approximately 64% of the 195 episodes contained one or more appearances of alcohol. Alcohol was ingested on 50% of all programs. Overall, there were 8.1 alcohol drinking acts per hour. Movies made-for-television had the highest rate of drinking acts per hour (10.0) followed by situation comedies (9.2) and then theatrical movies (7.4) and dramas (7.4). Within the category of dramas, evening soap [...]

**Waller, Lisa / Clifford, Katrina** (2020) Ice towns: Television representations of crystal methamphetamine use in rural Australia. In: *Crime, Media, Culture* 16,2, 2020, pp. 185–199.

The Australian news media regularly presents crystal methamphetamine use as a non-metropolitan ‘epidemic’ sweeping through country towns with devastating consequences for affected communities. Considerations of place and the notion of rurality are therefore

crucial to understanding how these media representations are constructed and their power to influence national understandings of rural people, places and policy debates. In order to explore these complexities, we apply Simon Cottle’s ‘communicative architecture of television’ methodology to an analysis of three long-form reportage television programmes on the theme of ice use in small Australian towns. Theories of ‘social imaginaries’ inform the argument that a distinctive Australian ‘agrarian imaginary’ can be discerned through the reporting’s strong associations with the connections and contradictions attached to ideas and emotions about ‘the bush’. The television programmes draw on what Cottle terms ‘mythic’ and ‘collective’ frames that reach into the cultural reservoirs of communities to reinforce national perceptions, values and narratives about how rural communities ought to be, and by extension, how they ought to deal with complex social problems, such as illicit drug distribution and use.

**Waxer, P[eter] H.** (1992) Alcohol-consumption in television programming in 3 English-speaking cultures. In: *Alcohol and Alcoholism* 27,2, 1992, pp. 195–200.

Previous research relating television advertising and alcohol consumption indicates no meaningful relationships. This study focused on observed drinking behaviour in comedy, soap opera, drama, and police/detective programmes produced for British, American and Canadian television. Results indicated British television fiction had three times the amount of alcohol consumption seen in either American or Canadian programming. In spite of this more frequent portrayal of alcohol consumption, examination of World Drinking Trends and other alcohol-related statistics (i.e. cirrhosis and alcohol-related auto accidents) indicated no greater level of alcohol misuse in the U.K. than in Canada or the United States. In fact, available statistics indicate significantly lower rates of liver cirrhosis in Britain as opposed to Canada and the United States. Hypotheses regarding the absence of relation between fictional and actual alcohol consump-

tion were discussed.

**Waylen, Andrea / Leary, Sam / Ness, Andrew / Sargent, James** (2015) Alcohol use in films and adolescent alcohol use. In: *Pediatrics* 135,5, 2015, pp. 851–858.

To investigate whether exposure to alcohol use in films (AUFs) is associated with early alcohol use, binge drinking, and alcohol-related problems in British adolescents. Cross-sectional study with 5163 15-year-olds from the Avon Longitudinal Study of Parents and Children in the United Kingdom. We measured adolescent exposure to AUFs, age at onset of alcohol use, and binge-drinking behavior. We adjusted for early childhood social, family and behavioral factors, adolescent tobacco use, and peer drinking. After adjustment, adolescents with the highest exposure to AUFs were 1.2 (95% confidence interval [CI]: 1.1–1.3) times more likely to have tried alcohol compared with those least exposed and 1.7 (95% CI: 1.5–2.0) times more likely to binge drink. They were 2.4 (95% CI: 1.9–3.1) times more likely to drink weekly and 2.0 (95% CI: 1.7–2.4) times more likely to have alcohol-related problems than those least exposed. Exposure to AUFs is associated with higher risk of alcohol use and alcohol-related problems in UK adolescents. Our findings provide evidence to support the argument that a review of film-rating categories and alcohol ratings for all films may help reduce problem-related alcohol consumption in young people.

**Weber, David O.** (ed.) *99+ [Ninety-Nine plus] Films on Drugs*. [New York, N.Y.]: [Educational Film Library Association] / Berkeley, Calif.: University of California, Berkeley, Extension Media Center 1970, iv, 68 pp. (ERIC Reports.).

This catalog describes and evaluates 16-millimeter films about various aspects of drug use. Among the subjects covered by the 99 films are the composition and effects of different drugs, reasons why people use drugs, life in the drug culture, the problem of law enforcement, and various means of dealing with drug users. Each film is synopsised. Two panels, one of adult experts (including educators, physicians, media specialists, and law en-

forcement officers) and one of teenagers (the most frequent target audience of drug education), evaluated the films, and their frank conclusions accompany each description. Each film is rated on a six-point scale from poor to excellent, and the recommended viewing audience, from the primary to professional level, is indicated. The films are indexed by topic and rating. A list of additional unreviewed films and a directory of distributors are also included. (JY)

**Wedding, Danny** (2000) Alcoholism in the Western genre: The portrayal of alcohol and alcoholism in the Western genre. In: *Journal of Alcohol and Drug Education* 46,2, 2000, pp. 3–11.

This paper examines the way alcohol use and alcoholism have been portrayed in twentieth century films with particular emphasis on the western genre. Saloons, bar fights, whiskey bottles, drunken gunfighters, and town drunks are all the staple features of the genre, and it is a genre that has contributed significantly to the prevailing image of masculinity. The paper argues that these images influence and shape contemporary attitudes about alcohol use and the acceptability of inebriation.

**Wehmeier, Henrik** (2017) Rausch im Film als performative Wahrnehmung: ENTER THE VOID und BLACK SWAN. In: *ffk Journal* 2, 2017, pp. 66–78.

Die Rauschszene in Gaspar Noés *Enter the Void* und Darren Aronofskys *Black Swan* fallen durch ihre experimentelle Gestaltung auf, wodurch sie neue Formen der methodischen Erschließung einfordern. Der Aufsatz wendet daher das Konzept der Performativität auf die Filmwissenschaft an, um die Rauschszene entlang der Aspekte der Störung und der Transformation als Provokation einer selbstreferentiellen, performativen Wahrnehmung zu deuten, die mit Hilfe einer störungsinduzierten Präsenz mediale Grenzbewegungen realisiert.

**Wehmeier, Henrik** (2022) *Rausch und Film: Die performative Wahrnehmung filmischer*

*Rauschszenen*. Hamburg: AVINUS 2022, 556 pp. (Beiträge zur Medienkulturforchung, 5.).

Der Film inszeniert die Grenzbewegung des Rausches analogisch und antirepräsentationell. Als experimentelle Inseln erkunden filmische Rauschszenen die Medialität und Materialität des Filmes, provozieren eine selbstreferentiell-überschreitende, ereignishaft Wahrnehmung im Rezipierenden und verhandeln damit genuin filmisch soziokulturelle Funktionalisierungen wie Problematisierungen des Rausches. Der vorliegende Band entfaltet grundlegende Einsichten in die Relation von Rausch und Film und präsentiert umfassende Analysen historischer wie gegenwärtiger Rauschinszenierungen von Filmen wie *Der Letzte Mann*, *Easy Rider*, *The Connection*, *Trainspotting* oder *Berlin Calling*.

*Inhaltsüberblick*: 1. Einleitung. – 2. Geistesgeschichtliche Verschiebungen des Rausches. – 3. Performativität filmischer Rauschszenen. – 4. Analyse ausgewählter Rauschszenen [u.a.: *Le rêve d'un fumeur d'opium* – *Der letzte Mann* – *The Lost Weekend* – *The Man with the Golden Arm* – *Easy Rider* – *The Connection* – *The Panic in Needle Park* – *Christiane F.* – *Wir Kinder vom Bahnhof Zoo* – *Drugstore Cowboy* – *The Basketball Diaries* – *Trainspotting* – *Requiem for a Dream* – *Heaven Knows What* – *Sorted* – *Black Swan* – *Magic Mike* – *Berlin Calling* – *Victoria* – *Als wir träumten*]. – 5. Fazit. – 6. Quellen. – *Vollst. Inhaltsvz.*: [[URL](#)].

**Weichert, Karl-Heinz** (Red.) (1983) *Medien zur Drogenproblematik. Ausgewählte Dokumentation*. Stand: Februar 1982. 2. Aufl. Koblenz/Mainz: Landesbildstelle Rheinland-Pfalz, Koblenz / Landeszentrale für Gesundheitserziehung in Rheinland-Pfalz e.V., Mainz [1983], iv, 151 S.

Zuerst 1981.

**Weiderer, Monika** (1997) Aspekte des Alkoholkonsums und -mißbrauchs in Familien- und Krimiserien des Deutschen Fernsehens. In: *Sucht* 43,4, 1997, pp. 254–263.

Mittels einer theoriegeleiteten Inhaltsanalyse wurde die Darstellung von Suchtmittelkonsum und Hinweise auf suchtpreventive Aspekte in insgesamt 48 Folgen deutscher und amerikanischer Krimi- und Familienserien untersucht. In beiden Filmgenres der jeweiligen Produktionsländer findet vorrangig Alkohol als Sucht- bzw. Genußmittel Verwendung. Nahezu alle Sendungen weisen Bezüge zu Alkoholkonsum auf. »Trinken« begleitet gleichermaßen positives und negatives Erleben der ProtagonistInnen. Alkoholkonsum wird dabei vorwiegend als sozial akzeptiertes Trinken dargestellt, auch wenn es sich um unreflektiertes Wirkungstrinken handelt. Negative Alkohol folgen, z. B. Abhängigkeit, werden kaum in realistischer Weise thematisiert bzw. in gesellschaftliche Randgruppen verlagert. Es wird eine heile Welt des Alkoholkonsums vorgegaukelt, die den eskapistischen Tendenzen der ZuschauerInnen entgegen kommt. Suchtpreventive Aspekte finden in den Sendungsinhalten höchstens am Rande Beachtung.

**Werder, Stephanie** (2015) «Kinofusel» – Bilderrausch im frühen Film. In: *Cinema* (Zürich) 60, 2015: „Rausch“, pp. 10–19.

**Wiggins, Xenia R.** (1974) Drug education through the mass media. In: Benchley/Hammond 1974, pp. 79–83.

**Wijdicks, Eelco F[ranciscus] M[aria]** (2020) *Cinema, MD: A History of Medicine on Screen*. New York, NY / Oxford: Oxford University Press 2020, pp. 149–170.

Darin Kap. 7. Addicted: The Last Legal Drugs (pp. 149–170): Live by Example (150) – To the Brim (155) – Smooth Smoking (161) – From Den to Hospital to Street (164). – Cinema has a terrible reputation in its portrayal of drug use, alcohol consumption, and smoking. Early to mid20thcentury films frequently glamorized smoking and drinking. Drunkenness could also be milked for humor. Organizations that provide ratings for films have been continuously challenged by advocates of moderation. For responsible screenwriters, portraying the abuse of these substances creates great “morality plays.” They can show the down-

ward trajectory and consequently poor quality of life of people with addictions. This chapter discusses how cinema has depicted drug use and smoking but also places it into the history of addiction throughout the decades of the 20th century. Filmmakers have used addiction to great effect. In the dreamedup world of medicine in cinema, the physician is often blamed for prescribing therapeutic drugs that the patient goes on to abuse.

**Wille, Rolf** (1982/83a) Suchtverläufe und ihre Darstellung im Film. Forderungen aus der Sicht der Prävention. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 29–34.

**Wille, Rolf** (1982/83b) Kinofilme in der Suchtprävention. Erfahrungen mit einer Filmwoche. In: *Medien: Forum für aktuelle Probleme der Kommunikationspolitik und Medienpädagogik* [Berlin], 4–5, 1982/83, pp. 7–12.

**Williams, Tannis MacBeth / Young, Richard K. / Parker, Sandra / Wotherspoon, David / Curror, Susan / Winter, Ainslie** (1988) *Messages about Education in TV Programs Popular with Children and Teenagers. Final Report*. Washington, DC: Office of Educational Research and Improvement (ED), 1988, 88 pp. (ERIC Number: ED296405).

Televised portrayals of variables that are related to educational and occupational aspirations and educational motivation have the potential to influence viewers' attitudes, expectations, and behaviors in these domains. In order to test this premise, a study assessed messages about these variables and about drug use in the prime-time television programs on ABC, CBS, and NBC most popular with children (aged 6–11) and teenagers (12–17) in the United States. Fifty-one programs for children and teens, selected on the basis of Nielsen ratings of the top 20 prime-time programs in November 1985 and November 1986, were analyzed with a mixture of quantitative and qualitative content analysis and elements of audience research. Results showed pro-

grams can be placed in two categories: (1) programs in which the producers seemed to be making a conscious effort to include some content of special interest to, and with potential benefit for, children and teens, including, but not limited to, messages concerning educational and vocational motivations and aspirations and achievement; and (2) programs in which there is little if any focus on learning in the broad sense or education in the narrow sense. Programs in both categories have considerable sex stereotyping, contain little information about occupations and schools, and focus on middle and upper socio-economic status and materialism. (Five tables of data are included and 110 references are appended.) (MS)

**Wills, Thomas A. / Sargent, James D. / Gibbons, Frederick X. / Gerrard, Meg / Stoolmiller, Mike** (2009) Movie exposure to alcohol cues and adolescent alcohol problems: A longitudinal analysis in a national sample. In: *Psychology of Addictive Behaviors* 23,1, 2009, pp. 23–35.

The authors tested a theoretical model of how exposure to alcohol cues in movies predicts level of alcohol use (ever use plus ever and recent binge drinking) and alcohol-related problems. A national sample of younger adolescents was interviewed by telephone with 4 repeated assessments spaced at 8-month intervals. A structural equation modeling analysis performed for ever-drinkers at Time 3 (N = 961) indicated that, controlling for a number of covariates, movie alcohol exposure at Time 1 was related to increases in peer alcohol use and adolescent alcohol use at Time 2. Movie exposure had indirect effects to alcohol use and problems at Times 3 and 4 through these pathways, with direct effects to problems from Time 1 rebelliousness and Time 2 movie exposure also found. Prospective riskpromoting effects were also found for alcohol expectancies, peer alcohol use, and availability of alcohol in the home; protective effects were found for mother's responsiveness and for adolescent's school performance and self-control. Theoretical and practical implications are discussed.

**Wills, Thomas A. / Sargent, James D. / Stoolmiller, Mike / Gibbons, Frederick X. / Gerrard, Meg** (2008) Movie smoking exposure and smoking onset: A longitudinal study of mediation processes in a representative sample of U.S. adolescents. In: *Psychology of Addictive Behaviors* 22,2, 2008, pp. 269–277.

The authors tested 2 mechanisms for the relation of movie smoking exposure with onset of cigarette smoking in adolescence. Longitudinal data with 8-month follow-up were obtained from a representative sample of 6,522 U.S. adolescents, ages 10–14 years. Structural modeling analysis based on initial nonsmokers, which controlled for 10 covariates associated with movie exposure, showed that viewing more smoking in movies was related to increases in positive expectancies about smoking and increases in affiliation with smoking peers, and these variables were both related to smoking onset. A direct effect of movie exposure on smoking onset was also noted. Mediation findings were replicated across cross-sectional and longitudinal analyses. Tests for gender differences indicated that girls showed larger effects of movie exposure for some variables. Implications for policy and prevention research are discussed.

**Wilson, Nick / Anne Tucker / Deborah Heath / Peter Scarborough** (2018) Licence to swill: James Bond's drinking over six decades. In: *The Medical Journal of Australia* 209,11, 2018, pp. 495–500.

Objectives: To describe the patterns of alcohol use in James Bond movies over six decades. – Design: Film content analysis. – Setting: Wide range of international locations in 24 James Bond movies (Eon Productions series, 1962–2015). – Main outcome measures: Drinking episodes for Bond and major female characters; alcohol product placement in films; peak estimated blood alcohol concentrations; features relevant to DSM-5 criteria for alcohol use disorder. – Results: Bond has drunk heavily and consistently across six decades (109 drinking events; mean, 4.5 events per movie). His peak blood alcohol level was estimated to have been 0.36 g/dL, sufficient to kill some people. We classified him as having severe al-

cohol use disorder, as he satisfied six of 11 DSM-5 criteria for this condition. Chronic risks for Bond include frequently drinking prior to fights, driving vehicles (including in chases), high stakes gambling, operating complex machinery or devices, contact with dangerous animals, extreme athletic performance, and sex with enemies, sometimes with guns or knives in the bed. Notable trends during the study period included a decline in using alcohol as a weapon ( $P = 0.023$ ) and an increase in the number of alcohol products in his environment (for alcohol-related product placement:  $P < 0.001$ ), but his martini consumption has been steady. Drinking by lead female characters and a random selection of 30 of his sexual partners was fairly stable over time, but also occasionally involved binges. – Conclusions: James Bond has a severe chronic alcohol problem. He should consider seeking professional help and find other strategies for managing on-the-job stress.

**Winick, Charles** (1959/60) The Use of Drugs by Jazz Musicians. In: *Social Problems* 7,3, Winter 1959–1960, pp. 240–253.

How great a discrepancy there has been in the past between press accounts of the extent of addiction and scientific reports could perhaps be seen most clearly in 1924, when the US Public Health Service reported that there were 110,000 addicts in the country, at a time when a number of newspapers said that there were four million. In the United States, carnival workers and other itinerant entertainers have had a tradition of taking morphine and opium and there have been various unsubstantiated guesses about the proportion of [...]

**Winick, Charles** (1962) The taste of music: alcohol, drugs, and jazz. In: *Jazz Monthly* 8, Oct. 1962, pp. 8–11.

**Winick, Charles** (1963) Tendency systems and the effects of a movie dealing with a social problem. In: *Journal of General Psychology* 68, 1963, pp. 289–305.

**Winick, Charles** (1973a) A content analysis of drug related network entertainment prime

time programs 1970–1972. In: *Drug Use in America: Problem in Perspective. The Technical Papers of the Second Report of the National Commission on Marihuana and Drug Abuse. Appendix. Vol. 2: Social Responses to Drug Use.* Washington, D.C.: NCMDA 1973, pp. 698–708.

**Winick, Charles** (1973b) A content analysis of drug related films released during 1971. In: *Drug Use in America: Problem in Perspective. The Technical Papers of the Second Report of the National Commission on Marihuana and Drug Abuse. Appendix. Vol. 2: Social Responses to Drug Use.* Washington, D.C.: NCMDA 1973, pp. 709–717.

**Winick, Charles** (1974) Mass communications and drug dependence. In seinem *Sociological Aspects of Drug Dependence.* Cleveland: CRC Press 1974, pp. 77–99.

**Winick, Charles / Winick, Mariann Parzella** (1976) Drug education and the content of mass media dealing with dangerous drugs and alcohol. In: Ostmaan 1976, pp. 15–37.

**Wittenborn, J[ohn] R[ichard] / Smith, J[ohn] P[aul] / Wittenborn, S[arah] A.** (1970) *Communication and drug abuse: Proceedings of the 2nd Rutgers Symposium on Drug Abuse.* Springfield, Ill.: Charles C. Thomas 1970, xiii, 542 pp.

Proceedings of the 2nd Rutgers Symposium on Drug Abuse.

**Wlodarz, Joe** (2016) “Turning”: alcohol and affect in *The Boys in the Band*. In: *The Boys in the Band: Flashpoints of Cinema, History, and Queer Politics.* Ed. by Matt Bell. Detroit, MI: Wayne State University Press 2016, pp. 57–87 (Contemporary Approaches to Film and Media Series.).

Über das Trinken von Alkohol in der New Yorker Homosexuellen-Subkultur der späten 1960er Jahre, wie sie William Friedkins Film *THE BOYS IN THE BAND* (1970) zeigt.

**Worth, Keilah A. / Dal Cin, Sonya / Sargent, James D.** (2006) Prevalence of smoking among major movie characters: 1996–2004. In: *Tobacco Control* 15,6, 2006, pp. 442–446.

Background: Reports of a relationship between watching smoking in movies and smoking among adolescents have prompted greater scrutiny of smoking in movies by the public health community. – Objective: To assess the smoking prevalence among adult and adolescent movie characters, examine trends in smoking in movies over time, and compare the data with actual smoking prevalence among US adults and adolescents. – Design and methods: Smoking status of all major human adolescent and adult movie characters in the top 100 box office hits from 1996 to 2004 (900 movies) was assessed, and smoking prevalence was examined by Motion Picture Association of America (MPAA) rating and year of release. – Results: The movies contained 5944 major characters, of whom 4911 were adults and 466 were adolescents. Among adult movie characters, the overall smoking prevalence was 20.6%; smoking was more common in men than in women (22.6% v 16.1%, respectively,  $p < 0.001$ ), and was related to MPAA rating category (26.9% for movies rated R (restricted, people aged <17 years require accompanying adult), 17.9% for PG-13 (parents strongly cautioned that some material might be inappropriate for children) and 10.4% for G/PG (general audiences, all ages; parental guidance suggested for children),  $p < 0.001$ ). In 1996, the smoking prevalence for major adult movie characters (25.7%) was similar to that in the actual US population (24.7%). Smoking prevalence among adult movie characters declined to 18.4% in 2004 ( $p$  for trend  $< 0.001$ ), slightly below that for the US population for that year (20.9%). Examination of trends by MPAA rating showed that the downward trend in smoking among adult movie characters was statistically significant in movies rated G/PG and R, but not in those rated PG-13. A downward trend over time was also found for smoking among adolescent movie characters. There was no smoking among adult characters in 43.3% of the movies; however, in 39% of the movies, smoking prevalence among adult characters was

higher than that in the US adult population in the year of release. – Conclusions: Smoking prevalence among major adolescent and adult movie characters is declining, with the downward trend among adult characters weakest for PG-13-rated movies. Although many movies depict no adult smoking, more than one third depict smoking as more prevalent than that among US adults at the time of release.

**Wulff, Hans J.** (1984) DAS VERLORENE WOCHENENDE (THE LOST WEEKEND, USA 1945, Billy Wilder): Notizen zur Beschreibung eines Films über einen Alkoholiker. In: *Wiener Zeitschrift für Suchtforschung* 7,3–4, 1984, pp. 27–36.

Erweiterte Fassung: „Die filmische Analyse des Alkoholismus. Einige Anmerkungen zu Billy Wilders THE LOST WEEKEND.“ In: *Filmbeschreibungen*. Hrsg. v. Hans J. Wulff. Münster: MakS Publikationen 1985, pp. 143–172.

**Wyllie, Allan / Zhang, Jia Fang / Casswell, Sally** (1998a) Positive responses to televised beer advertisements associated with drinking and problems reported by 18 to 29-year-olds. In: *Addiction* 93,5, 1998, pp. 749–760.

Aims: To examine the nature of the relationships between responses to alcohol advertisements and drinking behaviour and related problems. To examine the role of positive and negative beliefs about drinking as intervening variables. – Design: Survey utilizing a CATI (computerassisted telephone interviewing) system, involving interviews with 1012 randomly selected respondents. – Setting: Respondents were randomly selected from throughout New Zealand. – Participants. Eighteen to twenty-nine-year-old New Zealanders. – Measurements: Response to specific alcohol advertisements was measured by recalled exposure (how often they recalled having seen the advertisements) and liking (a measure of positive response). – Findings. An exploratory non-recursive structural equation model, based on 791 drinkers provided tentative support for the hypothesis that positive responses to televised beer advertisements (as measured by liking) contributed to the quantity of alcohol consumed on drinking occa-

sions, which in turn contributed to the level of alcohol-related problems. The model, which provided a good fit to the data, was consistent with the hypothesis that liking of beer advertisements had both a direct influence on quantities of alcohol consumed and an indirect influence, via its influence on positive beliefs. These effects were present after controlling for reciprocal effects, none of which were significant. The data did not support the hypothesis that the quantities of alcohol consumed would influence the respondent's liking of beer advertisements. Recalled exposure was not a significant influence on the quantities consumed. – Conclusions: The results are consistent with a number of theoretical perspectives and with a growing body of research that are suggestive of alcohol advertising having some influence on the consumption of younger people.

**Wyllie, Allan / Zhang, Jia Fang / Casswell, Sally** (1998b) Responses to televised alcohol advertisements associated with drinking behaviour of 10–17-year-olds. In: *Addiction* 93,3, 1998, pp. 361–371.

To examine the nature of the relationships between 10–17-year-old New Zealanders' responses to alcohol advertisements and their drinking behaviour and future drinking expectations, with consideration also being given to the role of positive and negative beliefs about drinking. Survey involving 500 face-to-face interviews, with selection based on random cluster sampling. In respondents' homes in New Zealand's three largest urban areas. Ten–17-year-old New Zealanders. Response to specific alcohol advertisements was measured by recalled exposure (how often they recalled having seen the advertisements) and liking (a measure of positive response). An exploratory structural equation model provided tentative support for the theory-based hypothesis that positive responses to beer advertisements increased the frequency of current drinking and expected future drinking, among this age group. There was no evidence for the hypothesized reciprocal effects; the frequency of drinking (including nondrinking) did not significantly affect the

respondent's liking of beer advertisements. There was also no support for a hypothesis that linking of the beer advertisements was a product of a general liking for alcohol. Many of the young people themselves felt that alcohol advertising encouraged teenagers to drink. This was especially the case among 10–13-year-old males, who were the most likely to accept the portrayals in alcohol advertising as realistic. Although there are limitations on the confidence with which conclusions can be drawn, the findings are consistent with qualitative and quantitative research and different theoretical perspectives on advertising processes which suggest alcohol advertising is likely to have some influence on young people.

## Y

**Yadav, Amit / Glantz, Stanton A.** (2020) *The Development and Implementation of Tobacco-Free Movie Rules in India*. San Francisco, CA: Center for Tobacco Control Research and Education, School of Medicine, University of California, San Francisco 2020, 80 pp., [60] pp. Appendices.

Appendix 1 listet die 271 ausgewerteten – und nicht auf Indien beschränkten – Artikel zum Thema Rauchen in Film und Fernsehen.

**Young, Jack** (1973a) The myth of the drug taker in the mass media. In: Cohen/Young 1973, pp. 314–322.

Überarb. Fassung eines Artikels (“Drugs and mass media”) in: *Drugs and Society* 1, Nov. 1971, pp. 14–18.

**Young, Jack** (1973b) The amplification of drug use. In: Cohen/Young 1973, pp. 350–359.

## Z

**Zeller, Shawn** (2003) Ads, drugs & money. In: *Government Executive* 35,13, 2003, p. 43.

According to a multiyear study released last year by Westat, teen-agers exposed to federal anti-drug ads were no less likely to use drugs for having viewed them, and some young girls said they were even more likely to give drugs a try. And that is not the only problem. Last year, the Office of National Drug Control Policy's primary outside contractor, Ogilvy & Mather, was forced to settle charges that it had overbilled the agency by more than \$1 million, and the firm still may face criminal indictment. And in an interview last year with *The Wall Street Journal*, White House drug czar John Walters said the campaign had failed. Whatever the cause of the problems, the ONDCP media campaign is facing considerable scrutiny this year as Congress considers whether to fund it for another 5 years.

**Zeman, Josh** (1999) Chasing the Dragon: Linked to independent films' exploitation heritage, “Broken Vessels” manages to merge two of cinema's most sensational elements – drug abuse and screaming ambulances. In: *Filmmaker* 7,3, 1999, pp. 48–91.

Über Drogenmissbrauch in Scott Ziehls Film *Broken Vessels* (USA 1998).

**Zerhouni, Oulmann / Bègue, Laurent / Sar-da, Elisa / Gentile, Douglas** (2020) Shaken & stirred: effect alcohol portrayals in movies on attitudes toward alcohol and self-alcohol associations. In: *Journal of Substance Use* 25,5, 2020, pp. 462–468.

Background: Little experimental researches have investigated how alcohol portrayal influences alcohol-related cognitions that could lead to long-term alcohol consumption. We identified two potential cognitive processes by which alcohol portrayals could lead to increased change in alcohol consumption: changes in implicit attitudes and association between the active self-concept and alcohol. – Methods: We tested participants (n = 87) to see if incidental exposure to alcohol portrayals in movies resulted change in indirect measures of attitudes toward alcohol and self-alcohol association. Results showed that participants exposed to alcohol portrayals had more negative implicit attitudes toward alcohol af-

ter watching the movie. – Results: Participants: showed stronger self-alcohol association in the alcohol portrayal condition compared to the control condition, and this effect was stronger for participants that liked the James Bond series. – Conclusions: Perspec-

tives related to long term alcohol consumption are discussed.

**Zinberg, Norman E. / Robertson, John A.** (1972) *Drugs and the Public*. New York: Simon & Schuster 1972, 288 pp.