

The Image of Cannabis Drugs Use and Their Users Presented by the Czech Media in 2003

Vojtěch Sivek

Institute of Psychology, Academy of Sciences of the Czech Republic

Lenka Miovská

Czech National Focal Point

Michal Miovský

Institute of Psychology, Academy of Sciences of the Czech Republic

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Abstract:

The aim of the study is to point out some aspects of the way the Czech media inform about cannabis drugs. Cannabis drugs are in the media, due to their psychoactive effects, associated with various health effects on a person (both in the positive and negative way), with the effect on mental health, addictions, delinquency and social problems. In the study the authors analysed which of the areas are most frequent in the media.

The content analysis method was used in the work by means of which the authors researched 1735 articles published about cannabis drugs in the Czech media in 2003. The findings report that crime, a threat to society and addiction, belong among the most often published topics in the analysed articles and are contained in almost 90 % articles.

In the media, repressive measures are discussed most often (63 % cases), followed by preventive measures (in 16.0 % cases). The drug policy is mentioned in 17.3 % cases proving the fact that cannabis drugs belong to important current topics discussed these days. Most often the information about cannabis drugs comes from the police and judges (in 34.5 % cases), then from the journalists themselves (in 54.3 % cases) and only in the third place from experts on drug-prevention and treatment of impacts related to drug use (in 14.5 % articles).