Inter-GLAM, *Global perspectives on addictions and drug markets*
Thematic track in Lisbon Addictions 2022

# I·G Structured Session – "Media representations and depictions of drugs and addictions"

Thursday, 24 November 2022 (Day 1) - 10.50am - 12.20pm

Conference centre room 1.09 (Insights 1)

Type of session: Structured Session

## Short description/Session abstract:

This session showcases perspectives from diverse profiles of media content creators, researchers, regulators and audiences, and representations of addiction from different parts of the world. We explore the influence of a variety of stakeholders on drug- and addiction-related media content, and the impact of the media depictions on perceptions, attitudes, behaviour and societal activities.
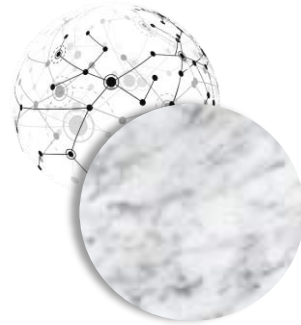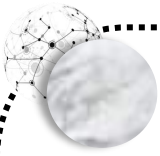
## Session co-chairs

**Nicky Dirkx**
Coordinator Research Group Suprb, Hogent, Lecturer and researcher,
University College of Ghent, Belgium

**Aleksandra Pałaszewska**
Project Manager, Polish Drug Policy Network

**América Tonantzin Becerra Romero**

Autonomous University of Nayarit, Mexico

- Presentation title: ***Representations of narcoculture***
- Abstract: This work discusses the role of the media in the representation of drug trafficking, focusing on Mexico and representation of the production and commercialization of drugs as a millionaire business, the narco-territories and the way of life of the traffickers. In addition, it emphasizes the importance of the media and its contents as one of the main references to interpret drug trafficking and drug use in the real world.

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**Daniel Font Noguerol**

Collaborator with Energy Control, Spain, and independent researcher

- Presentation title: ***Journalism and illegal drugs, a complex relationship***
- Abstract: Media coverage of drugs has a lot of deficiencies, some related to job precariousness, others with the lack of independence and especially, censorship. Fortunately, in recent years different organizations ) in Colombia have done interesting work such as "Desintoxicando narrativas"in Canada, which aim to change the media coverage about drugs.

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**Damian "Mestosław" Sobczyk**

Polish Drug Policy Network

- Presentation title: ***Perspectives of people who use drugs on drug policy***
- Abstract: Social media is often one of the cheapest, fastest and most effective ways to reach people with information. Unfortunately, platforms such as Facebook, Instagram, YouTube, TikTok are not always able to distinguish whether a given content is educational, harm reduction and addiction prevention oriented. It is so important to learn the detailed regulations and guidelines of individual platforms as well as the experiences of creators in order to create content that has a chance to reach many people.

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**Dave Higham**

The Well Communities / CLERO

- Presentation title: ***ACEs to Assets***
- Abstract: When we see addiction portrayed in the media, we are frequently met with the narrative that the person is the problem and how can we fix this problem. The pictures portray the junkie/addict/alcoholic (labels) in a negative way, but never the person, or the person's name and that if supported they can become assets in our communities.