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New Technologies, Cultures and Drug Campaigns

Badreya Al Jenaibi

United Arab Emirates University

United Arab Emirates

1. Introduction

This article deals mainly with how advertisements handle different issues such as the issue of drugs. For this reason, public service advertisements, which link the Americans to actions involving drugs and alcohol, are not actually for the Middle East viewers. This is obvious for these viewers after watching such ads. Furthermore, this article focuses on the way advertisements are developed in a way that is not of significance to the Islamic culture. Since the Islamic beliefs and practices are deep rooted in the Muslims. This paper will focus on smoking advertisements and its effect. The researcher will compare the effect of smoking advertisements for two groups from the USA and UAE.

Islam is the most followed religion in the Middle East (Kaufmann, 2009). Muslims view Islam as the sole religion that must be followed because it is an inseparable part of their lives (Abdul Haq, 2009). Quran, the holy book of Muslims, made all matters regarding life clear (Patel, 2009). Since it is made clear in the Quran that Muslims are not to gamble, use drugs or alcohol, media campaigns opposing drugs will hardly have an impact on the followers of Islam in the Middle East (El Sayed & Royer, 2003). Islam intends to handle both the physical and spiritual parts of the human life (Alam, 2009). Muslims learn to carry out the teachings of Islam regarding their bodies, money, spirit, and mind (Fiqh, 2008). The Muslim society also conforms to the rules of Islam and applies them in all aspects of life (Kaufmann, 2009). Because Muslims believe in the true soul of Islam, they simply reject the teachings and theories of modern liberals (El Sayed & Royer, 2003). Through Quran, Muslims are taught that life is but a short test which they have to pass successfully to enjoy the hereafter (Patel, 2009). Death is viewed as a beginning and not an end to an eternal life. Muslims are judged according to the good or the bad deeds which Muslims' commit during life time and which are recorded by angels (Fiqh, 2008).. For this reason, a person must watch for his deeds, assist people, and put all his faith and fate in the hands in his creator. .

Islam states that all people are equal and that they should treat servants and those who are low in social position with kindness and mercy (Khan, 2001). Women are dignified in Islam since it gave them all their rights of respect and protection (Abdul Haq, 2009). In Islam, it is not allowed for any reason to refuse to help those in need. Islam came to unify all nations under one principle in a world that is torn apart.

The paper will examine the impact of smoking advertisements in Muslims and western societies. The researcher interviewed 15 American and 15 Muslim smokers in the United Arab Emirates (UAE). All the interviewees are between 30-60 years old, who holds bachelor, masters and doctoral degrees. They were interviewed in their offices in the UAE. The main purpose of this research is to compare the westerns and Eastern, Muslim, thought and believed of smoking advertisements. Also, studying the impact of the new advertisements and technology is another purpose of this research. Since both countries, USA and UAE, are using different new technologies to deliver many campaigns anti smoking, the research will focus on the impact of those campaigns too.

The researcher found that both groups ignored the adv campaigns and affected by smoking adv. Americans and Emiratis are aware about the tobacco's disease but they are still smoking because of stress in their work, nervous, depression...etc. Many researchers write about the adv impact but they don't solve the problem, so future researcher must focus on solutions more than impacts.

2.Literature Review

American Advertising for Commercial and Public Service Purposes

America's commercial and public service campaigns fail to reach the right audience (Hafen, 1977). That simply happens because in order for the advertisement to do its intended job, it must first search for the right audience to target. Once this audience is found, they must be addressed with the right message (Hall, 1994). Attention must be also paid to the fact that people of different cultures watch the American advertisements and unless these audiences are targeted with messages that they understand, such advertisements will never cross cultural boundaries.

Drug War - Latin America

The drug war that is taking place nowadays has its impact on the whole world (The Economist, 2009). People have different viewpoints about this war. This war in fact targets the poor peasants, in Latin America, who depend on their small farms as being plantations of cocaine (Lane & Waller, 1992). Drug consumption is not a problem in itself in places like Peru, Bolivia and Columbia; it is rather exporting these drugs to those who can pay.

These poor peasants fear that if this war on drugs is won, they would die of hunger since drug traffic is the main source of money for them (Hisnanick, John, Erickson & Patricia, 1993). Growing Coca is their profession and way to gain their financial income, there is no other way (Ackerman, 1987). One out of two solutions will be these poor peasants' way out if the war on drugs is won; either growing more coca (Drug Wars, 2008) into the jungle or joining the growing ranks of Columbia's largest insurgency.

The drug war in America aims at reducing the demand on drugs whereas the drug war in Latin America aims at destroying that source which exports cocaine (War in drugs, 2009). Unfortunately, the wrong American audience of those who can not pay to avoid detection is targeted. The poor blacks and Latinos in the U.S (Grinspoon,, 1994) are easy targets. So far the drug war hasn't made its intended goal since the flow of drugs continues into the United States.

It is true that "... U.S. taxpayers have provided nearly \$290 billion for the war on drugs" (Youngers & Coletta, 1997, p.16) yet that brought nothing but more readily doses of cocaine and heroine at lower prices than ever before.

The great difference between the drug war in both the U.S. and Latin America is that drugs are thought of as an illegal and prohibited action in the U.S (Gabriel & Race, 2002). Whereas, to the poor peasants of Latin America, nothing is wrong with growing a cash crop which provides income to them (Stokes & Noam, 2005).

Armies of Latin America think that whoever has the upper hand wins the war (Inciardi, 2007). In other words, since the will of the Latin Americans is greater than the will of those who launched this drug war, the drug war is a low intensity conflict. In this respect, the Latin Americans will win and continue growing (Hager & Paul, 1991) selling, and exporting their cash crops.

Because the drug cartels have their connections with the corrupt employees who get paid to cover up for these drug dealers, they are protected (Frankel & Glenn, 1997). Meanwhile, the money with which they buy the poor peasants' cash crops help those poor survive and return doubles to the drug cartels (Handelsman, Leonard, et al, 1993).

Drug dealing is a crisis to some and a survival to others (Epele, 2009). It all depends on how each group see the issue from his point of view. The benefit that goes to the poor Latin peasants and the drug cartels is undeniable (Redlich, 2005). The market in which drugs are sold welcomes more drug dealers and drug addicts. Drug producing and selling is growing (Justice Policy Institute, 2006). Hence, the war on drugs, according to present and future speculations, will not be won.

Socialization of Islamic Women through Advertising in the Western World

Because advertising realizes the role of males and females in the American society (Siu & Au, 1997), it emphasizes on the role of gender as perceived in the eyes of the targeted audience rather than show its real position in society. Since women have invaded the workforce in the U.S. and left their houses where they are supposed to be employed, there has been a cultural change (Rossi, 2008). The U.S. advertisements have concentrated on showing the weak sides of women in the workplace. Women have been depicted in images that don't show their real abilities (Yasue, 2004).

Research projects proved that the 1990's advertising portrayal focused on four major themes:

- (1) Women are better homemakers than work employees.
- (2) Women are unable to do good business or be effective decision makers.
- (3) Women are important to men in all aspects of life.
- (4) Women are void inside and are only sex objects (Hall, Crum & Matthew, 1994).

A noticeable change in the way women are portrayed is to be noted here. Some advertising campaigns today are trying to change the mistaken picture of women; being sex objects, and replacing it with new concepts of successful women in the workplace (Miller, 1992). On the other hand, advertisers of cigarettes and beer, who target men as their audience, still depict women as sex objects while those advertisers who target mixed audience (Angell & Kassirer, 1994) use both men and women as sex objects for better appreciation of the adv (Roach-Higgins, Ellen & Joanne, 1992).

The great problem appears with the stereotyping of women as intended for sexual pleasure rather than real production in the workforce (Lauer & Jeanette, 1981). This offends

successful business women and at the same time neglects the current cultural shifts (Schudson, 2007).

Women and men who appear in beer commercials are not portrayed as scholars or politicians (Jaffe & Berger, 1994). In this sense, such commercials only show gender as one dimensioned and the well-educated audience are beginning to understand that. In alcohol commercials, women appear in cheap dress and situations that teenagers can't but link them to real life and so look in an inferior way upon women (Foster, 2001).

For all these reasons, the American advertisers must put in mind the cultural changes which are taking place in the whole world (Grinspoon & Bakalar, 1995). Stereotyping genders is no longer acceptable since gender in the American society is always changing roles (Jaffe & Berger, 1994). It is only through coping with the gender situation that advertisements can appeal to the modern audience.

Fashion also has its role in portraying women as sexually open through the erotic indications which are attached to clothes (Lindner, 2004). Women used fashion in freeing themselves from the chains which were imposed on them in a male-dominated world. Fashion is in fact one part of the cultural change encircling the world, dress is one of the means that distinguish identities.

The west looks upon the veil as taking women back to the old ages as well as stealing their freedom in expressing themselves (Judd, 2008). The veil has become a differentiating aspect between women in the Middle East and those in the west. No one can deny the fact that there is an interchange of ideas between the Arab women who travel to America for scholarships and those American women who come to the Middle East (Debusmann, 2009).

General View for Drugs Problems in the United Arab Emirates

Because the UAE is a multinational country that connects the east and the west, and because of the openness of the media affecting all types of spectators, the United Arab Emirates is not safe from the drug plague. Drugs can easily fall into the hands of school children and teenagers as the UAE is geographically and culturally open to the west (Gulf News, 2002). For this reason, safety measures have been taken ensuring that the Muslim youngsters and youth are well-protected against drugs (The Emirates New Agency, 2002). "Bravery" is an awareness campaign launched by The Dubai Police Anti-Narcotics Department, in co-ordination with Dubai Educational Zone, targeting the youngsters in order to increase knowledge of the disasters of drugs among them (Gulf News, 2002). In addition, the endless efforts and the absolute care dedicated by the Ministry of Media and Information, the Ministry of Health, and the Ministry of Interior are undeniable.

At the same time, Dubai police is launching an educational media campaign to raise awareness of the possible crimes connected with drugs and narcotics. Some of the UAE teenagers have been reported to commit drug crimes. Lieutenant Colonel Ibrahim Al Dibl, director of the Education and Guidance Section, has stated that ". . . 8.16 percent of those who have been arrested for drug crimes are aged between 15-20 years" (Al Kaleej Times, 2002). Most people are unaware of the services the anti-drug section in the police department can offer. For this reason, an intensified information campaign has been launched to enlighten the public. The policemen fighting drugs are also included in a strategy that enhances their skills in combating drugs. Media also has a big role in defying this phenomenon of drug spread.

June 26th is celebrated annually in the United Arab Emirates as the International Day against Drugs (Today's News, 2005). The accuracy of the Ministry of Health in collecting factual data, analyzing these data, and then basing solutions is amazing (Today's News, 2004). These ordered steps help find the right solution for the problem in hand.

Spiral of Silence Theory

The theory of the Spiral of Silence was first introduced by Elisabeth Noelle-Neumann in 1973. According to her theory, when people believe their view of the world or events has wide support, they speak out with confidence. Those who have different perceptions that are not widely supported are more likely to withdraw and remain quiet for fear of ridicule or rejection.

As more people are encouraged either to express their views openly or to remain silent, one view becomes dominant, while the other disappears from public view entirely. Motivated by fear of isolation, the people who fall silent wish to at least appear to share the seemingly universal dominant view (Martin & Peters, 1999, p. 1)

Spiral of Silence theory would certainly apply to smokers society. However, criticism of certain elements of society could cause a person literally to disappear, and the Spiral of Silence is firmly implanted in that culture.

Perhaps, then, because of the influence of a "spiral of silence," (Noelle-Neumann, 1984) and because of real threats to personal safety, many criticism of powers that be were silenced, curtailed and subverted. The Arab audience was often passive, not believing in the legitimacy of the advertisements in media because of the function of the media, some advertisements are too exaggerated and scary. Again, this silence is being broken, and a new public sphere is emerging—one that has strong elements of smoking advertisements affects and rejections. Noelle-Neumann (1984) discussed the meaning of Spiral of Silence theory. She mentioned that media have different influences under certain circumstances, and this influence is limited. Therefore, a large gap can develop between representation in the media and the attitudes of the people. She wrote:

public opinion is here defined as controversial opinions that one is able to express in public without becoming isolated...this applies to fields subject to changes, that is, fields of opinion that are in flux...public opinion is constituted by attitudes and modes of behavior one has to express in public if one does not want to become isolated." (Noelle-Neumann, 1973, p. 145)

Again, the concept of what people do to conform to what is acceptable so that social isolation does not result is a powerful one in explaining the way people behave in the public sphere, and why many smokers may function mostly in a private sphere when expressing smoking affects and social opinion.

What is a public sphere? As described by Habermas (2005), "it is social movements and groups using these media actively for social change" in different societies. Soules (2001) wrote that the public sphere began to develop in the 1700s when people began to congregate and socialize in coffee houses, volunteer associations, literary societies and so forth. The success of the public sphere depends upon how much access there is for all people, the autonomy of citizens (to be free of coercion), the equality and a rejection of hierarchy, the rule of law and the quality of the participation of all citizens.

No society have reached the ideal public sphere because there are always exclusions, to one degree or another, based on ethnicity, gender, class, religion, etc. In recent decades,

Habermas (2005) argued that there were other factors that “deformed” (p. 1) the public sphere including the growth of culture industries and large private interests, among others. For example, large newspapers and news organizations that are mostly devoted to profits “turned the press into an agent of manipulation: It became the gate through which privileged private interests invaded the public sphere” (p. 1). In most societies, the illusion of the public sphere is maintained, but mostly to provide legitimacy to the decision of those in power. So, media experts have the power to deliver and choose specific smoking and advertisements campaigns.

3. METHOD

To gather information about the impact of new technologies and smoking advertisements which delivered through the media in the Middle East, the researcher would use the structural interview method. The researcher chose the interview to investigate changes in behavior, attitudes, policies, and smokers response to media, public response to the new media campaigns and so forth. The researcher uses primarily interviews and personal media observation to try and collect as much information as possible about the current situation. By observation, the researcher means observing the primary new technologies and smoking advertisements, and using theories such as deception theory to try and analyze the content and presentational style. Interviews with primary participants will also be quite valuable.

Unlike conversations in daily life, which are usually reciprocal exchanges, professional interviews involve an interviewer who is in charge of structuring and directing the questioning (Stake, 1998). While interviews for research purposes may also promote understanding and change, the emphasis is on intellectual understanding rather than on producing personal change (Lynch, 2006). Collecting data about impact of smoking adv and new technologies required a research method. For this research the method is a qualitative method which is the interview. The aim of the interview method is to explore individual differences between participants' experiences and outcomes (Stake, 1998). The researcher interviewed two different types of groups from the USA and UAE.

For the first part, the researcher interviewed a group of UAE residence smokers. People who are watching adv and new technologies and still smoking are the source of information in the first group. The researcher interviewed a total of 15 male participants, from different Arab countries. The countries were six Northern Arab, three Eastern Arab, two Middle Eastern Arab and four UAE nations. Eight participants hold doctoral degrees from Western schools, two participants hold masters degrees from Egypt, and five participants hold bachelor's degrees of communication from different Arab schools. The participants are between the approximate ages of 30-55 years old.

For the second part, the researcher interviewed American smokers who are living in the UAE. The researcher interviewed a total of 15 participants, eleven males and four females. Five participants hold a doctoral degree, and ten participants hold bachelor's degree from different Western schools. The participants are between the approximate ages of 35-60 years old. Both groups were interviewed face to face in their workplaces. The interview took from thirty to forty five minutes because there are many questions need specific details and data. Also, many questions lead to discussion and conversations with the interviewee. The

researcher took detailed notes and gathered the data by using thematic analysis, which is the second research method. Because of the sources privacy codes were used in place of participant's names.

The data were collected and analyzed by dividing them into different themes. There are four themes for group one and five themes for the second group. Under each them the answer of some particular question were collected. Using the open interview method, the interviewer has the flexibility to use interviewees' knowledge, experts, and interpersonal skills to explore interesting or unexpected ideas or themes raised by participants during the interview. Some interview questions are similar in both groups like: Do you watch smoking adv? and why? What are the challenges that faced you to stop smoking? Do you think there are many differences and gabs between smoking adv and facts?. Choosing same questions for smokers from two countries is useful. There are themes that must include the similarities and differences of the two groups thought about different issues like the impact of smoking adv and campaigns.

Content analysis is the second main method. The thematic analysis is the best method in this study because the second method is going to make a connection between the research questions and hypothesis. Also, the content analysis allows the researcher to divide the data in two parts. According to Zhang (2006), the content analysis provides more connections between the themes and data that come from the first new method. Quantitative content analysis is deductive, trying to test hypotheses or questions generated. Zhang (2006) believed that the thematic analysis is

From theories or previous researches, while qualitative content analysis is mainly inductive, grounded the examination and inference of topics and themes to raw data. In some cases, qualitative content analysis tempts to generate theory. (p.2)

Zhang (2006) valued the ability of the qualitative analysis to demonstrate the meaning of experience rather than what calculations might imply.

Research Themes

1- People learn smoking form their friends and media.

All interviewee except one, who leaned smoking from his family, agreed that they learned smoking from friends and advertisement and media. "I learned from my family" (Interviewee #1, group one, 2009). US people leaned smoking too early "I started smoking when I was a teenager, I was in a high school and all friends smoke" (Interviewee #1, group two, 2009). Childhood impact any person's live, because person saves images and behaviours in his - her mind. So, life experiences and leaving with different people from the same r other cultures can impact the person's behaviour like the smoking habit in any society over the world (Interviewee # 15, group one, 2009).

2- Smokers don't believe of Smoking campaigns

Few of the Arabic people didn't believe of the cigarette affects. All US interviewee belive of the cigraets bad affects. Most of Arab people belive of the bad affect but they are still smoking because of many reaseons: people smoke for fun, concern, energy and they took it as a habit which they cant get ride of and it makes them relax. "Yes, but there is no serious intention" (Interviewee # 4, group one, 2009). On the other hand US peole smokes beacsue

they want to fill their free time, to relax , to relive the pressure, and they don't even know why are they smoking. "I have stopped smoking about five times (every time I have been pregnant). Started again because of stress" (Interviewee # 2, group two, 2009).

All Arab people tried to stop smoking because of the bad affect. I tried to stop smoking many times but I couldn't because I always fail and back to smoke because it became a habit and all people around me smokes and no one even bother or try to stop me (Interviewee # 5, group one, 2009). Arab don't care about media messages and ignore most tobacco's campaigns in the UAE, "I am not afraid just rational " (Interviewee # 6, group one, 2009).

People received many information from the media but they don't care, they like smoking, I am one of them. (Interviewee # 6, group two, 2009). But some of US people afraid because of the smoking illness and don't believe the media. "No, cancer is scary , but I'm not ready to quit" (interviewee # 2, group two, 2009). Interviewee # 3 in group two (2009) agreed that he knows the smoking harms but he smokes and don't care about his self.

3- Advertisements deliver unreal messages

Many people in both groups don't agreed that smoking advertisement delivers a real messages because it didn't make people aware about what they are doing with their health.

Different Interviewees in both groups ignore the advertisements messages because its shows the smoker "as a great charming man and they fool people, at the end of the day they want to get our money and get the profit" (interviewee # 14, group one, 2009). Interviewee # 11 in group one and Interviewee # 13 in group two agreed that they watch smoking advertisements only to fill their time. Also, they want to be updated. It comes "between movies when I watch T.V and I don't choose to watch them" (Interviewee # 10, group two, 2009).

Interviewee # 8 in group one added "I Don't watch smoking advertisements and I ignore them, I hate to waste my time...useless with the lag of facts...I don't have a free time to watch them" (Interviewee # 15, group one, 2009). Also, some purpose of advertisements trade and competition is depending on the brand of cigarette" (Interviewee # 8, group two, 2009). So, people who don't smoke will learn the smoking behaviour from media messages.

On the other hand few interviewees agreed about the positive role of adv and smoking campaigns. It helps smokers to reconsider about being a smoker (interviewee # 12, group two, 2009). Interviewee # 4, group one believes of advertisements messages he said "Of course! Because It is designed to do go!". Smoking is ugly , not glamorous like what people watch in media. "It makes you smell bad , makes your breath stink , your teeth yellow , and can kill you" (interviewee # 2, group two, 2009). Some advertisements are funny and gives real messages (Interviewee # 5, group two, 2009).

So, most of the interviewees didn't think smoking advertisements deliver realistic Messages because they think that most of these advertisings haven't goals and they see it as lead them to smoking. And few interviewees think that smoking advertisements deliver realistic messages because they think it use the fact from the life and it is advice them and effect.

4- Media Can Impact smokers Behavior

Most of Arabic interviewees think media can impact their behavior because it attract them and make them afraid from diseases like cancer. Also it advice and include effective information about stop smoking (Interviewee # 5, group two, 2009). stories and

advertisements' images are really strong specially when it includes sounds and animations (Interviewee # 12, group two, 2009).

All US people believe of the harm smoking diseases like cancer, heart diseases, and lung diseases. All of them know those diseases from their doctors, friends, experiences and media. But when media use exaggerated information, it will not make any effective results, people will continue smoking as they know the facts about smoking disease (Interviewee # 13, group two, 2009).

5- Media must use useful information

Print, Visual, Audio, Electronic media are the key point of any issue in any society. People receive hundred messages every day but smoking crisis is one of the most important topics that must be in the top of any media agenda (Interviewee # 9, group two, 2009). Interviewee # 1, group one, 2009, added that Media experts can collect real data and researches about smoking in the same country. They must present the local information first then the global statistical information. But what is presented in the media about smoking is general information, that is why many smokers don't care about smoking diseases (Interviewee # 3, group one, 2009). Also, useful and simple information must be delivered through the media. Currently, the people use new and high technologies to prevent and stop smoking. Using the right time must be considered through the media, for example presenting a smoking campaign at night, will not affect people, specially employees who sleep too early. In addition, using brochures and doctors announcements is another key to stop smoking, but they must be reached by the targeted audiences (Interviewee # 15, group two, 2009). Using computers and electronic advertisements "would reach people faster than printed materials" (Interviewee # 13, group one, 2009). Interviewee # 1 in group one said "No, we are all in control of our own behavior... If one chooses to be influenced by media, it is still the choice of the individual to be influenced". Interviewee # 5 and interviewee # 10 in group two believe that media can change people's habits and characters by using effective information and distributing excellent articles. They added that media is a mirror which reflects the outside world, media can affect life style, but not really affect culture, media can increase awareness campaign.

4. Conclusion

The researcher found that both groups, Arab and US people, ignored the advertisement campaigns and affected by smoking advertisement. Americans and Emiratis are aware about the tobacco's disease but they are still smoking because of stress in their work, nervous, depression...etc. When applying the research theory, the research found that Spiral of Silence theory is related to Arab and US people's reaction. They prefer to be silent when they know the fact about smoking diseases. For example, most of the first group, Arab interviewee agreed that there is a desire for stop smoking but they do not have positive reaction (Interviewee # 3 in group two, 2009). According to Noelle-Neumann (1984), when people believe their view of the world or events has wide support, they speak out with confidence. But if there is exaggerated information and unrealistic smoking and campaigns topics, people withdraw their speech. Most of the participants believed that they receive unrealistic information and they prefer to ignore most of them (Interviewee # 7, group two, 2009). Many researchers write about the

adv impact but they don't solve the problem, so future researcher must focus on solutions more than impacts.

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InTech Europe

University Campus STeP Ri
Slavka Krautzeka 83/A
51000 Rijeka, Croatia
Phone: +385 (51) 770 447
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www.intechopen.com

InTech China

Unit 405, Office Block, Hotel Equatorial Shanghai
No.65, Yan An Road (West), Shanghai, 200040, China
中国上海市延安西路65号上海国际贵都大饭店办公楼405单元
Phone: +86-21-62489820
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