

70%

**THE IMPACT OF ADVERTISING ON DRUG ABUSE AMONG THE YOUTH IN
KIMULOT DIVISION, KIMULOT LOCATION, SAOSA ZONE, OF
KONOIN DISTRICT IN KENYA
A CASE STUDY: KIMULOT**

**BY
KOSKEI KIPKIRUI BERNARD
BED/3004982/DF**

**RESEARCH REPORT SUBMITTED TO THE INSTITUTE OF OPEN AND
DISTANCE LEARNING PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF BACHELORS
DEGREE IN PRIMARY EDUCATION
OF KAMPALA INTERNATIONAL
UNIVERSITY**

NOVEMBER 2012

DECLARATION

I **KOSKEI KIPKIRUI BERNARD** Declare that This project is my original work and has never been presented for a Degree in Education in any University.

SIGNATURE *Koskei*

KOSKEI KIPKIRUI BERNARD

DATE: *15/12/2010*

APPROVAL

This research report is submitted for examination with my approval as a University supervisor.

SIGNATURE.....

MR. KIBUUKA MUHAMMAD .T

DATE: ..18th/12/2010.....

DEDICATION

I **KOSKEI KIPKIRUI BERNARD** dedicate this book to my wife Mrs. Grace Chepkirui Bore, my children Edith Chabel, Kipkoech Kirui, Sharon Cheronno, Cheptoo and Chepngetich who supported me by giving me the confidential till this level.

ACKNOWLEDGEMENT

I thank the almighty God, for providing me the grace and opportunity to finish this academic milestone.

I would like to extend my sincere gratitude to all these who have contributed towards the successful completion of this report. To my supervisor Mr. Kibuuka Muhammad.T. I thank the lord for your perseverance, sacrifice and eternal love you showed through my academic journey. I thank you for your financial, moral and motivation support you provided.

I thank the staff Kampala International University, staff of Changana Primary School, Staff of Cheptebes, Chemasinge Lelsa primary school for the support and love that they provided to me.

I also thank my children that Your support has been invaluable.

Many thanks go to all my friends, family members and friends like Beatrice, my brother Esauh Koskei, work mate for their motivation and support.

TABLE OF CONTENTS

APPROVAL	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES.....	viii
CHAPTER ONE:GENERAL INTRODUCTION.....	1
1.0Introduction	1
1.1 Background Of The Problem.....	1
1.2 Statement Of The Problem	3
1.3 Purpose	5
1.4 Objectives	5
1.5 Research Questions.....	5
1.6 Scope Of The Study.....	5
1.7 Significance Of The Study	5
CHAPTER TWO:LITERATURE REVIEW.....	6
2.0 Introduction	6
2.1 Theoretical Review.....	6
2.1.1 Conceptual Framework.....	6
2.2 Cause Of Drug Abuse Due To Advertising.....	7
2.3 Effects' Advertising Has On Drug Abuse	8
2.4 Advertising On Drug Abuse As A Beneficial Factor	9
2.5 Solutions To The Influence Of Advertising On Drug Usage	10
CHAPTER THREE:RESEARCH METHODOLOGY.....	12
3.0 Introduction	12
3.1 Research Design	12
3.2 Area And Population Of Study.....	12
3.3 Sampling Techniques	13

3.3.1 Random Sampling	13
3.3.2 Quota Sampling	13
3.3.3 Snowball Sampling.....	13
3.4 Sources Of Data.....	13
3.4.1 Primary Sources.....	13
3.4.2 Primary Sources.....	14
3.5 Study Instruments	14
3.5.1 Observation.....	14
3.5.2 Interview Guide	14
3.6 Limitations Of The Study	14
3.7 Interview Guide	15
CHAPTER FOUR	16
4.0 Introduction	16
4.1 The Demographic Characteristic Of The Respondents	16
4.1.1 Age Of Respondents.....	16
4.1.2 Sex of Respondents	17
4.1.3 Academic qualifications	18
4.2 Impact of advertising on drug abuse in Kumulot market	19
4.2.1 Has advertising influenced the nature of drug abuse in Kimulot?	19
4.2.2 Are advertising coined to influence the young into drug abuse?	20
4.2.3 How has advertising affected the issue of:	20
4.3 The role played by advertising	21
4.4 Respondents interest and beliefs.....	22
CHAPTER FIVE:SUMMARY OF MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS.....	24
5.0 Introduction	24
5.1 Summary.....	24
5.2 Conclusions	25
5.3 Recommendation	26

5.4 Room for further study	26
BIBLIOGRAPHY	27
WORK PLAN.....	30
PROPOSED BUDGET.....	30
QUESTIONNAIRE.....	31

LIST OF FIGURES

Figure 1	Age of Respondents	14
Figure 2	Sex of Respondents	15
Figure 3	Academic Qualifications	16
Figure 4	Has Advertising influenced the nature of drug abuse in Kimulot?.	17
Figure 5	Are advertising coined to influence the young into drug abuse?....	18
Figure 6	How has competition affected the issue of under development?.....	19
Figure 7	Is advertising industry doing enough to maintain the youth in Changana?	20
Figure 8	How many people believe that these needs are being met in terms Of political, social and economical?	21

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This chapter shows the background, problem statement, purpose of the study, objectives, research questions, scope and significance of the study.

1.1 Background Of The Problem

Before placing an advert in the mass media, both a client and the agency have to determine the objective of the advertising campaign. It may be traditionalist in nature; in that they relate to products sale. For instance, building images, spreading news about the product, adding value to the product and comparing the product with its competition.

Non traditional objectives on the other hand, may be based on public opinion or government policy (at times as editorial ads); rectifying inaccurate impressions caused by earlier ads as well., promoting the public interests. This is as accomplished public service announcements. (PSA)

Truth lies that ads should not lie but however, in reality, this may be not the case. Note that, it's very hard to tell whether advertisers are telling the truth, or for that matter, what the word truth means in the context of an advert.

Drug usage in the society ranges from social drinking to hard narcotics like opium, heroin and morphine. A narcotic in simple terms is a sleep inducing drug.

Another criticism is that ads treat children as consumer trainees at a time when they should be earning some of the higher values of life. (Rodman, 2006)

This further has an implication towards the usage of drugs which may include nicotine, marijuana, LSD and or recent, hardcore cigarettes and cigars and more so, depressants like alcohol, tranquilizers, Quaaludes, PCP and barbiturates, which are also addictive.

Alcohol is also a drug which is being misused as a colourless liquid that is in beer, wine, brandy, whisky, vodka, rum and other intoxicating beverages. Under normal circumstances, a person will be prompted to drink depending on that persons social economic factors (college educated persons are most likely to drink), gender, religion, age, geographic region and urban-rural residence than rural residents.

Many drunkards believe alcohol is a harmful stimulant, as It relaxes tension lessens sexual and aggressive inhibitions and seems to facilitate interpersonal relationship. Alcohol slows down mental activity, reasoning ability, speech ability and muscle reaction. (Zastrow, 1994)

Critics are especially concerned with the effect alcohol and cigarettes advertising has effects on children. Although in the 1990's the US government battled cigarettes ads directed at children, it was already too late. Studies at that time showed that students in a typical high school wore or carried items like t-shirts, hats and backpacks promoting hardcore drugs which further enhanced the growth of the addiction.

Since the media fully rely on advertising revenue, the influence advertising of drugs has its overlapping. These advertisers have tended to place these ads in the media through sponsoring entertainment programs like soaps, reality shows, movies and upcoming concerts, which directly speak to their target audience.

As was the case in the early 1960's where the wealthy tycoons were involved in drugs abuse, in exchange of advertising revenue, the media had to dance to their tunes by portraying drug abuse in a positive.

1.2 Statement Of The Problem

Advertising is properly described in part as persuasion although crosses the line into manipulation when it uses deceptive to sell its products to make people act positively in its favors.

Although there is no concrete evidence from either scientific research by practical experience that advertising indeed increases alcohol consumption, which in turn increases alcohol abuse, some critics believe that advertising does not have any implications on the masses in form of drug abuse but as a means of encouraging consumers to switch to their brands and thus, create brand loyalty, the means used to promote their commodities in some way leads to drug abuse especially in the underage.

Critics contented that advertisers exploit the vulnerability of children to profit. (Bender, 1994)

It's further believed that children in the present days are easy prey for the sophisticated marketing practices aimed at them. These professionals are aware of the fact that they lack the wisdom to understand the purpose of advertising, much less consider the effects of them.

On the contrary, however quite a number of the youths and adults alike of right thinking have managed to fall victim of advertising tactics, strategic campaigns and scams.

Therefore, Kimulot engrossed in its slum oriented status is prone to be affected by the influence advertising may have on drugs abuse. Kimulot being one of the largest slums in Africa has an estimated population of one million people and occupies a square mile. It is further located on the South West part of Changana Location with a rail passing through it. Kimulot is known

among others for its famous carjacking common in the evenings at the end of the month as well as open sewage routes.

Popular is its city radio station National FM and S.S.D, one of the leading government school in the country. In Kimulot, it's all about survival for the fittest.

Many advertisers have been heard to openly confess to doing all it takes in order to hijack the inner life of children for the purpose of making substantial profits. All that matters to them may not be the services offered or products provided, but the dividends made off their hard work; even at the extent of harm.

While some critics' believe advertising exploits masses especially children, others believe it is harmless and more so beneficial to societal life. Jib Fowels, a professor of media studies contends that even very young children are able to distinguish between commercials and programs. He further states that as children mature, they develop a healthy resistance towards advertising. Although commercials effects on youth are debatable, advertising is and will always remain a central part of the world's culture and development. But note that finding out who should take responsibility is worth knowing. Is it solely the advertisers, consumers or media to blame? Now that's what the study is yet to find out. That is the extent to which advertising influences drug abuse.

1.3 Purpose

To analyze the influence advertisement may have on drugs abuse.

1.4 Objectives

To analyze the cause of drug usage due to advertising in KIMULOT

To identify the effects advertising has on drug usage

To establish the benefits advertising has over drug usage or control

To find out the solution to the influence of advertising on drug usage

1.5 Research Questions

How has advertising influenced the nature of drug abuse in the society?

What are the effects of drug abuse in the society?

How has the influence of advertising been of a great benefit to drugs usage?

What are the remedies of advertising on drug abuse in the society?

1.6 Scope Of The Study

The researcher wholly dealt with a vast category of respondents. These ranged from children, teenagers, adults and elders of the region of study. By so doing the researcher was able to obtain a balanced form of data. The researcher also interviewed males and females alike, literate and illiterates.

1.7 Significance of the Study

to come up with proper policies on how to reduce on the impacts caused

to add on literature

to find out the means by which the influence advertising has on drug abuse

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

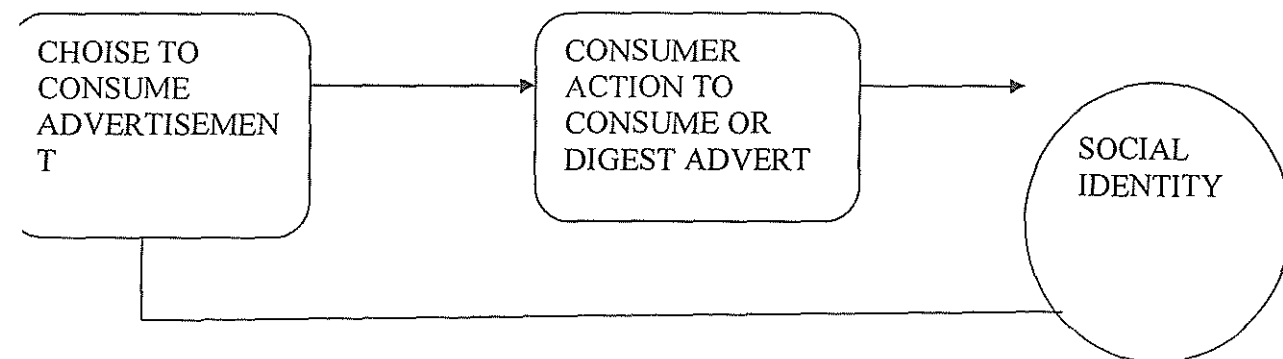
In this chapter the related literature about the influence of advertising on drug abuse will be reviewed. The purpose of this chapter is to complement the research study with what other researchers, authors and academicians discovered about the influence advertising had on the masses towards the scourge of drug abuse. It also looks at the role of the media both print and electronic has played on this scourge.

2.1 Theoretical Review

Herbert Krugman's theory of low involvement asserts that repetition of exposure has an effect which is not readily apparent until a behavioral trigger comes along.

That is, a person might see a television commercial or print media advert for tusker malt lager, store the mind in some form through right brain processing, go to the supermarket or bar, see the beer on display, purchase some tusker beer and then formulate a favorable attitude towards it.

2.1.1 Conceptual Framework



Source: Barasa victor

2.2 Cause of Drug Abuse Due To Advertising

By its very nature advertising is controversial. This aspect has found criticism like advertising persuades us to buy goods and services we cannot afford. Worse still, advertising appeals primarily to our emotions, rather than our intellect.

Further more advertising is intended to influence consumers effect and cognitions of their evaluation, feelings, knowledge, meanings, beliefs, attitudes and images concerning products and brands. Therefore, in so doing, it will definitely involve the use of persuasion which in the long run, does lead to drug abuse. Remember, the major goal for any adverts is influencing consumer purchase behavior.

Agencies have tended to use subliminal advertisements to manipulate the advertising message across. The manipulation has persuaded individuals into making irrational choices and decisions.

Critics also charge that some magazines containing tobacco advertisement will not publish anti-tobacco articles. (Agee, 1994)

Such infiltrations exist in media programming since the media sole depends on advertisements and does exist for purpose of making profits for their media owners, advertisers to a great extent indirectly have to say on the content to be published.

Therefore there in no way any commercial media house will utilize the rule of thumb of objectivity, some truth in content can be left out as long as the pay-cheque to the media house survives on time.

To make the matters worse, it is common practice for some magazine editorial staff members to be allowed free tickets and trip from such advertiser.

The average North American is exposed to more than 3,500 advertisements a day. Consider the number of commercial messages that you are bombarded with everything from media messages, internet “banner ads”, billboards, radio jingles and print ads to designer labels on clothing.. (Eisenberg, 2004)

One disadvantage about living in a media rich environment like most parts of the world today is increasing lack of public space available for non commercial messages; chances of obtaining valuable information is minimal. Information such as public health, information campaign or even antidrug messages.

Data obtained from the Joe Carmel campaign (launched in 1987) shows that tobacco advertising and promotional activity does encourage adolescents to smoke. This is far visible in that the percentage of smokers is in deed is higher in underage smokers to that of adults.

.3 Effects' Advertising Has On Drug Abuse

The influence advertising has on drug abuse as corrupted the social culture and norms. Advertising is deceptive in a sense that quite a number of critics say that advertising promotes heaven on earth. For example, a beautiful woman puffing her lungs to cocaine as the only solution to depression from heavy work load.

The persuasiveness in adverts has boosted habitual smoking among children. For instance when R Nabisco introduces a new advertising campaign for its Carmel Brand Cigarettes.

The Campaign featured a sun-bleached, cool, and casual camel with human qualities leaning against his convertible or lounging on the beach. He wore the hippest clothes and was spotted in the best sunglasses.

RJR Nabisco claimed it was boosting its brand awareness although anti-smoking units viewed this campaign as opening smoking to untapped markets.

The influence of advertising has on drug abuse has tended to create a gap between parents and children. Advertisers have grown wiser and wiser by the day. In order to sell their products and services, they promise a gift in exchange of consumption of the product or service. Thus creating a conflict between parents and children, who know what, is best for the children.

Further more, alcohol advertising like that of any other drug has been linked to injuries and deaths resulting from drunk drivers which is very visible in the case study. The questions still lies, then why encourage people to use alcohol via advertising? In using sports figure who children and adults alike admire, suggests that alcohol is not only harmless but it is also associated with fun-loving, healthy people.

4 Advertising On Drug Abuse As A Beneficial Factor

Not that the influence of advertising on drug abuse is a vice; it should also be viewed as a virtue. In some sense, advertising about the aspect of drugs, public interest has advertising has led society to a lot from these very ads.

The advertising industry in the US has set up an organization, the ad council which creates advertisements free for worthy causes like doing-away or reducing on drug abuse.

Since the 1940s, the council existence has helped offset criticism that the advertising business is an unscrupulous manipulator.

Besides earning the media houses huge revenue, advertising has tended to enable people to make wise choices.

Special interests groups like a local PTA might use the ads in order to raise community awareness about children pornography or some related issues like child abuse. (Aperstein, 2003)

Clergy and opinion leaders have been known to use the ads as a point of discussion regarding what is right or wrong in the society. The range of use here is very wide and provides evidence of how people can subvert the intention of the advertisers and find meanings that are relevant to their own lives.

.5 Solutions To The Influence Of Advertising On Drug Usage

Government protection to consumers dates back to the beginning of the 20th century when Congress passed the pure food and drug act (FDA) in 1906, mainly as a protection against potential medicine advertisers. (Biagi, 2003).

This propounded the advertising industry to adopt advertising standards and thus, also enforcing the media to establish their own codes. How far effective this has been is to be known yet.

Note that the FDA has the right to scrutinize deceptive labels and if found in wrong, it has the right to halt the distribution of such products.

A number of US government agencies were set up to curb this epidemic. Federal Communication Commission (FCC) does enforce rules that govern the broadcast media.

A council of social communication in the Vatican unit of the Roman Catholic Church issued a handbook Ethics in advertising 1997. It was aimed at helping people who create advertisements. By so doing, it outlined common abuses in advertising and also potential for harm. This handbook stressed on both exploitive and shocking advertisement.

Although advertising is believed to be a replica of society, this Roman Catholic Council hence sought important to protect her people from harm like drug abuses, caused by advertising scourge.

Quebec's 1979 Consumer Protection Act was further formulated to ban advertising campaigns and advertisements directed to children less than 13 years of age. The Federal Trade Commission's stand on advertisements directed to children who focused solely on cases of legal deception.

As a mode of thought and sport figures are used in advertising campaigns, movements like MART (Stop Merchandising Alcohol on Radio and Television) have proposed that beer advertising (like wine advertising) should stop using these very sport figures in their advertising

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter shows how the research intends to be conducted, methods to be used by the researcher in gathering, arranging, sorting and presentation of the data.

3.1 Research Design

The researcher intends to use a variety of forms ranging from surveys, case studies to the census. Factual and specific questions intend to be asked basing on ideas on the background and objectives of the study. The question approach (wording and phrasing) intends to be simple with few jargons, slangs and most importantly, withholding any sorts of bias.

3.2 Area And Population of Study

The area of study is Kimulot, which is located in Kimulot Division which is in the Divisional headquarters of Kimulot. Kimulot is a small market in Konoin and has an estimated population of over half million people. It occupies a square mile and is further located on the south western part of Kimulot Division next to the tea East Estate.

The researcher intends to put a lot of emphasis on all age groups especially the youths and middle aged adults.

3.3 Sampling Techniques

3.3.1 Random Sampling

All units' of the target population intend to be given an equal opportunity to be selected using a rotary method. That is to say, the construction of a sampling frame. The researcher hopes that it will enable the researcher to acquire a lump some of data about the topic of study.

The researcher intends to a sample from for example, a school list. The researcher also intends to use a random set of digits to choose a number on the pages available. The list of random digits hopes to ensure that the choice will be genuinely random.

3.3.2 Quota Sampling

In this instance, the researcher intends t choose which respondent is fit to fill the quota. This, the researcher anticipates will allow balance between educated and uneducated respondents. The researcher intends to select each respondents according to who the researcher approaches first.

3.3.3 Snowball Sampling

Here, the researcher intends to first choose a few respondents and from these respondents, the researcher will seek them to recommend other suitable respondents until the researcher feels satisfied with the data.

4 Sources Of Data

4.1 Primary Sources

he researcher entirely intends to use an interview guide to solicit for necessary data from the spondents.

3.4.2 Primary Sources

The researcher also hopes to extract data from published books, newspapers, reports and statues. Data to be obtained from such sources the researcher hopes to compare and contrast with first hand information from PRIMARY sources wit the intentions of arriving at a balanced conclusion.

3.5 Study Instruments

3.5.1 Observation

The researcher intends to apply a very systematic mode of observation. By so doing, the researcher will be able to observe all gestures and facial movements as a means of ascertaining he true feelings of the respondents.

3.5.2 Interview Guide

The researcher solely intends to use an interview guide to gather necessary data for the study. The researcher intends t ask specific questions and in turn record the response received by using this study instrument, the researcher hopes to obtain data as one the records as well, sing less time with each interviewee.

6 Limitations Of The Study

his being a slum, some respondents might want financial assistance in exchange of information be availed.

ae issue of lack of enough funds to enable the researcher to reach desired budgets goals like nsport to most parts of the case study, meals and residential fee.

nd proper time for the respondents.

This being a slum, the researcher's safety is at stake.

Some respondents might not be open enough with their views due to the fact that they might be scolded by their peers or even, going against code of conduct in particular gangs.

Interview Guide

How has advertising influenced drug abuse in Kimulot market ?

What are the consequences caused by advertising towards drug abuse in Kimulot?

Is the misuse of drugs to the advertising campaign both on print and electronic media in the society?

Which kind of policies should be put in place to curb the scourge of drug abuse due to advertising?

Is it right to attribute the violent nature in the youth today to the influence advertising may have on drug abuse in the society?

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

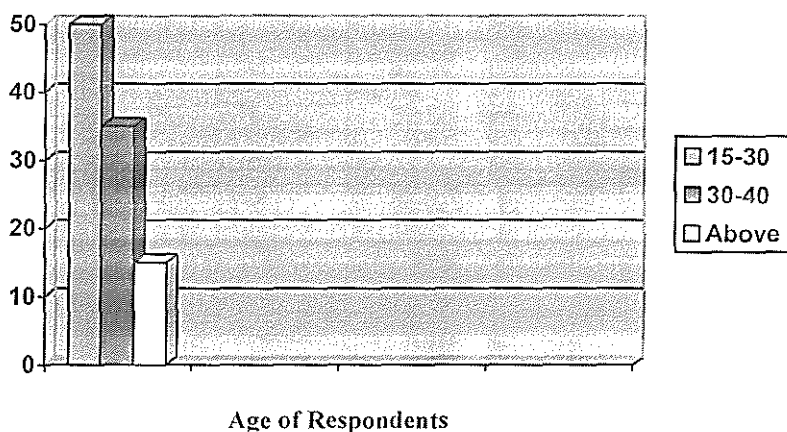
This chapter concentrated on the presentation of findings of the study. The investigative findings were presented in figures, charts, and tables as show below:

4.1 The Demographic Characteristic Of The Respondents

A total of 60 questionnaires were issued out to the respondents and 34 were completed and returned in addition 10 people were interviewed making a total of 44 respondents. The graph below shows general information obtained in terms of age, sex and qualification of respondents.

4.1.1 Age Of Respondents

Figure 1: Age of Respondents



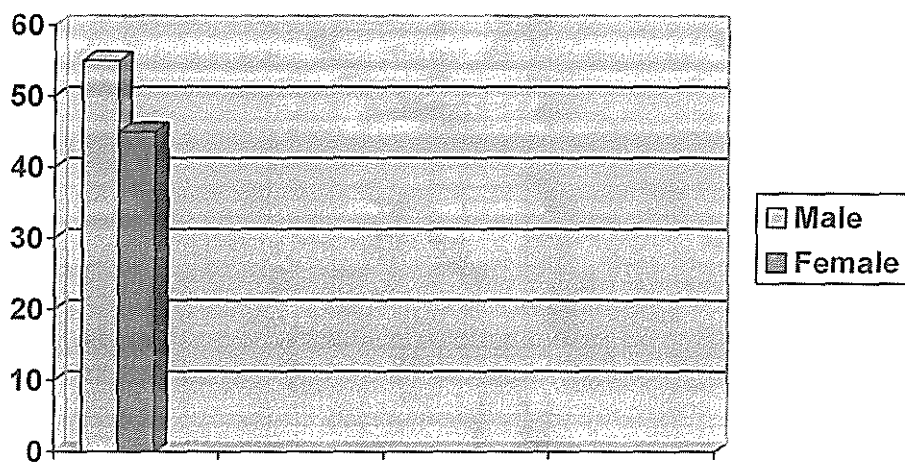
Source: Primary Data

Figure 1 above shows the greater majority of respondents (48%) were in the age category of 15-30 yrs while those in other stage categories seemed to be evenly represented as follows. Above 40 were 18% of the respondents and those between 30-40 were 34%.

4.1.2 Sex of Respondents

Figure 2: Gender of respondents

Figure 2: Sex of Respondents



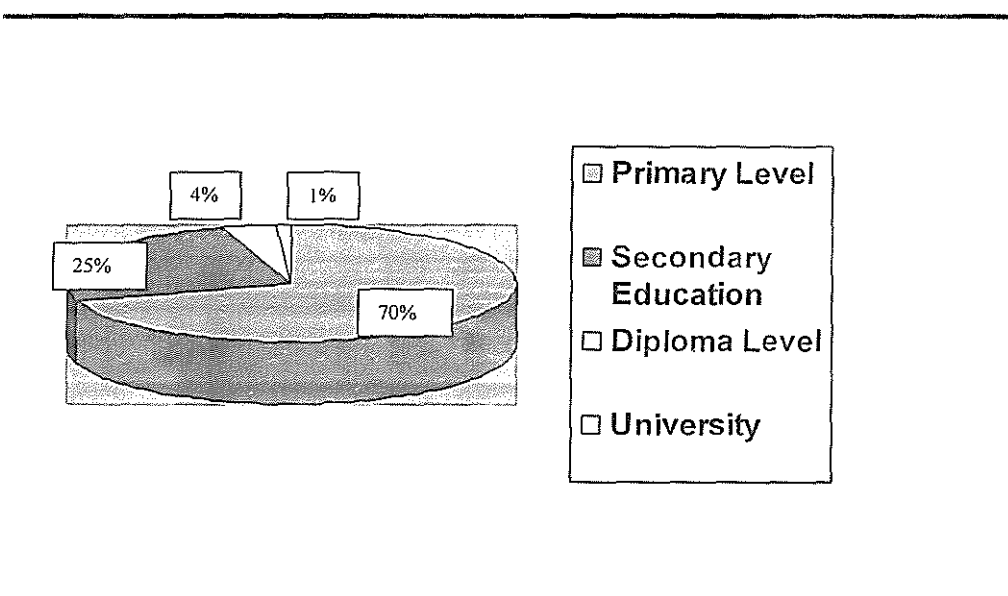
Sex of Respondents

Source: Primary Data

majority of the respondents were male with 55% while the female response was 45% of the sample. It was observed from PRIMARY data that slums in urban centers have got close gender margins in terms of drug abuse. This is particularly so in terms of KIMULOT.

4.1.3 Academic qualifications

Figure 3: Academic qualifications



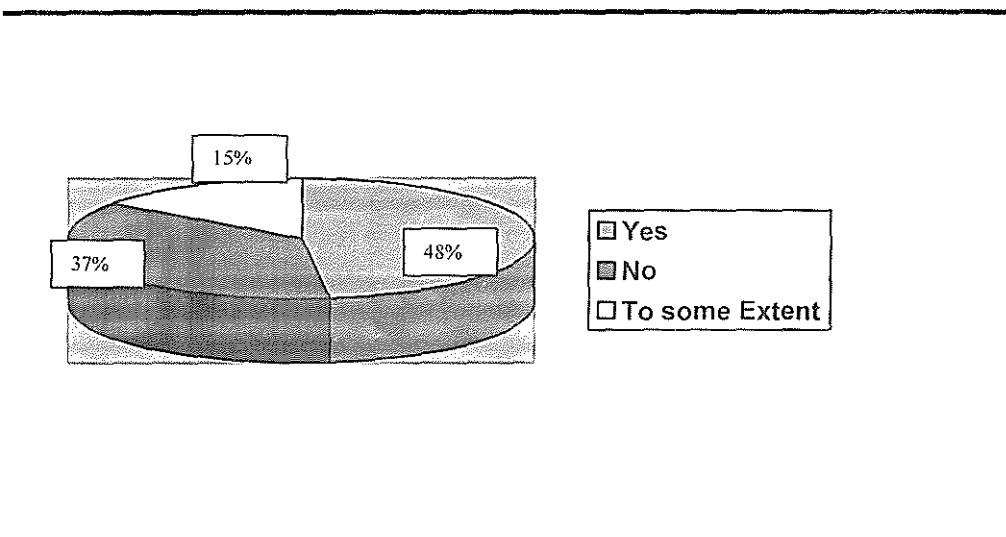
Source: Primary Data

The findings reveal that those with Primary Education were the majority with 70%, this was as a result of the free Primary education system put in place by the government in 2003. However, there is a huge decline of 45% to 25% in the next populace group which is of those who have attained Primary education, 4% of those who managed to finish Primary education attained diploma level of education and 1% of the successful high school graduates had an opportunity to go to University.

4.2 Impact of advertising on drug abuse in Changana

4.2.1 Has advertising influenced the nature of drug abuse in Kimulot?

Figure 4: Has advertising influenced the nature of drug abuse in Kimulot?

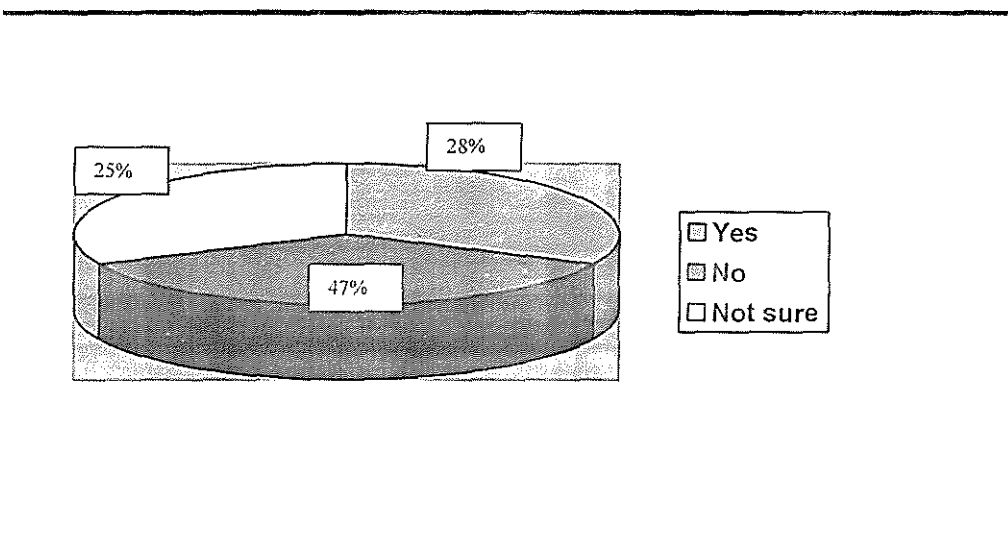


Source: Primary Data

Figure 4 above shows that 48% which constitutes majority of the respondents feel that advertising has actually influenced the nature of drug abuse in Kimulot. 37% of the respondents feel that advertising has not influenced the use of drugs in Kimulot but think that advertisers are a business like any other to make sales. While 15% feel that to small extent advertising plays a part in the above of drugs in Kimulot.

4.2.2 Are advertising coined to influence the young into drug abuse?

Figure 5: Are advertising coined to influence the young into drug abuse?



Source: Primary Data

Figure 5 shows that majority of the respondents 47% felt that advertisements are intentionally made to influence the youth in drug abuse while 28% of the respondents felt that abuse of drugs is an individual decision. However, 25% of the respondents were not sure whether advertisements influence the youth into drug abuse directly.

1.3 How has advertising affected the issue of:

Under development

Unemployment

Crime

Health

Figure 6: How has competition affected the issue of under development



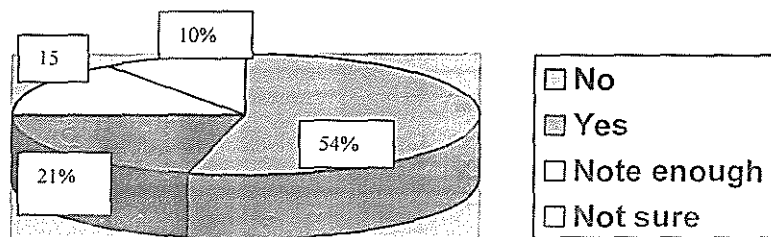
Source: Primary Data

Figure 6 shows that advertising affected un-development among the youth in Changana by 25% this was followed by unemployment at 40% and crime by 43% then 30% of the youth were affected still by the impact of advertising on drug abuse.

3 The role played by advertising

3.1 Is the advertising industry doing enough to maintain the youth in Changana?

**Figure 7: Is the advertising industry doing enough to maintain the youth in
Changana?**



Source: Primary Data

Figure 7 shows that a huge percentage 54% of the respondents felt that the advertising industry had failed in helping the youth in a positive way, 21% felt that the advertising industry was laying its part in making aware of the products like cigarettes to the consumer 15% the respondents felt that more was needed to be done while 10% were not sure.

4 Respondents interest and beliefs

4.1 How many people believe that these needs are being met in

Terms of political, social and economical.

Figure 8



Source: Primary Data

The findings show that a huge percent of the respondents 56% of them feel that their social needs are being met, while 15% of them feel that their social needs are being met, while 15% feel that political issues are not being aired effectively. Economical needs had a greater margin with the latter attracting only 18% of the respondents and 56% of the respondents feel that social needs are being met.

CHAPTER FIVE

SUMMARY OF MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The chapter is going to discuss the findings that the researcher got from the study and conclusion he made from study according to what he found from the study.

5.1 Summary

The aim of the study was to look at the impact of advertising goal, the researcher had a case study of Kimulot slums and looked at how advertising has influenced drug abuse among the youth in Kimulot slums. The researcher had to investigate from various members of Kimulot slums, and the youth to identify what they think ought to be done in order to satisfy their audience amidst the influence of drug abuse.

The research findings were carried out at Kimulot market which are located in Komolot division. Here the researcher targeted 44 respondents in total.

The findings showed that of the 31.4 billion spent on advertising, in Kenya, drug abuse takes the most of the advertising a factor that makes drug producers to be major stakeholders in the running of the advertising industry.

5.2 Conclusions

The report findings show that there are many youths being affected by drug abuse which is mainly advertised. Because of this, there has been a bad influence among the youth and the youth are abusing drugs which are affecting them health wise and even personally.

Secondly, advertising has segmented their audience according to age, social status, religion, interests e.g. sport extra This has made the advertising stations to advertise more drugs which are harmful to the youth. It has also enabled the advertisers to identify which medium reaches its customers.

The rapid growth of the new media is face book, you tube, twitter and sms's has brought advertising to a whole new level because through information, all one needs is a face book address and you can feed the masses with any kind of information.

at this point, it should be noted that there is no limit as to the number advertisements take. This trend has made it difficult for advertising stations to avoid advertising drugs because it brings them money. Thus it becomes hard to avoid airing drug adverts even if they are harmful.

In an issue paper, presented at the Regional Radio communication conference showed that the shift from analogue to digital, will increase more competition in advertising industry affecting the ethical standards as well.

In addition, the research noted that most of the advertising stations are only received in Mombasa and its environs and the people in the rural areas can only receive information which makes the youth in Kimulot market mostly to be affected.

5.3 Recommendation

As per the findings of the study, the researcher recommends that following actions be taken by advertising firms.

The firms should be aware that it should put the interest of the audience first, because the public has a right to live well and be informed about the negative effects of drug abuse.

The airing of drugs in advertisements should be done with caution if it is a must, this could be achieved by ensuring they don't air the adverts while exaggerating on how much the drug make one feel good.

The media council should set up a regulatory body that should set standards as to which adverts should be run and how they should be run. The media council should also punish media stations which advertise harmful drugs as well as punishing advertisers who do not uphold professionalism in their work.

4 Room for further study

The researcher would suggest that further study should be done on the following:

- Influence of advertisers on drug abuse among the youth.
- Advertising and its effects on the audience and the country itself.

BIBLIOGRAPHY

Alperstein, M Neil (2003): *Advertising in everyday life*

Hampton Press Inc, New Jersey

Batra Rajeev e'tal (2000): *Advertising Management*, Fifth edition

Prentice-hall, New Delhi

George Rodman (2006): *Mass Media in changing world*

McGraw-Hill Companies, Boston

. Paul Peter and Jerry C. Olson (2005): *Consumer Behavior and Marketing Strategy*. Seventh

dition. McGraw-Hill, Irwin

ohn Vivian (2005): *The Media of Mass Communication*, Seventh Edition.

earson Publishers, New York

eseoph R. Dominic (1999): *The Dynamics of Mass Communication*, Sixth Edition

McGraw-Hill Companies, Boston

andell. L. Maurice (1980): *Advertising*, Third Edition

entice-Hall Inc, New Jersey

Sandage. C. H e'tal (2000): *Advertising Theory and Practice*, Eleventh Edition

A.I.T.B.S Publishers and Distributors, Delhi

Shirley Biagi (2003): *Media Impact, an Introduction to Mass Media*, Sixth Edition.

Thompson Wadsworth, Australia

Stan Le Roy Wilson (1995): *Mass Media Mass Culture, an introduction*, Third Edition

McGraw-Hill Inc, New York

Stanley J. Baran (2001): *Introduction to Mass Communication*, Second Edition.

McGraw-Hill Companies, Boston

steinberg S. (1995), *Introduction to Communication: The Basic*. Cape Town Juata.

ikoech Tanui, *The media and status*, The standard November 8, 2007, Page 13.

Philip Mwaniki, *Are advertisers now calling the tune on radio*: Sunday Nation April 4, 2010,

Page 16.

M. Shrivastuva (1998), *Media towards 21st Century*, New Delhi: Sterling Publishers

David Croteak and William Haynes (2002) *Industry Images and Audience*, New York: Vision

Publishers.

Joseph R. Dominic (1994), *The dynamics of Mass Communication*, Oxford University Press.

Stiernstedt, (2007), *The struggle for Commercial Radio*, Sodertorn University College.

Steve Buckley, (2006), *Commercial Broadcasting*, 4 Global overview Sierra Leone, Round
Table on Commercial radio.

WORK PLAN

TIME PERIOD	CONCERN
July 2010	Select the topic
August 2010	Discuss the topic with Department head
September 2010	Start working on Research proposal
October 2010	Hand in Research Proposal

PROPOSED BUDGET

ITEM	UNIT COST	TOTAL COST
Printing	150,500	75,000
Paper	100,200	20,000
pens	350,200	3,500
Transport	350.10	160,000
Seals	4000.40	100,000
Telephone	60,0041,8500	60,000
Miscellaneous		41,000
TOTAL		460,350

QUESTIONNAIRE

My name is **KOSKEI KIPKIRUI BERNARD** I am carrying out a study on “The impact of advertising on drug abuse among the youth in Kimulot market, The study is a partial for the award of a degree of Bachelor of Primary Education at Kampala International University. I am requesting you to fill in this questionnaire. The information given will be treated with maximum confidentiality and is for academic purposes only. Your contribution will be highly appreciated.

INSTRUCTIONS:

Please tick or fill in the blank space with what is most appropriate to you.

DEMOGRAPHICS

Gender

Age

Male

12-14.....

15-17.....

Female.....

18-20.....

What is the highest level of education you have attained?

No formal education..... PRIMARY.....

PRIMARY..... Other (Specify).....

SECTION 1: LANGUAGES

1a What local language do you speak and understand?

.....
.....

1b Which other languages do you understand, though you do not speak?

.....
.....

1c Which languages do you prefer to listen to on radio or television?

.....
.....

SECTION 2: MEDIA CONSUMPTION

a Do you have a working radio or television in your homestead?

.....
.....

b Whose radio or television is it?

.....
.....

c Who decides when it should be used?

.....
.....

Of the two, radio and television, which do you utilize the most and why?

.....
.....

2e Which kinds of programs do you find interesting on radio?

.....
.....

2f Which kinds of programs do you find interesting on television?

.....
.....
.....

Awareness

g(i) Mention the radio stations you are aware of?

.....
.....

g(ii) Which radio station do you listen to the most and why?

.....
.....

g(iii) At what time do you usually listen to the radio?

.....
.....

Morning	Afternoon	Evening	Night
6am-8am.....	Midday-2pm.....	6pm-8pm.....	8am-10pm
8am-10am.....	2pm-4pm.....		10pm-Midnight.....
10am-Midday.....	4pm-6pm.....		Midnight-6am.....

2g(iv) Which kinds of programs do you listen to on radio?

.....

.....

2g(v) How do you find the programs aired on National Fm?

.....

.....

h(i) Mention the television stations that you are aware of?

.....

.....

h(ii) Which television station do you watch the most and why?

.....

.....

h(iii) At what time do you usually watch TV?

.....

.....

Morning	Afternoon	Evening	Night
6am-8am.....	Midday-2pm.....	6pm-8pm.....	8am-10pm
8am-10am.....	2pm-4pm.....		10pm-Midnight.....

10am-Midday..... 4pm-6pm.....

Midnight-6am.....

2h(iv) Which kinds of programs do you mostly watch?

.....
.....

2h(v) How do you find the programs aired on Citizen TV?

.....
.....

SECTION 3: FOCUS ON IMPACT

a(i) Do you believe that radio consumption can change a persons character?

.....
.....

a(ii) How?

.....
.....

a(iii) Has radio changed your way of thinking?

.....
.....

(iv) If yes, how?

.....
.....

3a(v) Do you attribute the violent nature of adolescents today to the over consumption of moody radio programs? If yes, why?

.....
.....

3b(i) Do you believe that television consumption can change a person's character?

.....
.....

3b(ii) How?

.....
.....

3b(iii) Has television consumption changed the way you think?

.....
.....

3b(iv) If yes, how?

.....
.....

3b(v) Do you attribute the violent nature of adolescents today to the over consumption of violent movies broadcast on television? If yes, why?

.....
.....

THANK YOU FOR YOUR CO-OPERATION, TIME AND PATIENCE