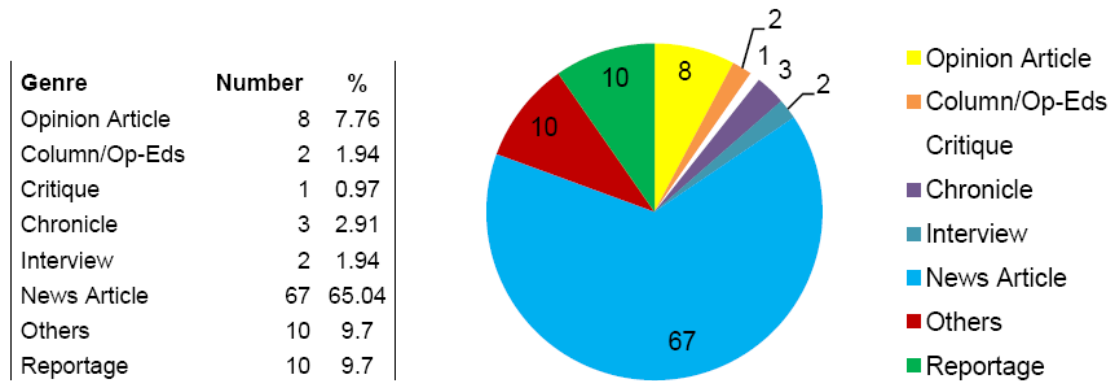


Figure 2. Classification of texts by genre



Source: Authors' own creation

Regarding the sections where the alcohol-related texts were located, the “others” category, includes the original sections of each newspaper, provided the largest percentage of texts, 33%. The “society” section provided the second largest percentage of texts, 17.47%, and the “national” section provided the third largest percentage of texts, 11.65%. The other sections that provided alcohol-related texts are, in decreasing order: “health supplements” (with 9.7%), “accidents and crime” (with 8.73%), “culture” (5.82%), “international” (4.85%), “opinion” (4.85%), and lastly “regional” (with 3.88%).

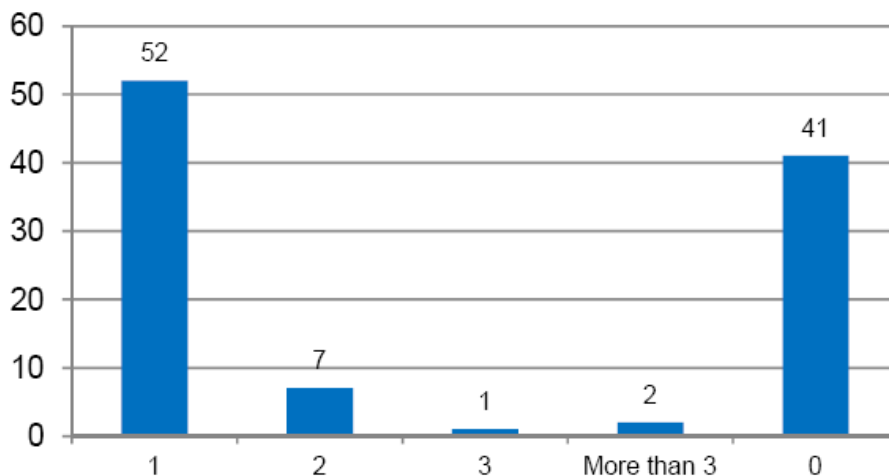
Table 3. Sections where the texts were located

Section	Number	%
Culture	6	5.82
International	5	4.85
National/Politics/Spain	12	11.65
Opinion	5	4.85
Others	34	33
Regional sections	4	3.88
Society	18	17.47
Accidents and Crime	9	8.73
Health supplements	10	9.7

Source: Authors' own creation

With regards to the texts’ graphic elements, we will only evaluated the inclusion of images based on a 100-points scale and using Kayser’s method. As we can see in the figure below, most texts only included one image (52), while a very important amount of texts did not include images whatsoever. There were only two texts that included more than three images. The average mark achieved in the formal analysis is not very high: 33.53 points.

Figure 3. Classification of texts by number of included images



Source: Authors’ own creation

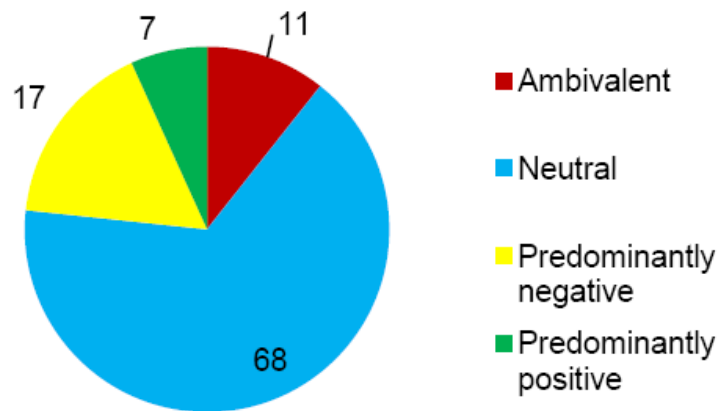
Most alcohol-related texts were located in even numbered pages (48), and had less presence in odd numbered pages. In terms of section openings, 10 texts opened a section in odd numbered pages and 5 opened a section in even numbered pages. Finally, there were 7 texts in front pages and only 1 in a back page.

Table 4. Location of texts in the newspaper

Location	Number
Back page	1
Odd numbered section-opening page	10
Odd numbered normal page	32
Even numbered section-opening page	5
Even numbered normal page	48
Front page	7

Source: Authors’ own creation

Figure 4. Overall approach of the journalistic texts towards alcohol consumption



Source: Authors' own creation

The most common approach towards alcohol consumption in the sample of texts was neutral, which was identified in 66.01% of the cases, or 68 texts. The second most common approach was “predominantly negative” (17), and the third most common was “ambivalent” (11). There were only 7 texts that exhibited a “predominantly positive” approach.

Table 5. Main theme of the texts

Main theme	Number	%
Drug trafficking, in general	1	0.97
Consequences related to drunk driving	14	13.59
Consequences related to conflicts/crime	11	10.67
Celebrities and alcohol consumption	7	6.79
Violence against women	3	2.91
Consequences on physical health	6	5.82
Consequences on mental health	1	0.97
Data on drug consumption	11	10.67
Data on addictive behavioural disorders	2	1.94
Data on general consumption	3	2.91
Prevention	8	7.76
Institutions	4	3.88
Presentation of studies and research results	8	7.76
Celebrities and prevention	3	2.91
Leisure	11	10.67
Others	1	0.97

Source: Authors' own creation

Regarding the main themes in alcohol-related texts, the most common was the consequences related to drunk driving, which appeared in 13.59% of the cases (14 texts). The second most common main themes were “consequences related to conflicts/crime”, “data on drug consumption”, and “leisure activities”, each of which appeared in 10.67% of the cases (11 texts). The third most common themes were “prevention” and “presentation of studies and research results” each of which appeared in 7.76% of the cases (8 texts). The fourth and fifth most common themes were “celebrities and alcohol consumption”, which appeared in 6.79% of cases (7 texts), and the “consequences on physical health”, which appeared in 5.82% of cases (6 texts). In contrast, the theme of “celebrities and prevention” only appeared in 2.91% of cases (3 texts), which is the same level of presence for “data on general consumption [of any kind, food, drinks, drugs, etc.]”. The least common themes were, in decreasing order: “data on addictive behavioural disorders”, “drug trafficking, in general”, and the “consequences on mental health”.

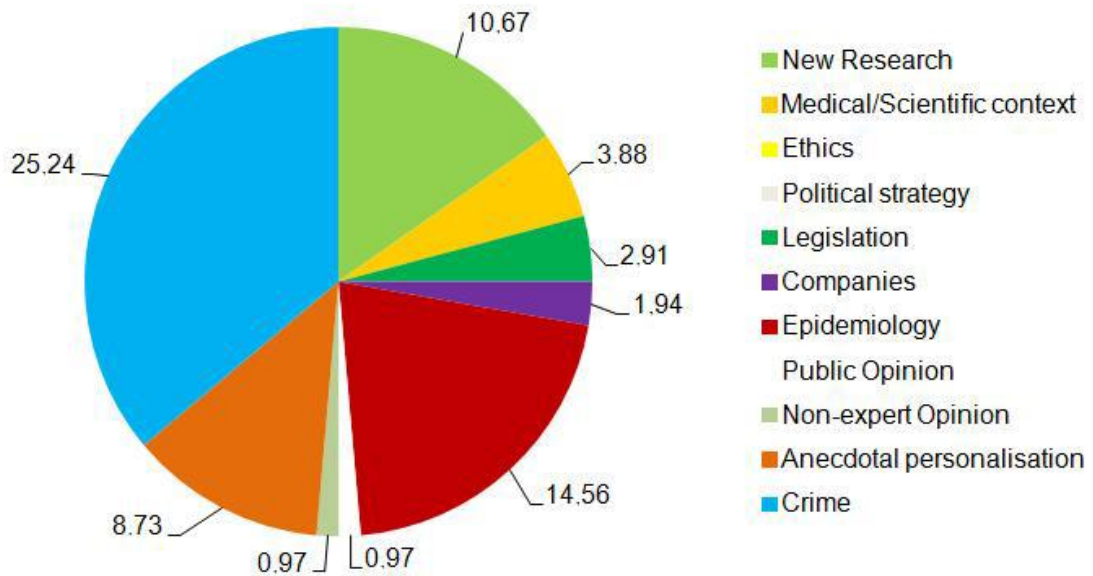
Table 6. Quantitative and percentage presence of the different frames in summary leads

Frames	In lead/highlighted		Present but not strongly	
	%	N°	%	N°
New research	10.67	11	26.21	27
Medical/scientific context	3.88	4	11.65	12
Ethics	0	0	8.73	9
Political strategy	0	0	3.88	4
Legislation	2.91	3	16.50	17
Companies	1.94	2	5.82	6
Epidemiology	14.56	15	31.06	32
Public opinion	0.97	1	13.59	14
Non-expert opinions	0.97	1	3.88	4
Anecdotal personalisation	8.73	9	18.44	19
Crime	25.24	26	34.95	36

Source: Authors’ own creation.

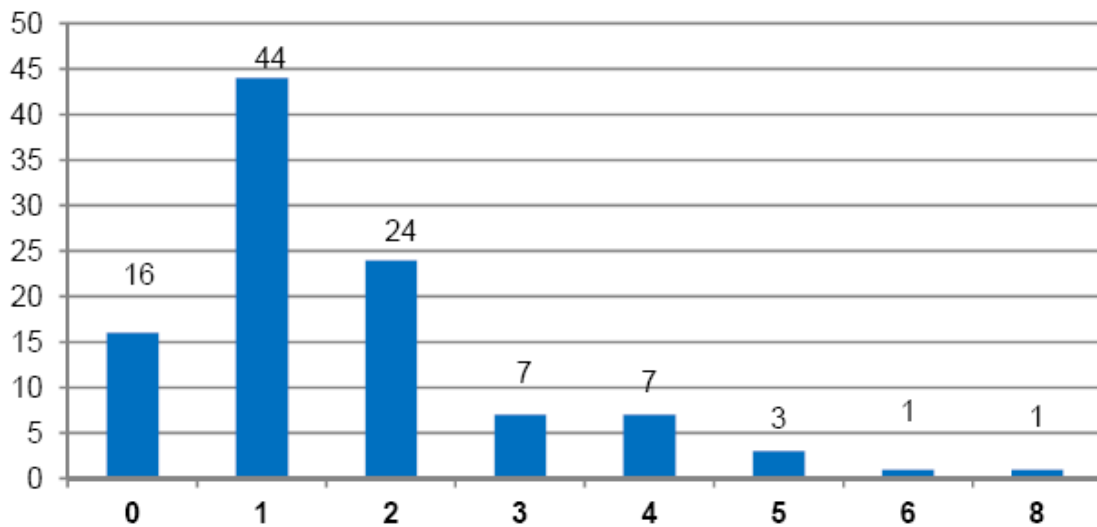
In terms of frames, the most common frame was “crime” as it appeared in 25.24% of the cases (26 texts), followed by “epidemiology” which appears in 14.56% of the cases (15 texts). The third most common frame was “new research results”, which appeared in 10.67% of the cases (11 texts). The least common frames were “anecdotal personalisation” (which appeared in 8.73% of the cases); “medical/scientific context” (which was identified in 3.88% of the cases); “legislation” (which was detected in 2.91% of the cases); and “companies (and markets)” (which appeared in only 1.94% of the sample).

Figure 5. Predominant frames in the sample of texts



Source: Authors' own creation

Figure 6. Classification of texts by number of cited sources

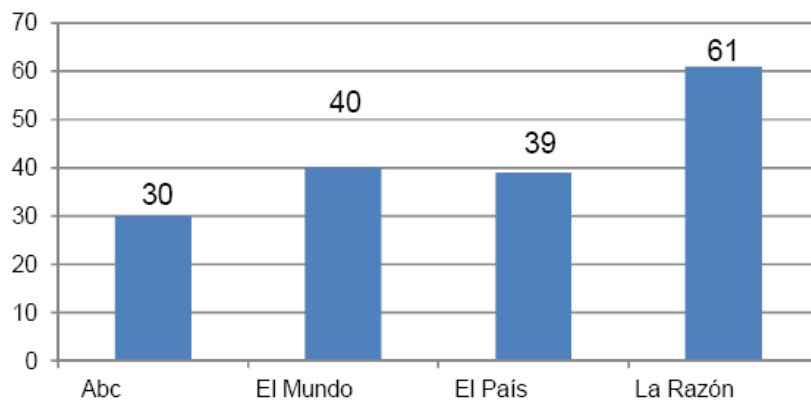


Source: Authors' own creation

As we can see in figure 6, the vast majority of texts only cited one source (42.71%), followed by those citing 2 sources (23.3%). There was a considerable percentage of texts, 15.53% of the sample (16 texts), that did not cite any personal source.

The newspaper with the largest number of cited sources was *La Razón* (61), which was also the paper that published the largest number of alcohol-related texts. *El Mundo* and *El País* cited almost the same number of sources, 40 and 39, respectively. *Abc* ranked last with 30 sources, although the difference is not very relevant.

Figure 7. Number of cited sources per newspaper



Source: Authors' own creation

As we can see in table 7, texts citing only one source mostly refer to private institutions (mentioned as single source in 16 texts), and politicians and security forces (each mentioned in 14 texts). The third most common single sources were psychological/health institutions and scholars (each mentioned in 7 texts). Finally, “scientists” were cited as single sources only in 6 texts.

The texts that cited two sources also referred mostly to private institutions (cited in 9 texts), which were followed by politicians (6) and non-experts (4). When there sources were cited, they refer mostly to psychological/health institutions (cited in 5 texts). Interestingly, when 4 or 6 sources were cited they referred to non-expert commentators.

Table 7: Classification of texts by number of cited sources

Number of Sources	Politicians	Police/ Security Forces	Courts/ Judges	Scientists	Scholars	Private Institutions	Psych/ Health Institutions	Non-Experts
1	14	14		6	7	16	7	14
2	6	2	1	1	1	9	2	4
3				1		2	5	2
4								1
6								1

Source: Authors' own creation

After applying a predictive algorithm to the data and specifying a precedent we can predict with confidence the subsequent behaviour. We have associated the presence and absence of alcohol-related texts with the frames in order to detect important presences or absences. The most relevant findings were related to the presences. Thus we can predict that in the sample of texts about drugs and alcohol, published by the selected newspapers, the frame of epidemiology will appear 2.47 more times than any other frame and that the framing of “new research results” will appear 2.15 more times than other frames. Under the same conditions, if the subject of alcohol is absent, i.e. when the texts deal with other drugs, we can predict that the “political strategy” frame will appear 1.95 more times than in the rest of the texts.

6. Conclusions

The subject of alcohol consumption does not have a significant quantitative presence in the agenda of the four studied newspapers. In total, 103 alcohol-related journalistic texts were identified and the differences in terms of coverage across newspapers are not particularly significant. The largest number of alcohol-related texts was published by *La Razón* (36), while the smallest number was published by *Abc* (17). In any case, the average number of alcohol-related texts published per month (of 30 days) was 4.29. In this sense, the first research hypothesis, which expected the Spanish media to give an important coverage to alcohol consumption given its severity in the country, was not confirmed in the analysed newspapers.

In view of the results obtained in relation to the quantitative coverage, the formal features and the different variables of analysis (genre, texts' location and graphic elements, etc.) we can conclude that the coverage of the issue of alcohol was, generally, poor and this favoured the public's dismissal of the coverage and the subject as a whole. In relation to genre, the news article was the most frequent genre as it constituted 65.04% of the sample of texts, followed by the reportage and “other genres” category, each of which accounted for 9.7% of cases. The low percentage of opinion articles on the subject (7.76% of the sample) was shocking. Most texts were located in normal even-numbered pages (48), in comparison to odd-numbered pages (32).

In terms of graphic elements, most texts (52) only included an image but a very considerable amount included none (41), so it can be concluded that not much importance was granted to the graphic treatment of the subject of alcohol. Based on a 100-points scale, the formal treatment variables under analysis achieved a low average mark: 33.53 points.

Therefore, we can conclude that the quantitative and formal analyses refute the first hypothesis.

The study also contradicted the second hypothesis, which expected to find a considerable presence of drug addiction prevention campaigns and institutions in alcohol-related texts as sources and main themes. Drug addiction prevention campaigns and institutions had a reduced presence as main themes, as they were the subject matter in only 8 and 4 texts, respectively (which represented 7.75% and 3.88% of the sample), and as sources, as earlier studies had pointed out (Zalakaín, 2004).

The vast majority of texts only cited one source (42.71%), while 23.3% cited two sources and 15.53% (16 texts) did not cite any source. The majority of texts that cited only one source referred to private institutions (16), followed by politicians and police/security forces (each in 14 texts). The third most common single-cited sources were psychological/health institutions and scholars (cited in 7 texts each), followed by scientists (cited in 6 texts). Interestingly, those texts that cited 4 or 6 sources, referred to non-expert commentators. All this leads us to refute the second hypothesis.

With regards to the third hypothesis, which expected the press to follow the recommendations of the experts advocating for the prevention of alcohol consumption (FAD, 1998; López-de-Luzuriaga and Bermejo, 2004; Paricio, 2010), the results highlighted that only a very low percentage of alcohol-related texts, 7%, was presented from a health perspective or section. Most texts appeared in the original sections of each newspaper and the society sections (in 17.47% of cases).

In terms of frames, the most common was “crime”, in 25.24% of the cases (26 texts), followed by “epidemiology” in 14.56% (15 texts). The third most common frame was “new research results” which appeared in 10.67% of the cases. Regarding the main themes in alcohol-related texts, the consequences related to drunk driving was the most common theme (14), followed by conflicts/crime, data on drugs consumption, and leisure activities, each of which appeared in 10.67% of the cases. So, despite the control of drug consumption in Spain is the under the responsibility of the Ministry of Health and not the Ministry of Interior, the criminal framing predominates over the health framing.

In relation to the results on the texts’ approach towards alcohol consumption, it was clear that the neutral approach was the most common, as it was identified in 66.01% of the cases (68 texts). This is a clear reflection of the normalisation of the consumption of this legal drug which, as many authors have pointed out, is not presented as a drug in the media.

The results are only partially consistent with our expectations to find a low presence of texts associating alcohol and celebrities and to find the media helping in the prevention of the abusive use of this substance, insofar as only 6.79% of the cases (7 texts) mentioned celebrities consuming alcohol. However, the number of texts that used celebrities to promote prevention was even lower: 3 texts (2.91%). Therefore, the press does not take advantage of the popularity of sports celebrities, for example, in

prevention campaigns and the promotion of healthy lifestyle that clearly discourage the abusive consumption of alcohol.

These results lead us to conclude that the third hypothesis was only partially corroborated, given that the texts were primarily located in the “others” and society sections, despite the health section is the most appropriate place to include information oriented to the prevention of alcohol consumption. Regarding thematic categories and frames, alcohol was fundamentally presented as a criminal issue, while there was a low use of more social frames, which are the most recommended by the reviewed authors (López-de-Luzuriaga and Bermejo, 2004). In terms of approaches, a clear message of rejection towards alcohol consumption was not identified. The most predominating approach was neutral.

The study found that the analysed newspapers partially complied with the recommendations made by institutions, like the American Department of Health, about avoiding associating success and alcohol and glamorising alcohol consumption. The analysed newspapers offered a very low percentage of texts associating celebrities and alcohol consumption. However, the analysis of the texts suggests that the analysed newspapers hardly provided any positive alternative models.

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