

# **Effect of Alcohol related Crime news in Polimer News Channel on the Alcohol Consumption attitude of Alcoholics in Chengalpattu District of Tamil Nadu**

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## **ABSTRACT**

Alcoholism is a life-threatening habit that not only harms oneself but also others. Alcohol is a crucial factor in the conduct of crimes and acts of violence. Excessive drinking reduces apprehension and affects judgement, which leads to more violent activities. This is the primary cause of the rise in the number of alcohol-related offences. The Alcohol Rehab Guide has listed out the criminal activities that are associated with excessive alcohol such as Sexual Assault, Intimate Partner Violence, Robbery, Aggravated Assault, Homicide, Child Abuse, Kidnapping etc. Media plays a vital role in reporting all the crimes that occur as a result of alcohol consumption. There are various major alcohol related crime incidents reported in the media which people could still remember. This reportage should not just stop with informing people about those crime but should also make people aware of the ill-effects of alcohol consumption and prevent people from consuming alcohol. The main objective of this research is to study the effect which Alcohol related crime news telecast in Polimer Television News channel has created on the alcohol consumption attitude among Alcohol drinkers in Chengalpattu District in Tamil Nadu. Their attitude has been studied through survey method using Schedule tool. Around 100 samples were chosen from Chengalpattu District using purposive sampling technique. The study shows that the respondents did not show positive attitude towards alcohol related crime news on Polimer Television News Channel.

**Keywords:** ALCOHOL, ALCOHOL-RELATED CRIME, ALCOHOL CONSUMPTION, VIEWERS ATTITUDE, TELEVISION NEWS, ALCOHOL DRINKERS

## **1.1 Introduction**

People have been drinking liquor for millennia. In India, production and consumption of alcohol is in existence since the Vedic period that is between 1500 BC and 600 BC. Sanjay (2020) in his article says that Alcoholic beverages is being used by human beings for ages,

and the utilization of alcohol seem to have first documented in the Indus Valley civilisation between 3000-2000 BC. The two Hindu epics of India the Ramayan and Mahabharat also have mentioned the use of alcohol. As per Hindu mythology it is believed that King Indra consumed alcohol named as “Somarasa or Somabanam”. This alcohol production and consumption was continued by various Kings of the Mughals in the name “Madira”. Later during the British period production, distribution and consumption of alcohol became so prominent in India and it continues to be very prominent even now.

As per the Indian Constitution, alcohol is kept under State list based on its Seventh Schedule. So, every State in the Country has its own regulation thereby it varies from State to State. In India States like Nagaland, Gujarat, Bihar and Mizoram and one Union Territory Lakshadweep have legally banned alcohol. The act of Alcohol utilization changes across various pieces of India due to different socio-social variety and contrast parents in law administering singular States inside India.

According to World Health Organization (WHO) report, throughout the world, every year 3 million people die as a cause of liquor consumption, and millions of people suffer from disabilities and bad health. Substance misuse is a factor in some, but not all, crimes: more than half of all murders occur when the perpetrator is inebriated. When it comes to drinking, males are more likely than females to be violent, and a history of violence predicts future criminality.

According to National Crime Records Bureau (NCRB) data, Gujarat has recorded 26 crimes per 1 Lakh women in 2018, compared to 15.4 in Tamil Nadu, as a result of alcohol consumption. The 4th National Family Health Survey data of 2015-16 shows that 71 percent of women whose life partner frequently get drunk have experienced physical or sexual violence, compared to 22 percent of women whose husbands don't consume liquor. In Tamil Nadu, offer of liquor is done authoritatively through The Tamil Nadu State Marketing Corporation Limited (TASMAC), which carries significant income to the State.

Upon considering the impacts of media on attitudinal and social transition of individuals, this study endeavours to figure out the effect of alcohol related crime stories that are reported in Tamil Television News Channels on the alcohol consumption attitude among alcohol drinking men in Chengalpattu District in Tamil Nadu.

In order to conduct this study with alcohol drinkers and to trace literatures related to the research problem, this research question has been framed. “What is the attitude of alcohol drinkers on alcohol consumption as an effect of alcohol related crime news telecast in Polimer News Channel?”

## **1.2 Objective**

This research tries to find out the effect of alcohol-related offences that are reported in Polimer News Channel on the alcohol consumption attitude of alcohol drinkers.

### **1.3 Need for the Study**

Alcohol is a crucial factor in the conduct of crimes and acts of violence. Excessive drinking reduces apprehension and affects judgement, which leads to more violent activities. This is the primary cause of the rise in the number of alcohol-related offences. Alcohol consumption has led to various crime like domestic violence, Robbery, Rape, Assault, Murder, Child Abuse and Kidnapping. According to NCRB data of 2015 “Alcoholism plays a major role in 70-85% of offences against women. 2,026 girls and women in 2014 were sexually exploited, 1,423, were kidnapped, 1,286 were raped, and 11,206 faced several forms of violence and crime.”

### **1.4 Limitations of the Study**

The study has been limited within the state of Tamil Nadu and further it is limited to Chengalpattu district. This study concentrates only on male alcoholics. With respect to Tamil Television News Channel chosen for this study only Polimer TV channel has been used.

### **1.5 Methodology**

This study examined the attitude of alcohol drinkers on alcohol consumption as an effect of the alcohol related crime news that are reported in Polimer News Channel in Tamil Nadu, India. In particular, the study measures if alcohol related crime news reported in Tamil Television News channels have created any attitudinal change in the minds of alcohol drinkers after being exposed to alcohol-based crime news that are reported in News.

In order to examine this, Survey method was deployed and data is collected from samples in Chengalpattu District in Tamil Nadu, India. Chengalpattu District is a newly formed District in Tamil Nadu which has rural, semi-urban and also urban regions. The samples were chosen through Non-Probability Purposive Sampling Technique. Around 100 samples who are alcoholics have been identified for the study and the survey has been conducted using a questionnaire. The Survey data has been collected via both online and offline methods. For the online data collection, the questions were prepared using an online tool and for offline the paper survey method was used. The samples were chosen from both rural, urban and semi-urban regions in the district.

The survey questionnaire consists of both multiple choices and questions designed based on Likert scale. The questionnaire has different category of questions. The questionnaire has two different sections. The first section has questions to obtain demographic details of the samples and another section in which the sample’s alcohol consumption details are obtained. The other section has questions to check the knowledge of the samples towards watching Television news on alcohol related crimes and their awareness on the crimes that are committed for which alcohol was the prime cause. There are some questions to measure the

attitude of the samples towards alcohol consumption as an effect of news on alcohol related crimes.

## **1.6 Alcohol Consumption**

The term "alcohol consumption" refers to the intake of beverages containing ethyl alcohol. Whenever polished off in critical sums, liquor is arranged as a 'calming entrancing,' and that implies it pushes down the focal sensory system. In little dosages, liquor can go about as an energizer, making sensations of elation and loquacity; in any case, drinking an excess of liquor at a time can bring about sluggishness, respiratory melancholy (in which breathing turns out to be slow, shallow, or stops completely), unconsciousness, or even demise. Liquor addiction is a dangerous propensity that hurts oneself as well as others.

### **1.6.1 Alcohol Consumption in India**

As per UBS Report of 2021, the per capital consumption of alcohol in India is much lower at 5.5 litres when compared with the worldwide normal of 6.2 litres and in the East Asian and Pacific region the average is 6.4 litres. The per capita consumption of alcohol in India in 2019 was 3.09 litres. This was a surge compared to 2010 when the figure rested at 2.73 litres. When compared to the worldwide alcohol market, the Indian market is the third-largest in the world with about 600 million people above the permitted drinking age.

In India, consumption of alcohol is spread throughout the country. It has been estimated that around 160 million people drink liquor in India. Balasubramani et. al. (2021) has found out that India has three significant liquor problem areas: North-Eastern states, Eastern states like Chhattisgarh, Odisha, Jharkhand, and Telangana, and Southern regions of Tamil Nadu and Kerala. On a normal, just 1.2% of ladies in India polish off liquor, though the public normal for men is 29.2%. Liquor utilization by all kinds of people is on the rise in North Eastern and Eastern states of the Country. Likewise, liquor drinking by men is high in Southern and Northern states of India. And in men, high-polishing off liquor states are identified as Arunachal Pradesh, Tripura, Telangana, Chhattisgarh, Manipur, Sikkim, Mizoram, and Tamil Nadu where more than 45% of men drink liquor. Liquor pervasiveness among ladies is more in all North Eastern states and Telangana.

Sanjay (2020) writes that liquor utilization in Northern states of India is between 25-40% though in southern India, the predominance of current utilization of liquor differs between 33-half, with a higher consumption among the less educated and poor people. Drinking liquor has turned into a social style especially in metropolitan and semi-metropolitan regions especially among the adolescent. At first, the liquor utilization was normal in young men yet presently a day there is expanding pattern of liquor utilization among young ladies also.

In India, all kinds of people, drink different varieties of alcohol. In any case, hard alcohol with high liquor content is exceptionally polished off in states like Mizoram, Tamil Nadu,

Meghalaya, Nagaland, and Kerala. The consumption of tadi madi/country alcohol is higher in Tripura, Chhattisgarh, Jharkhand, Assam, Odisha, and Madhya Pradesh. Contrasted with men, women in these states generally prefer tadi madi/country alcohol. Lager and wine comprise the larger extent of liquor polished off in the smaller states Sikkim and Goa and in the Union Territories like Andaman and Nicobar, Daman and Diu, Dadra and Nagar, and Puducherry.

### **1.6.2 Alcohol Consumption in Tamil Nadu**

Tamil Nadu is the single largest consumer of Alcohol in the country, chugging as much 13% of public deals. The Government of Tamil Nadu has got revenue of ₹36,013.14 crore, through sale of alcohol in the year 2021 - 2022, which is a ₹2,201.99 crore increase when compared to previous year. During 2020-2021, TASMAL has earned a revenue of ₹33,811.15 crore.

Eashwar et.al. (2019) have found that, in Tamil Nadu the average age of starting the drinking habit was found to be  $24 \pm 4$  years. Around 46.2% and 38.5% of the respondent initiated their alcohol drinking practice at the age group of 20–29 years and < 20 years, respectively. They also found that around 61.5% of the present drinkers prefer and have their alcoholic beverages at the liquor shop/bar and 73.5% of them were found to be problem drinkers. This relationship between place of alcohol utilization and problem drinking was found to be statistically important. Nearly 64.1% of the samples smoke either beedi or cigarette along with alcoholic beverages.

### **1.7 Effects of Alcohol Drinking Habit**

Liquor is one of the main causes of death and inability internationally and is the same even in India. An average of 3.2% of passings overall are brought about by liquor consistently. According to WHO, one-fourth to one-third of male population savours liquor in India and in the adjoining south Asian nations and the utilization among ladies is expanding.

As per the data of National Health Portal of India (NHP) Solanki (2015) says that liquor consumption is very normal in India both in rustic and metropolitan regions with predominance rates according to different investigations changing from 23% to 74% in men overall and in spite of the fact that it isn't so much that normal in females yet it has been viewed as common at the rate 24% to 48 % in females in specific areas and networks.

In a review carried out by Benegal et al. (2000), it was observed that liquor subordinate people spent more cash than they acquired, they had to take credits to spend for their costs connected with liquor utilization, on a normal, 12.2 working days were lost to the propensity and around 60% of the families were monetarily upheld by the pay from other relatives. In a review done by Ramanan et al., a big part of the people who polish off cocktails have stressed relationship with their relatives particularly their companion and kids.

WHO (2000) reports that another significant region where inconveniences emerge in view of liquor misuse is legitimate issues. Violations that are committed following liquor inebriation incorporate sexual/actual attack, assault, abuse of ladies in business sex work and crime. As indicated by the NCRB India, the various wrongdoings that are connected with liquor utilization fall under four significant demonstrations to be specific, the Prohibition Act, Gambling Act, Psychotropic Substance Act and Excise Act.

## **1.8 Media Reporting on Alcohol based Crimes**

Alcohol drinking plays a significant role in criminal activities and violence. Enormous amount drinking can bring down hindrances, weaken an individual's judgment and increment the gamble of forceful ways of behaving. Hence, alcohol-related violence and crime rates are on the increase throughout the country. Data shows that engaging in problematic drinking or binge drinking, i.e. consumption of an excessive amount of alcohol in a short period of time, significantly increases a person's risk of committing violent offenses/crimes.

It shows that news reports emphatically emphasize the negative outcomes of drinking. It additionally exhibits an interest with big name, where essentially seeming alcoholic is regularly adequate to justify media inclusion. While savagery and withdrawn conduct make up most news reports about liquor, wellbeing impacts have arisen as both a typical subject of stories and a critical edge for the revealing of all liquor related occasions.

Media reports various alcohol related Crimes through Newspaper, Television, Online etc, which makes people to understand the repercussions of alcohol drinking. Saha (2016) in the Business Standard report says that for every 96 minutes a single Indian gets killed or 15 people die every day because of Alcohol. Significant wrongdoings and mishaps are fuelled by liquor, which additionally prompts lewd behaviour of ladies and burglaries. Liquor misuse is likewise the motivation behind why Tamil Nadu has the biggest number of widows under 30 years old. The alcohol related crimes that occur at different places are reported in media which helps people to become aware of the different crimes that are committed as a result of alcohol consumption. According to media report, Drunken Driving has caused 8,355 road accidents in India in the year 2020 and around 48,144 and 56,204 challans were issued for drunken driving in 2021 and 2020 respectively.

## **1.9 Media Shapes People's Attitude**

The attitude of people towards news reporting seems to be positive among older generation compared to the younger generation with respect to the use of traditional media like Television and Printed Newspaper.

The media assume a significant part by affecting perspectives and social changes in view of how crowds acknowledge programs and will change their way of behaving. As indicated by Kotler and Lee (2008) perspectives and conduct changes of individuals can be made sense of

through components, for example, how to acknowledge another way of behaving, how to dismiss a possibly unfortunate way of behaving, how to adjust an ongoing way of behaving, and how to leave an old bothersome one.

People use media for various purposes to satisfy their needs, one such need is Cognitive need. They depend on Newspapers, Television, Radio, online to satisfy this need. People's view and attitude towards the news programme differs from medium to medium and content to content.

Danilova (2014) says that people's attitudes are not completely shaped by media, but at the same time in the era of globalization, media has become a very powerful tool and a strong determinant of Public Opinion. People have the tendency to believe the contents provided by media especially television as real, as expressed by Gerbner in his Cultivation theory. Perera (2021) writes, Gerbner has found that Television programs have fundamentally formed individuals' mentalities toward and assessments of the real world, regular viewers of violent content were probably going to encounter more trepidation, cynicism, expanded nervousness and a more noteworthy awareness of non-existent dangers.

Lita & Cho (2013) conducted a study that explored the causes that affect the willingness of people to change their behaviour after exposure to the media. Their study shows that media has bigger impact on the attitude and behaviour of people and they are applicable even in global environment.

## **1.9 Theoretical Perspective**

This research tries to study media effect on alcohol related crime stories reported in Tamil Television News channels on the alcohol consumption attitude of alcohol drinkers. When there is a talk about Media effects, it includes theories that explain how mass media influences audience's attitudes and perceptions. Theory of Planned Behaviour (TPB) is referred here that could assess the alcohol consumers attitude to reduce alcohol consumption. The theory was intended to explain all behaviours over which people have the ability to exert self-control. The key component to this model is behavioural intent; behavioural intentions are influenced by the attitude about the likelihood that the behaviour will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome. Using this theory one of its six constructs "Attitude" is evaluated. Attitude refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour of interest.

## **1.10 Data Analysis and Interpretation**

The research findings show 18 years as the minimum age at which the alcohol consumers have started to consume alcohol. Though 18 years is not the permitted age to consume alcohol, in the state of Tamil Nadu, some young age alcohol consumers were able to get alcohol at the liquor outlets. Around 23% of the respondents surveyed are from rural region

in the Chengalpattu district, 12% from semi-urban region and 65% from Urban region in the district. Around 66.7% of the respondents got the habit of drinking alcohol through their friends, 25% started to consume alcohol out of eagerness, 8.3% got because of break up in Love. The study also shows that more than 50% of the respondents are occasional drinker that is they consume alcohol less than three days a month, where as 16.7% of the respondents are regular drinkers as they consume alcohol at least four days a week, 8.3% are frequent drinkers that is they consume alcohol around one to four days in a week, the remaining 25% of the alcohol consumers rarely drink. Around 33.3% of the respondents are aware that Intimate Partner Violence (Domestic Violence) are committed as a result of alcohol consumption, 33.3% are aware that Assault happens after alcohol consumption, around 16.7% are aware that murder happens after alcohol consumption, only 8.3% respondents are aware about the occurrence of Robbery, Child Abuse and Rape respectively, after alcohol consumption. More than 50% of the respondents got to know about alcohol related crime news through Internet, 16.7% through Family members and relatives, 33.3% percent through Newspapers.

Around 75% have watched alcohol related crime news through Television. Majority of the respondents 58.3% could recall watching Domestic Violence/Intimate Partner Violence as alcohol related crime news on Television. Around 33.3% of the respondents have strongly disagreed that Polimer News channel show true stories of alcohol related crime news, where as 25% have disagreed that Polimer News channel show true stories of alcohol related crime news. More than 25% of the samples have strongly agreed that Polimer News channel show true stories of alcohol related crime news. More than 8.3 % have agreed that Polimer News channel show true stories of alcohol related crime news and the remaining 8.4% remained neutral with respect to truthfulness of the alcohol related crime news shown in Polimer News channel. Around 25% of the samples have strongly disagreed and 25% have strongly agreed for the statement if they have felt emotional to the news stories on alcohol related crime news in Polimer News channel. Around 16.6% has disagreed, 16.7% remained neutral and 16.7% have agreed that they felt emotional after watching alcohol related crime news on Polimer News channel. More than 33.3% of the respondents have agreed and 16.6% have strongly agreed that alcohol related crime news on Polimer News channel have made them feel that alcohol consumption is harmful and around 25% have disagreed that alcohol related crime news on Polimer News channel have made them feel that alcohol consumption is harmful. Around 41.6% of the samples strongly agree and 25% agree that they felt pity for the victims of alcohol related crimes.

More than 41.6% of the respondents strongly disagreed that those stories brought hatred in their mind towards alcohol. Around 33.3% of the respondents have disagreed of the statement that alcohol related crime news has made them stopped watching news in Television and around 25% of the respondents have stopped watching Television news because of alcohol related crime news. More than 41.6% and 33.3% have strongly disagreed and disagreed to the statement if alcohol related crime news made them think of stopping alcohol consumption. Around 16.6% and 8.3% have had the thought of stopping alcohol consumption after watching those stories. Around 50% of the respondents don't switch to another television



channels when alcohol related crime news is telecast in Polimer News channel where as 41.6% of the respondents switch to other channels during that time.

## 1.11 Conclusion

The study finding shows that majority of the respondents did not have positive attitude towards the alcohol related crime stories that are shown in Polimer News channel. The samples being alcoholic did not show positive signs of changing that attitude towards alcohol consumption and stop such habit, even after watching the alcohol related crime stories that are shown in Polimer News channel. Various other measures like increasing the price of alcohol, reducing the feasibility of liquor outlets and so on could enable the chance of alcohol consumption. These measures are to be implemented by the Government to reduce the rate of alcoholic in the state.

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