



**SDF'S ANNUAL CONFERENCE 2025**  
**#STOPTHEDEATHS**

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# **Framing Addiction: Media Representations and the Impact on Societal Perceptions in Glasgow, Scotland (2019–2025).**



**(PLEASE SCAN ME)**



**(PLEASE SCAN ME)**

# WHY THE MEDIA MATTERS

Daily Mail

Home News Royals U.S. Sport TV Showbiz Femail Health Science  
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**Armies of zombie addicts, spiralling death rates and once vibrant streets**

EXCLUSIVE

Sun Club News

**CRACK POINT** The super-strength crack cocaine sparking wave of horror in UK drug capital where dealers hack off LEGS in sick feuds

Recovering addicts told us why controversial efforts to tackle the crisis will do little to stem the tide of misery

The Telegraph

**SNP 'shooting gallery' for drug users features 'chill zone' and garden**

THE SCOTTISH Sun

News > Scottish News

**DRUGS ROOM** Britain's first 'fix room' where users can shoot up heroin and snort cocaine opened to tackle drug horror

The violent decades-long drugs feud that has 'turned Scotland's streets into a war zone' with brazen public assassinations and firebombings

Glasgow Times

'Junkie' passes out at Motherwell

Asda self-service till with cookie in hand.

BBC NEWS

'Stop saying junkie' plea to end addiction stigma

stv News

News / Glasgow & West

Taxi driver told teen he 'would rather take a junkie home' after tip snub

Sky News

[UK's first taxpayer-funded injection room to open](#)

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NEWS

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Scotland Scotland Politics Scotland Business Edinburgh, Fife & East Glasgow & West Highlands &

Alba

Scotland's papers: Truck attack and drug-dependent babies

News > Politics > Drug deaths

John Swinney can't guarantee £2.3m 'shooting gallery' will reduce drug deaths

# RESEARCH OVERVIEW

Media Articles → Critical Discourse Analysis → Language & Power



Media Articles → Thematic Analysis → Codes, Themes & Patterns

# WHAT THE MEDIA SAID

Three main themes emerged:

## 1. Criminality & Moral Blame

*“crack cocaine sparking wave of horror  
in UK drug capital where dealers hack off LEGS  
in sick feuds.”*

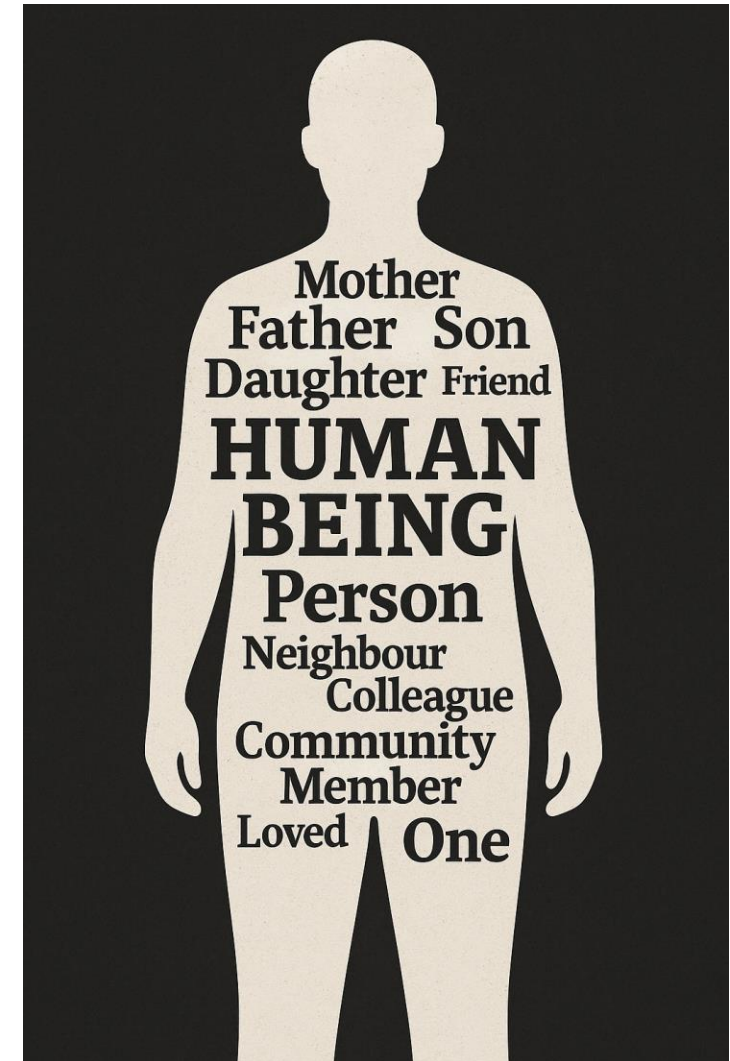
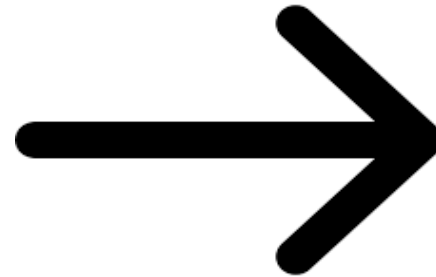
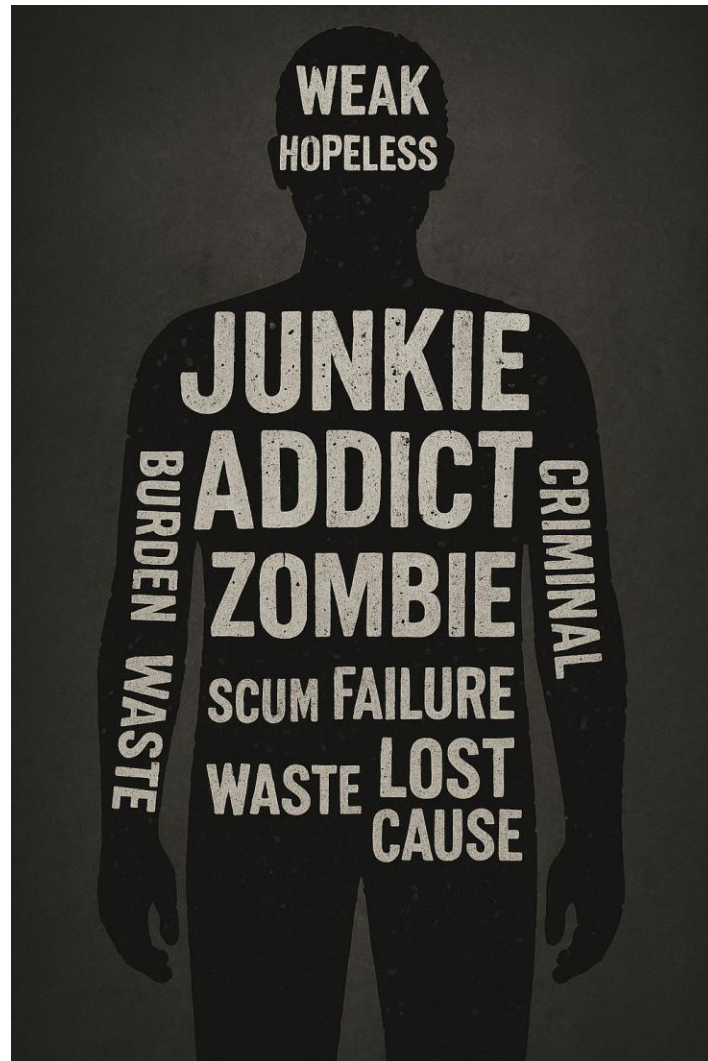
## 2. Dehumanising Language

*“'Europe's drugs capital', with alleyways, car  
parks and bin stores taken over by  
hollow-eyed junkies.”*

## 3. Silenced Voices

*“Minister Warns on  
Rising Drug Deaths”*

# WHY THIS MATTERS




# HOW POWER WORKS



COMMON  
SENSE  
&  
THE STATUS QUO



# SIGNS OF CHANGE

 Glasgow Live

Glasgow Scot Squad star speaks out about his alcohol addiction and recovery



YouTube · LADbible Stories  
1.8M+ views · 5 years ago



Two Generations Talk About How Addiction Destroyed Their

Ketamine addict warns of drug's impact on users

Sir Bradley Wiggins 'lucky to be here' after cocaine addiction



TikTok

[https://www.tiktok.com › tag › addictionrecovery](https://www.tiktok.com/tag/addictionrecovery)

addictionrecovery



The Scottish Sun

Skeletal ketamine addict weighed six stone and 'wanted to die' before Glasgow rehab centre saved him

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Recovering addict uses experience for podcast



YouTube

True Stories of Addiction - YouTube

 STV News

UK's first drug consumption room can 'save people lost in addiction'



Instagram · sobermotivation  
270.9K+ followers

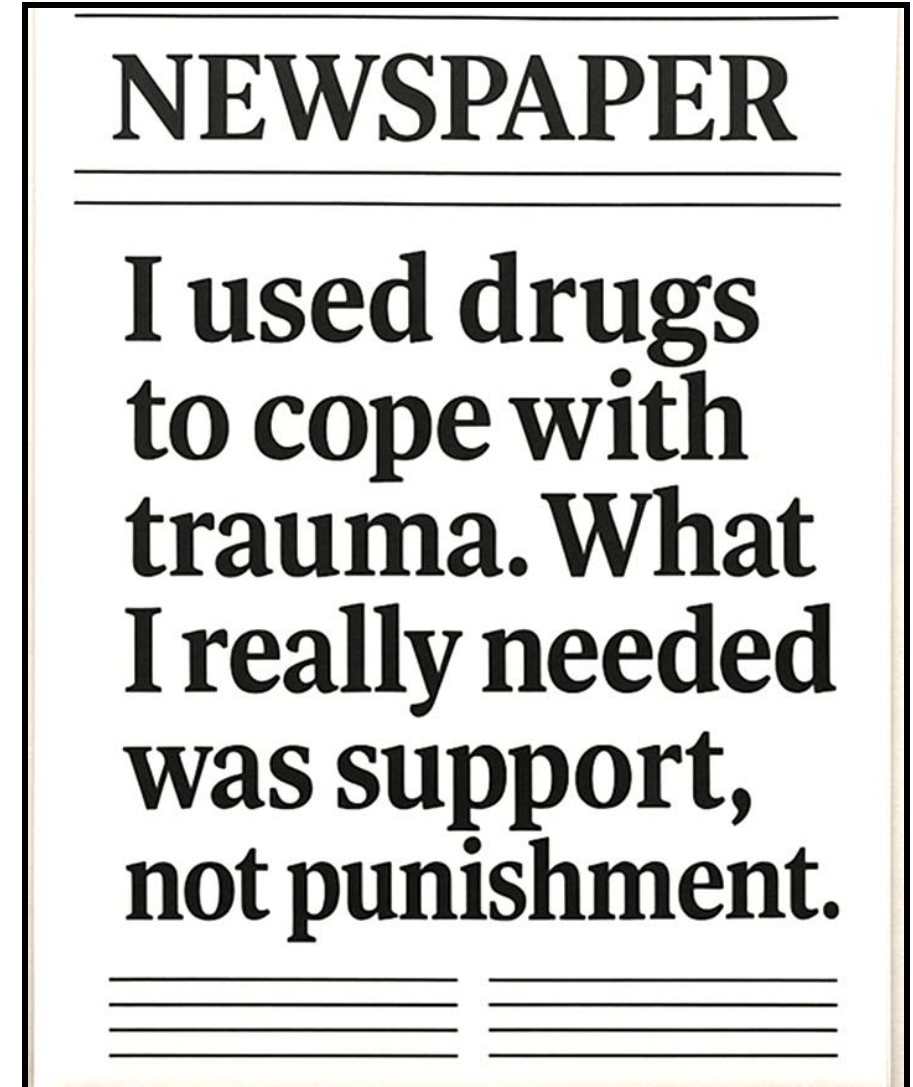
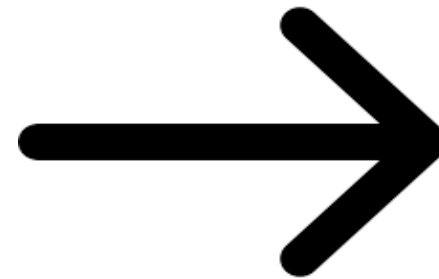


Sober Motivation (@sobermotivation)

Blogger. **Daily Sober Motivation**. Sober Motivation Podcast. Join the Sober Motivation Community. [linktr.ee/Sobermotivation](https://linktr.ee/Sobermotivation)

'Addiction documentary shows change is possible'

## WHAT NEEDS TO CHANGE



# PRACTICAL STEPS FORWARD

**Some steps we can take:**

- **Challenge harmful reporting** - through complaints, media literacy, and public & political pressure.
- **Embed media education** - in schools, youth work, and recovery programmes, so the next generation can question what they're being told and why.
- **Fund grassroots and recovery-led media** - because stories told by those closest to the issue carry real power.
- **Support and platform lived experience** - in media, policy, and public & political spaces.

# FINAL WORDS OF REFLECTION

