

PRINT MEDIA ANALYSIS

FACT SHEET - August 2018



Total Newspapers

Sinhala
06 weekday
English
05

Sinhala
07 weekend
English
05

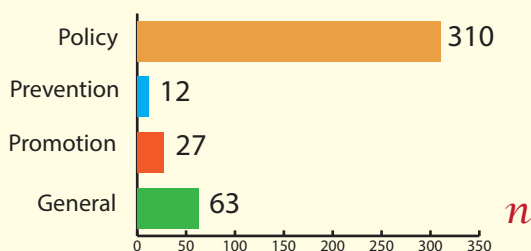
Introduction

References of the selected print media in three media; Sinhala, Tamil, English regarding alcohol, tobacco, other drugs analysis called "The Print Media Analysis". It leads to monitor and identify the prevailing trends and patterns related to alcohol, tobacco, other drug reporting. It also identifies the current attitudes and the behaviours of the media & the personalities with regard to drugs Sri Lanka.

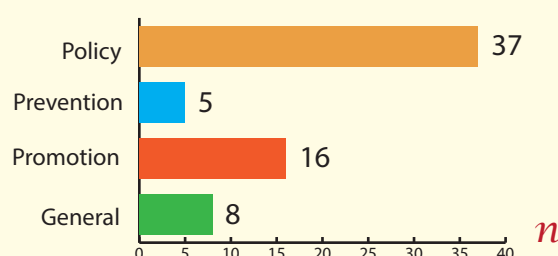
Newspaper Articles - Classification according to Promotion, Prevention & Policy

Sinhala

Monday to Saturday papers



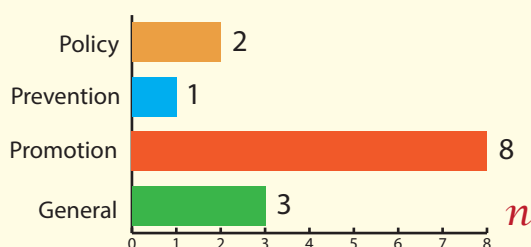
Sunday papers



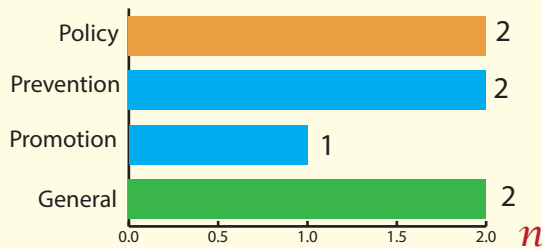
n = Number of articles

English

Monday to Saturday papers



Sunday papers



n = Number of articles

Promotion- Glamorize the Substance, Industry Image Building, Surrogate Advertising, Social believes, Unfair Privileges and Promotion through Prevention.

Prevention – Communicate the Information in an Effective Manner to Reduce and Increase the Awareness of ATOD.

Policy – Support to Policy Implementation, Support to Formulation, Undermine Policy Implementation and Undermine Policy Formulation, Success in Policy Execution and Failure in Policy Execution.

General – Specifically this does not Include Policy, Prevention or Promotion of any Drug but it Provides Information through Words or Pictures.

Title of the segment- Articles as News Papers.

A Promotion Article



දුම්කොළ වගාව බලාපොරොත්තු වන බවට පත්ව ඇත. මෙහිදී රජය විසින් දුම්කොළ වගාකරුවන්ට බොහෝ සේවාවන් සැපයීමට සූදානම් වෙයි. රජය විසින් දුම්කොළ වගාකරුවන්ට බොහෝ සේවාවන් සැපයීමට සූදානම් වෙයි. රජය විසින් දුම්කොළ වගාකරුවන්ට බොහෝ සේවාවන් සැපයීමට සූදානම් වෙයි.

A Prevention Article



මත් ද්‍රව්‍ය භාවිතය වැඩි වී විනාශයට ගත ලාංකේශ පිරිවිත. මත් ද්‍රව්‍ය භාවිතය වැඩි වී විනාශයට ගත ලාංකේශ පිරිවිත. මත් ද්‍රව්‍ය භාවිතය වැඩි වී විනාශයට ගත ලාංකේශ පිරිවිත.

A Policy Article



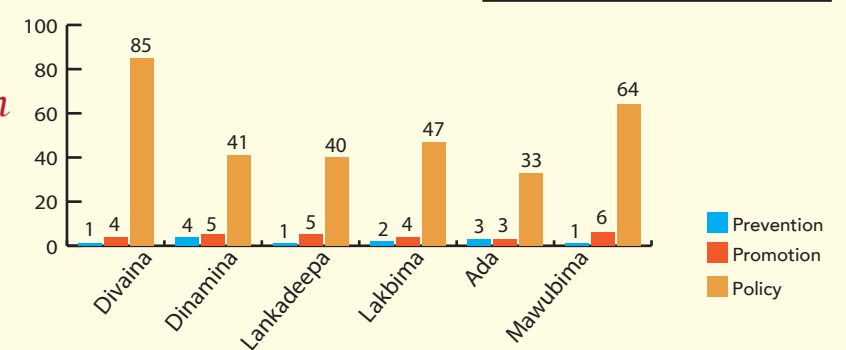
අරක්කු මිල නැගී. අරක්කු මිල නැගී. අරක්කු මිල නැගී. අරක්කු මිල නැගී.

A General Article



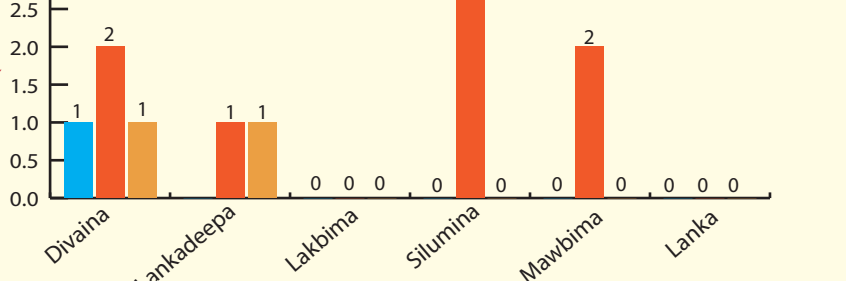
අපරාධ 90%කටම හේතුව මත්ද්‍රව්‍යයි. අපරාධ 90%කටම හේතුව මත්ද්‍රව්‍යයි. අපරාධ 90%කටම හේතුව මත්ද්‍රව්‍යයි.

Sinhala Monday to Saturday papers



Monday to Saturday papers newspaper graph shows "Mawubima" newspaper has the highest promotion. "Dinamina" newspaper was the primitive publisher of prevention. "Divaina" newspaper contributed highly in policy.

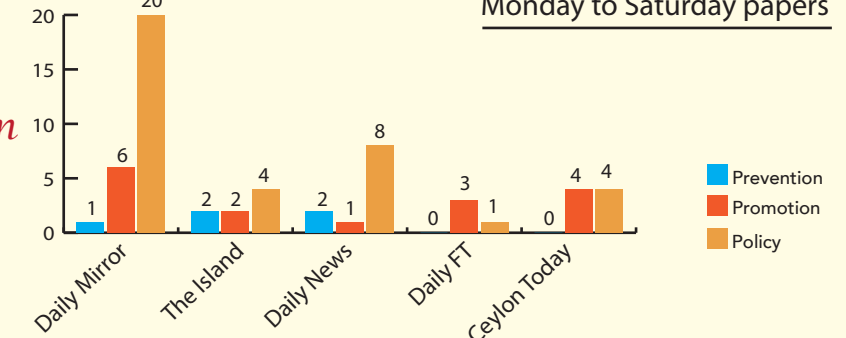
Sunday papers



"Silumina" newspaper has the highest contribution to Promotions. "Divaina" newspaper was the primitive publishers of prevention. "Divaina and Lankadeepra" were highest in policy.

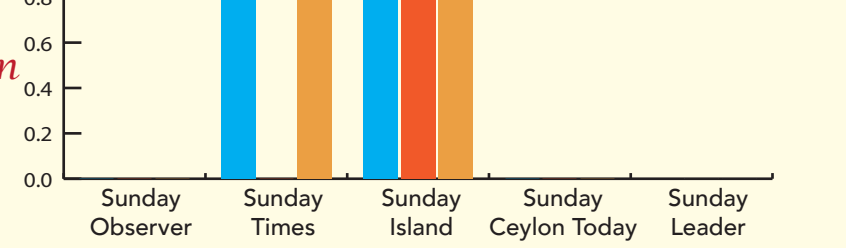
n = Number of articles

English Monday to Saturday papers



It demonstrates that the "Daily Mirror" Newspaper has contributed highly in promotions. "The Island & Daily News" newspapers were the primitive publisher of prevention. "Daily Mirror" newspaper contributed highly in policy.

Sunday papers



This graph shows, "Sunday Times and Sunday Island" Sunday papers newspaper has highly contributed in prevention. "Sunday Island" newspaper has the highest contribution to Promotions.

n = Number of articles