

# PRINT MEDIA ANALYSIS

FACT SHEET - March 2021



## Introduction

Since 2005, ADIC conducts daily surveillance on print media and produce a monthly analysis of references regarding alcohol, tobacco, cannabis, heroin and other drugs (ATOD) occurring in selected print media in the three mediums – Sinhala, Tamil and English. This “Print Media Analysis” leads to monitoring and identifying the prevailing/ current trends and patterns related to alcohol, tobacco, cannabis, heroin and other drug reporting. It also identifies the current attitudes and the behavior of the media and media personnel with regard to ATOD. This fact sheet contains the analysis of Sinhala and English newspapers in March 2021.

## Weekly Newspapers

Monday to Saturday	Sinhala	Sunday
05		03
04	English	03
04	Tamil	03

## The identified content are categorized as follows:

**Prevention** – Improve correct knowledge on ATOD, its industries and effective prevention.

**Promotion** - Glamorizing the substance, industry image building, surrogate advertising, social beliefs, unfair privileges and promotion through prevention.

**Positive policy** – Supporting implementation and formulation, of ATOD control policies.

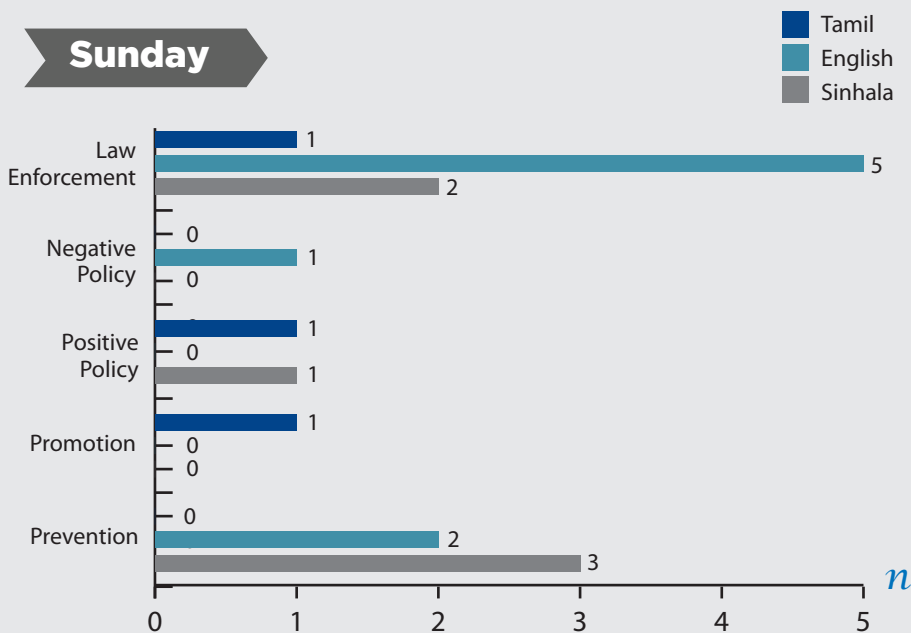
**Negative policy** – Undermining formulation & implementation of ATOD control policies.

**Law enforcement**- Legal actions taken by the authorities when ATOD related laws & regulations are violated.

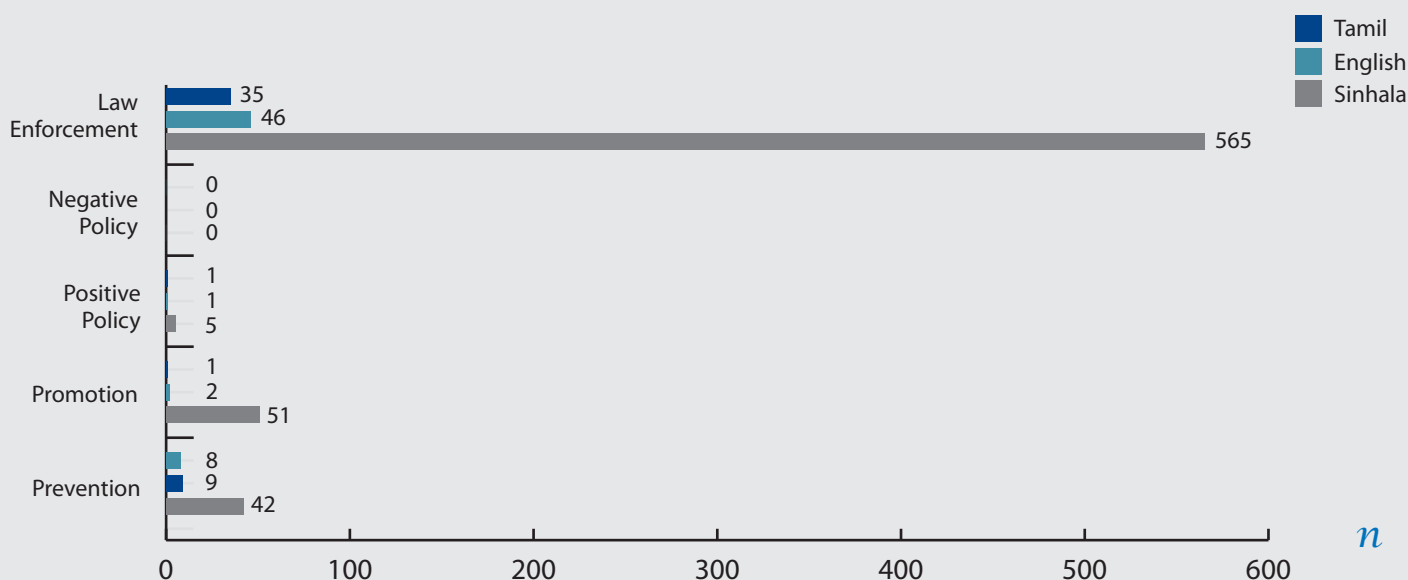
**Non Category** –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

## Classification according to Promotion, Prevention, Policy, Law Enforcement & Non Category

### Sunday

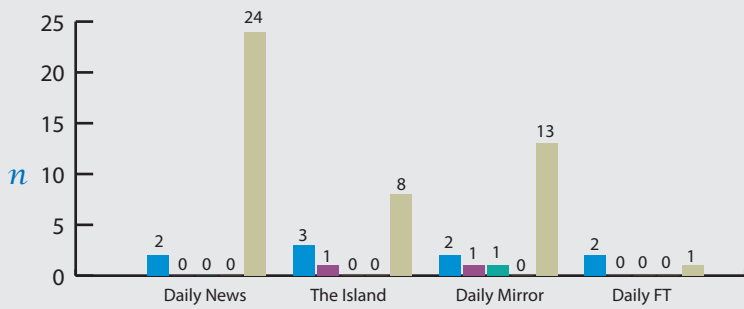


### Monday to Saturday



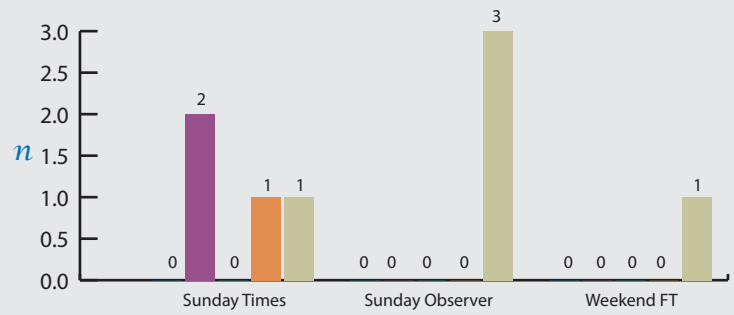
# Classification according to Newspapers

## Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The Island newspaper published 03 prevention articles. Daily Mirror and The Island published 01 promotive articles. Law Enforcement was the overall most published category in all four newspapers.

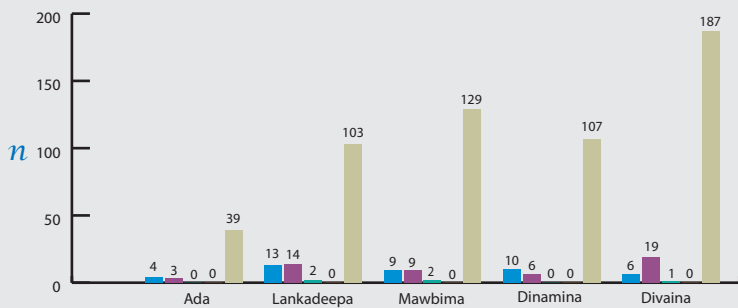
## Sunday English Newspapers



Published 02 promotion content in Sunday Times, no prevention content published in these selective newspaper during the month of March 2021.

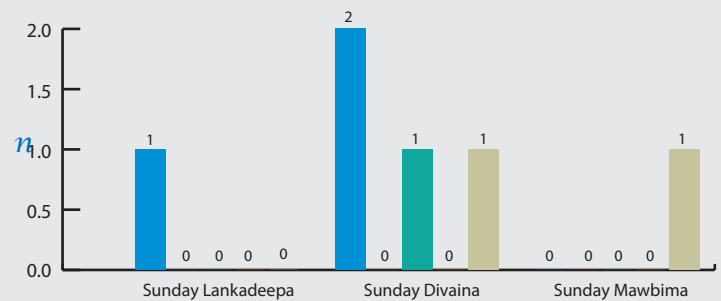
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles

## Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion was published the most in Divaina. ATOD prevention was published the most in Ada and Lankadeepa newspapers. Law Enforcement was the overall most published category in all five newspapers.

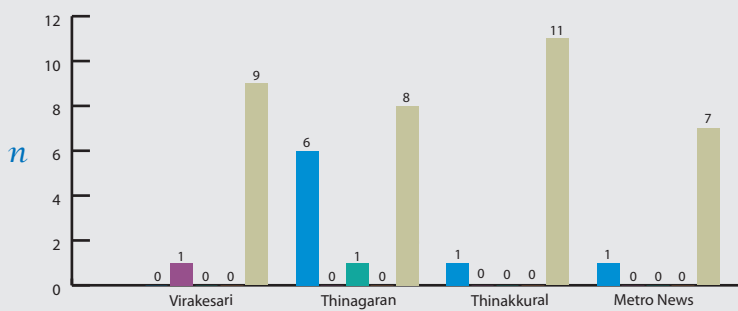
## Sunday Sinhala Newspapers



02 prevention article was published in Sunday Divaina, did not publish any promotion content in selected Sunday Newspapers in the month of March 2021.

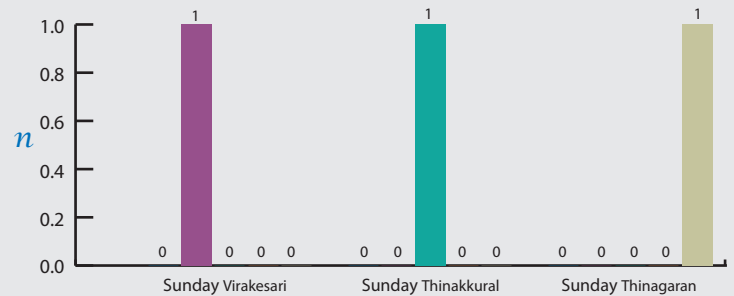
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles

## Monday to Saturday Tamil Newspapers



One article on ATOD promotion was published in Virakesari. ATOD prevention was published the most in Thinagan. Law Enforcement was the overall most published category in all four newspapers.

## Sunday Tamil Newspapers



Did not publish any promotion content in selected Newspapers in the month of March 2021,

Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles