

PRINT MEDIA ANALYSIS

FACT SHEET - December 2023



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.

Weekly Newspapers

Monday to Saturday		Sunday
06	Sinhala	05
05	English	04
03	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.

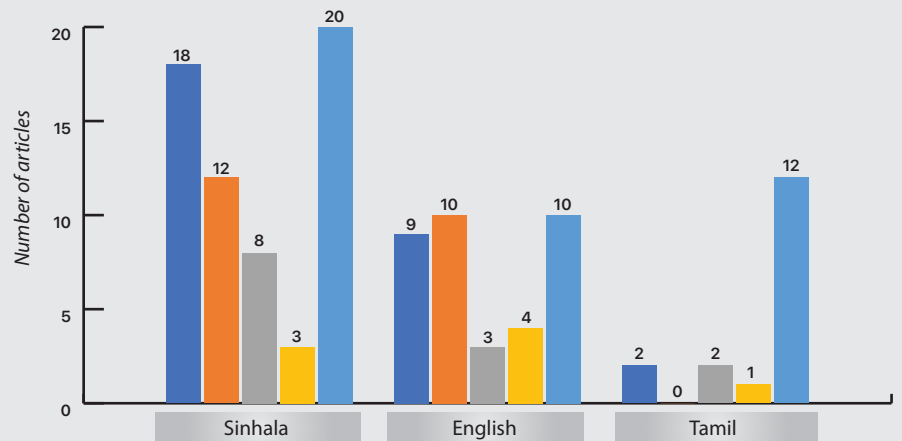
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

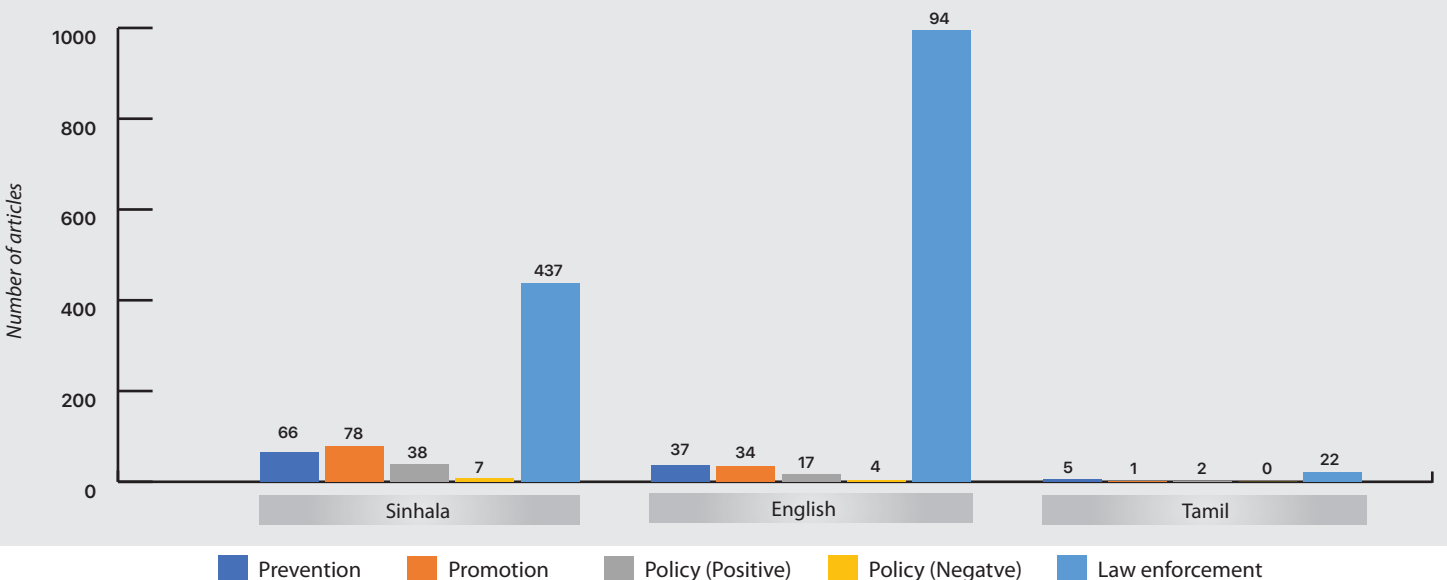
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

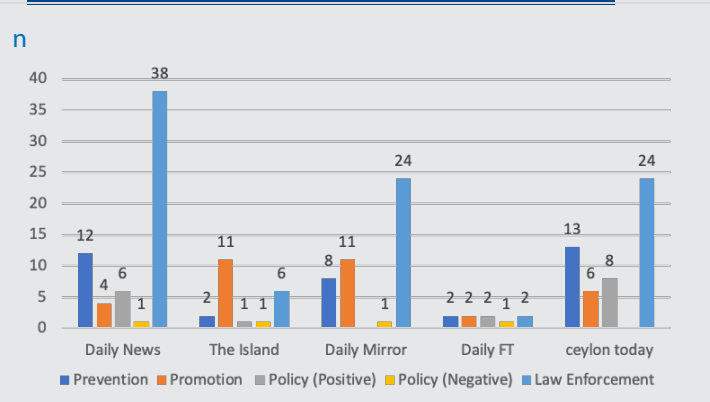


Monday to Saturday



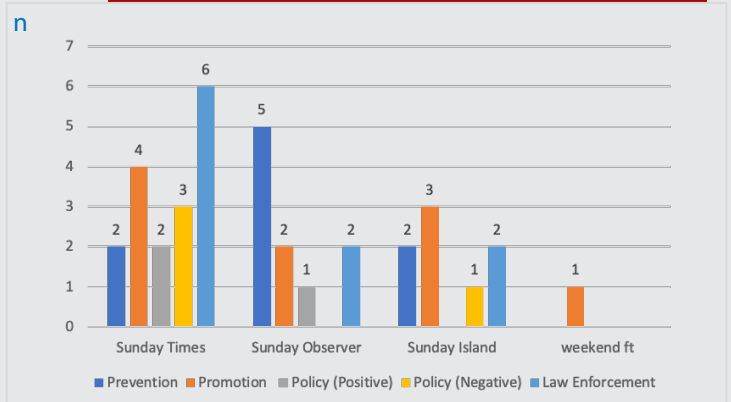
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, Ceylon Today published 13 prevention contents and 6 promotion contents. Law Enforcement was the overall most published category in selected newspapers.

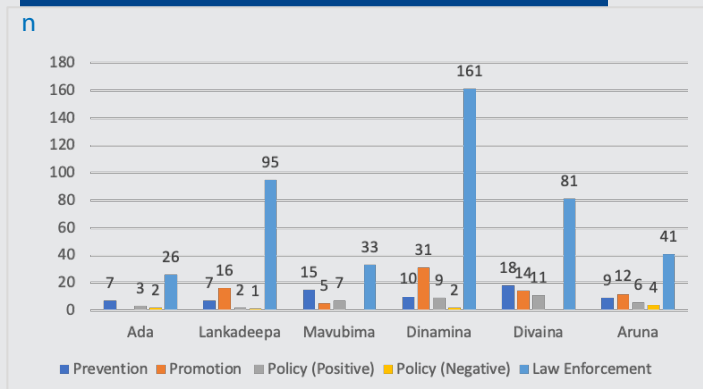
Sunday English Newspapers



Among the publications related to alcohol, tobacco and other drugs in the English newspapers on Sunday, there were 5 news related to prevention in the Sunday Observer newspaper.

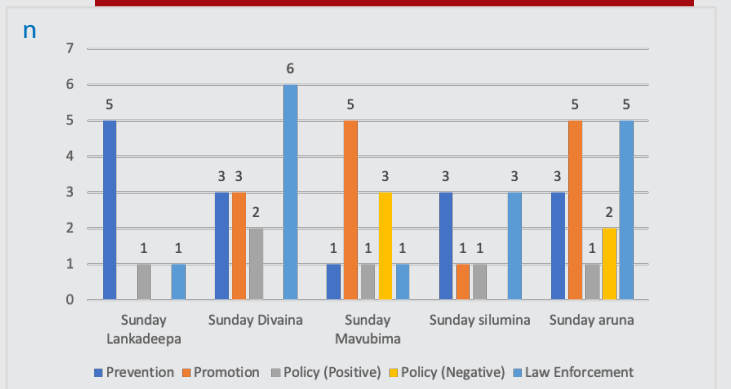
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Sinhala Newspapers



From Monday to Saturday, among the news posts related to alcohol, tobacco and other drugs in the Sinhala newspapers, the most number of posts related to prevention were published in Divaina newspaper. A large number of law enforcement related news can be found in Dinamina newspaper.

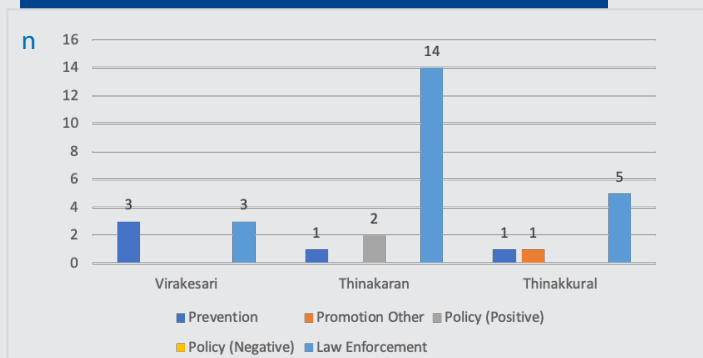
Sunday Sinhala Newspapers



Among the Sunday Sinhala newspapers, the Sunday Lankadeepa newspaper has done the most prevention of alcohol, tobacco and other drugs.

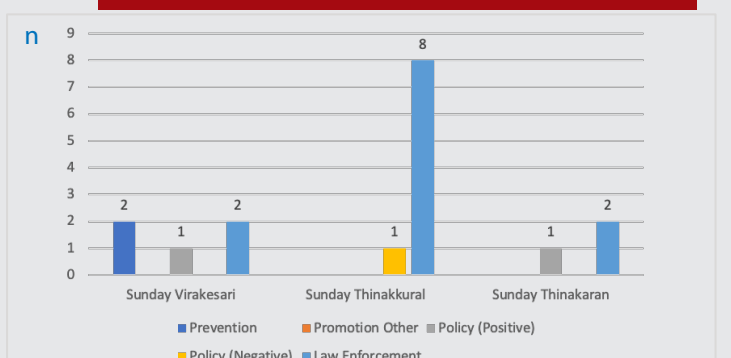
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Tamil Newspapers



Alcohol, tobacco and other drugs were most advertised in Thinakkural newspaper compared to other newspapers and law enforcement was seen more frequently in all three newspapers.

Sunday Tamil Newspapers



Among the Sunday Tamil newspapers, the Sunday virakesari newspaper has done the only prevention of alcohol, tobacco and other drugs.

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