

ELECTRONIC MEDIA

FACT SHEET - JULY 2020



The electronic media analysis conducted by the Alcohol and Drug Information Centre (ADIC) have two objectives. These are, (1) to identify and expose alcohol and tobacco industry influence on the general public through electronic media and (2) to encourage and appreciate prevention conducted through electronic media.

ADIC analyzes news, newspaper reading and teledramas for content on alcohol, tobacco, cannabis, heroin and other drugs of five popular television channels. In news and newspaper reading only frequency is analyzed. For teledramas both frequency and duration are analyzed. Identified content is categorized as follows:

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

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

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

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

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

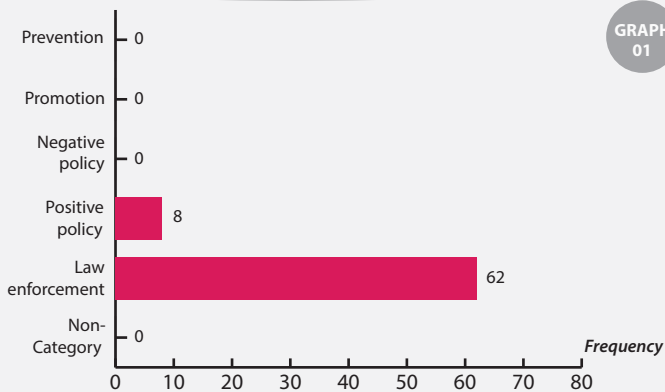
Non-Category: Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.



NEWS

| | | | |
|--------------|---------|-----------|---------|
| ITN | 6.30 PM | Hiru TV | 6.55 PM |
| Swarnawahini | 7.00 PM | Sirasa TV | 8.00 PM |

Classification by category



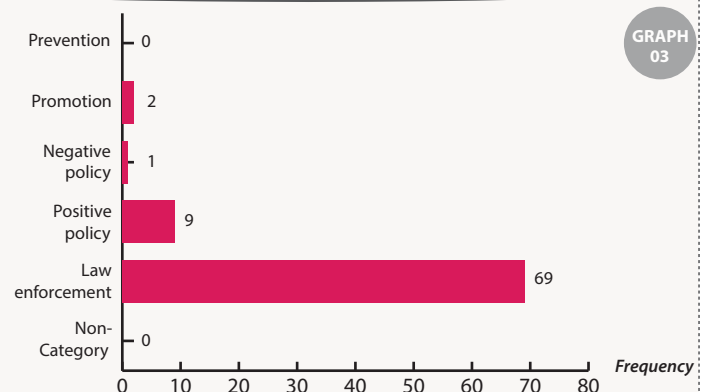
GRAPH 01



NEWSPAPER READING

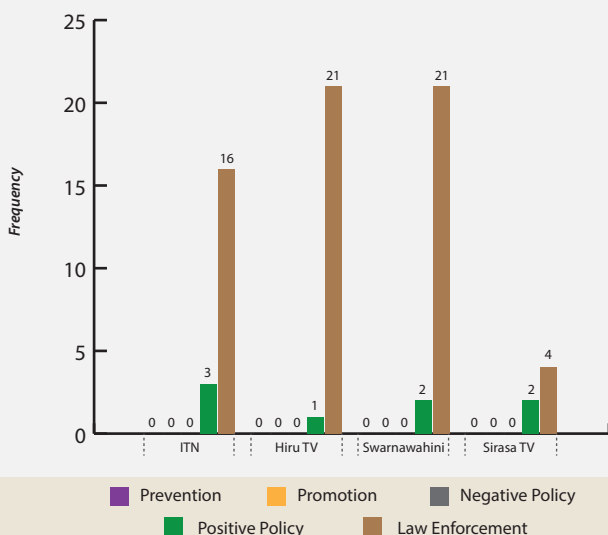
| | |
|--------------|-----------|
| ITN | Hiru TV |
| Swarnawahini | Derana TV |

Classification by category



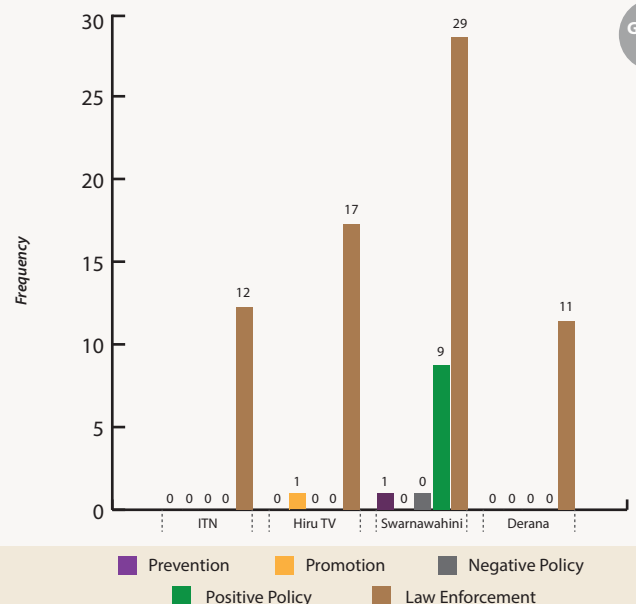
GRAPH 03

Classification by channel



GRAPH 02

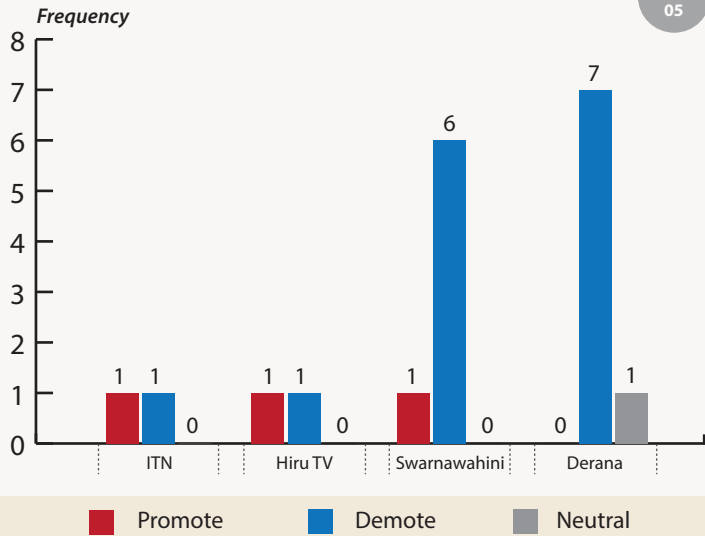
Classification by channel



GRAPH 04

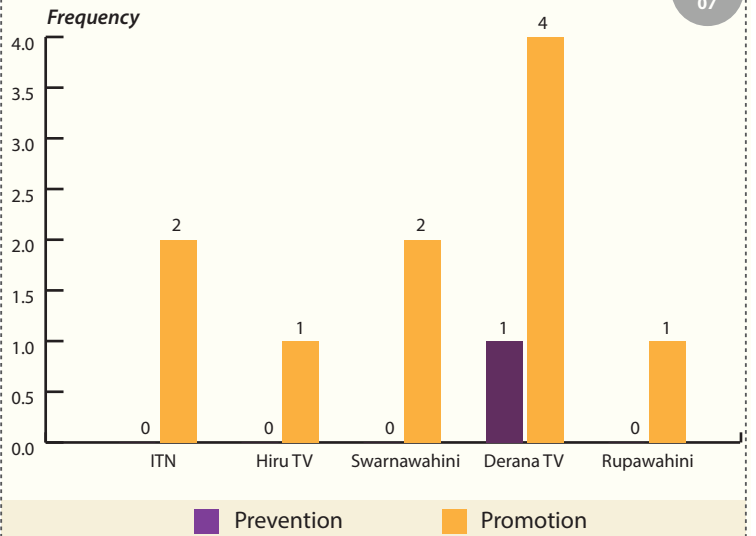
Influence of presenting style

GRAPH 05



Promotion and prevention frequency

GRAPH 07



TELEDRAMA

The most popular teledramas which were telecasted during prime time between 7:00 PM to 9:00 PM were selected for analysis.

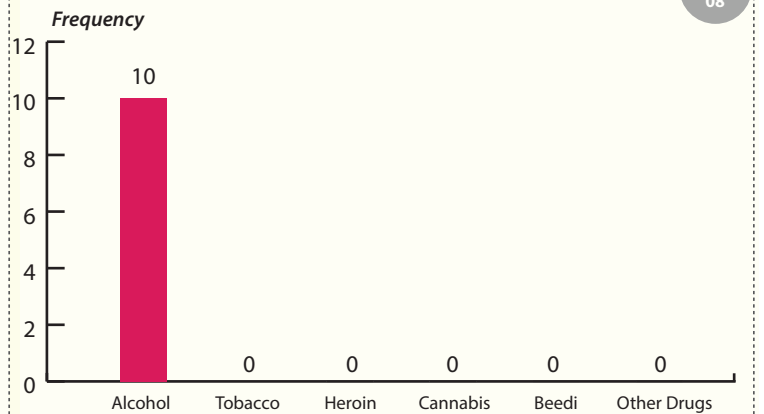
SELECTED TELEDRAMAS

| Weekday | |
|--------------|---------------------|
| ITN | <i>Sihini</i> |
| Hiru TV | <i>Ahas Maliga</i> |
| Swarnawahini | <i>Aya</i> |
| Derana TV | <i>Deweni Inima</i> |
| Rupawahini | <i>Sakala Guru</i> |

| Weekend | |
|--------------|-----------------------------|
| ITN | <i>Giri Devi</i> |
| Hiru TV | <i>Sihina Gena Kumariye</i> |
| Swarnawahini | <i>Ingibingi</i> |
| Derana TV | <i>Rawana Season 2</i> |
| Rupawahini | <i>Kala Hada</i> |

Promotion classification according to drug type

GRAPH 08



Promotion and prevention duration

GRAPH 06

