

PRINT MEDIA ANALYSIS

FACT SHEET - February 2020



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 February 2020.

Weekly Newspapers

Monday to Saturday	Sinhala	Sunday
05		03
04		02

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.

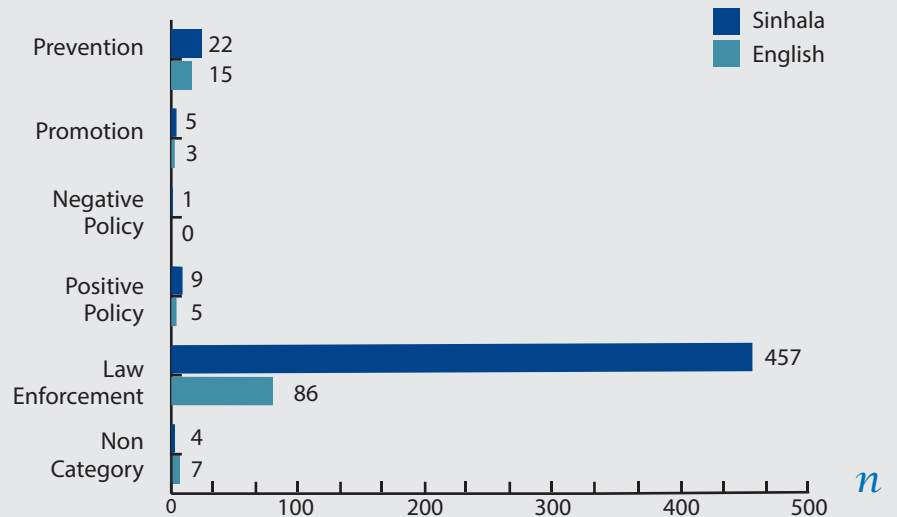
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

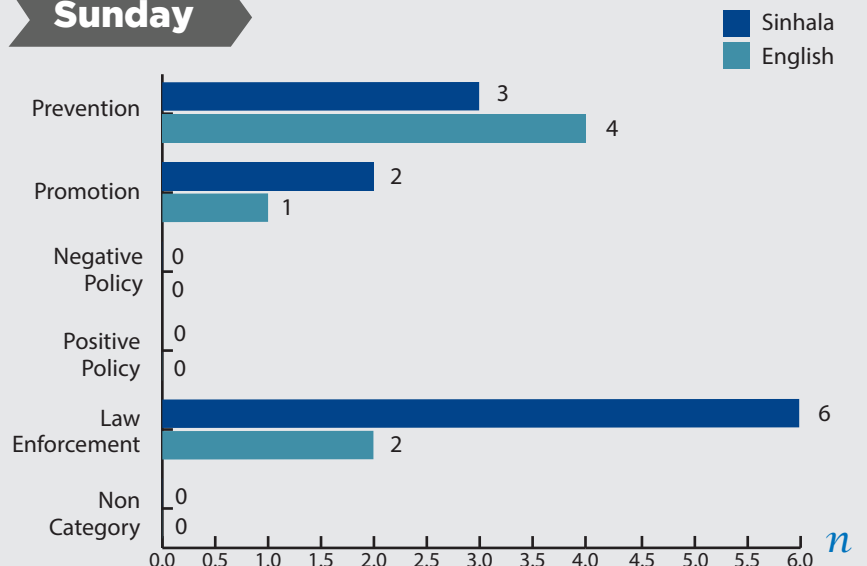
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

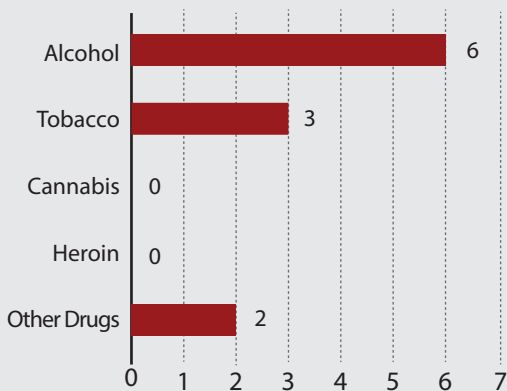
Monday to Saturday



Sunday



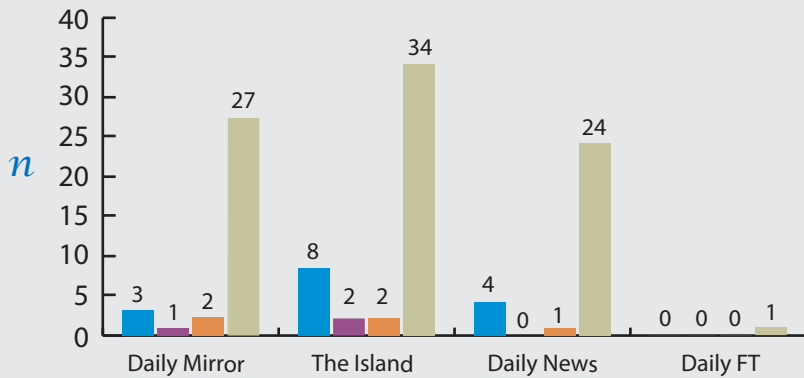
All Promotion Content



This graph depicts all content published in February under the promotion category in all newspapers according to drug type. This shows alcohol is the most promoted drug across newspapers with 6 articles promoting alcohol.

Classification according to Newspapers.

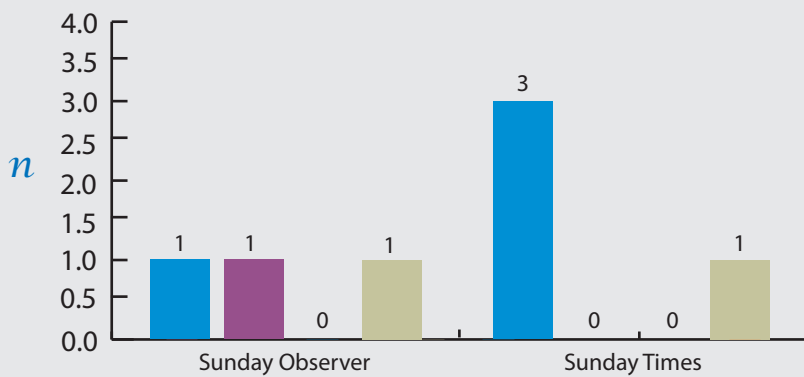
Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, Daily Mirror and The Island has published ATOD promotion. ATOD prevention is published the most in The Island. Law Enforcement is the overall most published category in all four newspapers.

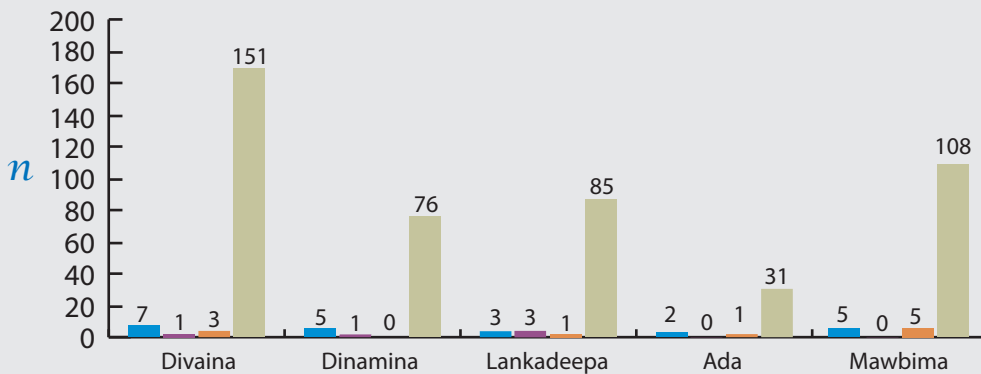
- Prevention
 - Promotion
 - Policy
 - Law enforcement
- n = Number of articles

Sunday English Newspapers



In Sunday English newspapers, ATOD promotion is published in the Sunday Observer. The Sunday Times has published the most on ATOD prevention.

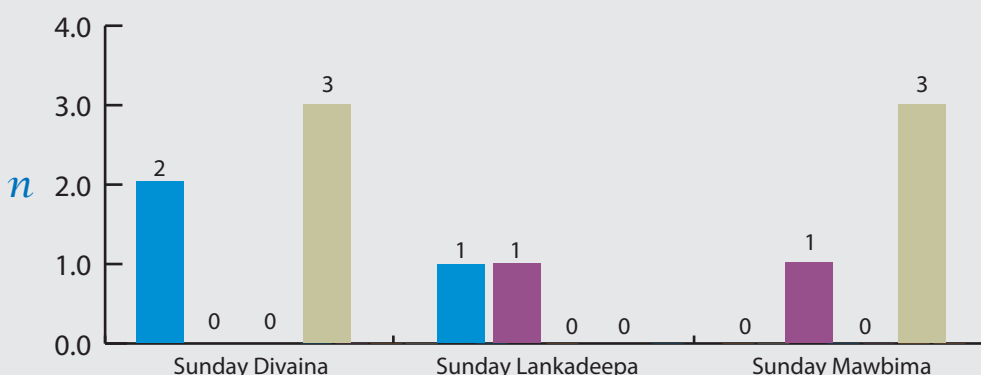
Monday to Saturday Sinhala Newspapers



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

- Prevention
 - Promotion
 - Policy
 - Law enforcement
- n = Number of articles

Sunday Sinhala Newspapers



In Sunday Sinhala newspapers, ATOD promotion is published in both the Sunday Lankadeepa and Sunday Mawbima newspapers. Sunday Divaina published the most content on prevention.