

PRINT MEDIA ANALYSIS

FACT SHEET - January 2019



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 analysis which is called “The 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 personalities with regard to ATOD. This fact sheet contains the analysis of Sinhala and English newspapers in January 2019.

Total Newspapers

Monday to Saturday	Sunday
05 Sinhala	06
05 English	05

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.

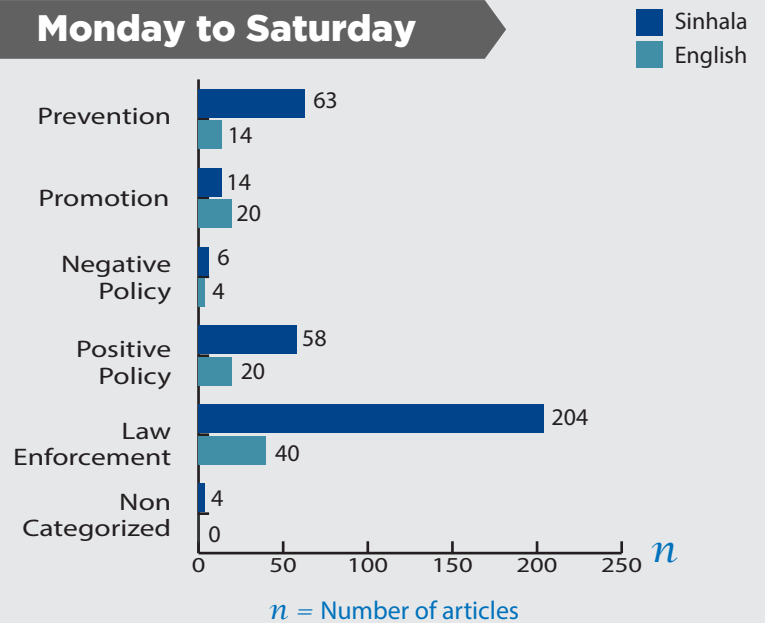
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

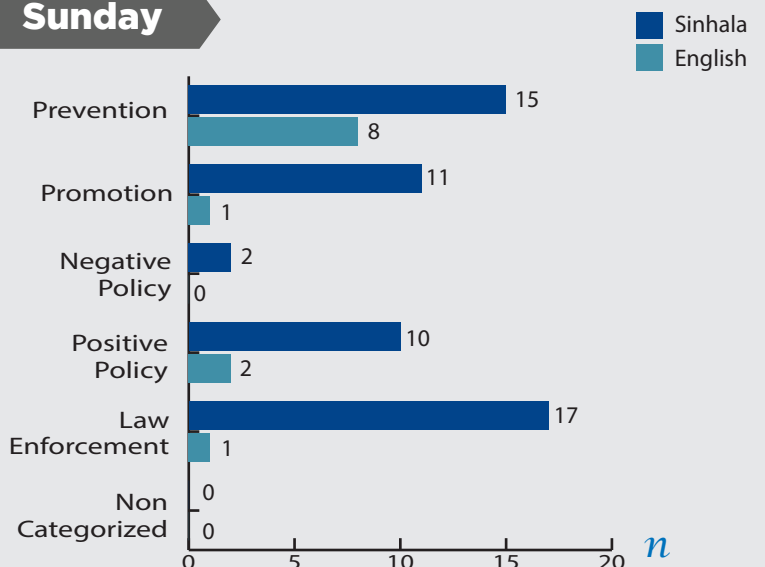
Non Category –Specifically this does not include policy, prevention or promotion of any drug but it provides information through words or pictures.

Newspaper Articles - Classification according to Promotion, Prevention & Policy

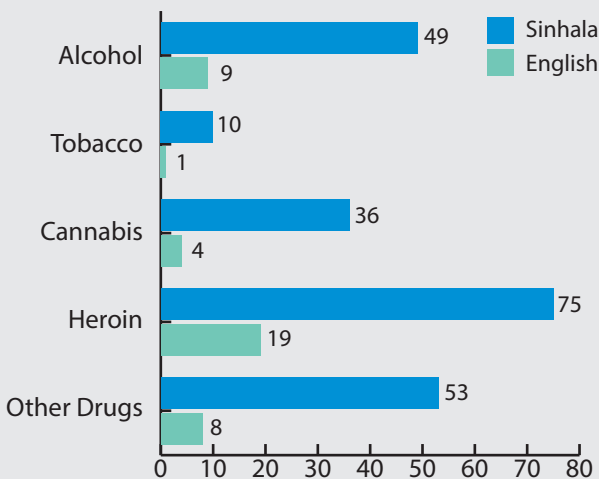
Monday to Saturday



Sunday



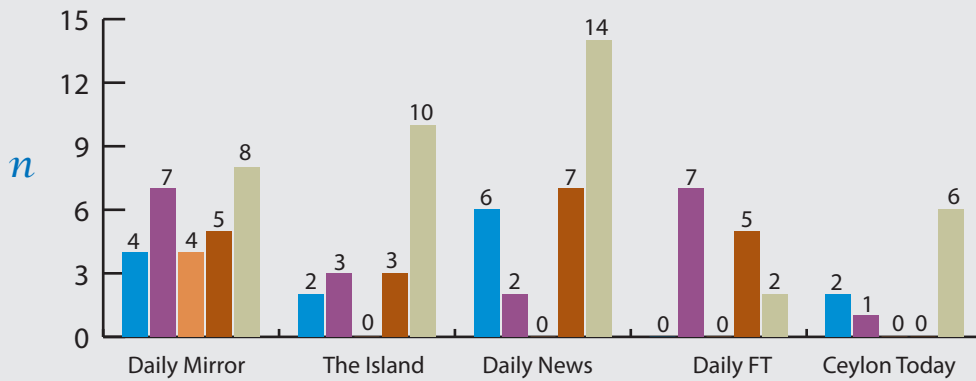
Articles on Law Enforcement



This graph depicts articles published under the law enforcement category according to drug type. The highest reported drug type is heroin at 75 articles in Sinhala newspapers and 19 in English news papers. Relative to other months there is an increase of articles on cannabis at 36 articles in Sinhala and 4 in English.

Classification according to Newspapers.

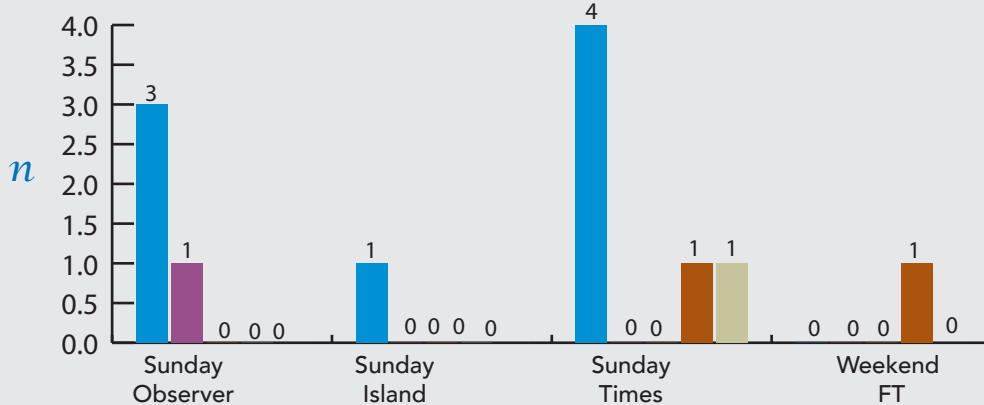
Monday to Saturday English Papers



Monday to Saturday newspaper graph shows "Daily Mirror & Daily FT" newspaper has the highest promotion. "Daily News" newspaper was the primary publisher of prevention and positive policy.

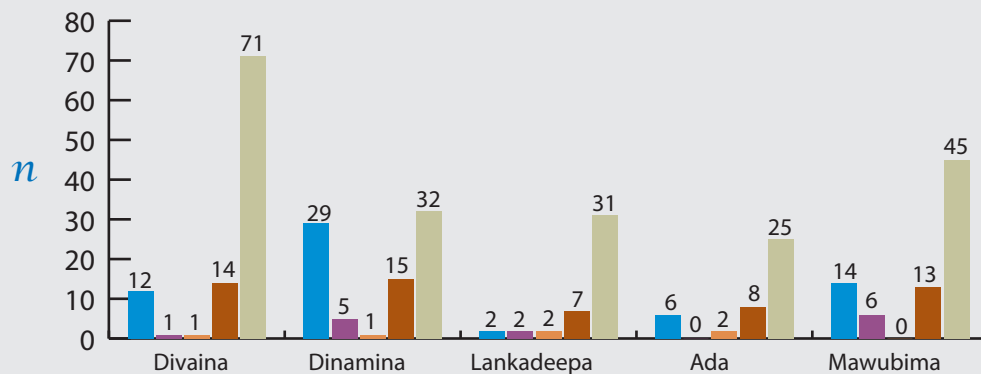
- Prevention
 - Promotion
 - Negative Policy
 - Positive Policy
 - Law enforcement
- n* = Number of articles

Sunday English Papers



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

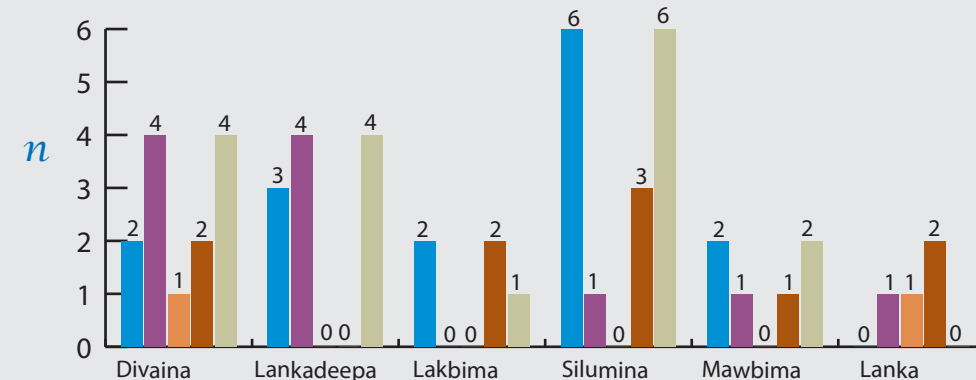
Monday to Saturday Sinhala Papers



It demonstrates that the "Mawubima" Newspaper has contributed highly in promotions. "Dinamina" newspaper was the primary publisher of prevention and Positive policy.

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

Sunday Sinhala Papers



"Sunday Lankadeepa & Sunday Divaina" newspaper had the highest contribution to Promotions. "Silumina" newspaper was the primary publishers of prevention.