

PRINT MEDIA ANALYSIS

FACT SHEET - January 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 January 2020.

Weekly Newspapers

Monday to Saturday

Sunday

05 Sinhala 03

04 English 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.

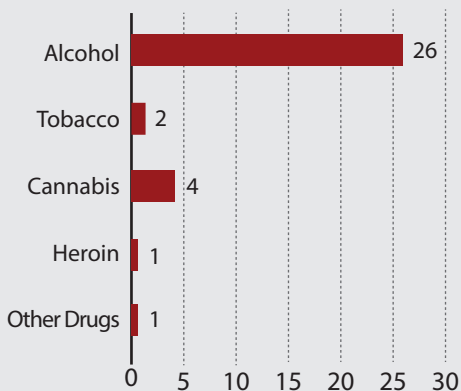
Positive policy – Supporting implementation and formulation, of ATOD control policies.

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.

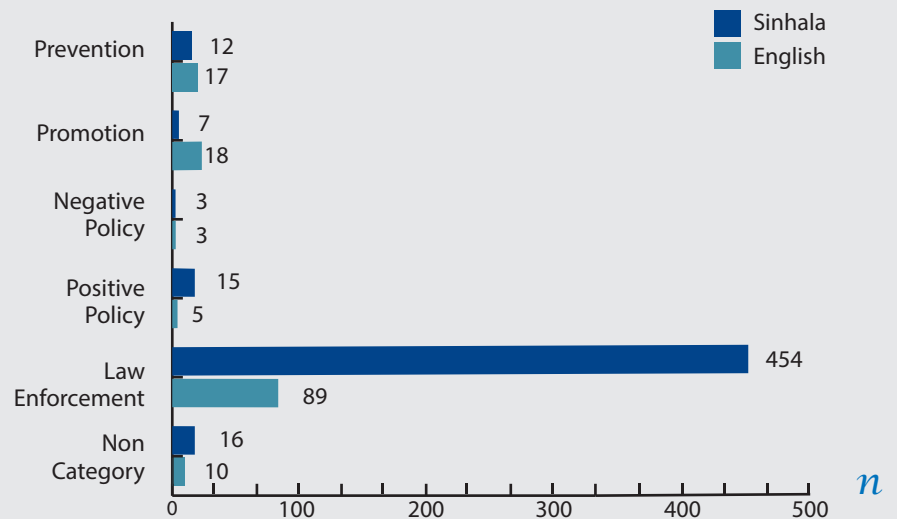
All Promotion Content



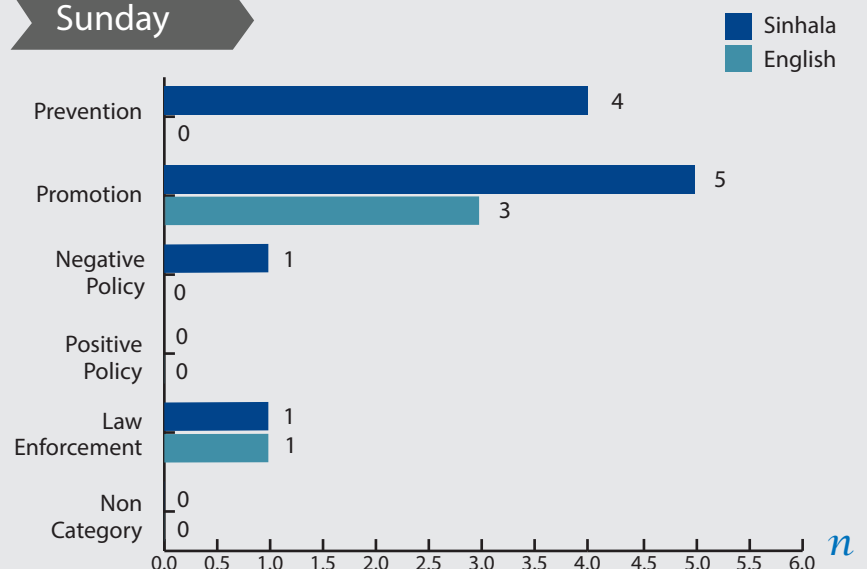
This graph depicts all content published in January under the promotion category in all newspapers according to drug type. This shows alcohol is the most promoted drug across newspapers with 26 articles promoting alcohol.

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

Monday to Saturday

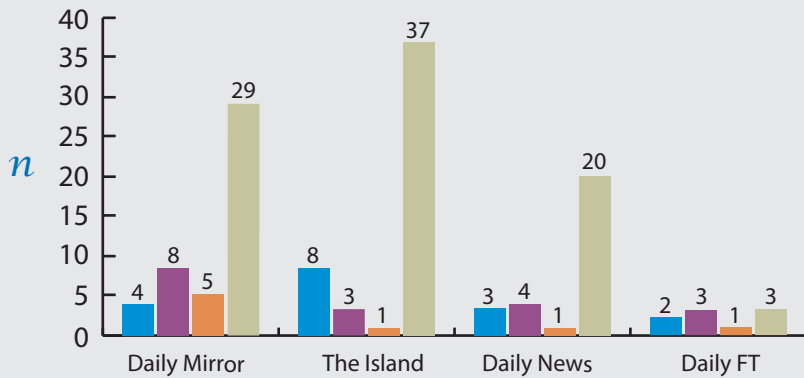


Sunday



Classification according to Newspapers.

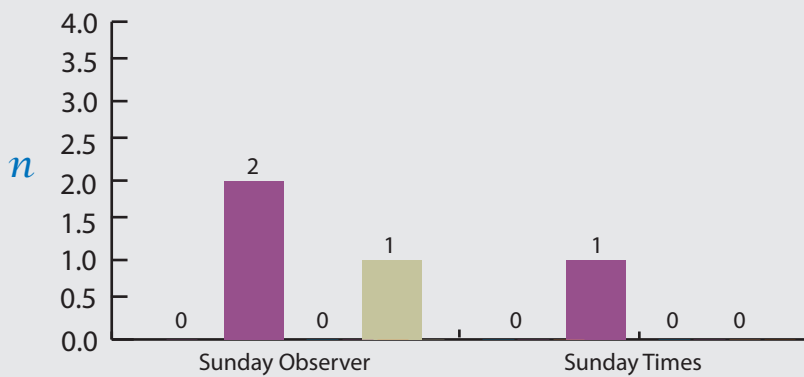
Monday to Saturday English Newspapers



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

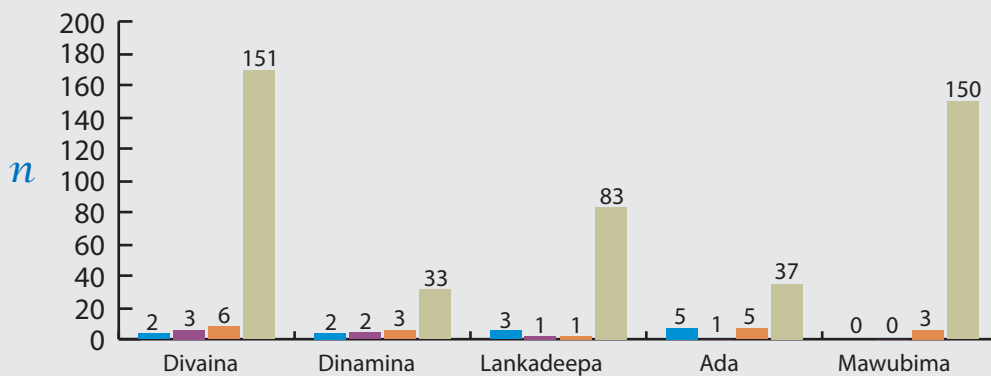
- Prevention
 - Promotion
 - Policy
 - Law enforcement
- n = Number of articles

Sunday English Newspapers



In Sunday English newspapers, ATOD promotion is published the most in the Sunday Observer. Nothing on ATOD prevention was published in either of the newspapers.

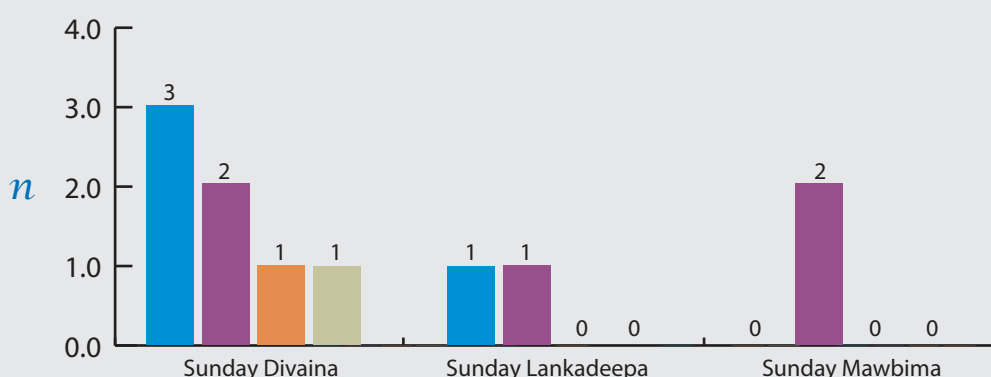
Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion is published the most in Divaina while ATOD prevention is published the most in Ada. 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 the most in both the Sunday Divaina and Sunday Mawubima newspapers. Sunday Divaina also published the most content on prevention.