

PRINT MEDIA ANALYSIS

FACT SHEET - March 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 March 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.

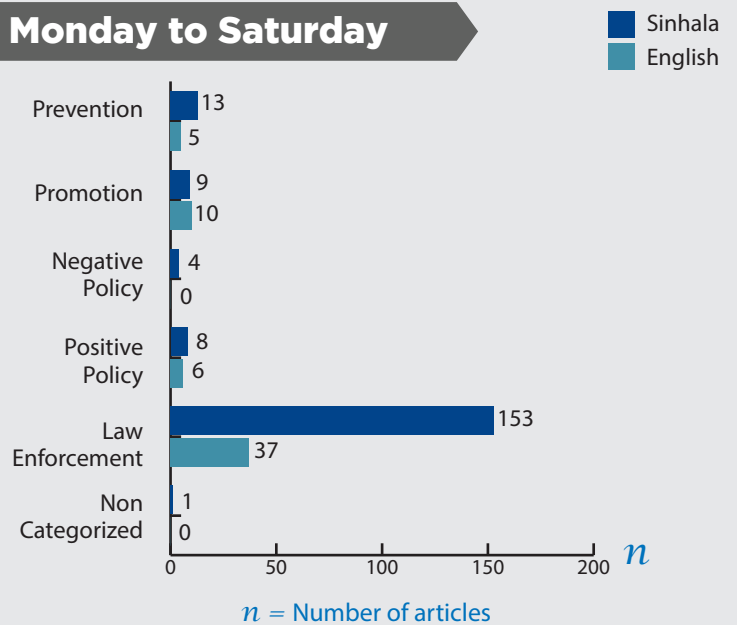
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

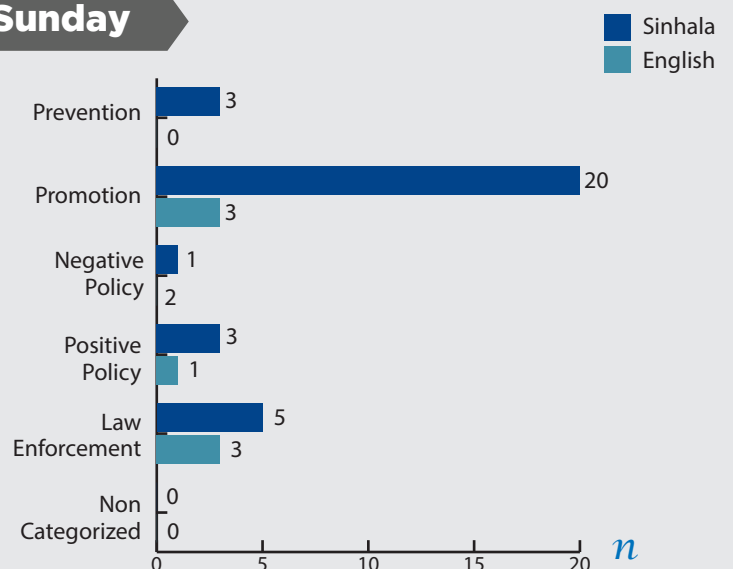
Non Category –Specifically this does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

Newspaper Articles - Classification according to Promotion, Prevention & Policy

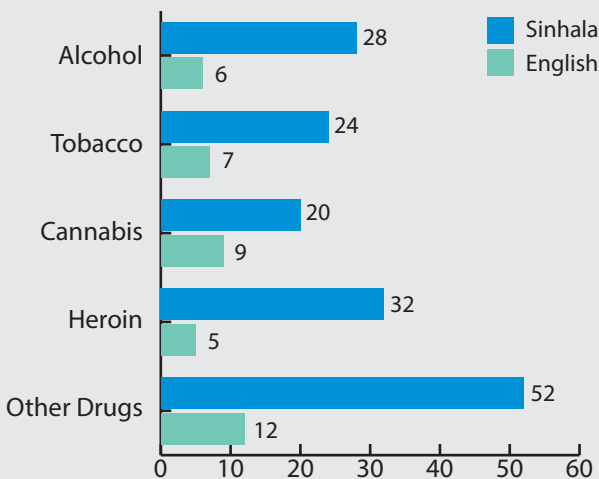
Monday to Saturday



Sunday



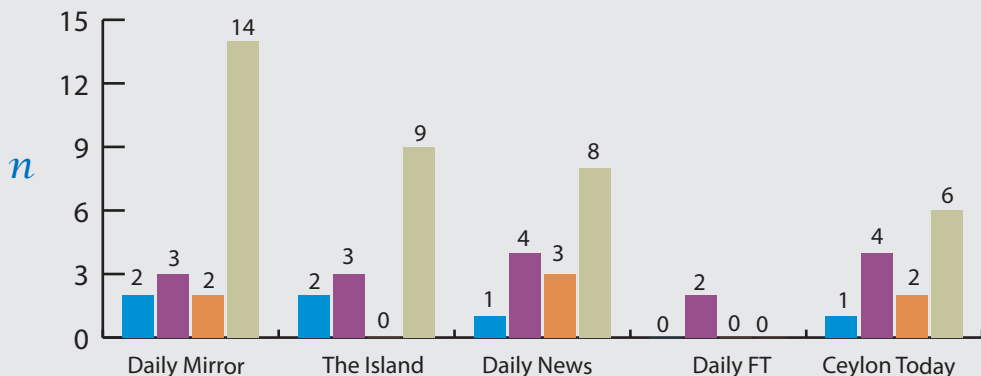
Articles on Law Enforcement



This graph depicts articles published under the law enforcement category according to drug type. The highest reported drug type is heroin at 32 articles in Sinhala newspapers and 12 in English newspapers. Relative to other months there is an increase of articles on Other Drugs at 52 articles in Sinhala and 12 in English.

Classification according to Newspapers.

Monday to Saturday English Papers

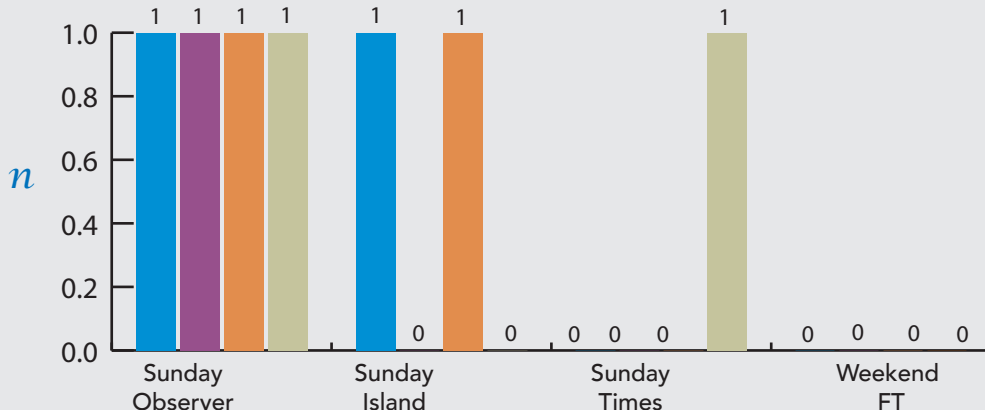


Monday to Saturday newspaper graph shows "Daily News and Ceylon Today" newspaper have the highest promotion. "Daily Mirror" newspaper was the primary publisher of law enforcement articles.

- Prevention
- Promotion
- Policy
- Law enforcement

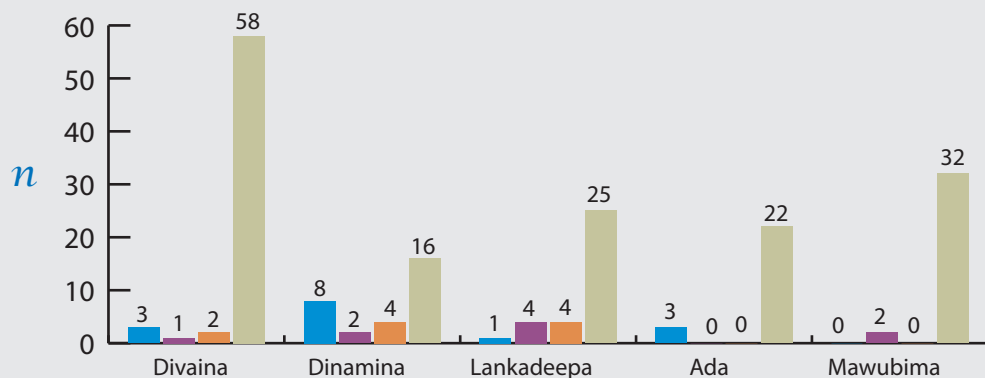
n = Number of articles

Sunday English Papers



This graph shows, "Sunday Island" Sunday newspaper has highly contributed in prevention.

Monday to Saturday Sinhala Papers

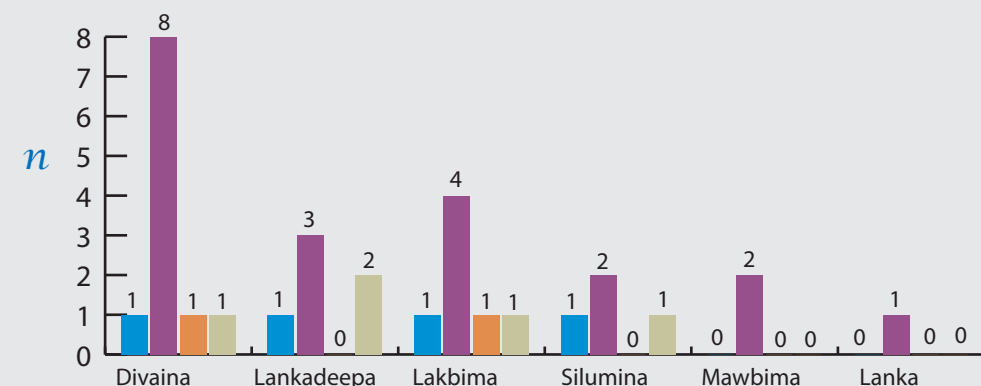


This graph demonstrates that "Lankadeepa" newspaper has contributed highly in promotions. "Dinamina" newspaper was the primary publisher of prevention.

- Prevention
- Promotion
- Policy
- Law enforcement

n = Number of articles

Sunday Sinhala Papers



"Sunday Divaina" newspaper had the highest contribution to promotions.