

PRINT MEDIA ANALYSIS

FACT SHEET - March 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 March 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.

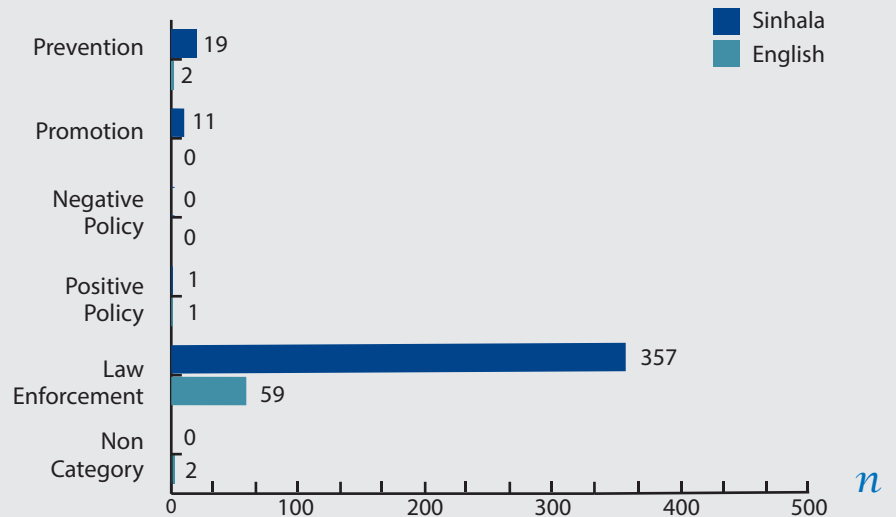
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

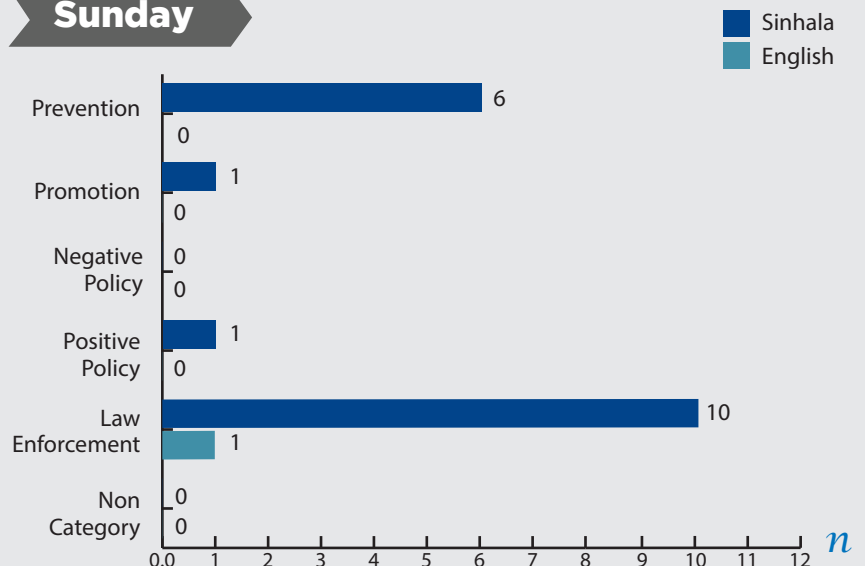
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

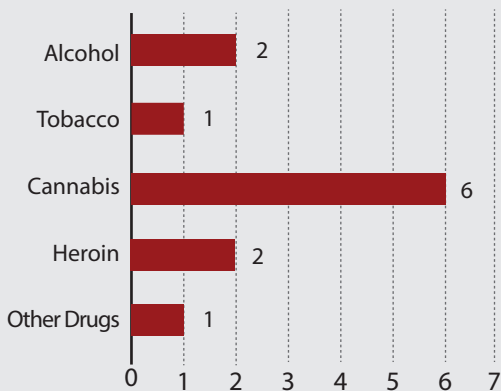
Monday to Saturday



Sunday



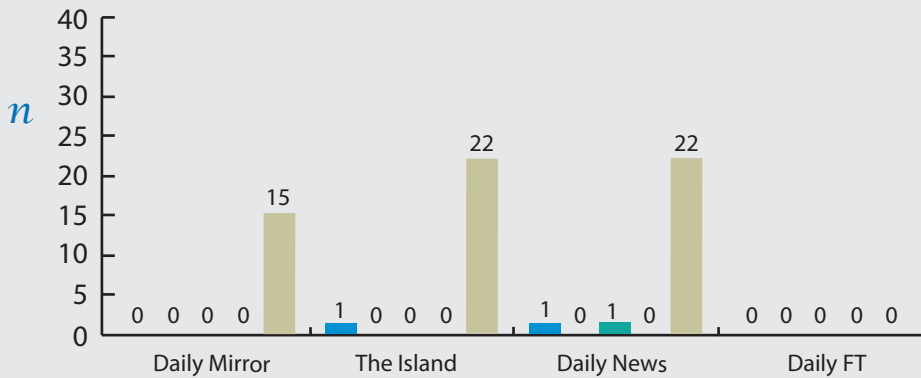
All Promotion Content



This graph depicts all content published in March under the promotion category in all newspapers according to drug type. This shows cannabis is the most promoted drug across newspapers during the reporting period, with 6 articles promoting cannabis.

Classification according to Newspapers.

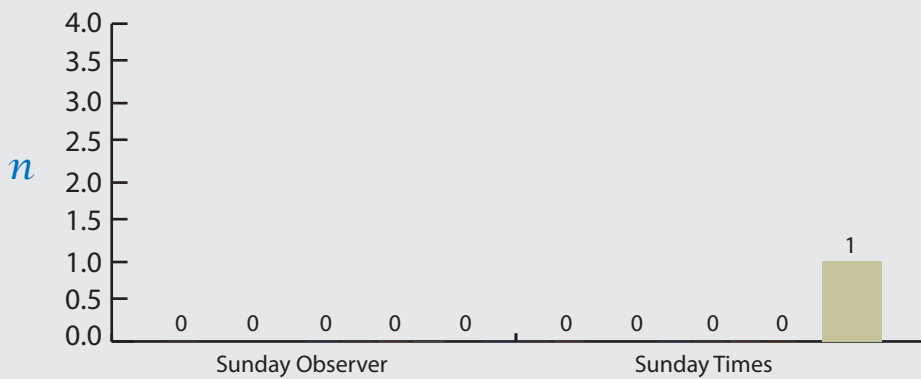
Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, no newspapers published ATOD promotion during this time period. ATOD prevention was published in The Island and Daily News. Law Enforcement is the overall most published category in all four newspapers. Daily Ft newspaper published nothing on ATOD.

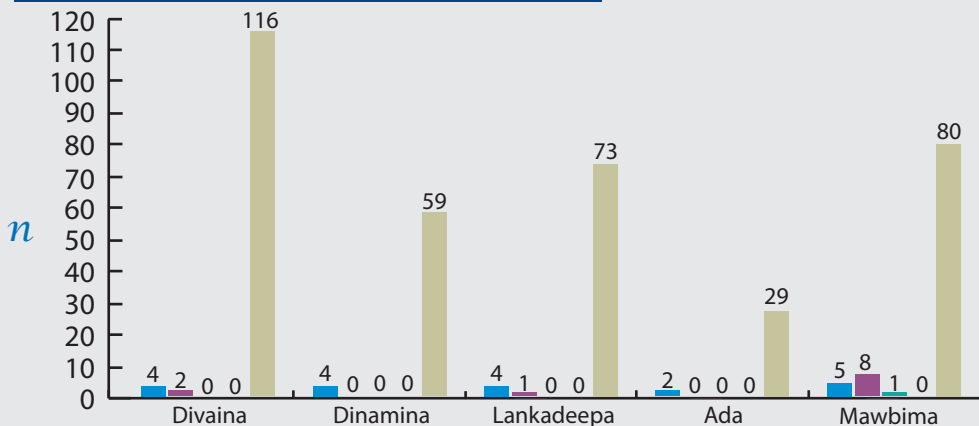
- Prevention
 - Promotion
 - Policy (Positive)
 - Policy (Negative)
 - Law enforcement
- n = Number of articles

Sunday English Newspapers



In Sunday English newspapers, during the reporting period 1 law enforcement article was published in the Sunday Times. Nothing on ATOD was published in the Sunday Observer.

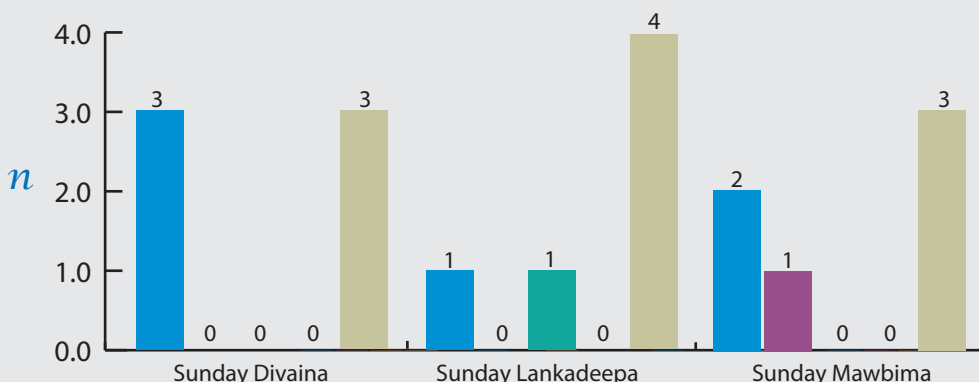
Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion and prevention are published the most in Mawbima. Law Enforcement is the overall most published category in all five newspapers.

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

Sunday Sinhala Newspapers



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

*The March print media analysis was conducted from 1st to 13th March only due to the COVID-19 pandemic lockdown measures in the country.