

# PRINT MEDIA ANALYSIS

FACT SHEET - May 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 May 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.

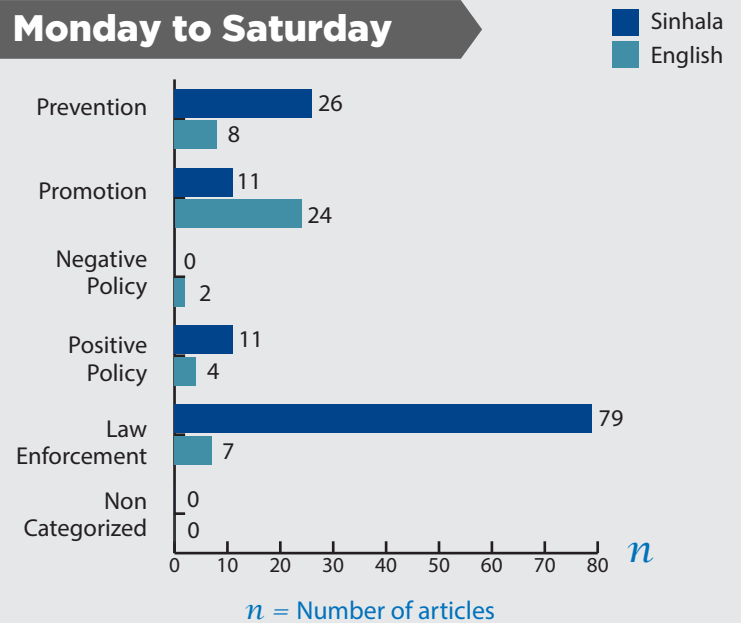
**Negative policy** – Undermining formulation & implementation of ATOD control policies.

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

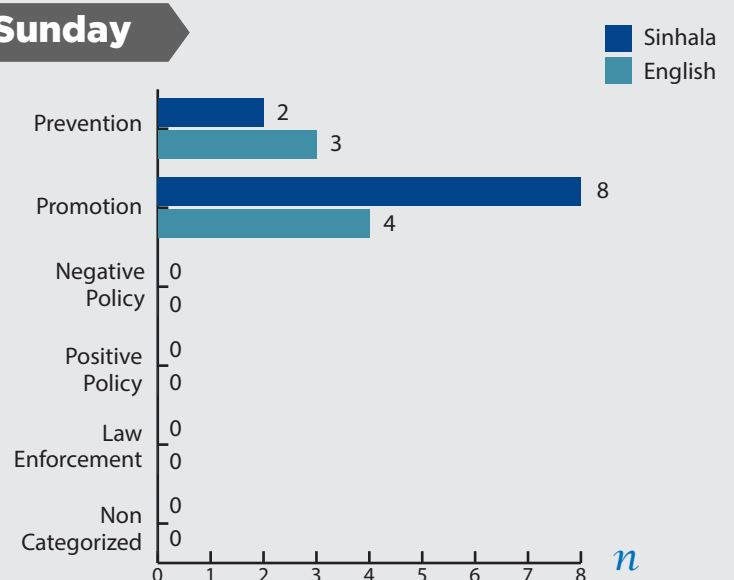
**Non Category** –Specifically this does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

## Newspaper Articles - Classification according to Promotion, Prevention & Policy

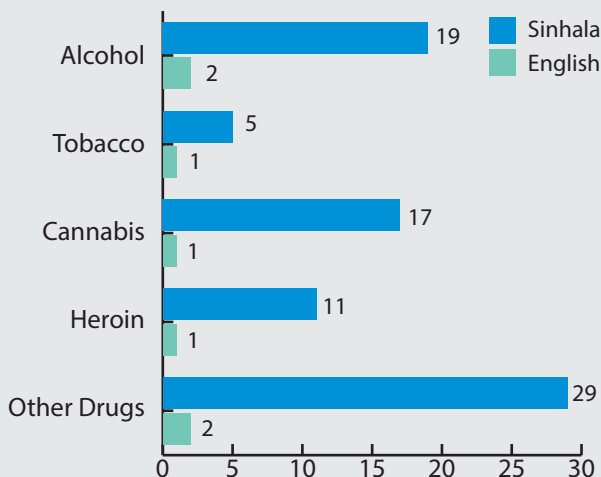
### Monday to Saturday



### Sunday



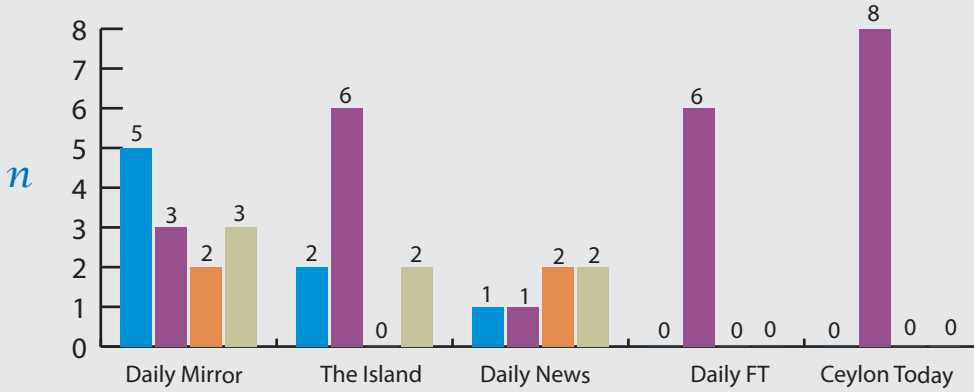
## Articles on Law Enforcement



This graph depicts articles published under the law enforcement category according to drug type. The highest reported drug type is Cannabis at 17 articles in Sinhala newspapers and 1 in English news papers. Relative to other months there is an increase of articles on Other Drugs at 29 articles in Sinhala and 2 in English.

# Classification according to Newspapers.

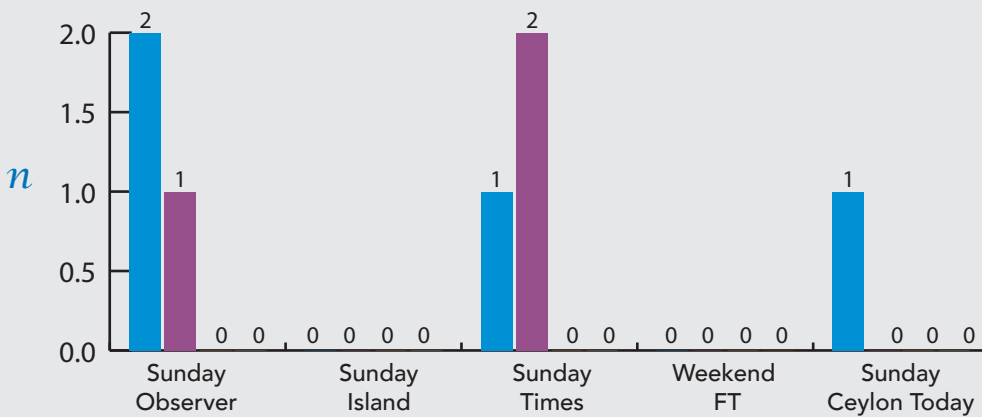
## Monday to Saturday English Papers



Monday to Saturday newspaper graph shows "Ceylon Today" newspaper has the highest promotion. "Daily Mirror" newspaper was the primary publisher of prevention articles.

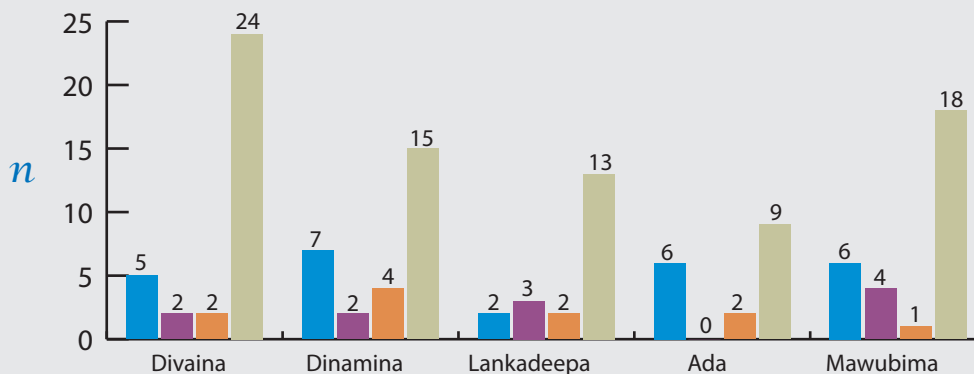
- Prevention
  - Promotion
  - Policy
  - Law enforcement
- $n$  = Number of articles

## Sunday English Papers



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

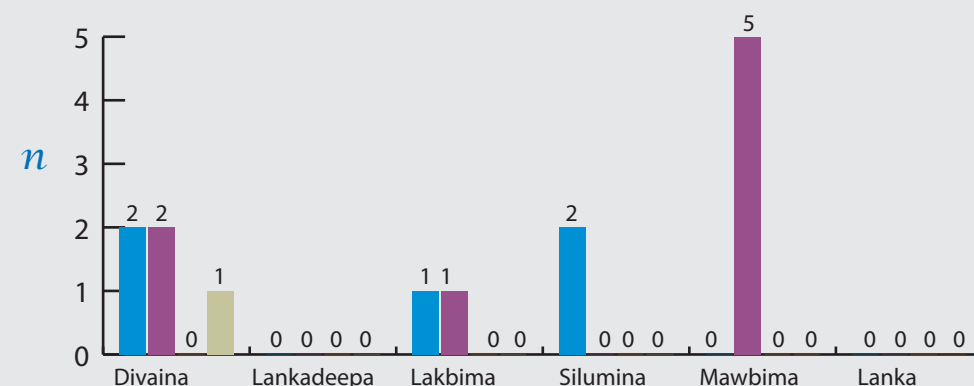
## Monday to Saturday Sinhala Papers



This graph demonstrates that the "Mawubima" 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 Mawubima" newspaper had the highest contribution to promotions.