

PRINT MEDIA ANALYSIS

FACT SHEET – May 2018



Total News papers

Sinhala	English
06 weekday	05
07 weekend	05

Introduction

References of the selected print media in three media; Sinhala, Tamil, English regarding alcohol, tobacco, other drugs analysis called "The Print Media Analysis". It leads to monitor and identify the prevailing trends and patterns related to alcohol, tobacco, other drug reporting. It also identifies the current attitudes and the behaviours of the media & the personalities with regard to drugs Sri Lanka.

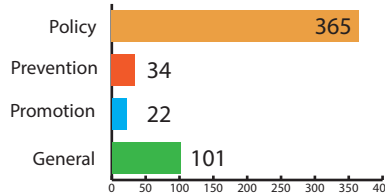
Highlights



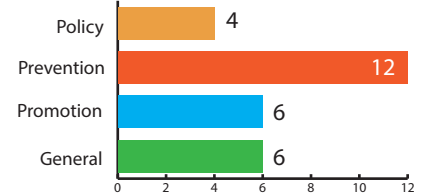
Newspaper Articles - Classification according to Promotion, Prevention & Policy

Sinhala

Weekday papers

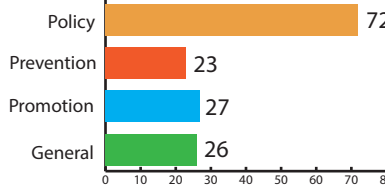


Weekend papers

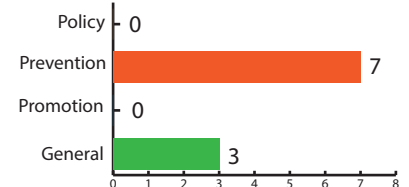


English

Weekday papers



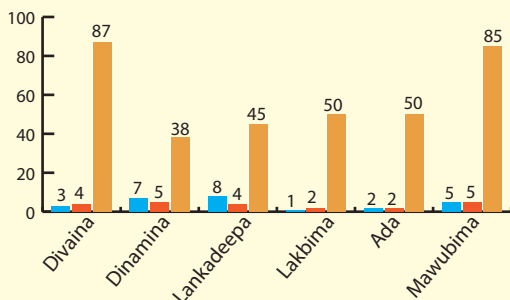
Weekend papers



n = Number of articles

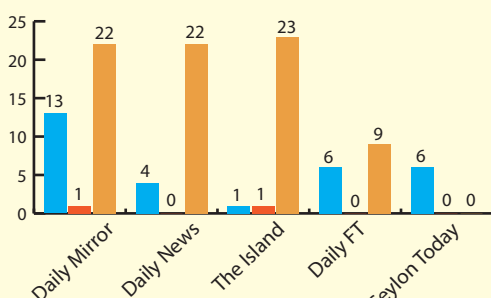
Individual Newspaper Behaviour Analysis

Sinhala



Weekday newspaper graph shows "Mawubima & Dinamina" newspaper highly contributed to promotion. "Lankadeepa" newspaper was the primitive publisher of prevention. "Divaina" newspaper contributed highly in policy.

English

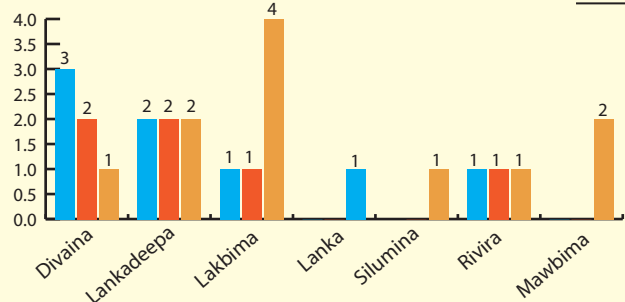


It demonstrates that the "Daily Mirror & The Island" Newspapers have contributed highly in promotions. "Daily Mirror" newspaper was the primitive publisher of prevention. "The Island" newspaper contributed highly in policy.

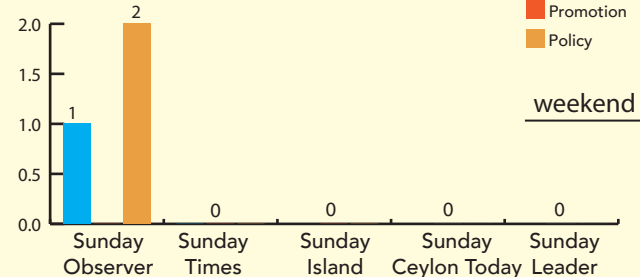
n = Number of articles

weekday

weekend



"Sunday Divaina" and "Sunday Lankadeepa" newspapers have the highest contribution to Promotions. "Sunday Divaina" newspaper was the primitive publishers of prevention. "Sunday Lakbima" was highest in policy.



This graph shows, only "Sunday Observer" as a weekend newspaper has highly contributed in prevention, policy and other newspaper have not contributed to ATOD Promotion, prevention and policy.