

PRINT MEDIA ANALYSIS

Mid Year Analysis (January - June) 2019



Introduction



Since 2005, ADIC conducts a monthly analysis of references regarding alcohol, tobacco, cannabis, heroin and other drugs 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 drugs. This fact sheet contains the mid-year analysis for Sinhala and English newspapers.

Methodologies



Findings on alcohol, tobacco and other drugs are collected from all the newspapers, and then categorized into two main groups – Monday to Saturday, and Sunday. These data are then entered into a new system which was designed by ADIC.

Every month, 11 of Sinhala and 10 of English newspapers were selected and scanned on a daily basis. These included the Monday to Saturday and Sunday newspapers.

The following Sinhala newspapers were selected; Divaina, Dinamina, Lankadeepa, Ada and Mawubima under daily papers, and Sunday Divaina, Sunday Lankbima, Sunday Lankadeepa, Sunday Mawubima, Silumina and Lanka under Sunday papers.

From English newspapers, the following were selected; Daily Mirror, Daily News, Ceylon Today and The Island, Daily FT under daily papers, and Sunday Observer, Sunday Times, Sunday Island, Sunday Ceylon Today and Weekend FT under Sunday papers.

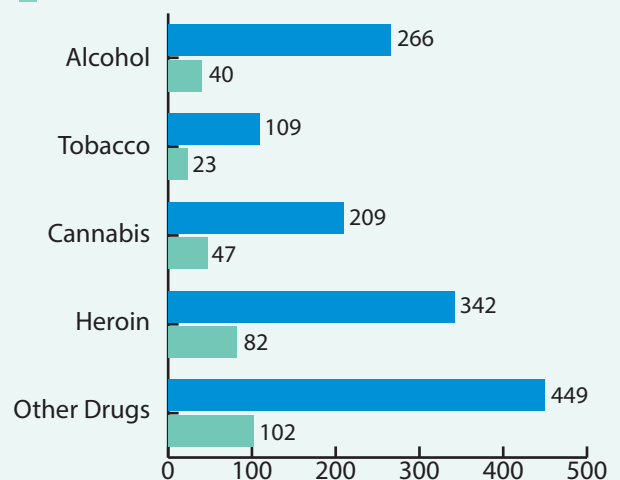
*(ATOD- Alcohol, Tobacco and Other Drugs)

Highlight

	Mon - Sat	Sun
Prevention	Divaina 66	Silumina 18
	Daily Mirror 27	Sunday Times 14
Promotion	Mawubima 27	Sunday Divaina 25
	Daily Mirror 24	Sunday Observer 6

May has indentified as the highest number of articles (35) on ATOD promotion from January to June.

Articles on Law Enforcement



This graph depicts articles published under the law enforcement category according to drug type. The highest reported drug type is Other Drugs at 449 articles in Sinhala newspapers and 102 in English newspapers.

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.

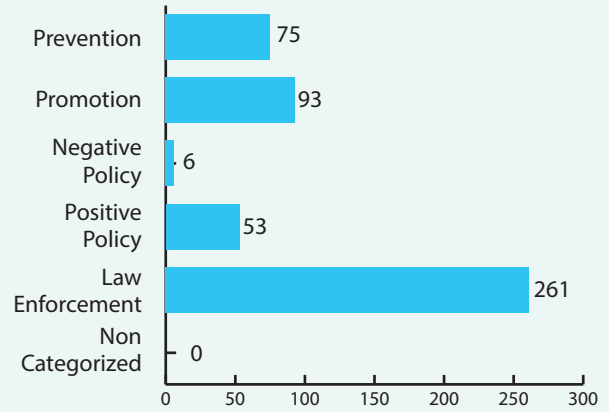
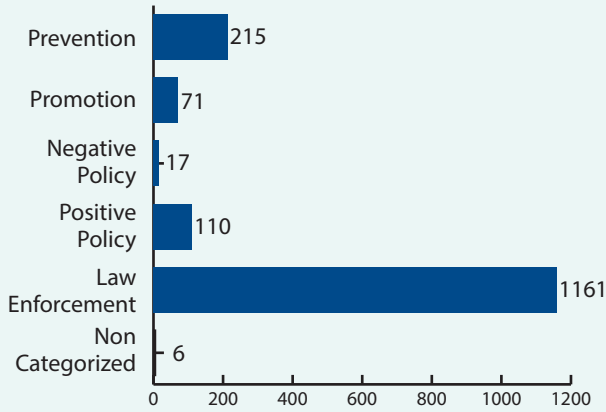
Negative policy – Undermining formulation & implementation of ATOD control policies.

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.

Monday to Saturday Newspapers

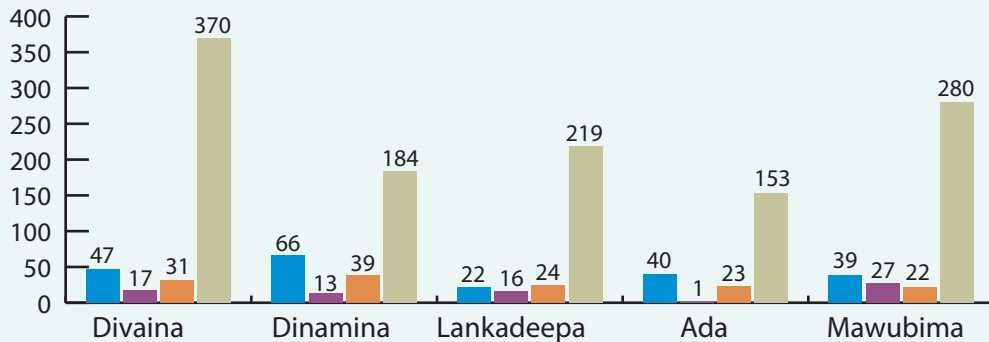
Newspaper Articles - Classification according to Promotion, Prevention & Policy



Title of the Segment- Articles from Newspapers

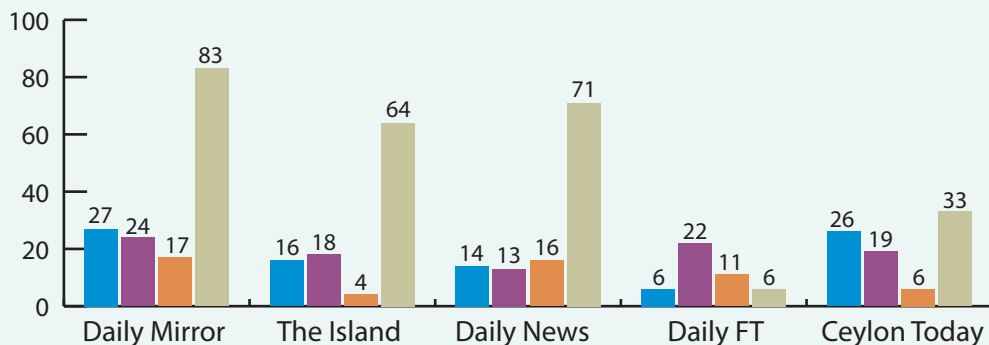
Sinhala

n = Number of articles



This graph demonstrates that the "Mawubima" Newspaper has contributed highly in promotion. "Dinamina" Newspaper has the highest prevention.

English

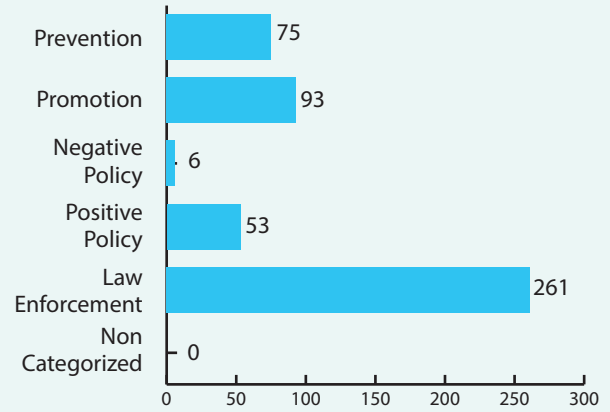
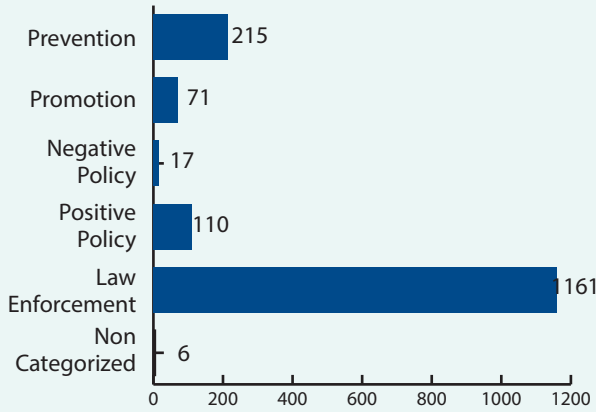


Monday to Saturday newspaper graph shows "Daily Mirror" newspapers have the highest promotion and Prevention articles.



Sunday Newspapers

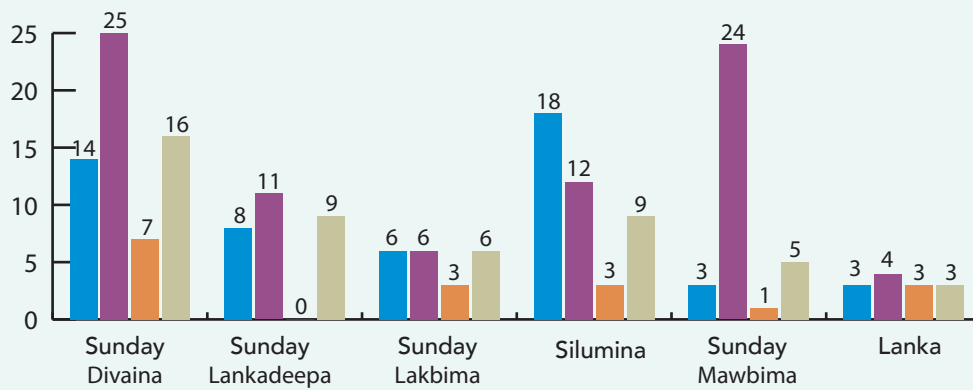
Newspaper Articles - Classification according to Promotion, Prevention & Policy



Title of the Segment- Articles from Newspapers

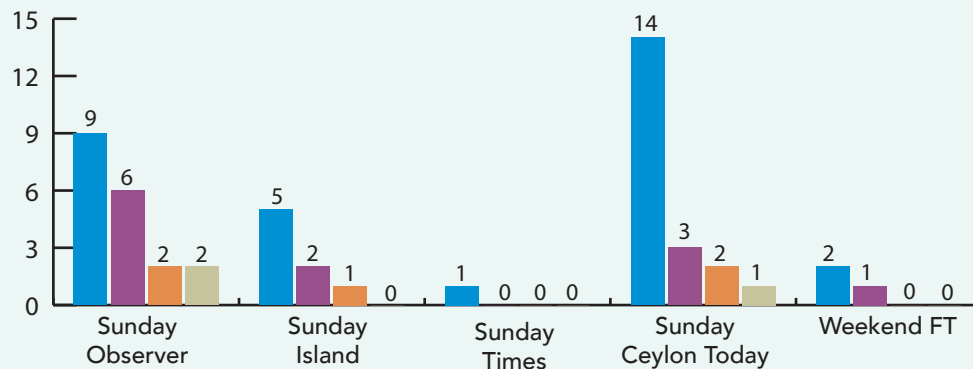
Sinhala

n = Number of articles



This graph demonstrates that the "Divaina" Newspaper has contributed highly in promotion.

English



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

