

PRINT MEDIA ANALYSIS

FACT SHEET - December 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 December 2020.

Weekly Newspapers

Monday to Saturday	Sunday
05 Sinhala	03
04 English	02

The identified content are categorized as follows:

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.

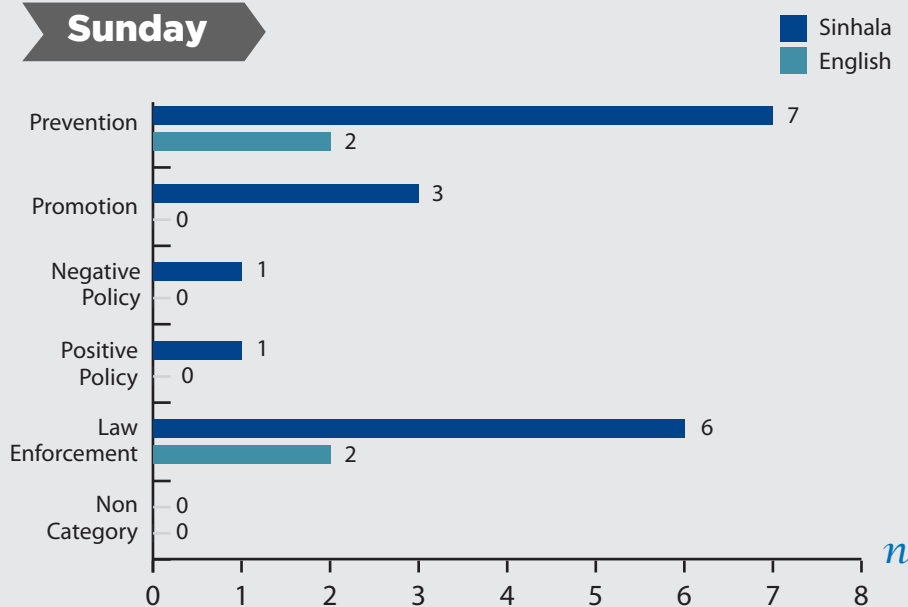
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

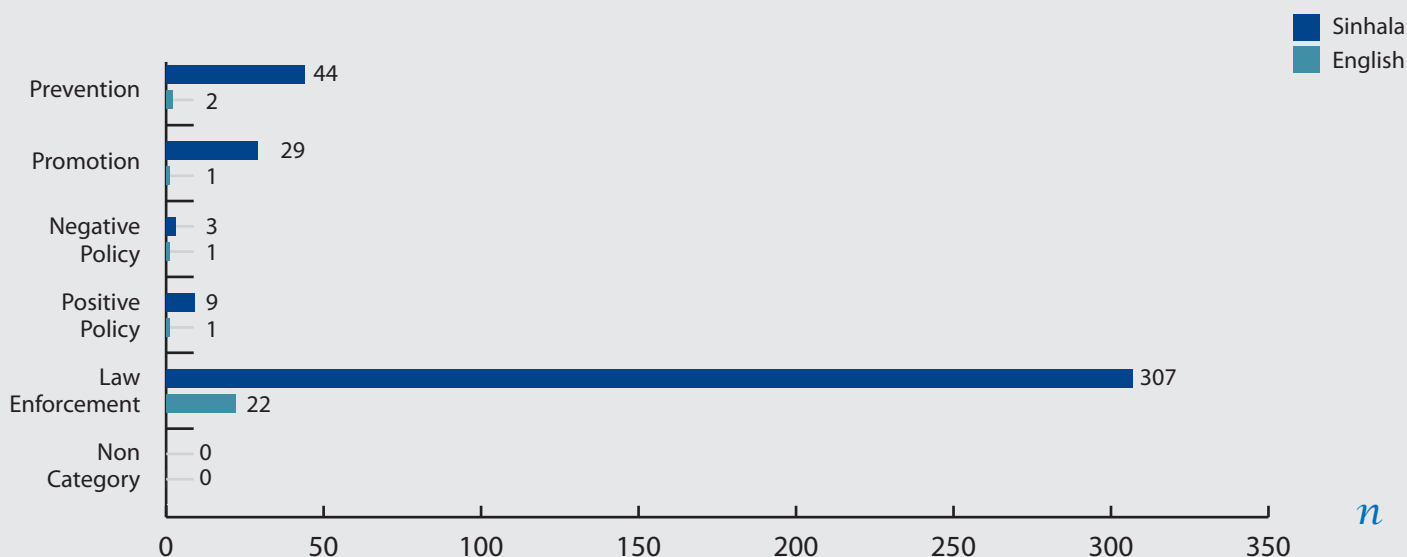
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

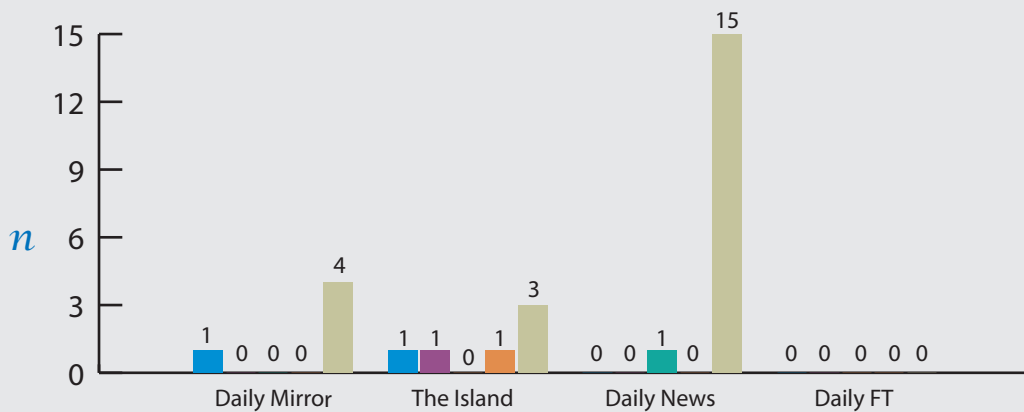


Monday to Saturday



Classification according to Newspapers

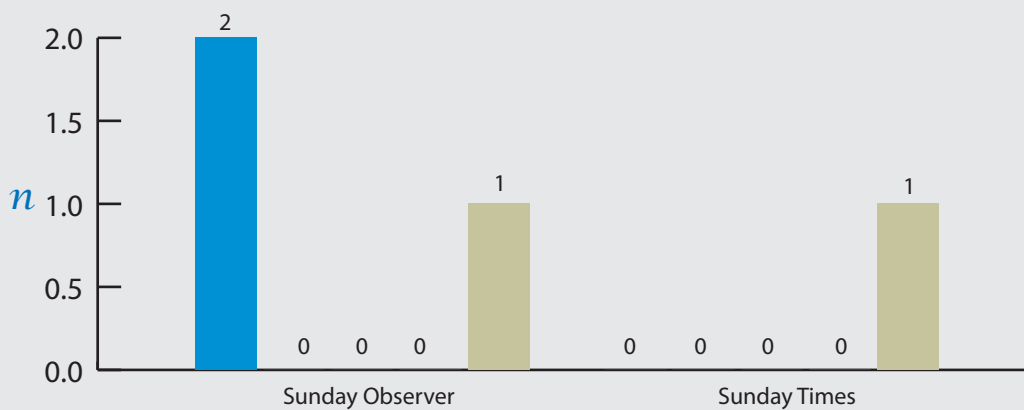
Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, only The Island published an ATOD promotive article. Both Daily Mirror and The Island published one prevention article each. Law Enforcement was the overall most published category in all four newspapers.

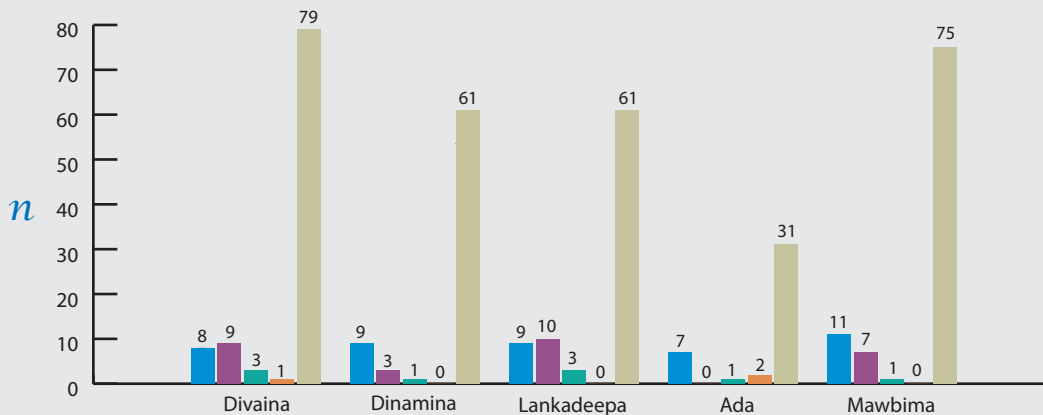
- Prevention
 - Promotion
 - Policy (Positive)
 - Policy (Negative)
 - Law enforcement
- n* = Number of articles

Sunday English Newspapers



In Sunday English newspapers, Sunday Observer published one prevention article. No promotive content was published on either of the newspapers.

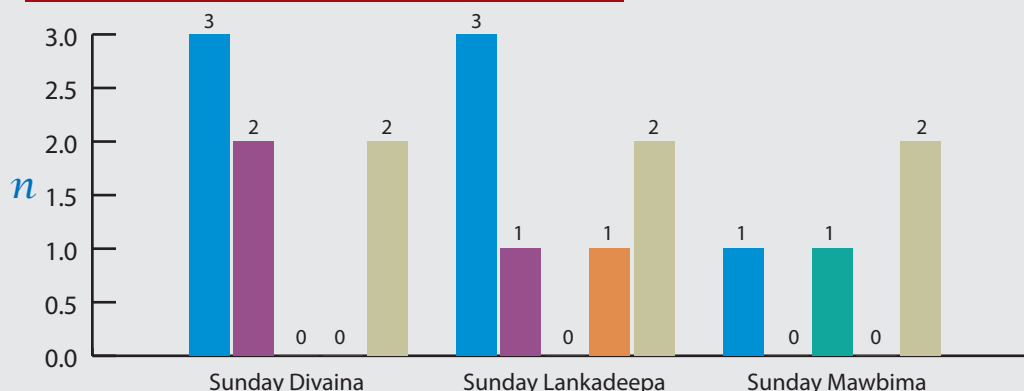
Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion was published the most in Lankadeepa. ATOD prevention was published the most in Mawbima. Law Enforcement was 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 was published the most on Sunday Divaina. ATOD prevention was published equally on Sunday Divaina and Sunday Lankadeepa.