

PRINT MEDIA ANALYSIS

FACT SHEET -September 2018



Total Newspapers

Sinhala 06 weekday English 05

Sinhala 07 weekend English 05

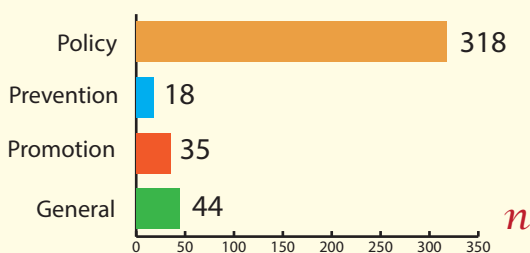
Introduction

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

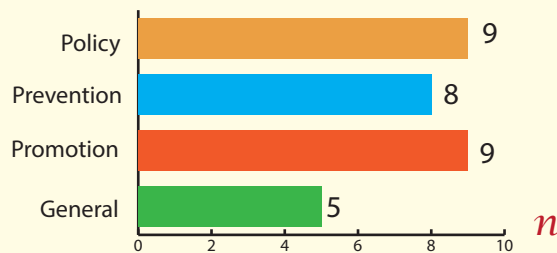
Newspaper Articles - Classification according to Promotion, Prevention & Policy

Sinhala

Monday to Saturday papers



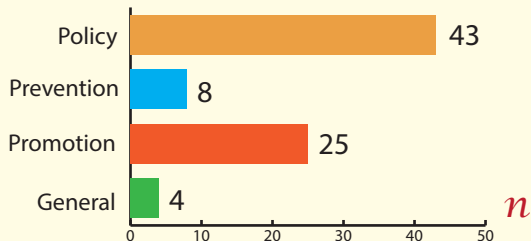
Sunday papers



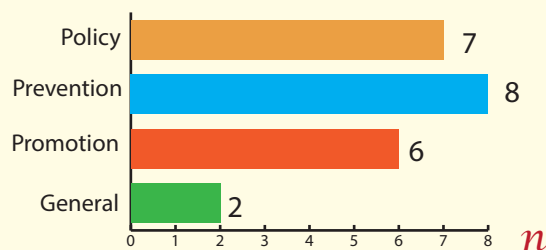
n = Number of articles

English

Monday to Saturday papers



Sunday papers



n = Number of articles



Promotion- Glamorize the substance, industry image building, surrogate advertising, social believes, unfair privileges and promotion through prevention.

Prevention – Communicate the information in an effective manner to reduce and increase the awareness of ATOD.

Policy – Support to policy implementation, support to formulation, undermine policy implementation and undermine policy formulation, success in Policy Execution and failure in policy execution.

General – Specifically this does not Include policy, prevention or promotion of any drug but it provides information through words or pictures.

A Promotion Article



Fairway Oktoberfest to bring the best of Bavaria

Fairway Colombo brings Bavaria to your doorstep with Oktoberfest on the Street, in celebration of the famous German festival, back by popular demand following its success last year. The Hospital Street at the Dutch Hospital, Colombo 01 which has over the last two years become an exciting venue, well known for its various musical and cultural events, will transform into a vibrant Bavarian fiesta from 27th to 30th September, with festivities starting off at 6 PM till midnight.

Those present at the event last year would recall the fun, pork knuckle, German potato salad, Bockwurst, fish & chips, pretzels and a separate German street food corner to be topped with special brews adding life to the festivities.

The band HiLight specially flown down for the event will get you dancing in no time. Traditional Oktoberfest games such as the Beer challenge, eating contests and many more will heighten the revelries along with prizes and surprises. Together with Oman Air, The Dutch Pub and Frimi, Hospital Street will resonate a German castle setting, which is a big part of the Bavarian culture.

A Prevention Article

Taxation and tobacco industry in Sri Lanka

It was reported in the media that the tobacco industry in Sri Lanka has been a major source of revenue for the government. The industry has been a major source of revenue for the government since the 1950s. The industry has been a major source of revenue for the government since the 1950s. The industry has been a major source of revenue for the government since the 1950s.

A Policy Article

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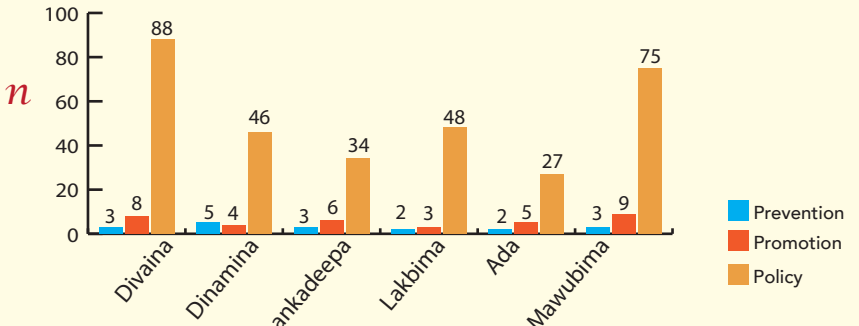
A General Article

අනතුරකින් මියගිය ගවයා මස්කර මන්ත්‍රීවරු අරක්කු කාප්පයක් දාලා

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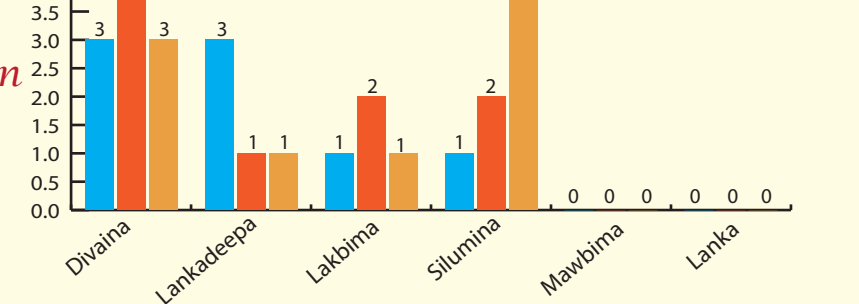
Title of the Segment- Articles from News Papers

Sinhala Monday to Saturday Papers



The graph above shows Monday to Saturday newspapers in which "Mawubima" newspaper has the highest promotion. "Dinamina" newspaper was the primitive publisher of prevention. "Divaina" newspaper contributed highly in policy.

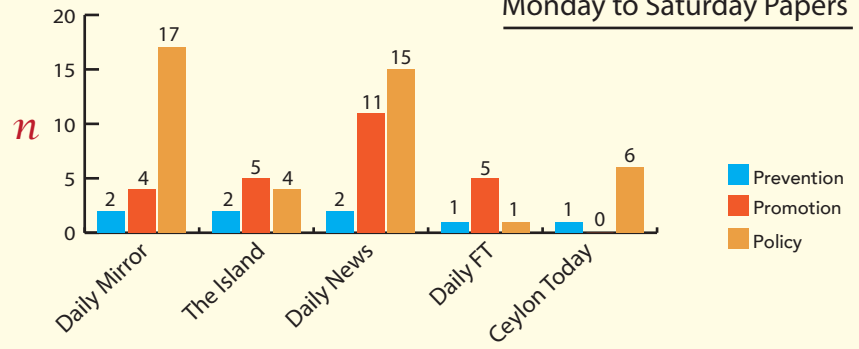
Sunday Papers



"Sunday Divaina" newspaper has the highest contribution to promotion. "Sunday Lankadeepa" and "Sunday Divaina" newspaper were the primitive publishers of prevention. "Silumina" was the highest in policy.

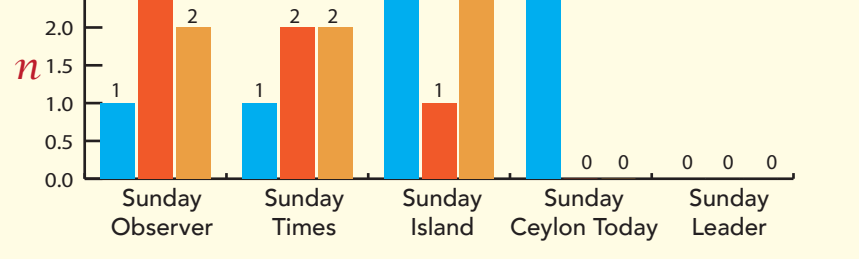
n = Number of articles

English Monday to Saturday Papers



It demonstrates that the "Daily News" newspaper has contributed highly in promotion. "Daily News & Daily mirrort" newspapers were the primitive publisher of prevention. "Daily Mirror" newspaper contributed highly in policy.

Sunday Papers



This graph shows, "Sunday Ceylon Today" and "Sunday Island" Sunday newspapers have highly contributed in prevention. "Sunday Observer" newspaper has the highest contribution to Promotion.

n = Number of articles