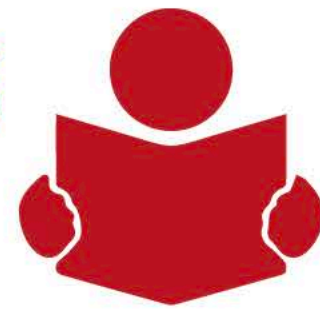


# PRINT MEDIA ANALYSIS



Total News papers  
 Sinhala      English  
 06 weekday    05  
 07 weekend     05

## FACT SHEET – FEBRUARY 2018

### 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.

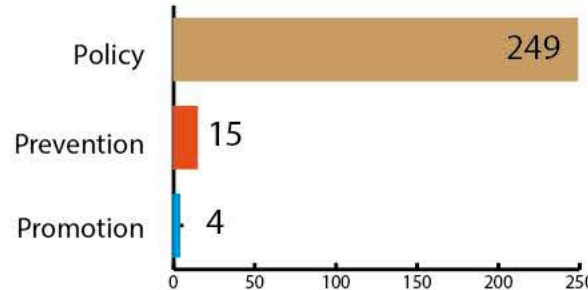
### Highlights



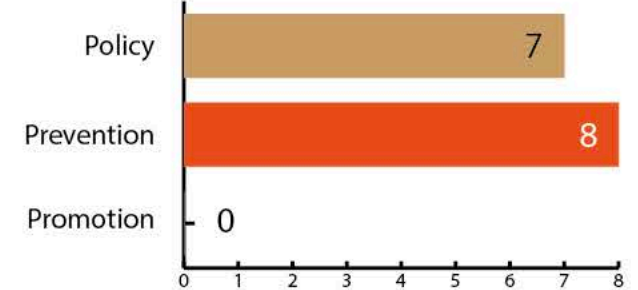
### Newspaper Articles - Classification according to Promotion, Prevention & Policy

#### Sinhala

##### Weekday papers

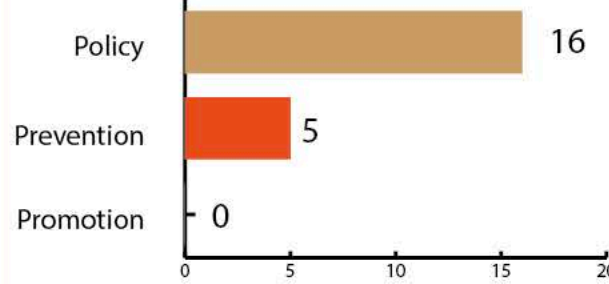


##### Weekend papers

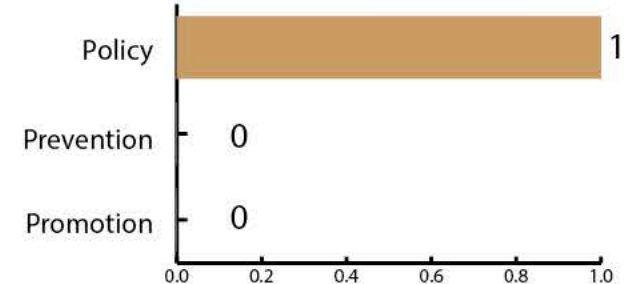


#### English

##### Weekday papers



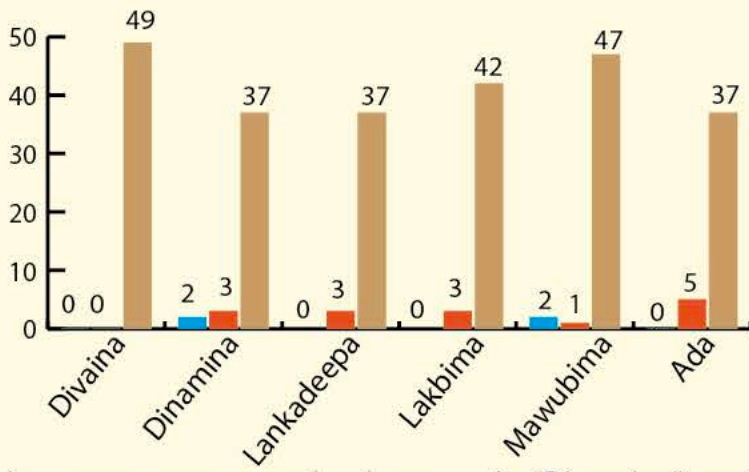
##### Weekend papers



n = Number of articles

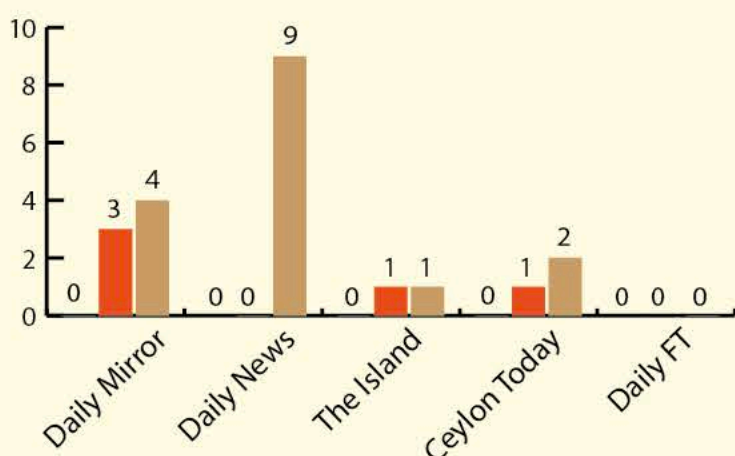
### Individual Newspaper Behaviour Analysis

#### Sinhala



Weekday newspapers graph shows only "Dinamina" and "Mawubima" newspapers have contributed to promotion of ATOD, while "Ada" newspaper was the main publisher of prevention related articles. "Divaina" newspaper contributed highly in policy.

#### English



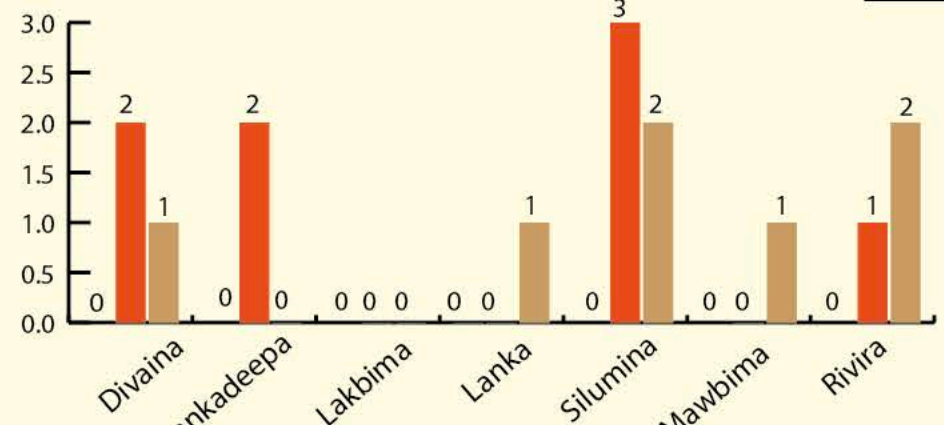
Above graph demonstrates the "The Island" newspaper has contributed in both prevention and policy equally. The highest ATOD Policy related articles were in "Daily News".

#### weekday

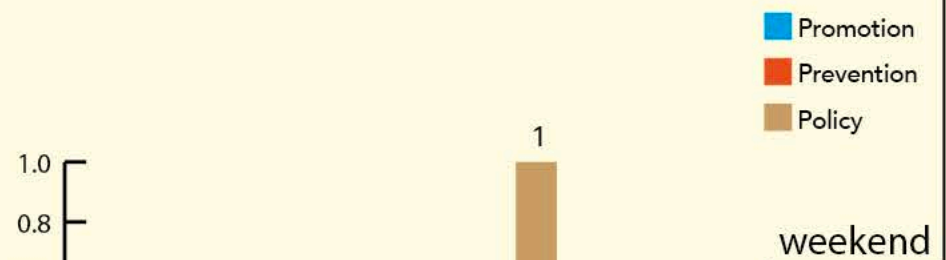
#### weekday

n = Number of articles

#### weekend



"Rivira" and "Silumina" newspapers have the highest contributing to Policy. "Silumina" newspaper was the main publisher of prevention related articles.



In Weekend newspaper graph, only "Sunday Island" has contributed in policy and other newspaper have not contributed to ATOD Promotion, prevention and policy.