

PRINT MEDIA ANALYSIS



Total News papers
 Sinhala English
 06 weekday 04
 07 weekend 05

FACT SHEET – JANUARY 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.

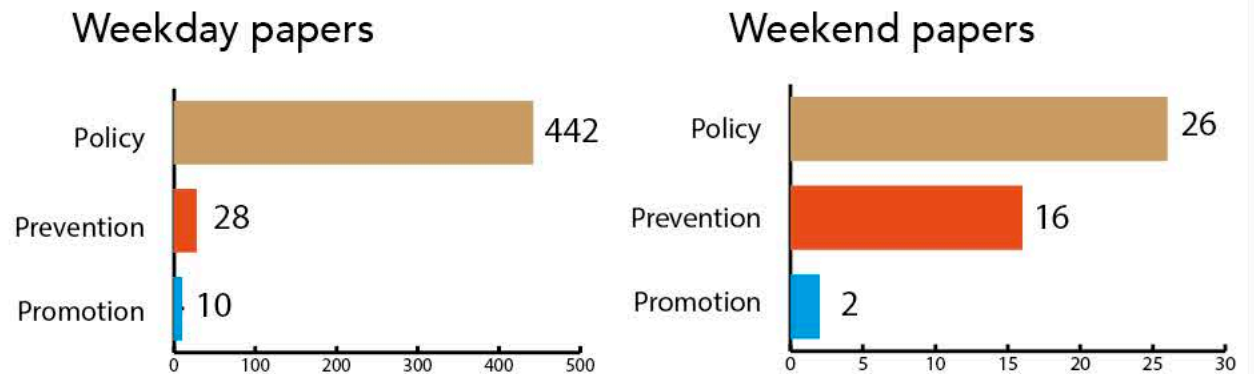
Highlights

Alcohol and Women In Sri Lanka

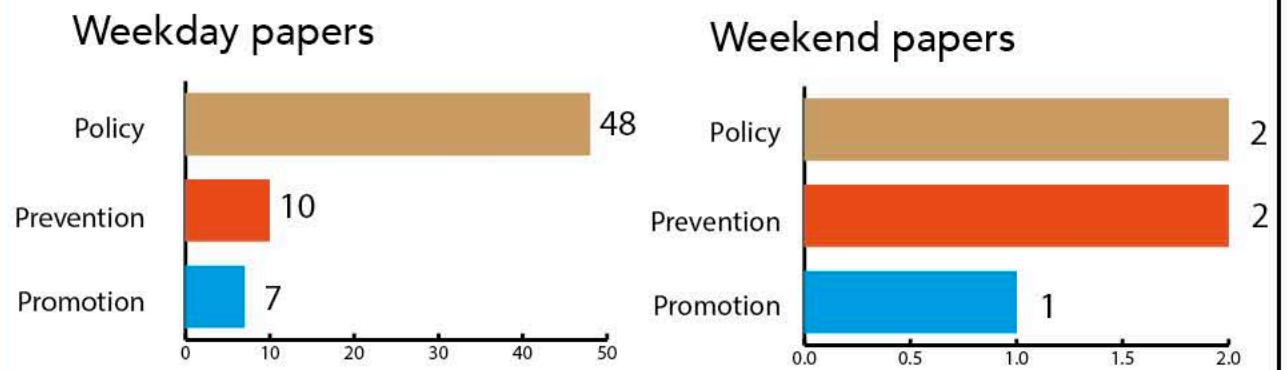


Newspaper Articles - Classification according to Promotion, Prevention & Policy

Sinhala



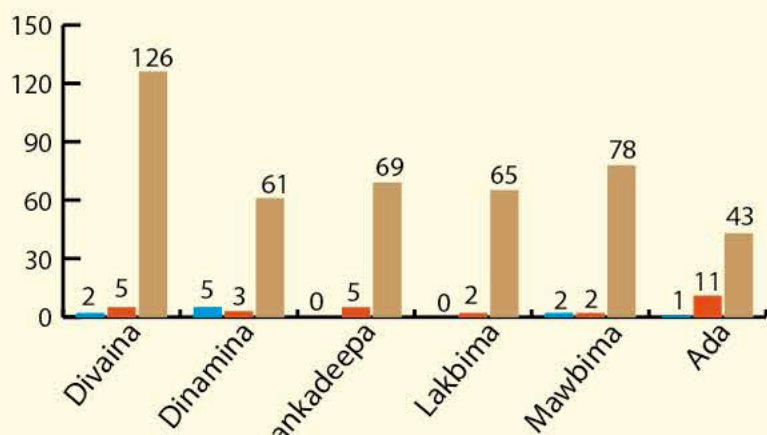
English



n = Number of articles

Individual Newspaper Behaviour Analysis

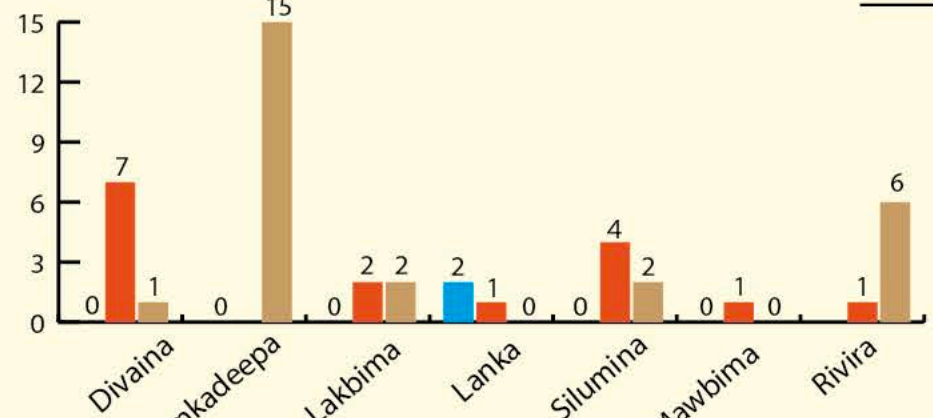
Sinhala



Weekday newspaper graph shows 'Dinamina' newspaper has been most contributed to promotion of ATOD, while 'Ada' newspaper was the main publisher of prevention related articles. 'Divaina' newspaper contributed highly in policy.

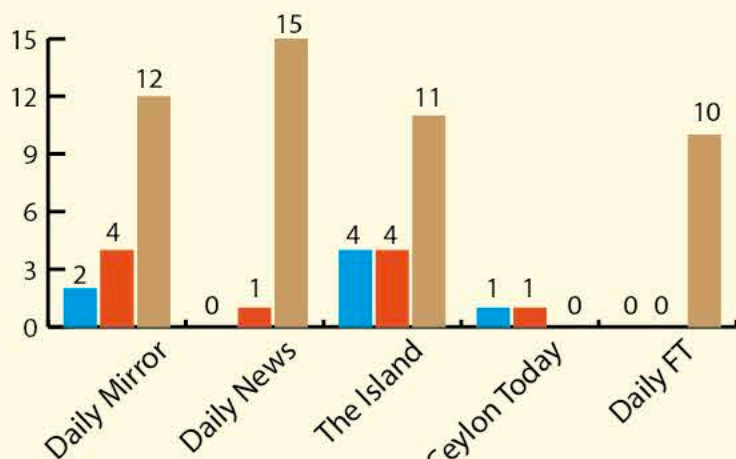
weekday

weekend



'Lanka' newspaper was the one most contributing to Promotion! 'Divaina' newspaper was the main publisher of prevention related article.

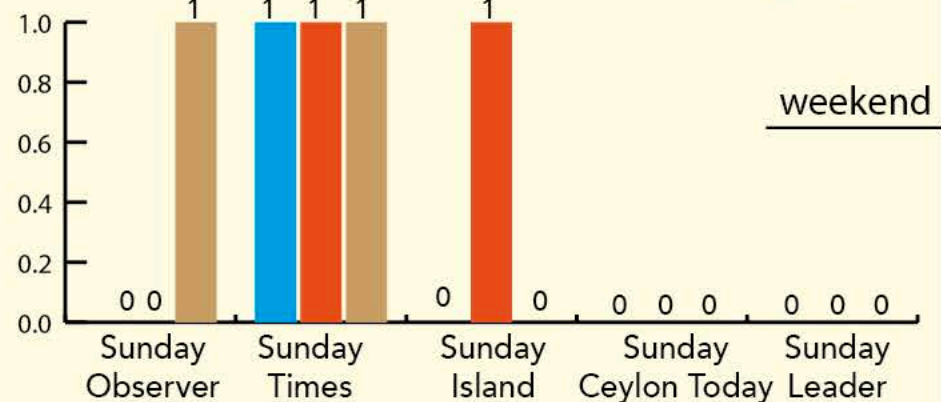
English



Above graph demonstrates that 'The Island' Newspaper has contributed in both promotion and prevention equally. The highest ATOD policy related articles were in 'Daily News'.

weekday

weekend



In weekend newspaper graph, only 'Sunday Times' has contributed in promotions and other newspapers have poor contributed to ATOD promotions.

n = Number of articles