

PRINT MEDIA ANALYSIS

FACT SHEET - June 2018



Total
News papers

Sinhala
06 weekday
English
05

Sinhala
07 weekend
English
05

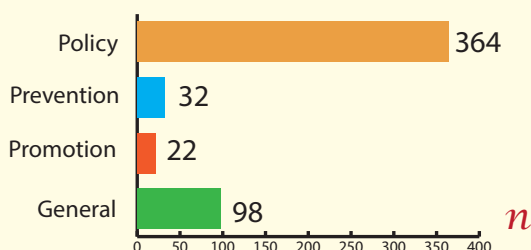
Introduction

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.

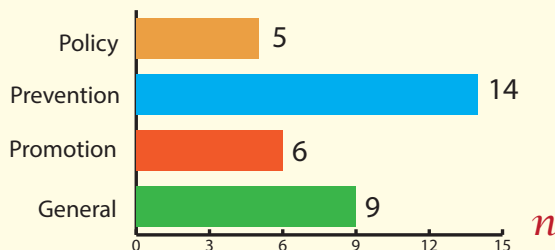
Newspaper Articles - Classification according to Promotion, Prevention & Policy

Sinhala

Weekday papers



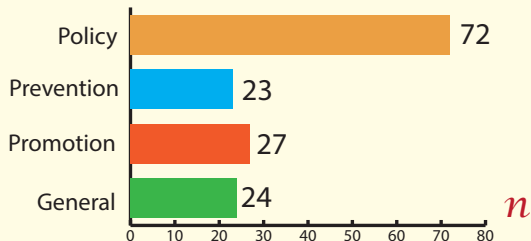
Weekend papers



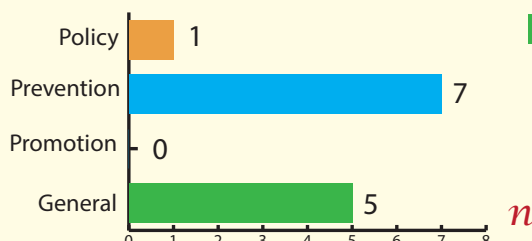
n = Number of articles

English

Weekday papers



Weekend papers



n = Number of articles

Promotion
Prevention
Policy
General

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

INTERNATIONAL

Storm over India film on women who 'smoke, drink and have sex'

By Sushila G. Thilak

A Hollywood superstar film that shows female hooking among four hard-drinking, foul-mouthed friends has sparked a storm in south Delhi, one of India's most conservative towns.

The film *Veere Di Wedding* is about a group of four friends who are women. The film is about four women who are smoking, drinking and having sex. The film is about four women who are smoking, drinking and having sex. The film is about four women who are smoking, drinking and having sex.

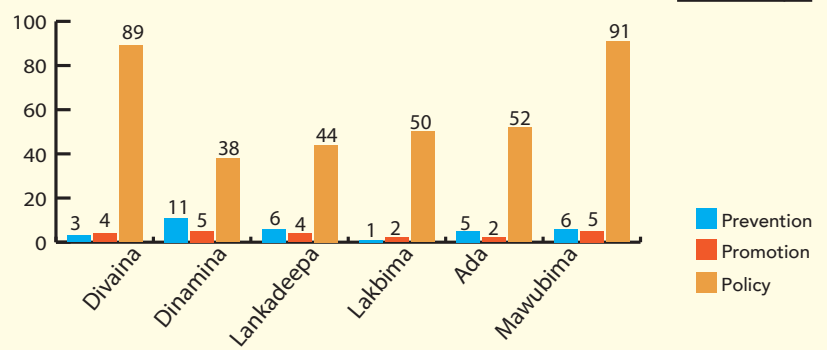


The film revolves around four best friends and a wedding storm. It is a comedy-drama film that depicts the lives of four women in Delhi. The film is a comedy-drama film that depicts the lives of four women in Delhi.

Sinhala

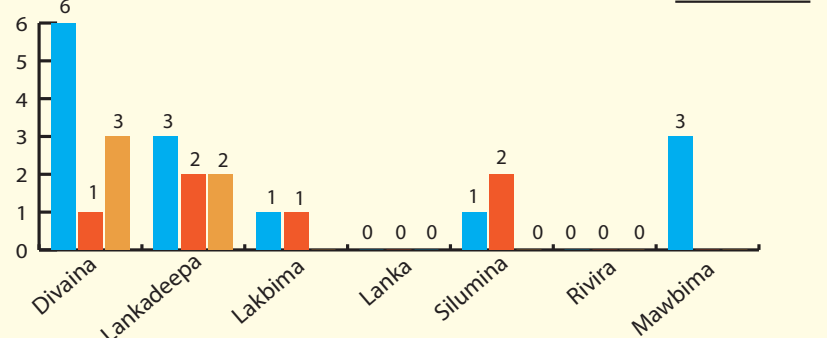
Title of the segment- Articles as News Papers.

weekday



Weekday newspaper graph shows "Mawubima & Dinamina" newspaper highly contributed to promotion. "Dinamina" newspaper was the primitive publisher of prevention. "Mawubima" newspaper contributed highly in policy.

weekend



"Silumina & Sunday Lankadeepa" newspapers have the highest contribution to Promotions. "Sunday Divaina" newspaper was the primitive publishers of prevention. "Sunday Divaina" was highest in policy.

A Prevention Article

Tobacco: Time to stop the killing spree

By Dr. Nishara Bandula

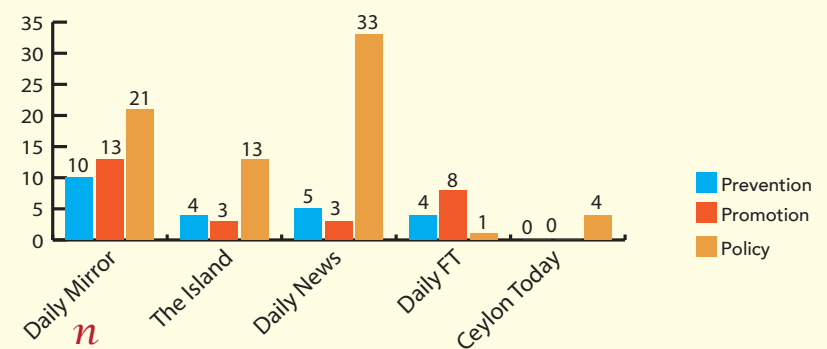
Tobacco is a leading cause of death and disability in the world. It is a major cause of cancer, heart disease, and lung disease. It is a leading cause of death and disability in the world. It is a major cause of cancer, heart disease, and lung disease.



The World Health Organization (WHO) has declared a global tobacco treaty. The treaty aims to reduce tobacco consumption and prevent tobacco-related deaths. The treaty aims to reduce tobacco consumption and prevent tobacco-related deaths.

English

weekday



It demonstrates that the "Daily Mirror & Daily FT" Newspapers have contributed highly in promotions. "Daily Mirror" newspaper was the primitive publisher of prevention. "Daily News" newspaper contributed highly in policy.

A Policy Article

Liquor, hashish, cannabis worth Rs 10 mn in container

Foreign liquor, hashish and cannabis worth over Rs. 10 million hidden inside a container was taken into custody by Customs officers at the Orugodwatta container yard on Wednesday night.

Officers had found two parcels containing hashish weighing 2,945 grams, 220 bottles of whiskey, 225 bottles of wine and 100 cans of beer hidden inside the container.



Two suspects have been arrested and further investigations are continuing customs sources said.

A General Article

WEDNESDAY, JUNE 6, 2018 *Daily News* (p-9)

Drug addicts reintegrated into society

CAMELIA NATHANIEL

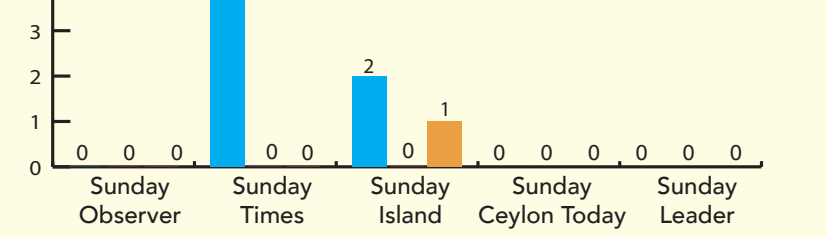
The Bureau of the Commissioner General of Rehabilitation held a reintroduction ceremony for rehabilitated drug addicts, at the Kandubala facility, Senaraja, Welisara, on June 1.

Fifty-one beneficiaries were reintegrated into society after a one-year period of rehabilitation and were handed over to their families.



A beneficiary receives a certificate from Commissioner General of Rehabilitation Major General Janaka Ratnayake.

weekend



This graph shows, "Sunday Times" as a weekend newspaper has highly contributed in prevention. Other newspapers have not contributed significantly in ATOD Promotion, prevention and policy.

n = Number of articles