

PRINT MEDIA ANALYSIS

FACT SHEET – MARCH 2018



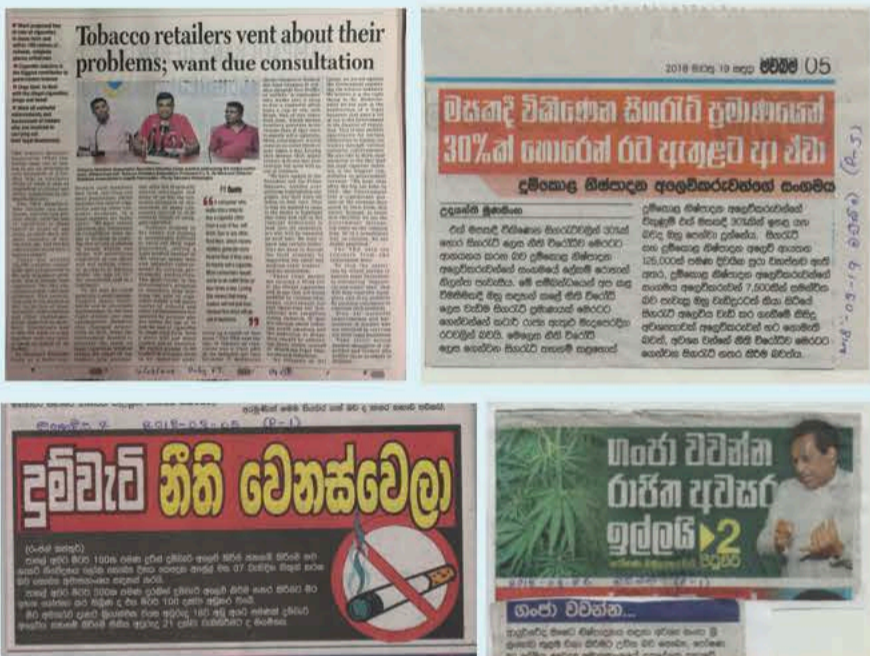
Total News papers

Sinhala 06 weekday 07 weekend
English 05 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.

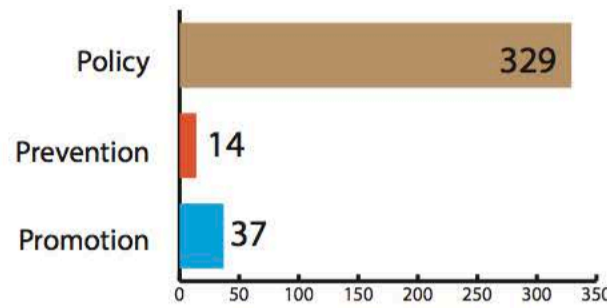
Highlights



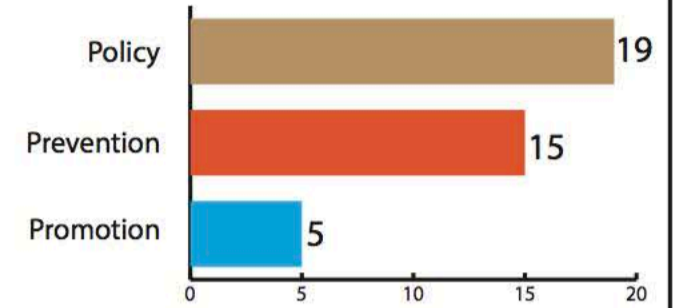
Newspaper Articles - Classification according to Promotion, Prevention & Policy

Sinhala

Weekday papers

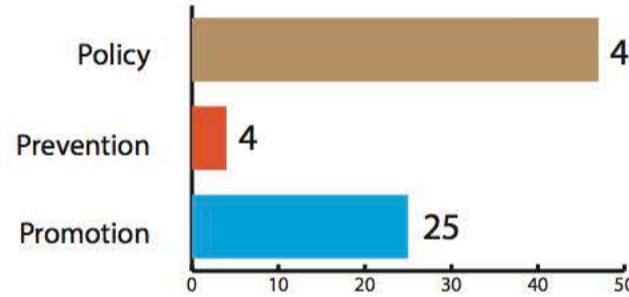


Weekend papers

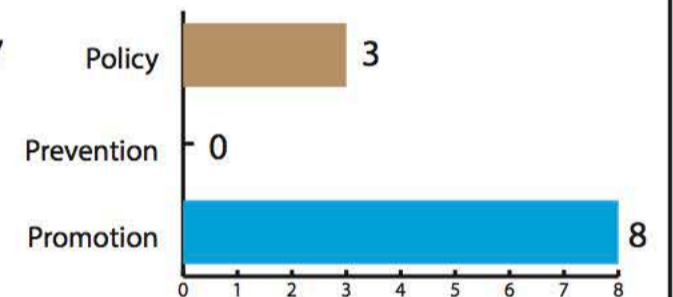


English

Weekday papers



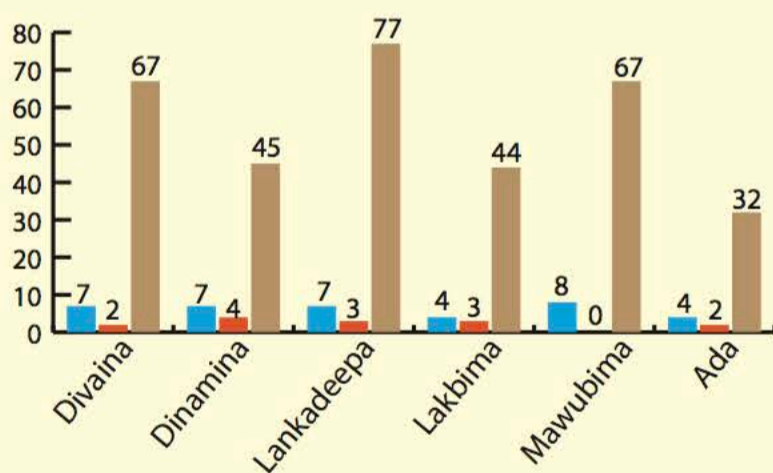
Weekend papers



n = Number of articles

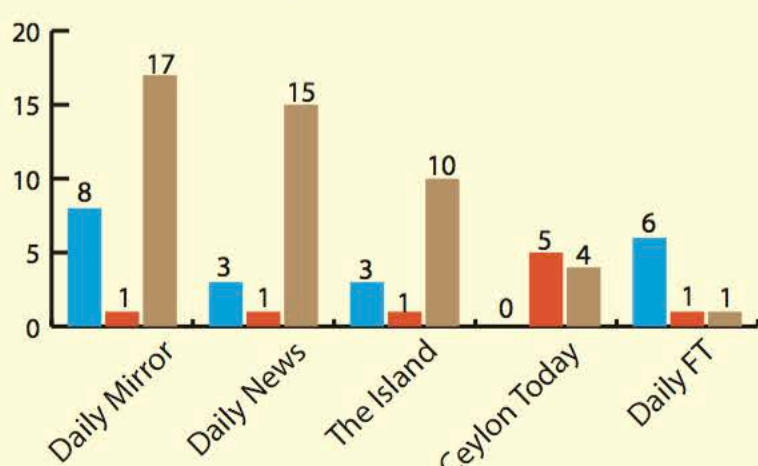
Individual Newspaper Behaviour Analysis

Sinhala



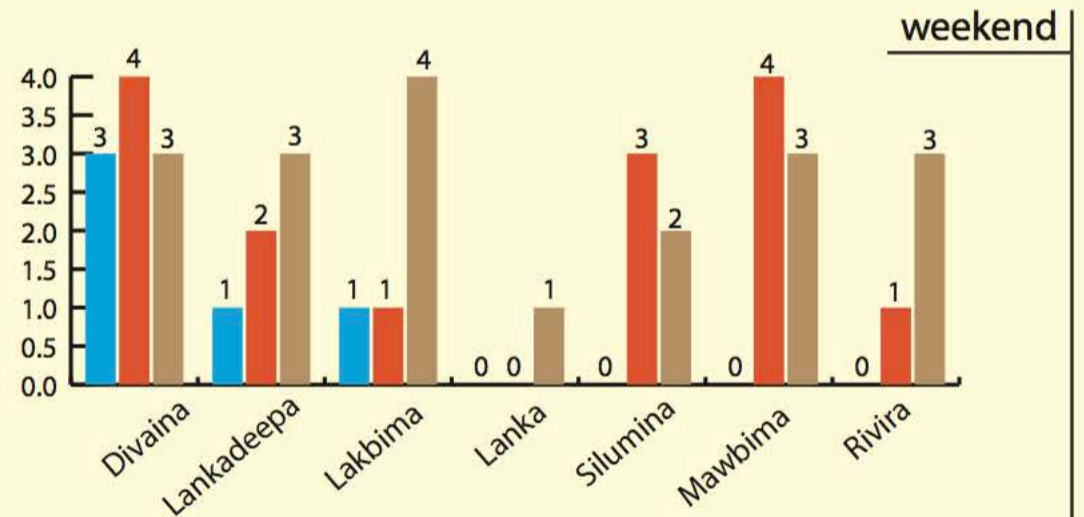
Weekday newspaper graph shows Mawubima newspaper highly contributed to promotion. Dinamina newspaper was the primitive publisher of prevention. Lankadeepa newspaper contributed highly in policy.

English



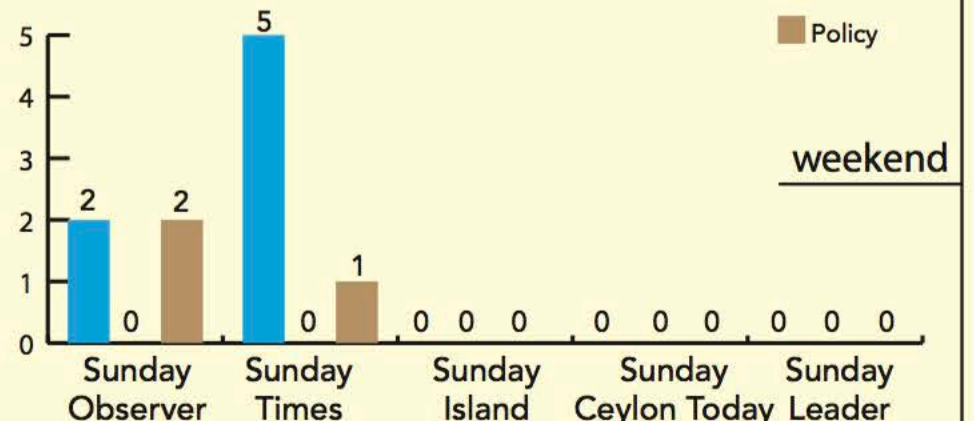
It demonstrates that the Daily Mirror Newspaper has contributed highly in promotions and policy. Ceylon Today newspaper was the primitive publisher of prevention.

weekday



Sunday Divaina newspaper has the highest contribution to Promotions. Sunday Divaina and Sunday Mawubima newspapers were the primitive publishers of prevention. Lakbima was highest in policy.

weekday



In weekend newspaper graph, Sunday Times has highly contributed to promotions. Sunday Observer newspaper was the primitive publisher of policy and other newspapers poorly contributed to promotion, Prevention and Policy.

n = Number of articles