

PRINT MEDIA ANALYSIS

FACT SHEET - January 2021



Introduction

Since 2005, ADIC conducts daily surveillance on print media and produce a monthly analysis of references regarding alcohol, tobacco, cannabis, heroin and other drugs (ATOD) occurring in selected print media in the three mediums – Sinhala, Tamil and English. This “Print Media Analysis” leads to monitoring and identifying the prevailing/ current trends and patterns related to alcohol, tobacco, cannabis, heroin and other drug reporting. It also identifies the current attitudes and the behavior of the media and media personnel with regard to ATOD. This fact sheet contains the analysis of Sinhala and English newspapers in December 2020.

Weekly Newspapers

Monday to Saturday		Sunday
05	Sinhala	03
04	English	03
04	Tamil	03

The identified content are categorized as follows:

Prevention – Improve correct knowledge on ATOD, its industries and effective prevention.

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

Positive policy – Supporting implementation and formulation, of ATOD control policies.

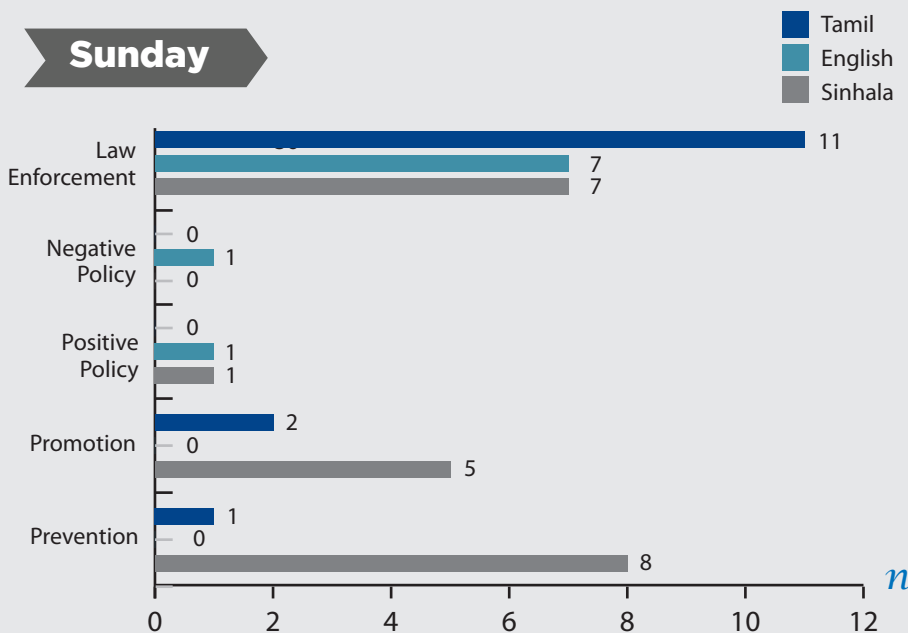
Negative policy – Undermining formulation & implementation of ATOD control policies.

Law enforcement- Legal actions taken by the authorities when ATOD related laws & regulations are violated.

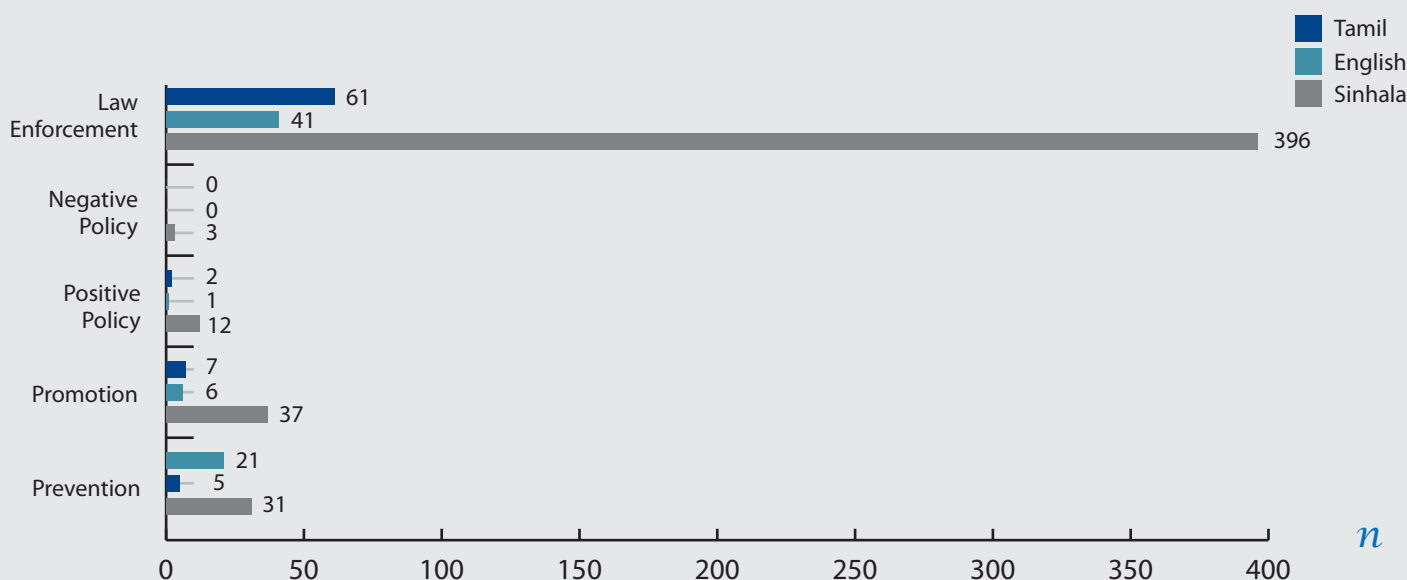
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

Classification according to Promotion, Prevention, Policy, Law Enforcement & Non Category

Sunday

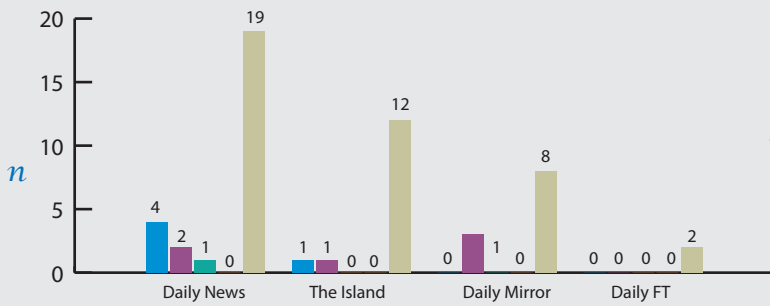


Monday to Saturday



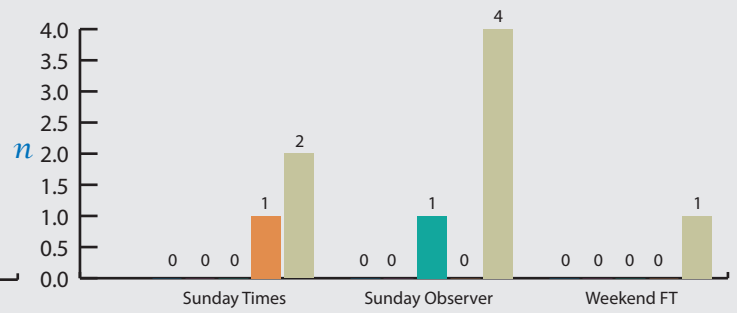
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, Daily Mirror, Daily News and The Island published ATOD promotive articles. Both Daily News and The Island published prevention articles. Law Enforcement was the overall most published category in all four newspapers.

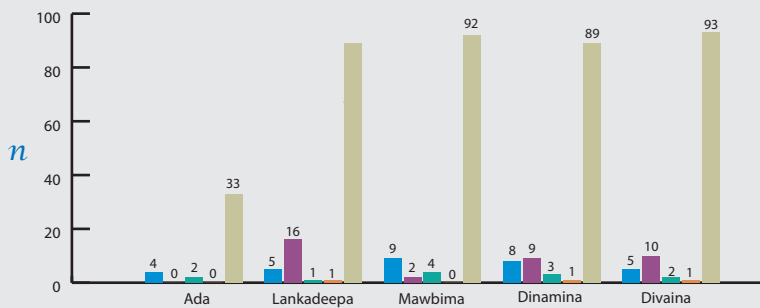
Sunday English Newspapers



In Sunday English newspapers, Sunday Observer published one prevention article. No promotive content was published on either of the newspapers.

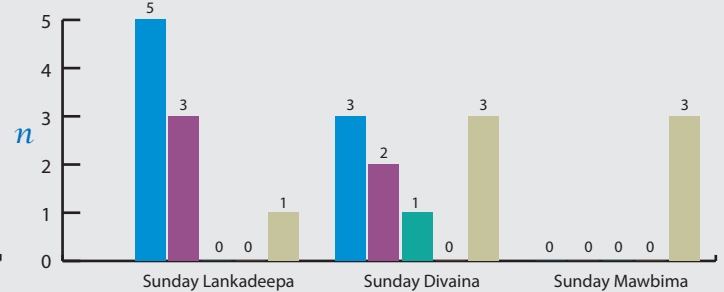
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles

Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion was published the most in Lankadeepa. ATOD prevention was published the most in Mawbima. Law Enforcement was the overall most published category in all five newspapers.

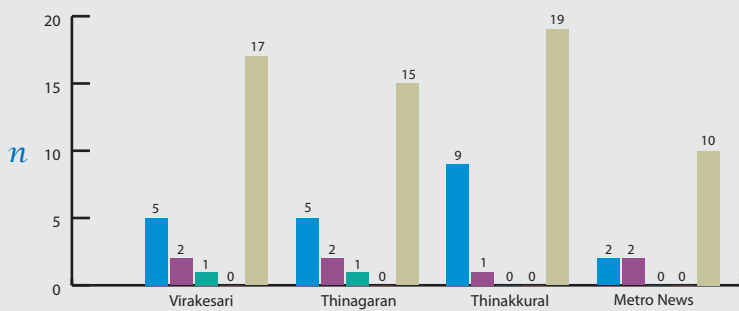
Sunday Sinhala Newspapers



In Sunday Sinhala newspapers, ATOD promotion was published the most on Sunday Lankadeepa. 05 ATOD prevention was published in Sunday Lankadeepa and 03 ATOD prevention was published in Sunday Divaina.

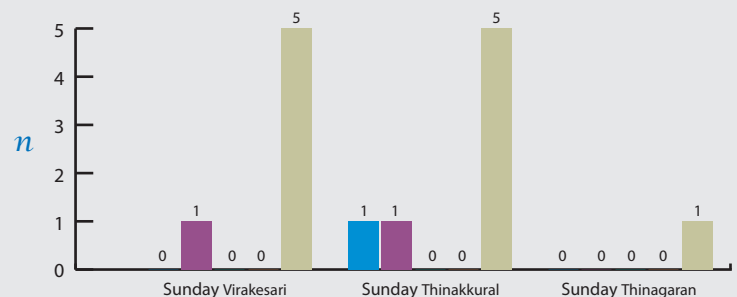
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles

Monday to Saturday Tamil Newspapers



In Monday to Saturday Tamil newspapers, ATOD promotion was published equally in Virakesari, Thinaganan and MetroNews. ATOD prevention was published the most in Thinakkural. Law Enforcement was the overall most published category in all four newspapers.

Sunday Tamil Newspapers



In Sunday Tamil newspapers, Both Sunday Virakesari and Sunday Thinaganan published one ATOD promotive article each, One ATOD prevention article published in Sunday Thinakkural. Law Enforcement was the overall most published category in all three newspapers.

Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles