

# PRINT MEDIA ANALYSIS

FACT SHEET - May 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 May 2021.

## Weekly Newspapers

Monday to Saturday	Sinhala	Sunday
05		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.

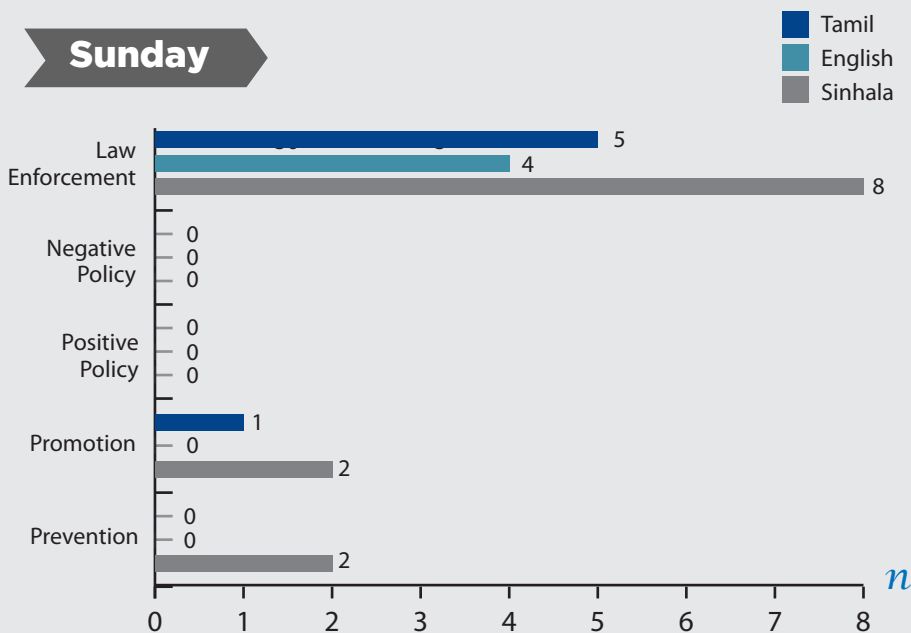
**Negative policy** – Undermining formulation & implementation of ATOD control policies.

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

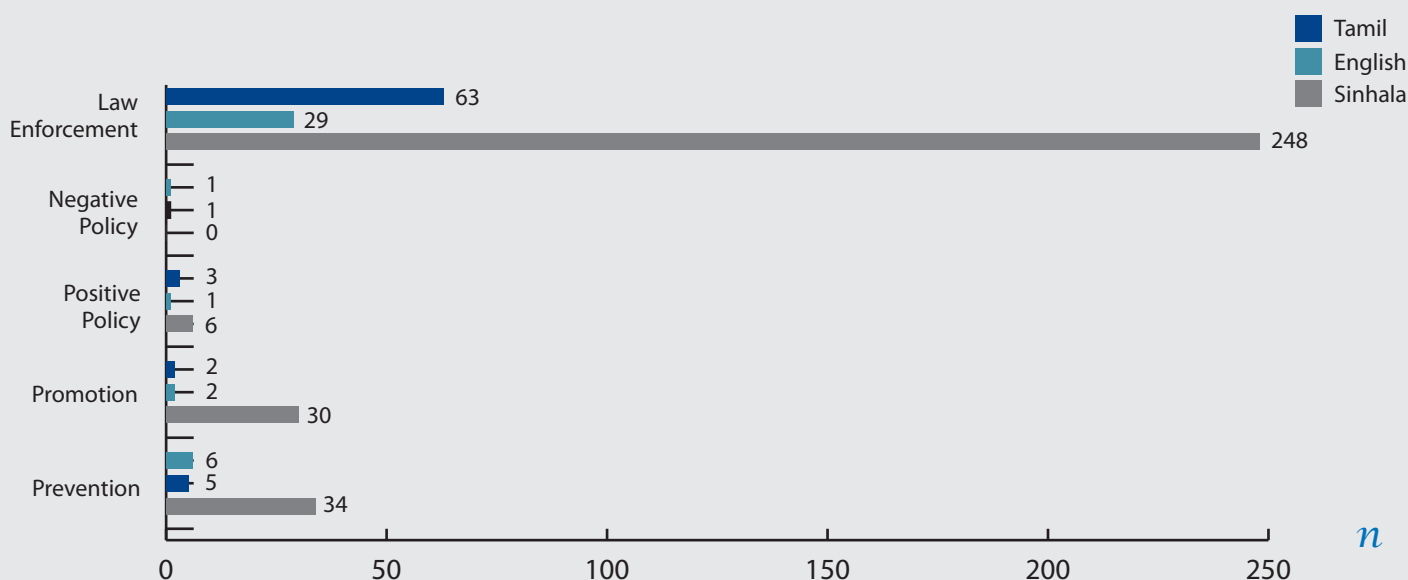
**Non Category** –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

### Sunday

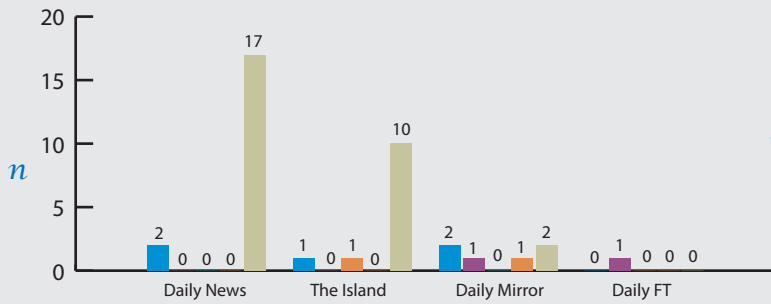


### Monday to Saturday



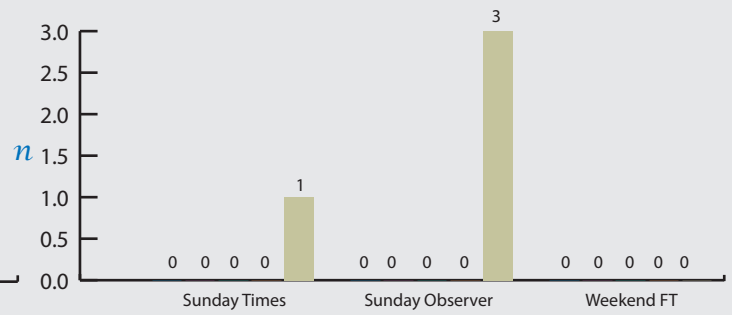
# Classification according to Newspapers

## Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, Daily Mirror and Daily News published 02 prevention articles. Daily Mirror and Daily FT published 01 promotive articles. Law Enforcement was the overall most published category in all four newspapers.

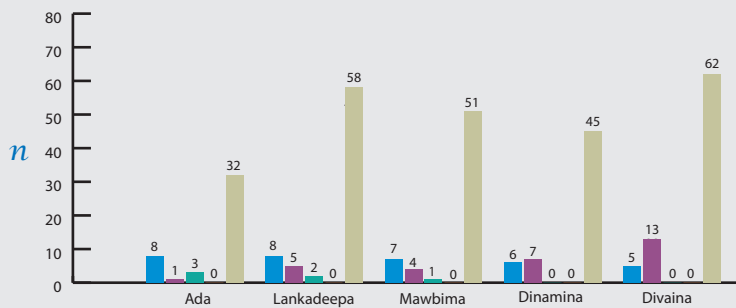
## Sunday English Newspapers



Published 01 law enforcement article in Sunday Times and 03 law enforcement published in Sunday Observer. No promotive and prevention content was published on either of the newspapers.

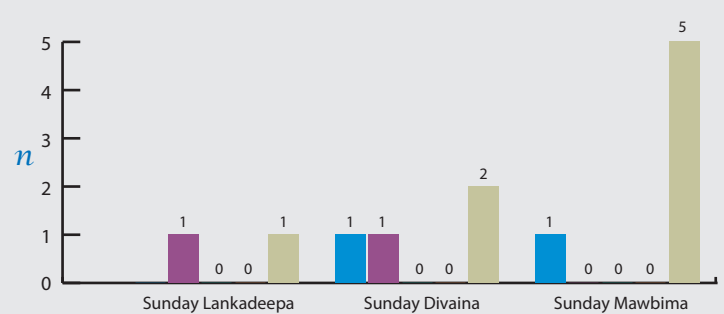
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement  $n = \text{Number of articles}$

## Monday to Saturday Sinhala Newspapers



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

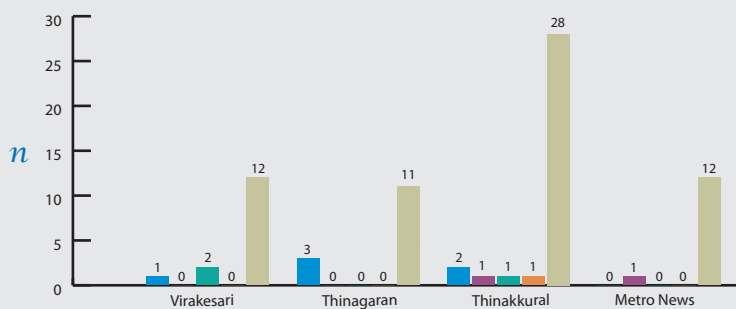
## Sunday Sinhala Newspapers



01 prevention article was published in Sunday Divaina and Sunday Mawbima, 01 promotive content published in Sunday Lankadeepa and Sunday Divaina. Law Enforcement was the overall most published category in all five newspapers.

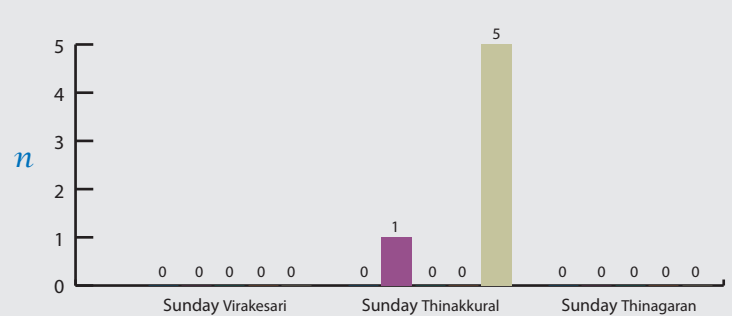
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement  $n = \text{Number of articles}$

## Monday to Saturday Tamil Newspapers



One article on ATOD promotion was published in Thinakkural and MetroNews. ATOD prevention was published the most in Thinaganan. Law Enforcement was the overall most published category in all four newspapers.

## Sunday Tamil Newspapers



In Sunday Tamil newspapers, Sunday Thinakkural was published one ATOD promotive article and 05 Law Enforcements.

Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement  $n = \text{Number of articles}$