

PRINT MEDIA ANALYSIS

FACT SHEET - August 2023



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.

Weekly Newspapers

| Monday to Saturday | | Sunday |
|--------------------|---------|--------|
| 06 | Sinhala | 05 |
| 05 | English | 03 |
| 03 | 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.

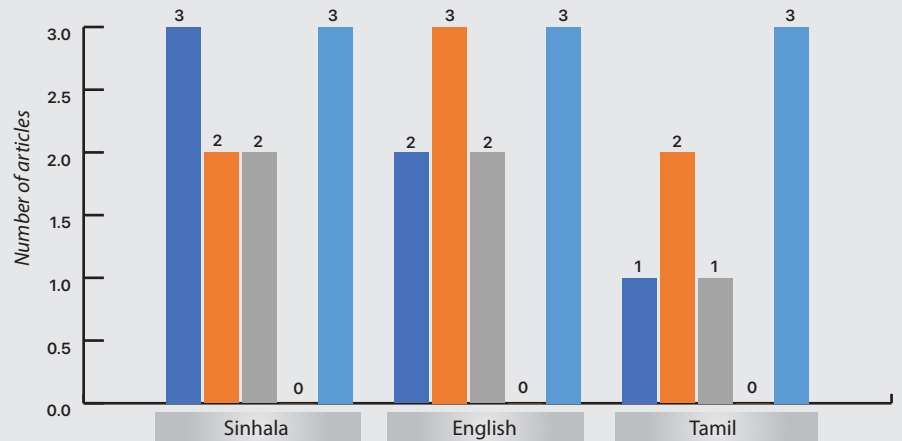
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

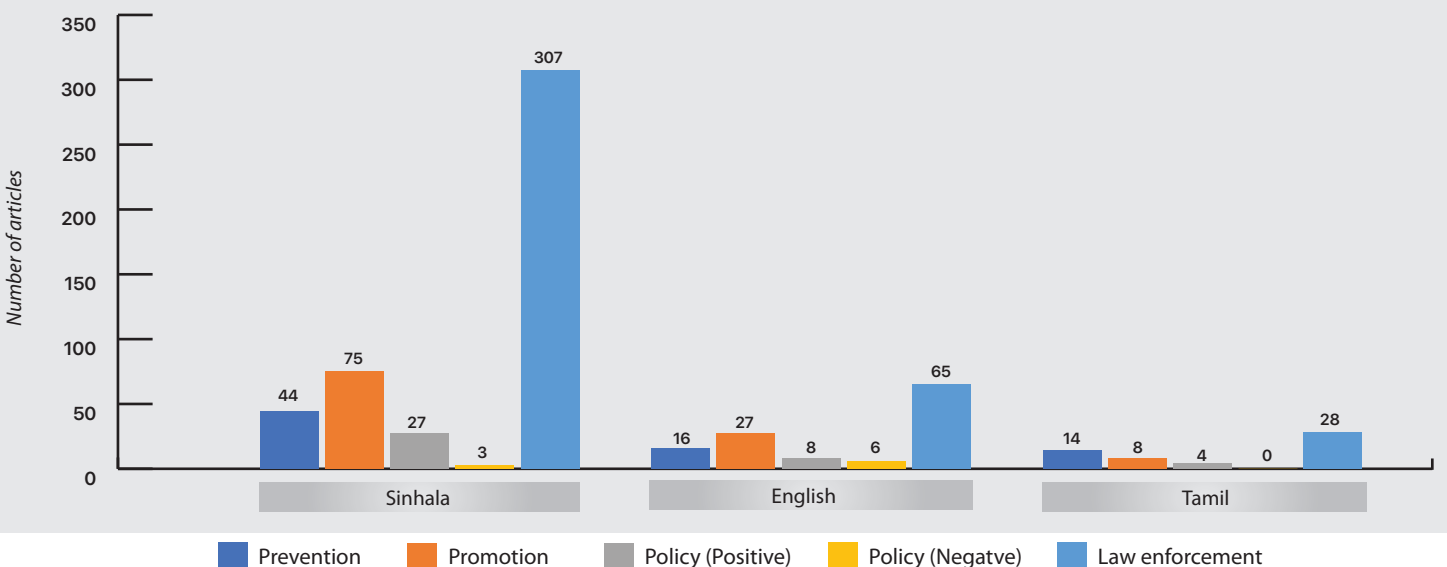
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

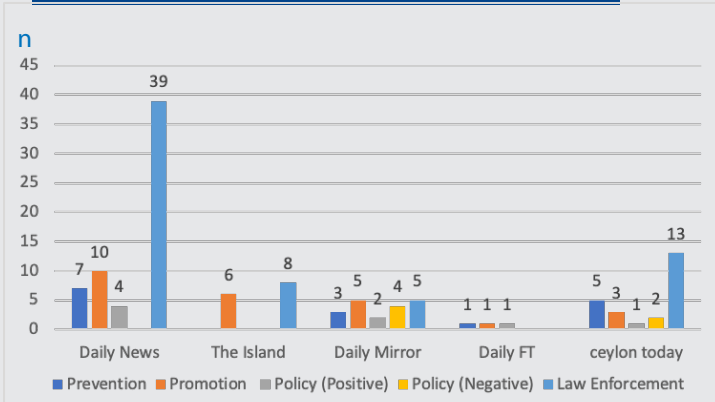


Monday to Saturday



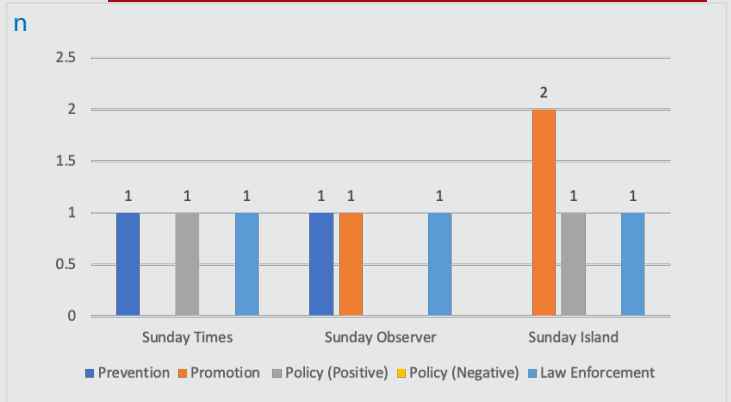
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The Daily news published 07 prevention contents and 10 promotion contents. Law Enforcement was the overall most published category in selected newspapers.

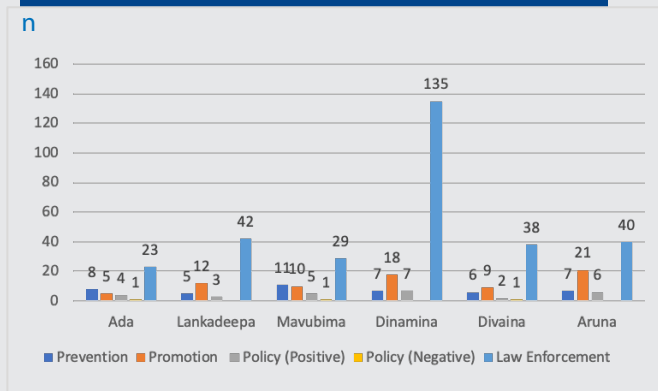
Sunday English Newspapers



In Sunday English Newspapers, Sunday times and Sunday observer newspapers published equal (01) prevention contents and at the same time Sunday Island newspaper published most (02) promotion contents. Also, Law Enforcement was equally published by all three newspapers.

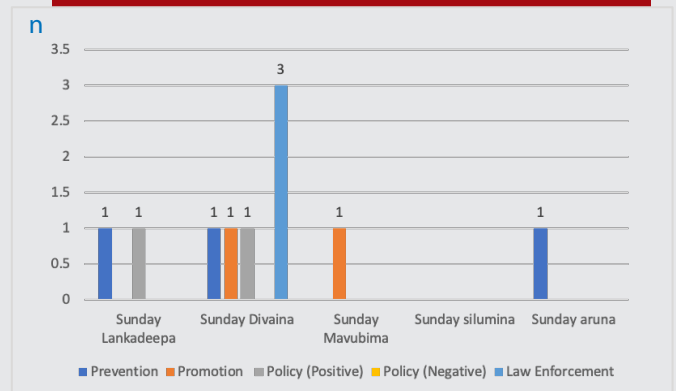
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, the most ATOD promotion was published in Aruna newspaper and most prevention contents published in Mawbima newspaper. Law Enforcement was the overall most published category in all six newspapers.

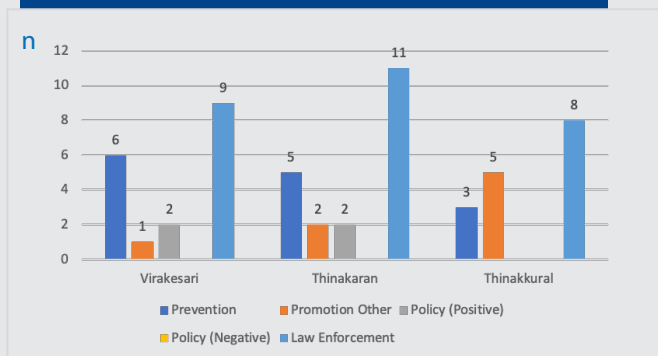
Sunday Sinhala Newspapers



In Sunday Sinhala Newspapers, Sunday Lankadeepa, Sunday Divaina and Sunday Aruna newspapers published equal (01) prevention contents and Sunday Divaina and Sunday Mawbima newspapers published equal (01) promotion contents. Also, 03 law enforcements was published in Sunday Divaina newspaper.

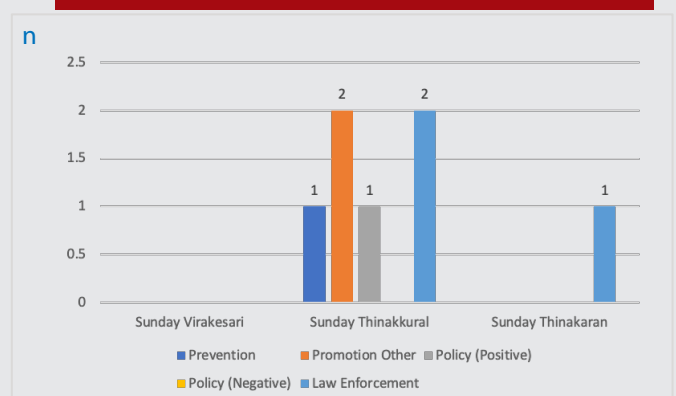
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Tamil Newspapers



The most ATOD promotion was published in Thinakkural and at the same time most ATOD prevention was published in Virakesari newspaper. Law Enforcement was the overall most published category in all three newspapers.

Sunday Tamil Newspapers



02 ATOD promotion contents and 01 prevention content was published by Thinakkural newspaper and at the same time 01 positive policy published by the same newspaper.

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