

PRINT MEDIA ANALYSIS

FACT SHEET - August 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 August 2021.

Weekly Newspapers

Monday to Saturday		Sunday
05	Sinhala	03
04	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.

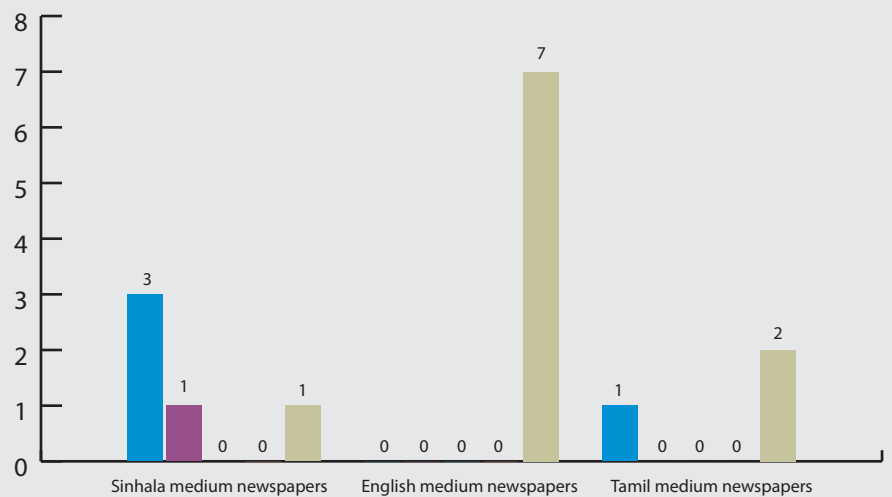
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

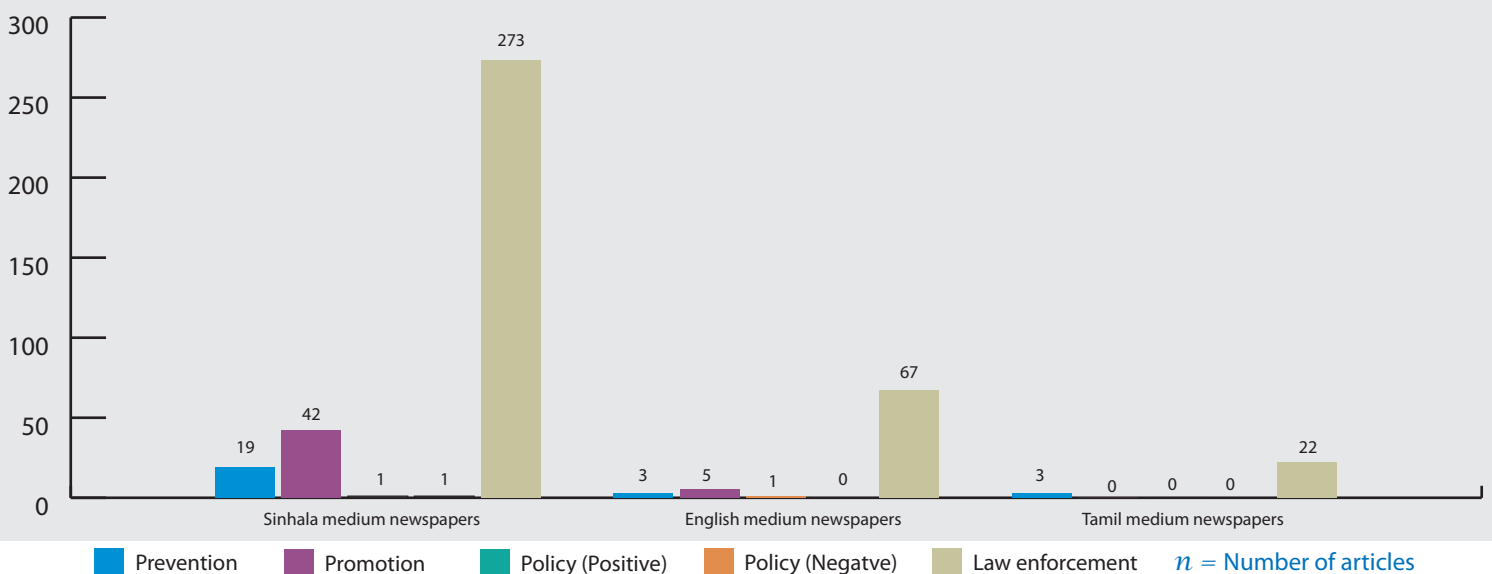
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

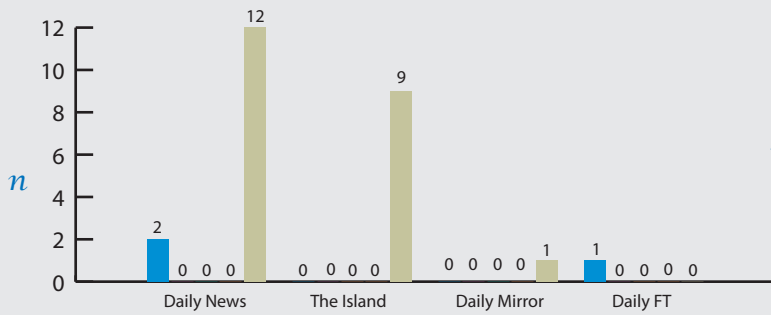


Monday to Saturday



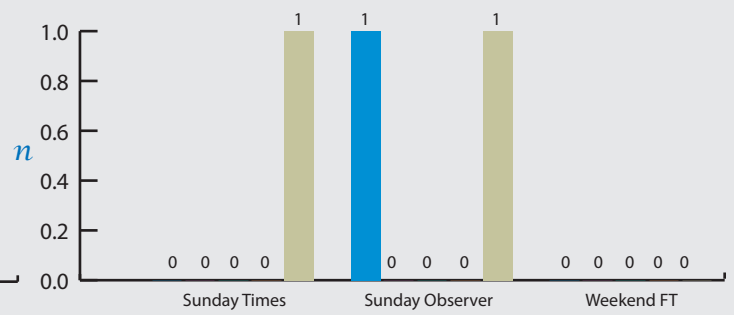
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The Daily News published 02 prevention contents. Promotion contents did not publish in any newspapers. Law Enforcement was the overall most published category in all four newspapers.

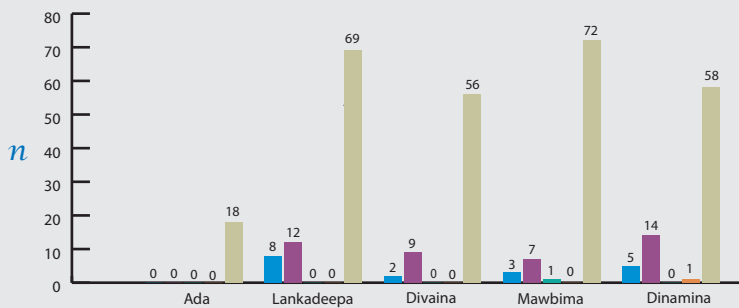
Sunday English Newspapers



01 prevention and 01 law enforcement contents were published in in Sunday Observer, 01 law enforcement was published in Sunday Times during the month of August 2021.

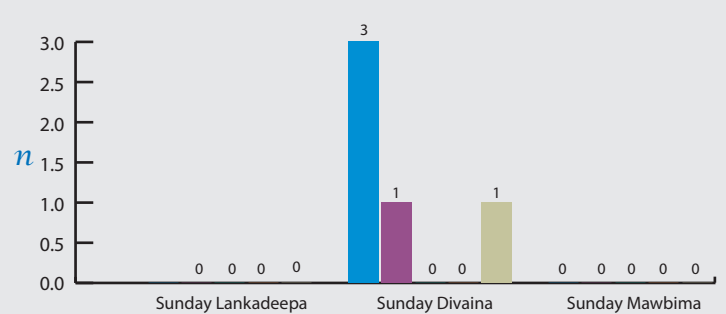
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles

Monday to Saturday Sinhala Newspapers



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

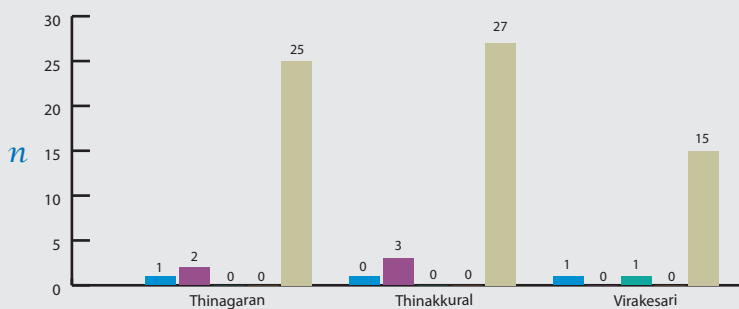
Sunday Sinhala Newspapers



03 prevention contents, 01 promotion content and 01 law enforcement were published in Sunday Divaina.

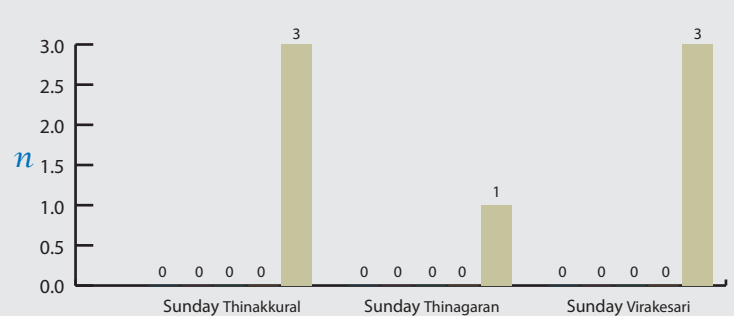
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement *n* = Number of articles

Monday to Saturday Tamil Newspapers



Three articles on ATOD promotion were published in Thinakkural. 02 ATOD promotion contents published in Thinagaran Newspaper. 01 prevention content was published in Thinagran, Thinakkural and Virakesari Newspapers. Law Enforcement was the overall most published category in all three newspapers.

Sunday Tamil Newspapers



Law Enforcement was the overall most published category in all three newspapers in Tamil medium Sunday newspapers.

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