

PRINT MEDIA ANALYSIS

FACT SHEET - January 2022



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
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.

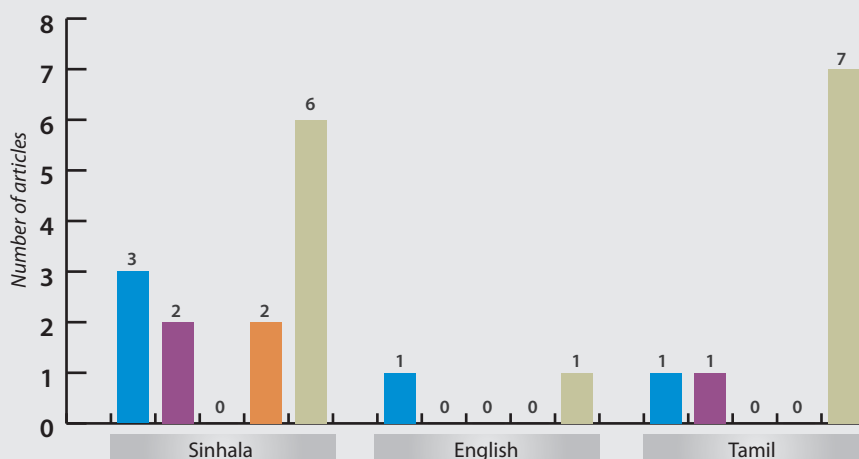
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

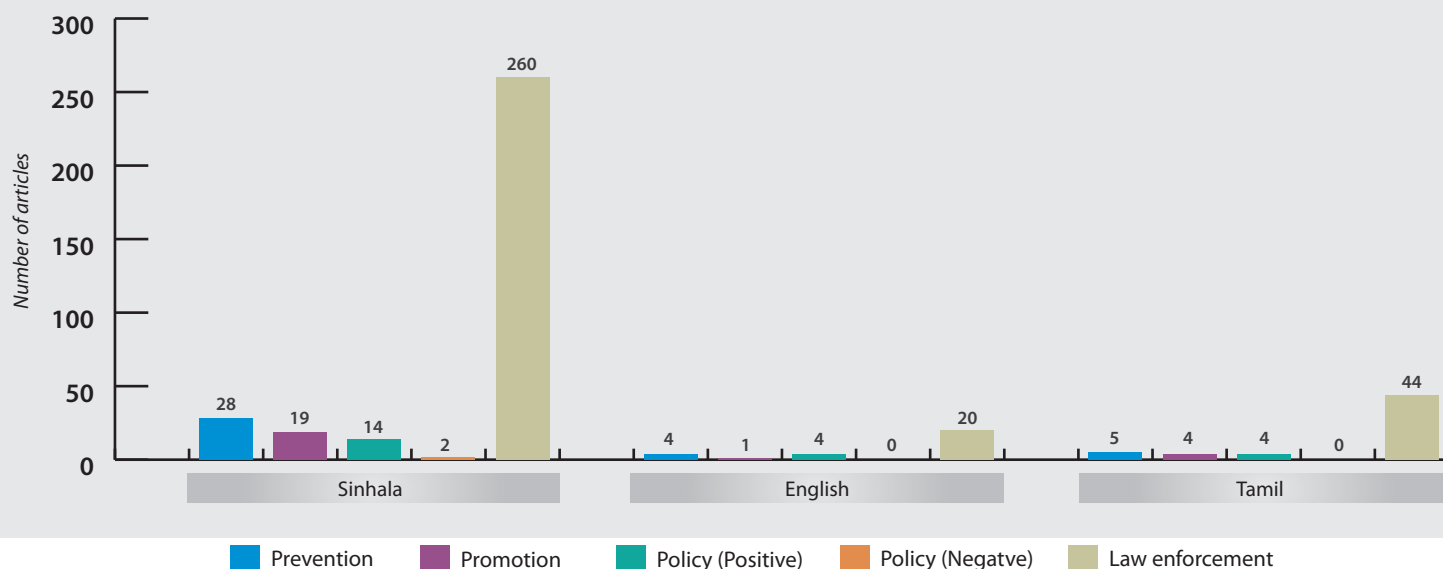
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

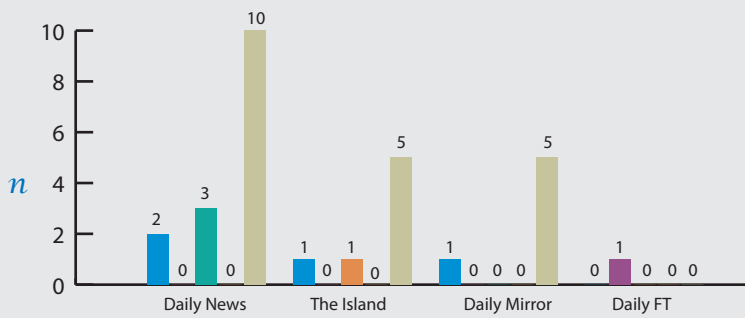


Monday to Saturday



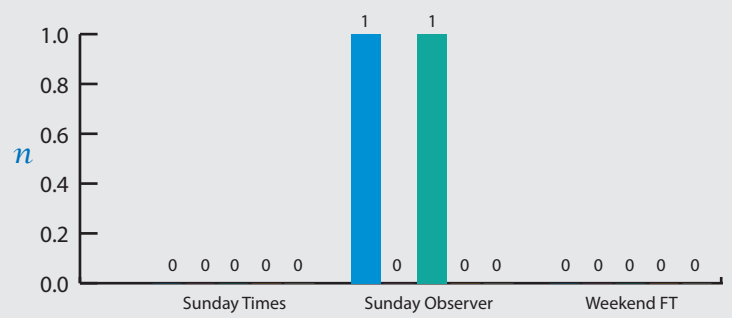
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The DailyNews published 02 prevention contents and The Island newspaper published 01 prevention content, Daily FT published 01 promotion content. Law Enforcement was the overall most published category.

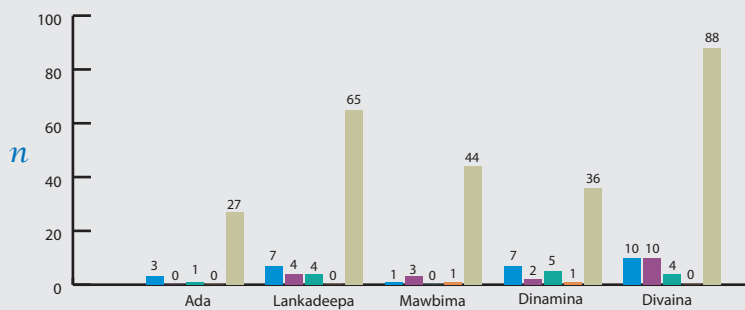
Sunday English Newspapers



01 promotion content and 01 policy – positive content published in Sunday Observer,

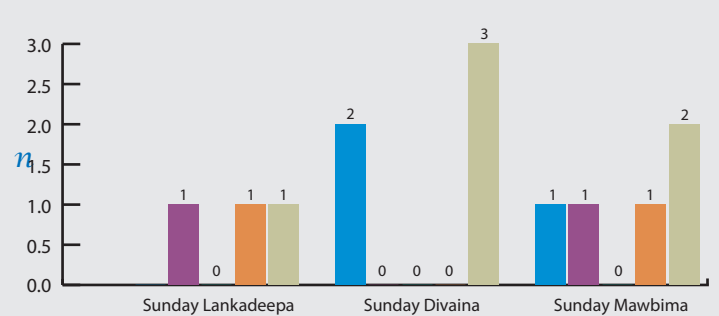
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement $n = \text{Number of articles}$

Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD prevention was published the most in Divaina at the ATOD prevention also published the most in Divaina newspaper. Law Enforcement was the overall most published category in all five newspapers.

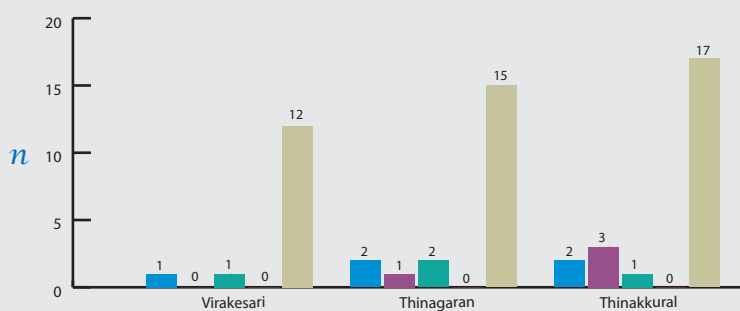
Sunday Sinhala Newspapers



02 prevention contents published in Sunday Divaina, 01 promotion content published in Sunday Lankadeepa and Sunday Mawubima during the January 2022 .

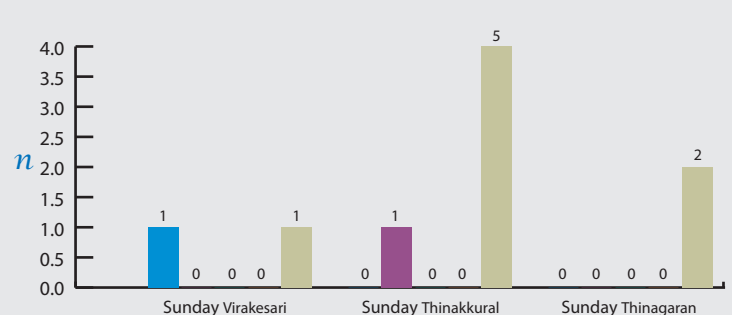
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement $n = \text{Number of articles}$

Monday to Saturday Tamil Newspapers



ATOD promotion was published the most in Thinakkural, also Thinakkural published 02 prevention contents also 02 preventions was published in Thinagaran newspaper. Law Enforcement was the overall most published category in all three newspapers.

Sunday Tamil Newspapers



01 prevention content published in Sunday Virakesari, 01 promotion content published in Sunday Thinakkural. Law Enforcement was the overall most published category in all three newspapers.

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