

PRINT MEDIA ANALYSIS

FACT SHEET - July 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.

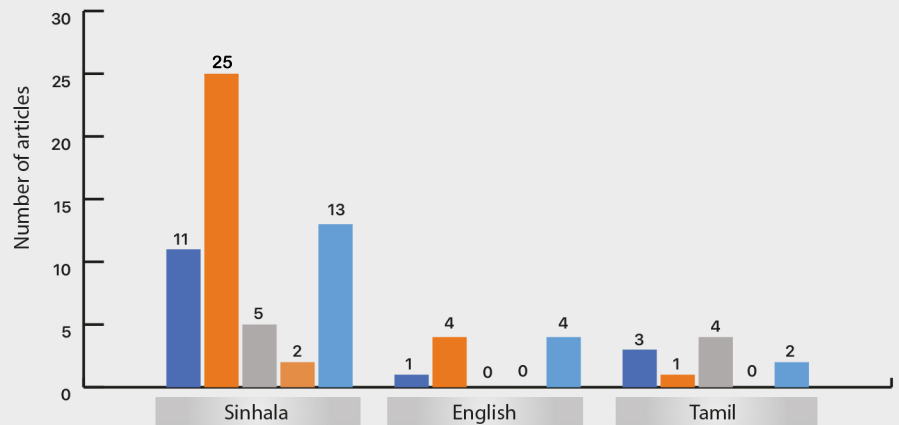
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

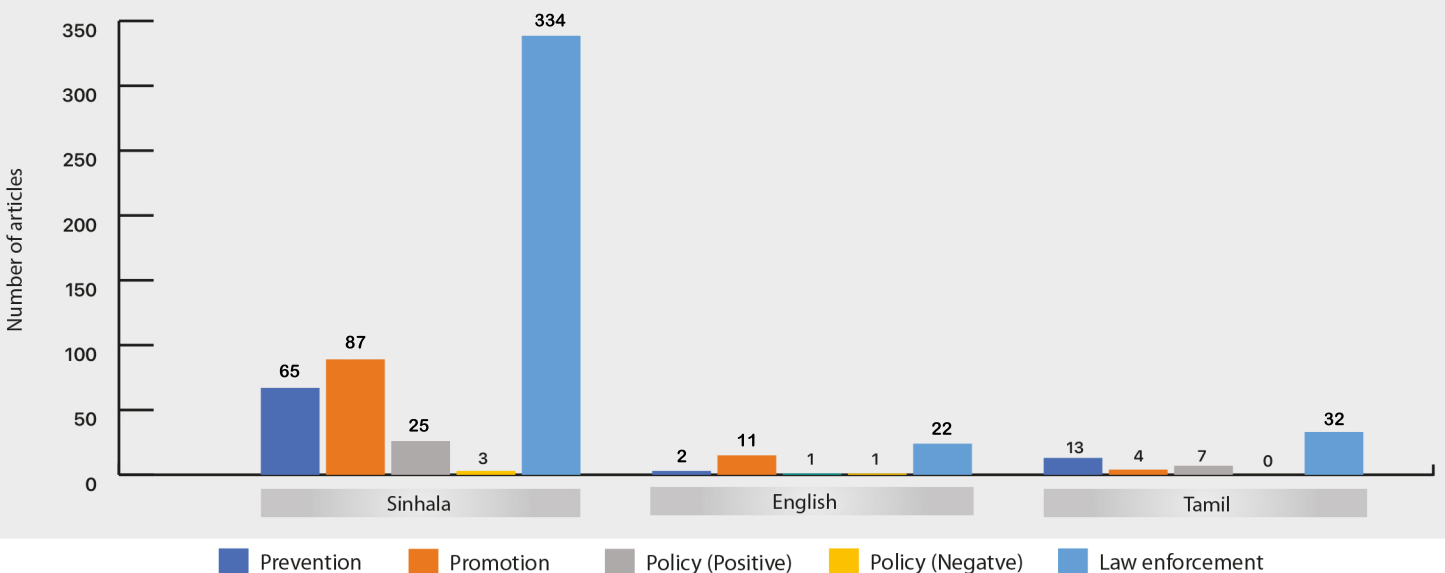
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

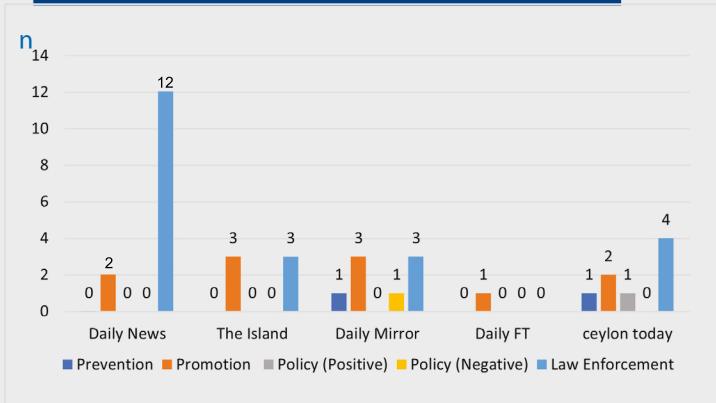


Monday to Saturday



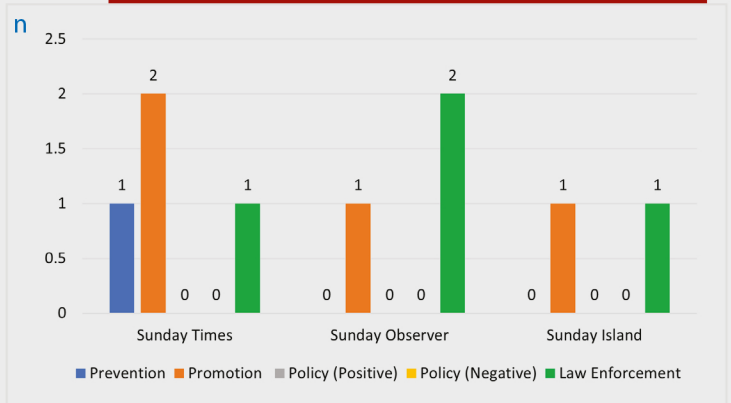
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The Daily news published no prevention contents and The Island and Daily Mirror published 03 promotion contents. Law Enforcement was the overall most published category in selected newspapers.

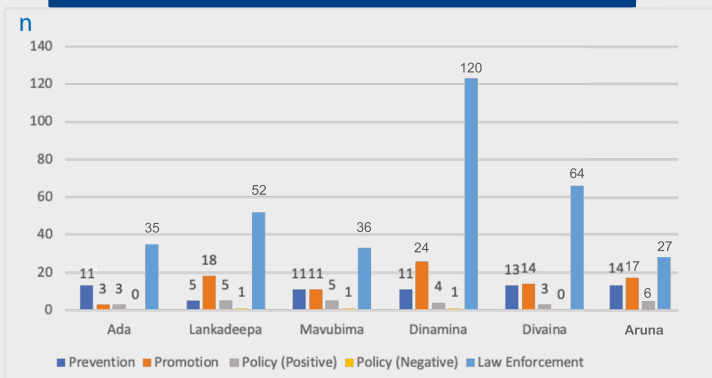
Sunday English Newspapers



01 prevention contents published Sunday Times at the same time 02 promotion content published in the same newspaper.

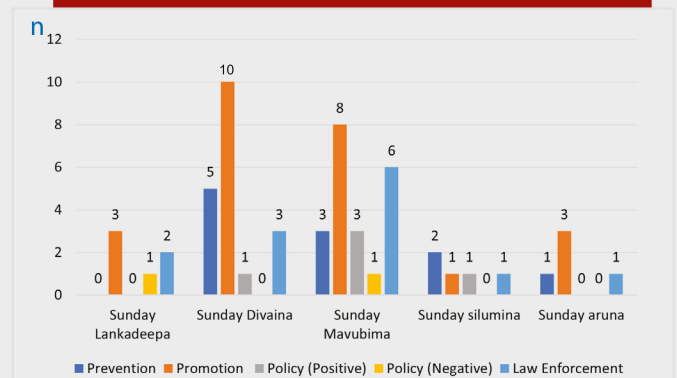
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion was published the most in Dinamina newspaper and most (14) prevention contents published in Aruna News Paper. Law Enforcement was the overall most published category in all five newspapers.

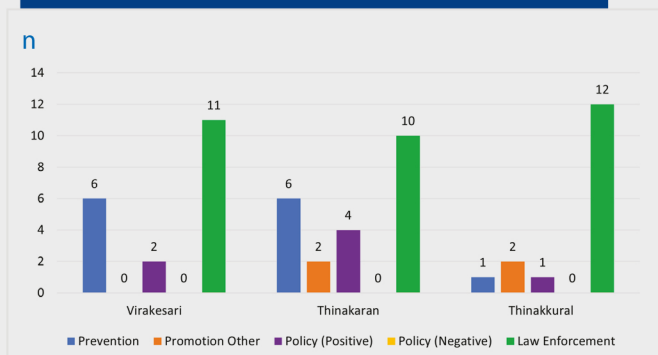
Sunday Sinhala Newspapers



10 promotion contents were published in Sunday Divaina, at the same time Sunday Aruna and Sunday Lankadeepa published 03 promotion contents.

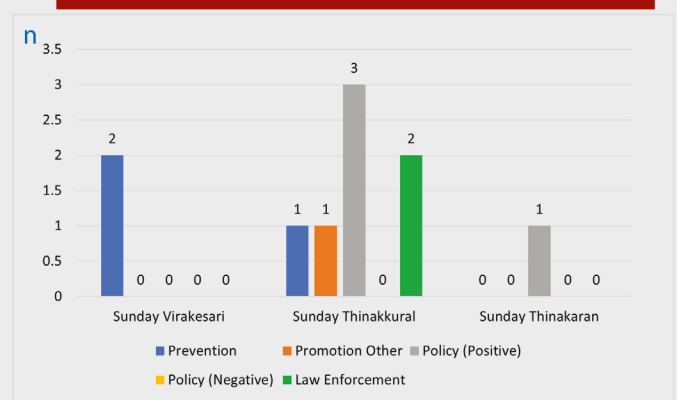
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Tamil Newspapers



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

Sunday Tamil Newspapers



02 prevention content published in Virakesari and 02 law enforcement contents published in Sunday Thinakkural.

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