

PRINT MEDIA ANALYSIS

FACT SHEET - March 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.

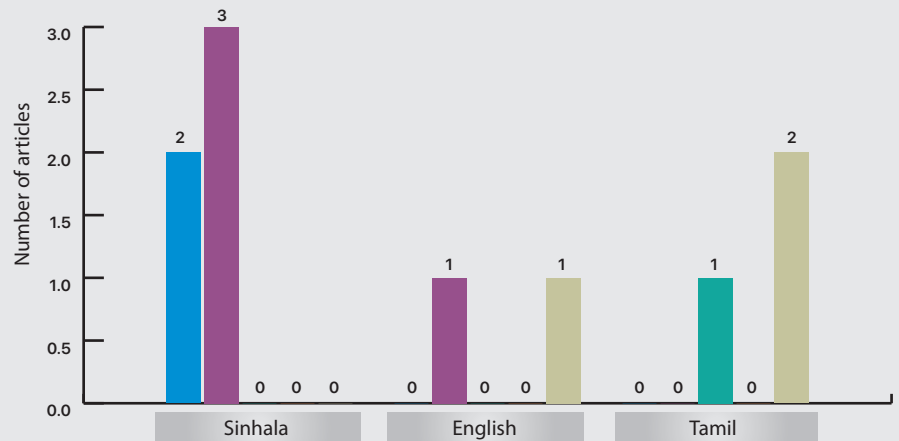
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

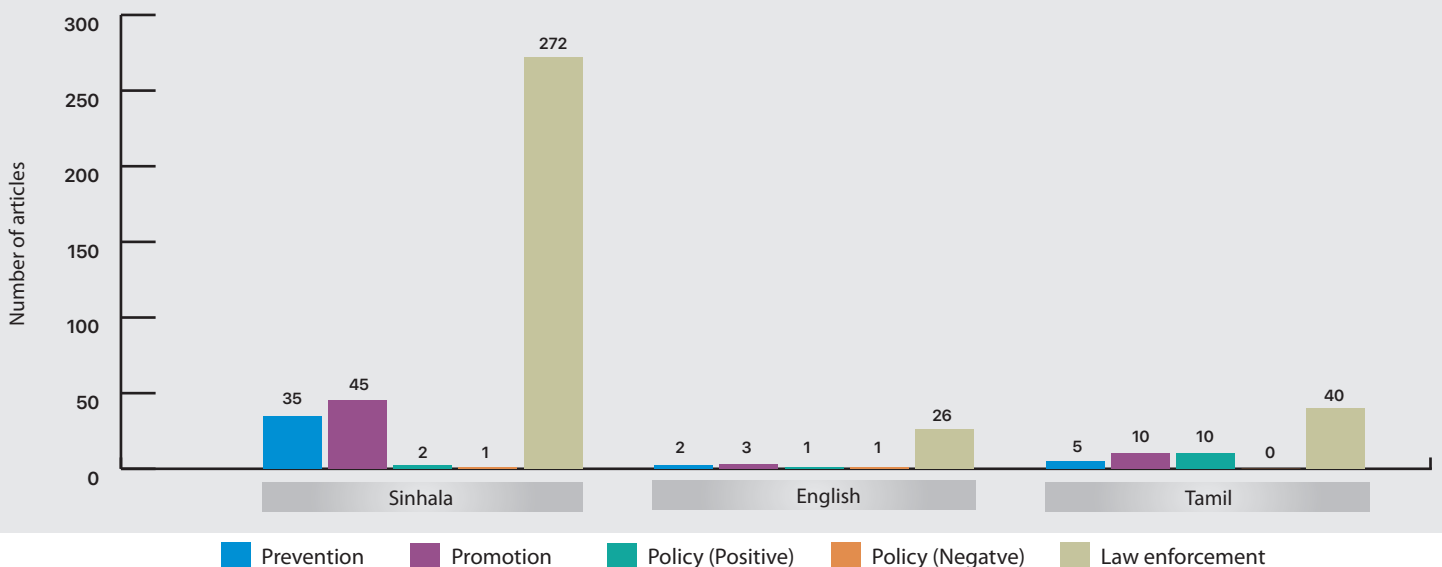
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday

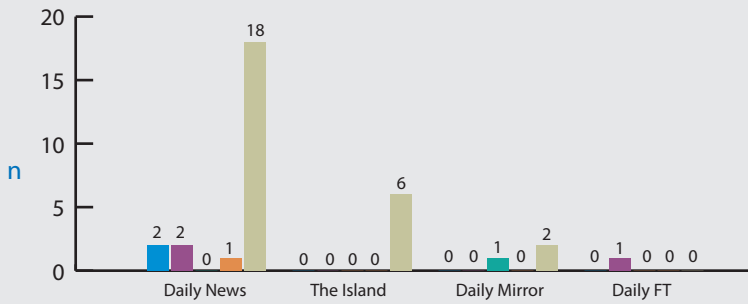


Monday to Saturday



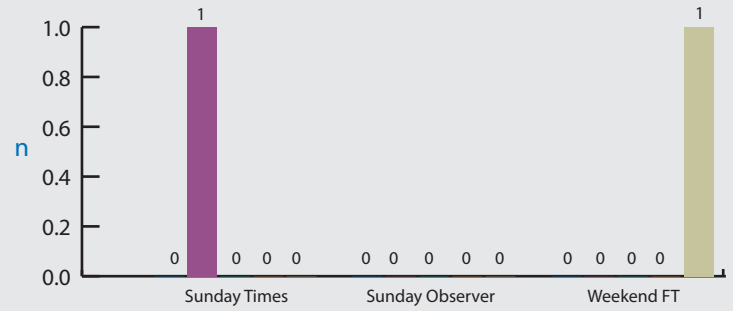
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The DailyNews published 02 prevention contents at the same time DailyNews published 02 promotion contents also. Law Enforcement was the overall most published category in selected 04 newspapers.

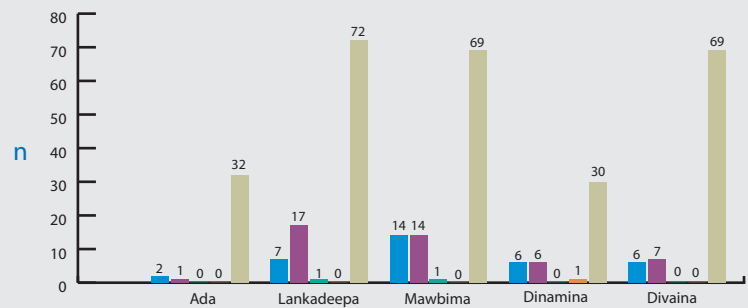
Sunday English Newspapers



A promotion content published in Sunday Times and 01 low enforcement content published in Weekend FT.

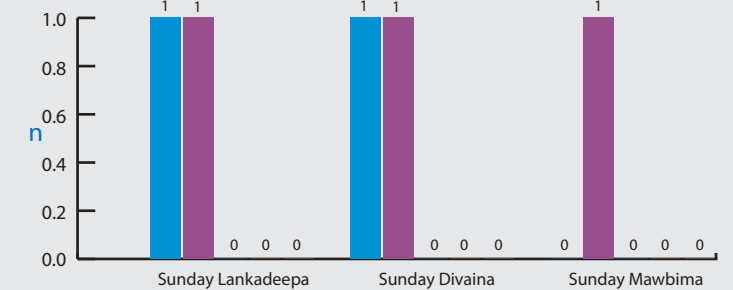
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD prevention was published the most in Mavubima (14 contents) at the same time 14 promotion contents published in the same newspaper. Law Enforcement was the overall most published category in all five newspapers.

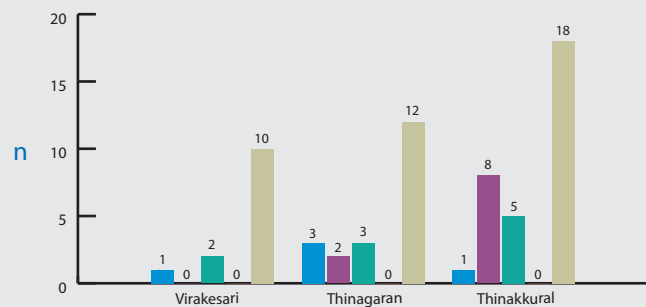
Sunday Sinhala Newspapers



01 prevention contents published in Sunday Divaina at the same time 01 promotion content published the same newspaper, 01 prevention contents published in Sunday Lankadeepa at the same time 01 promotion content published the same newspaper and Sunday Mavubima published 01 promotion content during March 2022.

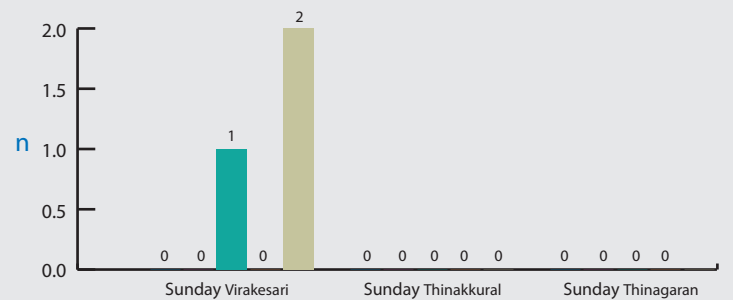
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Tamil Newspapers



ATOD promotion was published the most in Thinakaran, ATOD prevention was published the most in Thinakkural. Law Enforcement was the overall most published category in all three newspapers.

Sunday Tamil Newspapers



Did not publish any promotion or prevention contents in the selected weekend Tamil newspapers during March 2022. 01 positive – policy content and 02 law enforcement contents were published in Sunday Virakesari Newspaper.

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