

# PRINT MEDIA ANALYSIS

FACT SHEET - October 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.

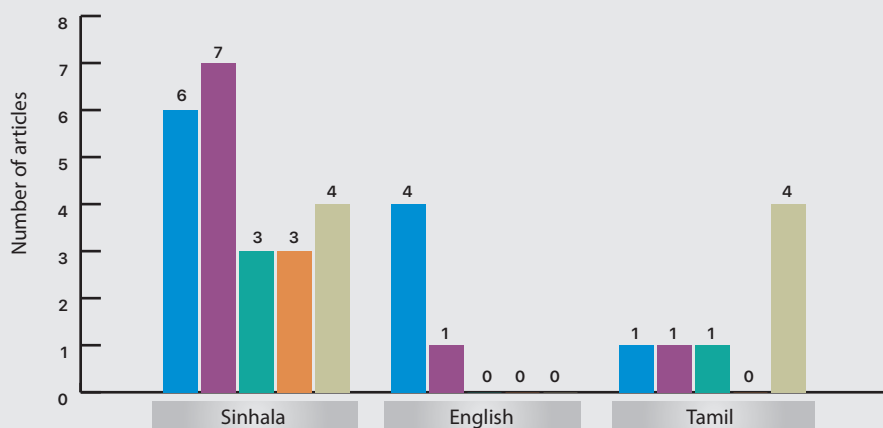
**Negative policy** – Undermining formulation & implementation of ATOD control policies.

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

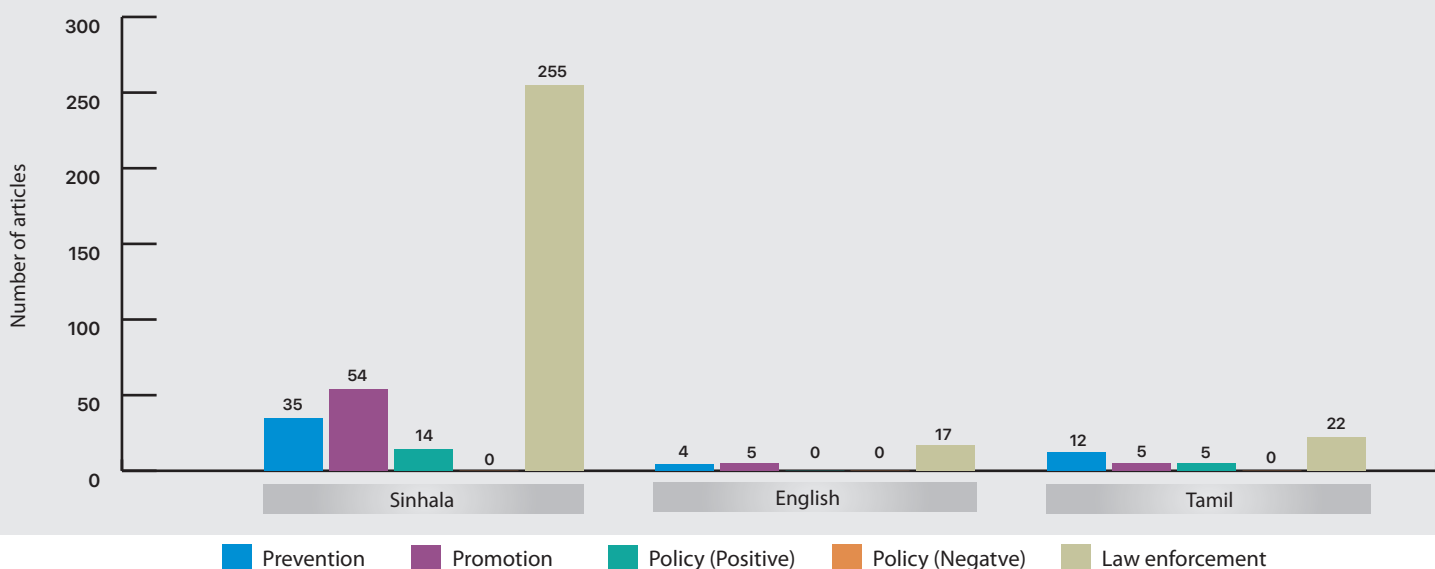
**Non Category** –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

### Sunday

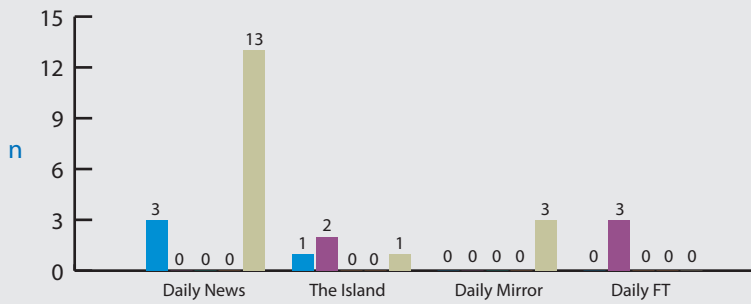


### Monday to Saturday



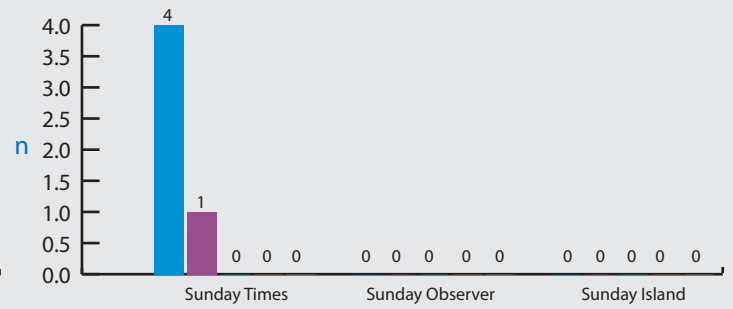
# Classification according to Newspapers

## Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The Daily news published 03 prevention contents and The Island published 02 promotion contents. Law Enforcement was the overall most published category in selected newspapers.

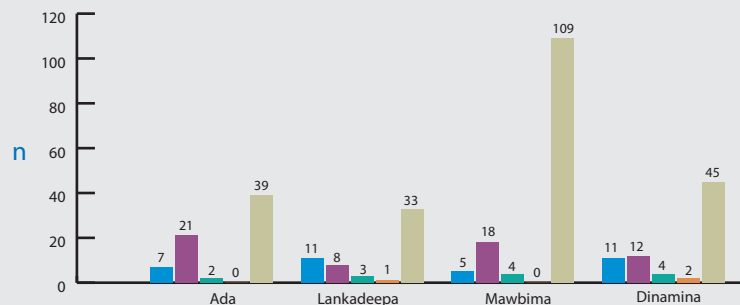
## Sunday English Newspapers



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

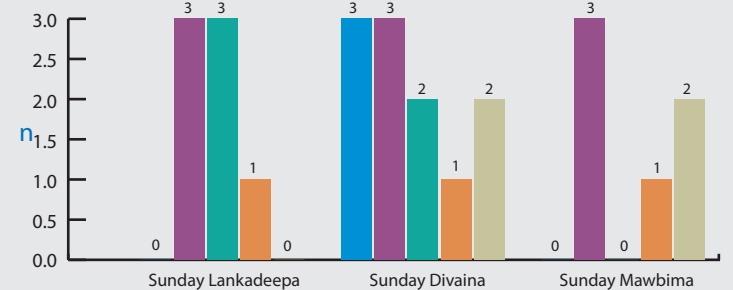
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

## Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, ATOD promotion was published the most in Ada newspapers, at the same time 11 prevention contents published Lankadeepa and Dinamina. Law Enforcement was the overall most published category in all five newspapers.

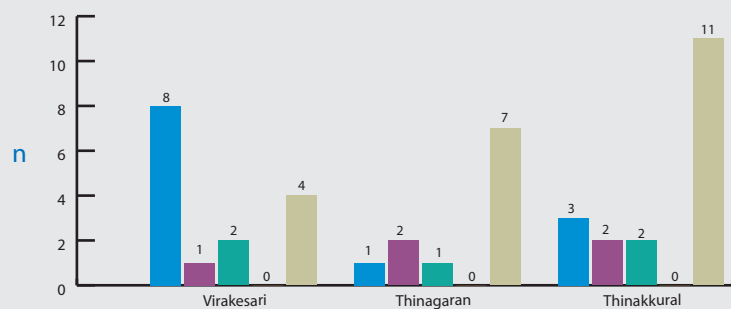
## Sunday Sinhala Newspapers



03 promotion contents were published in Sunday Lankadeepa and Sunday Divaina at the same time Sunday Divaina and Sunday Mawubima published 03 promotion contents.

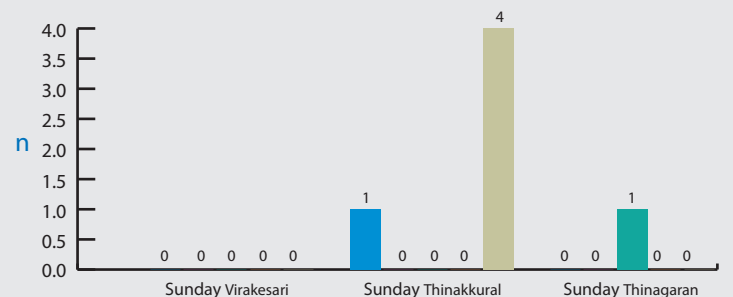
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

## Monday to Saturday Tamil Newspapers



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

## Sunday Tamil Newspapers



01 prevention content and 04 law enforcement contents published in Sunday Thinakkural.

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