

PRINT MEDIA ANALYSIS

FACT SHEET - September 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
6	Sinhala	5
5	English	4
3	Tamil	3

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.

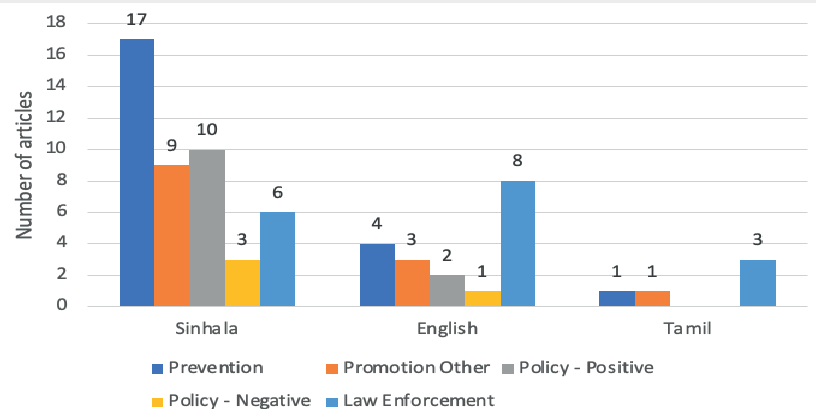
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

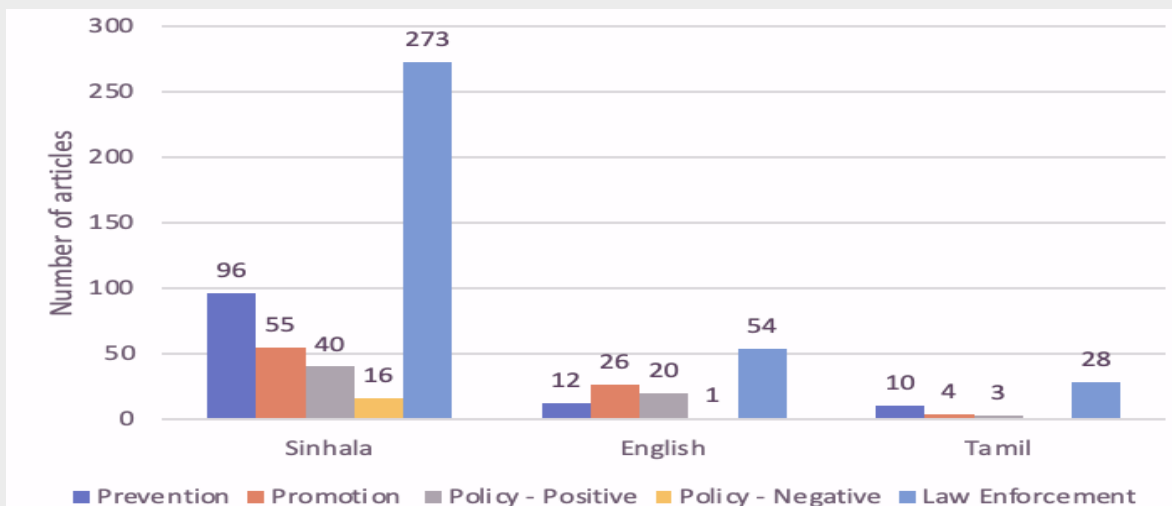
Non Category –Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

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

Sunday



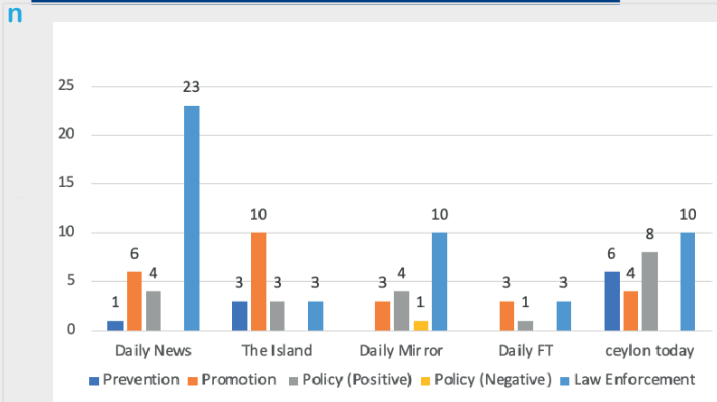
Monday to Saturday



Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement

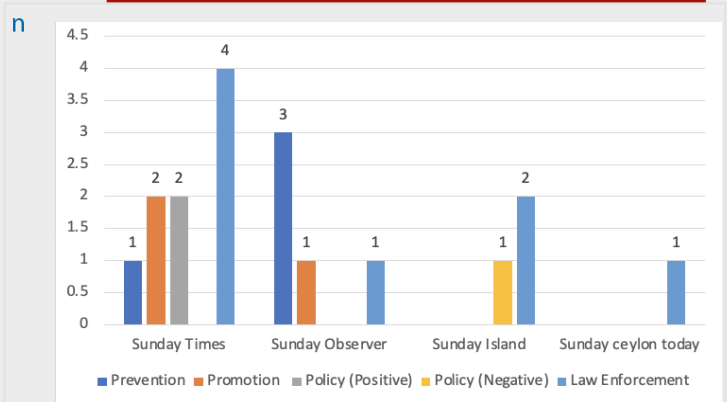
Classification according to Newspapers

Monday to Saturday English Newspapers



In Monday to Saturday English newspapers, The most ATOD prevention contents was published by Ceylon Today newspaper and the most promotion contents was published by The Island newspaper. Law Enforcement was the overall most published category in all newspapers.

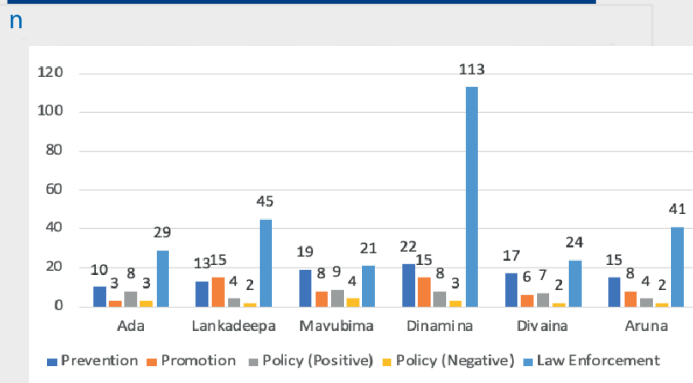
Sunday English Newspapers



In Sunday English Newspapers, Sunday Observer newspapers published 03 prevention contents and the Law Enforcement was the overall most published category in all newspapers.

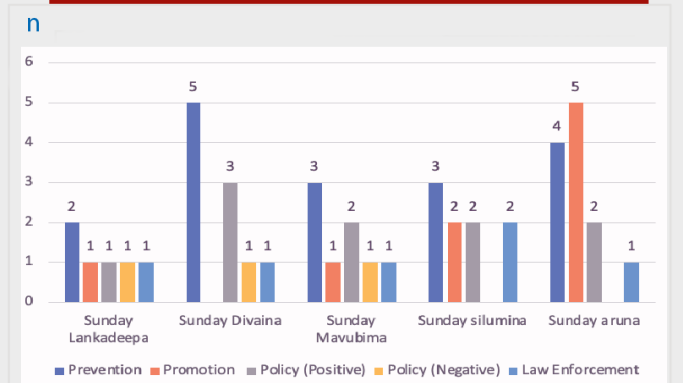
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Sinhala Newspapers



In Monday to Saturday Sinhala newspapers, all the newspapers mostly published ATOD prevention contents and lot of Law Enforcement contents was published by Dinamina newspaper.

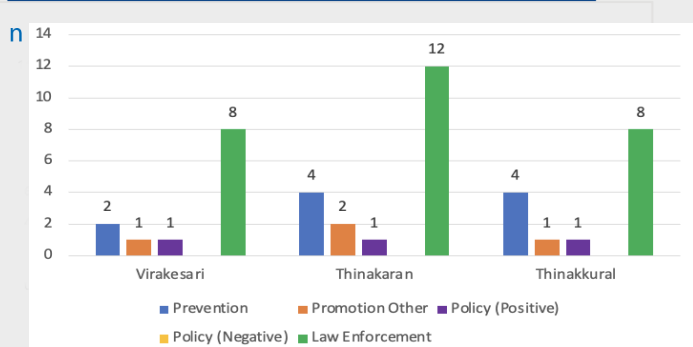
Sunday Sinhala Newspapers



In Sunday Sinhala Newspapers, Sunday Divaina newspaper published most number of prevention contents. Sunday Aruna was the newspaper which published most promotion contents and among all the newspapers, prevention contents can be seen as the most published category.

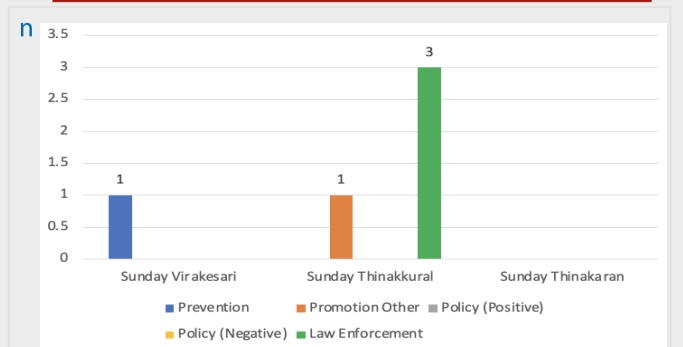
Prevention Promotion Policy (Positive) Policy (Negative) Law enforcement n = Number of articles

Monday to Saturday Tamil Newspapers



When compared to the other newspapers, the most ATOD promotion contents was published in Thinakaran and Law Enforcement was the overall most published category in all three newspapers.

Sunday Tamil Newspapers



01 ATOD promotion content and 03 Law Enforcement contents was published by Sunday Thinakkural newspaper and 01 prevention content was published by Sunday Virakesari newspaper.

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