

PRINT MEDIA ANALYSIS

FACT SHEET

FEBRUARY 2025



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
01	Sinhala	01
01	English	01
01	Tamil	01

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.

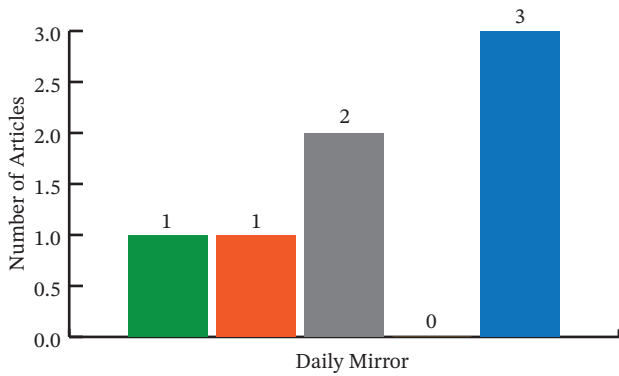
Negative policy – Undermining formulation & implementation of ATOD control policies.

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

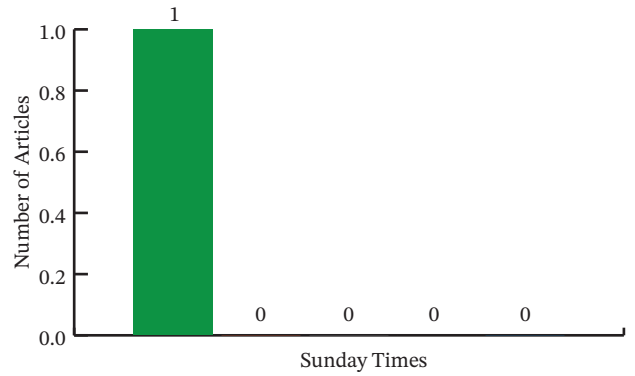
Non Category – Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.

Classification According to Newspapers

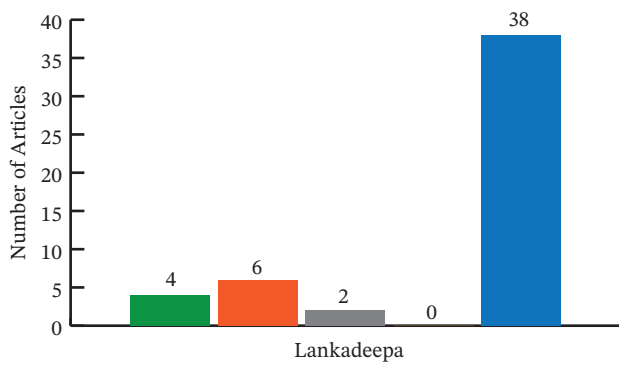
Monday to Saturday English Newspapers



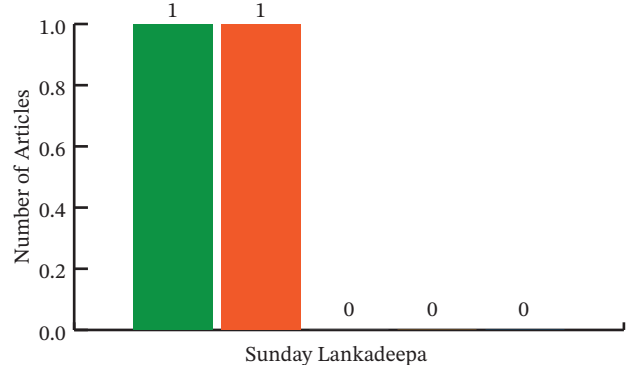
Sunday English Newspapers



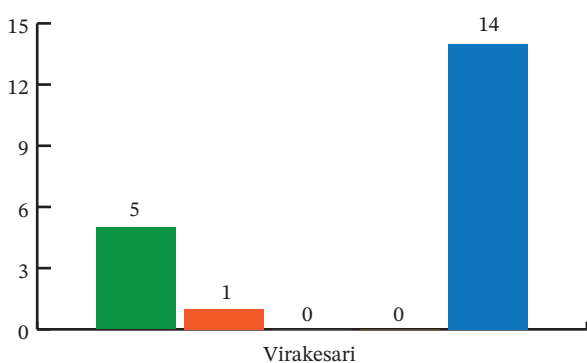
Monday to Saturday Sinhala Newspapers



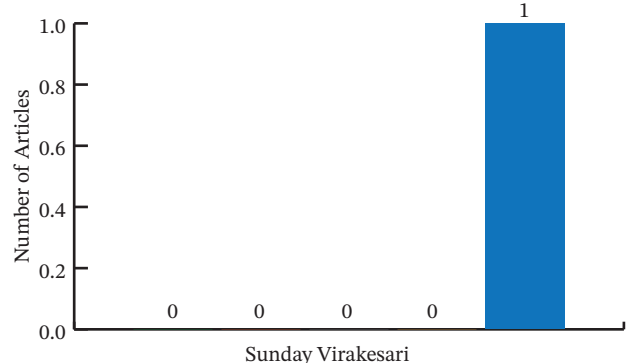
Sunday Sinhala Newspapers



Monday to Saturday Tamil Newspapers



Sunday Tamil Newspapers



● Prevention ● Promotion ● Policy - Positive ● Policy - Negative ● Law Enforcement