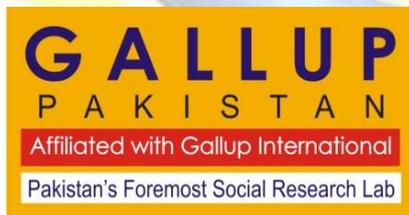


**GALLUP PAKISTAN/GILANI RESEARCH FOUNDATION**

**NEWSPAPER CONTENT ANALYSIS REPORT**

October and November 2016

**A monthly series from Gallup Pakistan Media Research Wing  
looking at around 3000 Newspaper columns and editorials**



**30<sup>th</sup> January 2017**



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# NEWSPAPERS

## Content Analysis of Newspapers during October and November 2016

**In the 11 English and Urdu newspapers analyzed during October and November 2016, 'Security' and 'Social' were the main issues under discussion; health, education receive negligible coverage in opinion articles/ columns. GALLUP Pakistan/ Gilani Research Foundation**

Islamabad, January 30, 2017

### 1. Introduction

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Division, 'Security' and 'Social' were the main issues under; health, education receive negligible coverage in the newspaper opinion articles/ columns published in 11 newspapers of Pakistan. The duration of the analysis is July 2016.

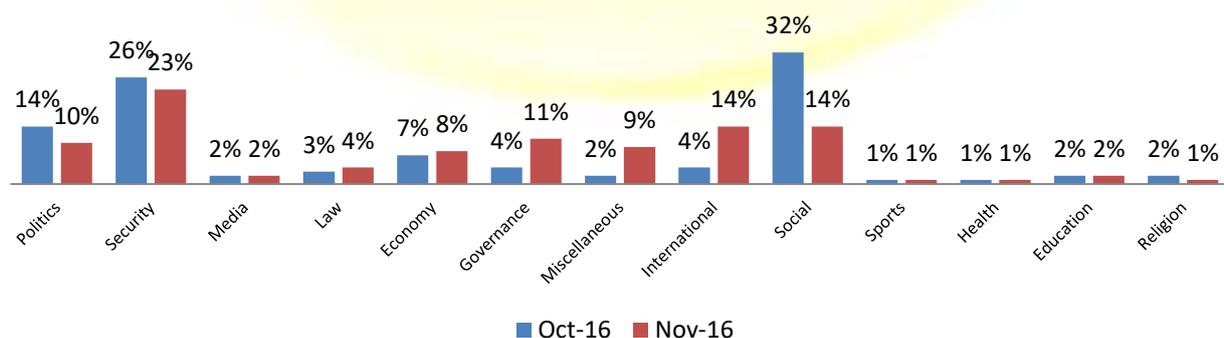
Content analysis of **11** national newspapers consisting of a total of **6547** opinion articles/columns written by various columnists was conducted for October and November 2016. This is part of Gallup Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national issues. A similar analysis is already being conducted for the top 8 talk shows in the country on a monthly basis. The latest findings can be accessed at <http://gallup.com.pk/polls/gallup-pakistan-media-research/tv-talk-shows-analysis/>.

### 2. Which newspapers are analyzed?

Out of the 11 newspapers, **5** were **Urdu** newspapers, namely Daily Pakistan, Nawaiwaqt, Daily Express, Daily Jang and Daily Khabrain and **6** were **English** newspapers, namely Express Tribune, Daily Times, Dawn, Pakistan Today, The Nation and The News.

### 3. Main Topics under discussion: Social, Security and Politics take the lead in October; Security, International, Social and Governance in November.

The topics discussed in these opinion articles/columns were categorized into **13** broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security,' 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been included in the 'Miscellaneous' category.

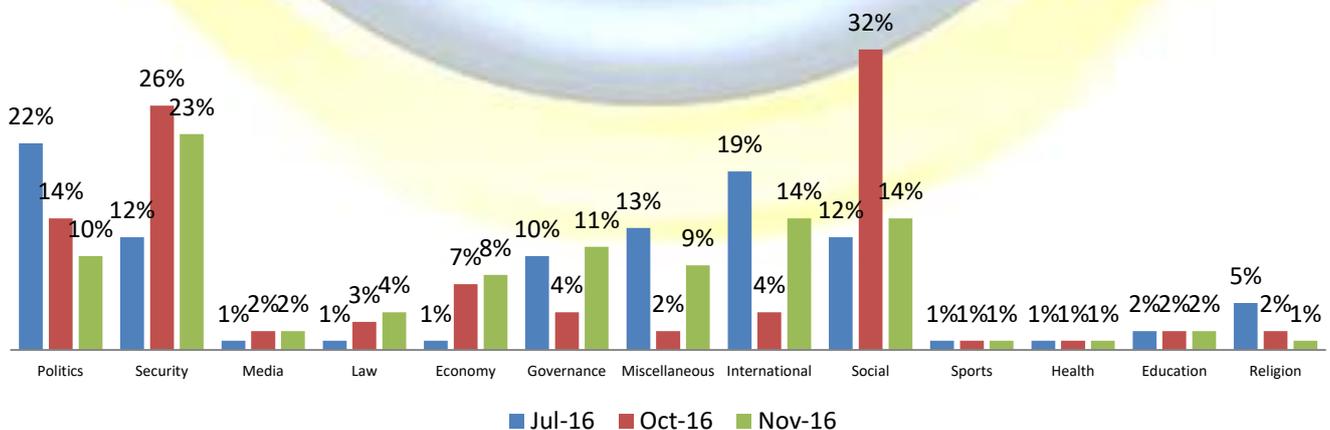


Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

**32%** of the total opinion articles/columns belonged to the ‘Social’ category which remained the most discussed topic in these 11 newspapers in October different from July where ‘Politics’ was the trending topic. This was followed by articles on ‘Security’ at **26%** and ‘Politics’ at **14%**. Politics was followed by ‘Economy’ at **7%**. ‘Governance’ and articles related to the news or the activities of foreign countries categorized as ‘International’ were at a standing of **4%** each. ‘Law’ was discussed in these texts at **3%**. ‘Education’, ‘Media’, ‘Religion’ and less frequently discussed topics compiled under the category of ‘Miscellaneous’ constituted **2%** each of total opinion articles/columns. Write-ups on ‘Health’ and ‘Sports’ were relatively rare at **1%** each.

**23%** of the total opinion articles/columns belonged to the ‘Security’ category which remained the most discussed topic in these 11 newspapers in November, a trend different from July and October where ‘Politics’ and ‘Social’ related issues were the trending topics respectively. This was followed by articles related to the news or the activities of foreign countries categorized as ‘International’ and ‘Social’ each at a standing of **14%**. ‘International’ and ‘Social’ was followed by ‘Governance’ at **11%** and ‘Politics’ at **10%**. Less frequently discussed topics were compiled under the category of ‘Miscellaneous’ and collectively constituted **9%** each of total opinion articles/columns, followed by ‘Economy’ at **8%** and ‘Law’ at **4%**. ‘Education’ and ‘Media’ were discussed in these texts at **2%** each. Write-ups on ‘Health’, ‘Religion’ and ‘Sports’ were relatively rare at **1%** each.

Under politics, Raiwind March, lockdown call by PTI, Panama gate scandal, PPP’s foundation day and role of Bilawal Bhutto in politics were the main topics under discussion. More general political subjects constituted the rest of the articles under this domain. Topics on security highlighted the situation on the line of control, possibility of war with India and surgical strike claim by India. In addition, terrorism, in particular the Quetta carnage, Zarb-e-Azb, General Raheel Sharif’s retirement, speculations over the new army chief, challenges for the upcoming military leadership and breach of national security constituted rest of the articles in the security domain. International topics focused on the US Presidential elections; polling behavior, election outcomes and Trump’s impact both globally and locally. Additionally, there were articles on China, India, Afghanistan and Bangladesh due to the importance of Pakistan’s relationship with these countries. Similar to July, columnists in October and November seem to have diversified the range of subjects on which they write under the Miscellaneous category. Inspirational/ didactic pieces on renowned figures and books, anecdotes from the past and poetry embedded with morals, patriotic pieces, various serious social debates and humanitarian issues were classified under the ‘Social’ category. Pakistan China Economic Corridor (CPEC), gas prices and IMF suggestions were the main topics discussed under the ‘Economy’ category.



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy for Gilani Research Foundation (<http://www.gilanifoundation.com>)

#### **4. Urdu versus English Newspapers: Social Issues Dominant in both English and Urdu Newspapers in October, Security Dominant in November**

##### **October:**

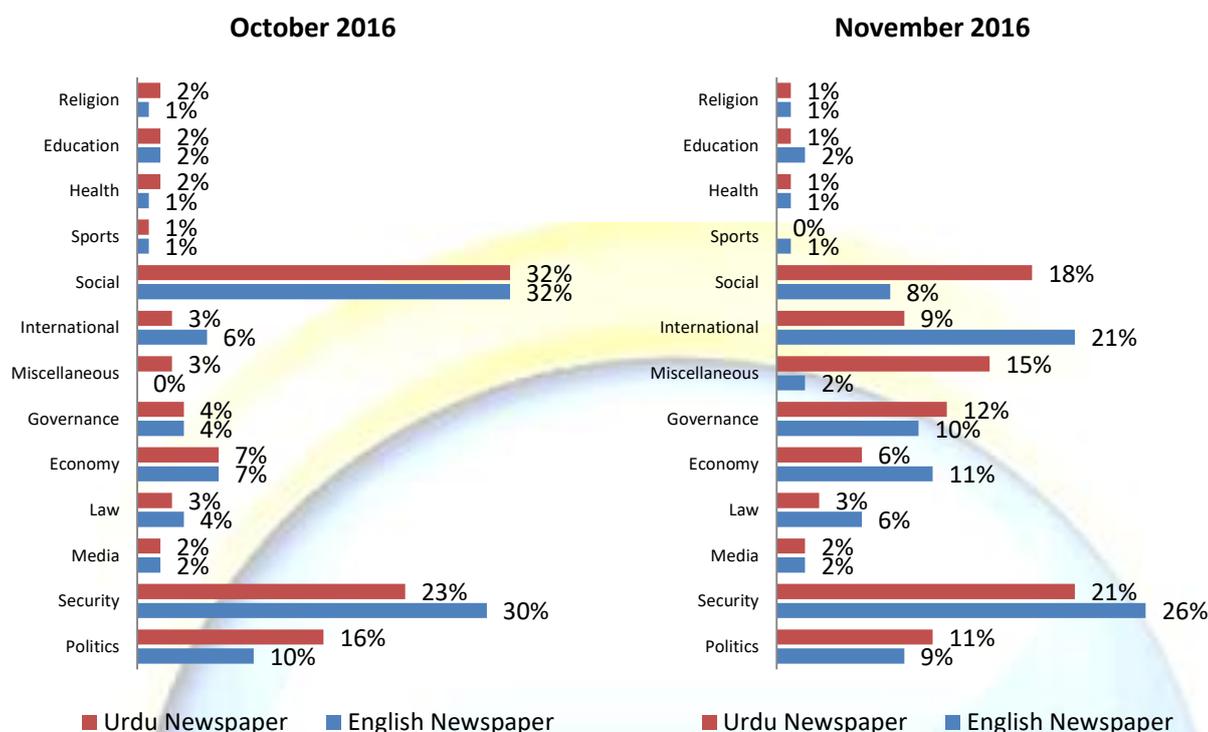
Out of a total of **1863** opinion articles/columns that were written in Urdu newspapers in the month of October, the majority were on topics falling under the banner of 'Social' (**32%**), followed by **23%** on 'Security'. 'Politics' followed 'Security' at **16%**, which was in turn succeeded by 'Economy' at **7%** and 'Governance' at **4%**. 'Law', 'Miscellaneous' and 'International' issues each constituted a share of **3%**. Urdu writers highlighted 'Health', 'Education', 'Religion' and 'Media' **2%** of the time respectively, while 'Sports' was generally relegated to the sidelines at **1%**. The situation in Urdu newspapers has been different in October than in July. 'Politics' was the most dominant topic in July, while 'Social' was the leading category in October. The share of politics slightly decreased from 26% in July 2016 to 16% in October 2016. Other shifts include increase in the share of 'Social' category by 18% (14% in July, 32% in October), increase in the share of 'Security' category by 15%, decrease in the share of 'International' category by 12% and decrease in the share of 'Governance' category by 6%.

Out of a total of **1350** opinion articles/ columns written in English in October, **32%** were on 'Social' issues, the leading category, followed by 'Security' at **30%**, and 'Politics' at **10%**. 'Economy' was next in popularity at **7%**, followed by 'International' at **6%**. 'Governance' and 'Law' had a representation at **4%** each. 'Education' and 'Media' were written at 2% each, 'Health', 'Religion' and 'Sports' were written at **1%** each while 'Miscellaneous' received relatively negligible attention at **<1%**. The trend for English newspapers in October exhibited greater shifts between July and October, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the 'Social' category whose share rose by 24%, followed by 'International' category whose share dropped by 23% and 'Security' category whose share increased by 11%.

##### **November:**

Out of a total of **1963** opinion articles/columns that were written in Urdu newspapers in the month of November, the majority were on topics falling under the banner of 'Security' (**21%**), followed by **18%** on 'Social' and 'Miscellaneous' at **15%**. 'Governance' followed 'Miscellaneous' at **12%**, which was in turn succeeded by 'Politics' at **11%** and 'International' related concerns at **9%**. 'Economy' constituted a share of **6%**. Urdu writers highlighted 'Law' **3%** of the time, while 'Media' constituted a share of **2%**. 'Education', 'Health' and 'Religion' were generally relegated to the sidelines at **1%**. 'Sports' was negligibly discussed in Urdu write-ups at **<1%**. The situation in Urdu newspapers has slightly changed between October and November, with security leading the categories. The share of social decreased by 14% from 32% in October 2016 to 18% in November 2016. Other shifts include decrease in the share of 'Politics' category by 5%, increase in the share of 'Miscellaneous' category by 12% and increase in the share of 'Governance' category by 8%.

Out of a total of **1371** opinion articles/ columns written in English in November, **26%** were on 'Security' related concerns, the leading category, followed by 'International' issues at **21%**, 'Economy' at **11%** and 'Governance' at **10%**. 'Politics' was next in popularity at **9%**, followed by 'Social' at **8%** and 'Law' at **6%**. 'Education', 'Media' and 'Miscellaneous' constituted a share of **2%** each. 'Health', 'Religion' and 'Sports' were written respectively at **1%** each. The trend for English newspapers in November exhibited greater shifts between October and November, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the 'Social' category whose share dropped by 24%, followed by 'International' category, whose share rose by 15% and 'Governance' category, whose share increased by 6%.



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy for Gilani Research Foundation (<http://www.gilanifoundation.com>)

## 5. Talk Shows vs. Newspapers

Gallup Pakistan conducts a similar analysis for the top 8 talk shows aired on various TV channels. For this reason, a comparison of the trends occurring in the two mediums of mass communication is highlighted in this report. In the month of October, Politics led the debates at 39%. In second place, 24% of the total time in talk shows was dedicated to discussing matters pertaining to Security in Pakistan, followed by Governance issues that constituted 22% of overall airtime. Discussion on Law formed the fourth most frequently discussed topic at 6%, succeeded by miscellaneous issues at 5% and media at 3%. Economic discussions constituted a small representation at 1% respectively.

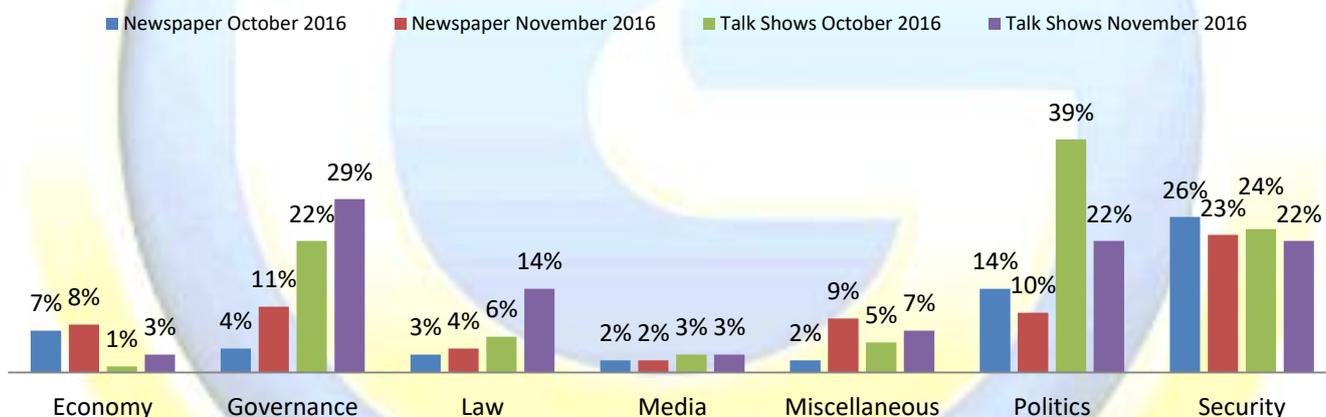
In the month of November, Governance led the debates at 29%. In second place, 22% of the total time in talk shows was dedicated to discussing matters pertaining to Security and Politics in Pakistan, followed by topics on Law issues that constituted 14% of overall airtime. 7% of the air time was devoted to the Miscellaneous category. Media and economic discussions constituted a small representation at 3% respectively.

Few salient trends:

- **Security** formed the most significant subject in newspaper articles (26% in October and 23% in November) and 24% of talk show airtime constituted Security discussions in October and 22% in November.
- **Politics** remained a less significant subject in newspaper articles (14% in October and 10% in November), and had a significantly higher share of 39% in talk shows during October and 22% in November.
- Newspapers emphasized economic issues more than talk shows, 7% of opinion articles/columns talked about the **Economy** in October and 8% in November. On the other hand, 1% of talk show airtime highlighted these concerns in October and 3% in November.

- The importance accorded to **Governance** had significantly increased between October and November from 4% to 11% in newspapers. The representation of this category increased almost equally for talk shows between October and November (22% to 29%).
- The representation of **Law** marginally increased within newspaper articles from 3% in October to 4% in November while it significantly increased within talk shows (6% in October, 14% in November).
- There was a 7% rise in the discussion of **Miscellaneous** issues within newspapers (2% in October to 9% in November). Airtime devoted to this area on talk shows was slightly higher for October at 5% and slightly lower for November at 7%.
- **Media** constituted a share of 3% in talk shows and 2% in newspapers for both October and November.

These differences in shares of the various common categories may be attributed to the different nature of these two media channels as sources of information and news, and the range of people they reach. Talk shows tend to focus on the more immediate, current affairs facing the country, issues in the local context, while newspapers not only address national social issues, but also feature articles on important global events and trends. This may be due to the newspapers having a more literate target audience, and thus fulfilling their needs through a more diverse range of subjects. Newspaper articles are however, less focused and the reader may identify several different themes within the same article. This may be because talk shows have a host that acts as a moderator and can direct the discussion back to the main idea of the program, while newspapers allow writers a more open platform to pen their thoughts on pretty much anything that sparks their interest.



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy for Gilani Research Foundation (<http://www.gilanifoundation.com>)

For more details on the talk show analysis, visit <http://gallup.com.pk/polls/gallup-pakistan-media-research/tv-talk-shows-analysis/>

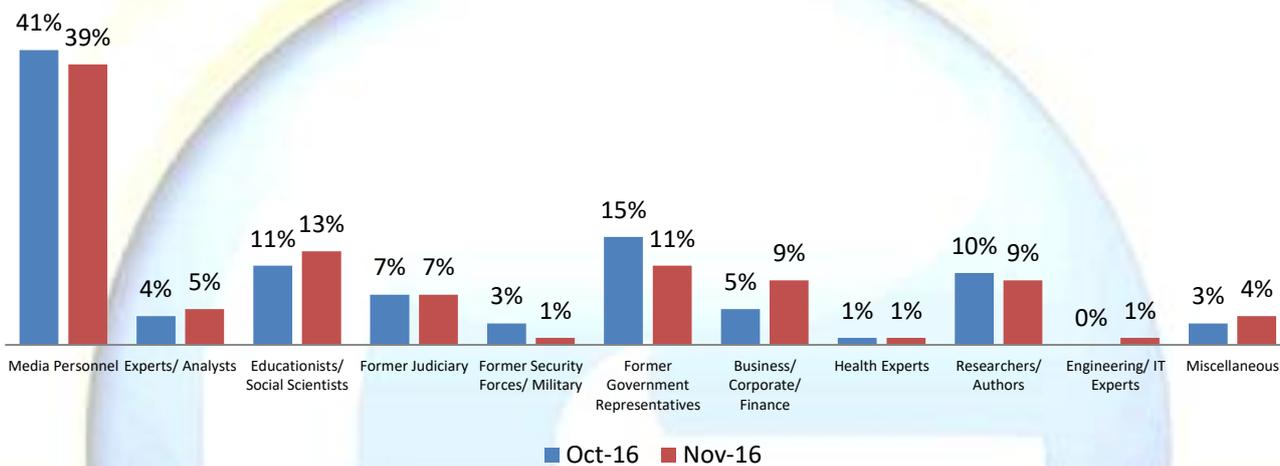
## 6. Background of Columnists: Professional Columnists Take Lead in English Papers in both October and November 2016

An analysis of the columnists' background and profession was conducted for **538 English articles in October 2016** and **649 English articles in November 2016** to determine a relationship between the types of topics discussed and the occupation of the columnists writing them. The same could not be done for the remaining English and all of the Urdu newspaper articles due to the unavailability of relevant information.

In October 2016, Professional columnists, TV anchors, editors and freelance journalists wrote an overwhelming **41%** of the total columns in these English newspapers. This was followed by former government representatives at **15%**, educationists/ social scientists at **11%** and researchers/ authors had a

share of **10%**. Former judiciary had a representation at **7%**, people from the business/ corporate/ finance domains at **5%** and experts/ analysts in the fields of defense/economics/ international relations had a representation of **4%**. Former security forces/military columnists and people from miscellaneous professions penned **3%** each of the overall columns whilst health experts had the lowest share at **1%**.

In November 2016, Professional columnists, TV anchors, editors and freelance journalists wrote an overwhelming **39%** of the total columns in these English newspapers. This was followed by educationists/ social scientists at **13%**, former government representatives at **11%**. Researchers/ authors and people from the business/ corporate/ finance domain had an equal share at **9%** each. Former judiciary had a representation at **7%** and experts/ analysts in the fields of defense/economics/ international relations had a representation of **5%**. People from miscellaneous professions penned **4%** of the overall columns. Former security forces/military columnists, engineering experts and health experts had the lowest share each at **1%**.



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy for Gilani Research Foundation (<http://www.gilanifoundation.com>)

**Disclaimer**

It is important to note that the various categories in which the content of the talk shows was divided differ from those in which the content of newspapers was divided. Various topics that have been grouped together under the ‘Miscellaneous’ category in the talk show analysis (due to their lack of frequency) have been further categorized into many other areas.

**7. Rationale behind Content Analysis of Media**

The aim of this new series of content analysis of mainstream media (newspapers as well as talk shows) is to understand how public disclosure and agenda setting happens. Among other issues, once significant month wise data collection happens, it is hoped that we would be able to establish a month wise ‘trend’ analysis and see how sensitive Urdu and English newspaper opinion articles/ columns are to changing current issues. It is also hoped that this analysis will shed some light on understanding who sets the agenda and who follows, i.e. whether TV talk shows set the themes for newspaper opinion articles/ columns or vice versa.

Another theme that we hope to explore is to understand who are the opinion leaders/ shapers when it comes to the media. Is there a significant difference in the background of English and Urdu opinion article/ column writers? How does the profile of TV talk show guests vary from newspaper opinion article/ column writers? The overall theme of the research is to empirically understand the Pakistani Media which has undeniably witnessed exponential growth in its numbers, its audience and also improved its legitimacy (and therefore its soft power) in the public sphere.

We hope that these two studies (newspaper as well as talk shows) and their analysis would help shape a healthy and constructive debate among media practitioners on how the media industry can improve its quality and outreach in the future.

The study was released by Gilani Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is October and November 2016. This data was obtained after reviewing 6547 articles, spread over 11 newspapers (mentioned in the third paragraph of this press release).

If for any reason you wish to unsubscribe please send an email to [amnah.imtiaz@gallup.com.pk](mailto:amnah.imtiaz@gallup.com.pk)

#### **About Gilani Research Foundation**

***Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.***

*Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.*

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For more survey data on social and other issues see website [www.gallup.com.pk](http://www.gallup.com.pk)

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