

GALLUP & GILANI PAKISTAN
NEWSPAPER CONTENT ANALYSIS REPORT

May 2017

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



6rd July 2017



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NEWSPAPERS

Content Analysis of Newspapers during May 2017

In the 11 English and Urdu newspapers analyzed during May 2017, 'Security', 'Social' and 'Economy' issues were the main topics under discussion; Health, Education, Religion and Sports receive negligible coverage in opinion articles/ columns. GALLUP & GILANI PAKISTAN

Islamabad, July 6, 2017

1. Introduction

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Division, 'Security', 'Social' and 'Economy' issues were the main topics under discussion; Health, Education, Religion and Sports receive negligible coverage in opinion articles/ columns published in 11 newspapers of Pakistan. The duration of the analysis is May 2017.

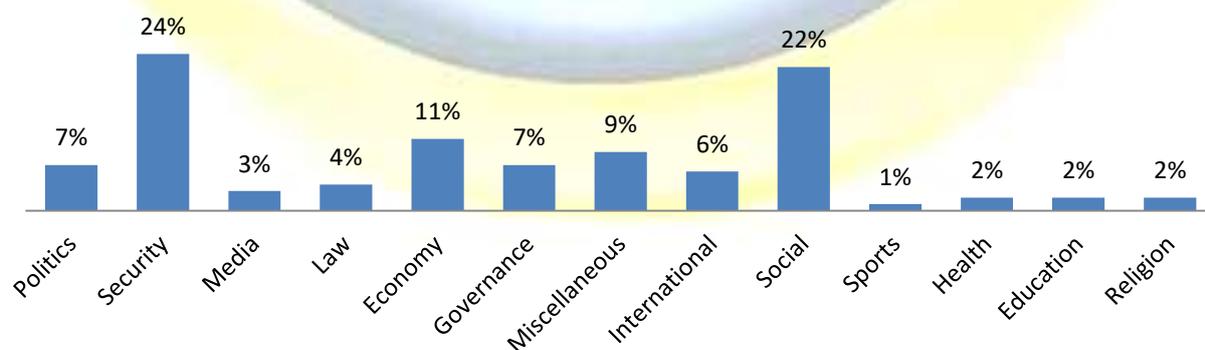
Content analysis of **11** national newspapers consisting of a total of **3369** opinion articles/columns written by various columnists was conducted for May 2017. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national 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: Security, Social and Economy topics take the lead; Health, Sports etc. receive negligible attention.

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 & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk ; www.gilanifoundation.com)

24% of the total opinion articles/columns belonged to the ‘Security’ category which remained the most discussed topic in these 11 newspapers in May, a trend similar to March. This was followed by articles on ‘Social’ issues at **22%** and topics discussed under ‘Economy’ were at **11%**. Less frequently discussed topics compiled under the category of ‘Miscellaneous’ and ‘Politics’ were at a standing of **9%** and **7%** respectively. This was followed by articles on ‘Governance’, which stood at **7%**, and articles related to the news or the activities of foreign countries categorized as ‘International’ at **6%**. ‘Law’ was discussed in these texts at **4%** and ‘Media’ at **3%**. ‘Write-ups on ‘Health’, ‘Education’ and ‘Religion’ were relatively rare at **2%** each and ‘Sports’ at **1%**.

Topics on Security highlighted the border politics between Afghanistan, Pakistan and India, and discussed terrorism, civil military tensions as well as the revolts in Kashmir. Under Politics, electoral patriarchy, PPP’s downfall, PTI’s political dilemmas and women voting rights were discussed. More general political subjects constituted the rest of the articles under this domain. Topics on governance highlighted the minority census, JIT and Panama probe, water scarcity and the National Water Policy. Similar to March, columnists in May seem to have diversified the range of subjects on which they write under the Miscellaneous category. Inspirational/moralistic pieces on renowned figures and books, moral anecdotes from the past and poetry, patriotic pieces, various serious social debates, humanitarian issues, women rights and minorities in Pakistan were classified under the ‘Social’ category. Budget for the fiscal year 2017-2018, economics of CPEC, OBOR Summit and power crises were the main topics discussed under the ‘Economy’ category.



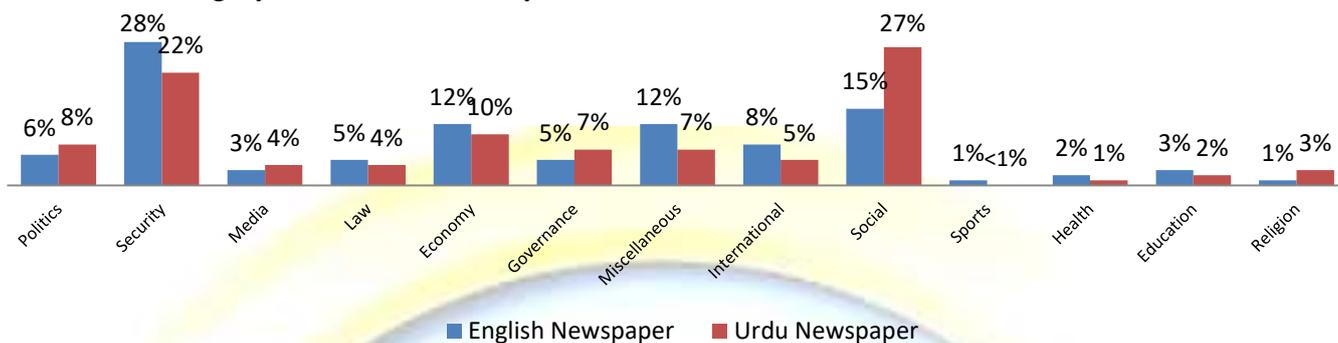
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy for Gilani Research Foundation (www.gallup.com.pk ; www.gilanifoundation.com)

4. Urdu versus English Newspapers: Security and Social issues Dominant in both English and Urdu Newspapers

Out of a total of **1948** opinion articles/columns that were written in Urdu newspapers in the month of May, the majority were on topics falling under the banner of ‘Social’ at **27%**, followed by **22%** on ‘Security’ issues. ‘Economy’ followed ‘Security’ at **10%**, which was in turn succeeded by ‘Politics’ at **8%**. ‘Miscellaneous’ articles and ‘Governance’ each constituted a share of **7%**. ‘International’ news had a representation at **5%** in these articles. Urdu articles on ‘Media’ and ‘Law’ were generally relegated to the sidelines at **4%** each followed by ‘Religion’ and ‘Education’ at **3%** and **2%**. ‘Health’ and Sports received negligible coverage at **1%** and **<1%** respectively. The situation in Urdu newspapers has been similar in March and May. ‘Security’ was the most dominant topic in both the months. The share of Social increased from 23% in March 2017 to 27% in May 2017. Other shifts include decrease in the share of ‘Miscellaneous’ and ‘Security’ category by **9%** and **2%** respectively. (Miscellaneous: 16% in March, 7% in May; Security: 10% in March, 8% in May).

Out of a total of **1421** opinion articles/ columns written in English in May, **28%** were on ‘Security’ issues, the leading category, followed by ‘Social’ at **15%**. Articles on ‘Economy’ and ‘Miscellaneous’ issues constituted at **12%** each. ‘International’ and ‘Law’ had shares of **8%** and **5%** respectively. ‘Education’ and ‘Media’ were written at **3%** each, succeeded by ‘Health’ at **2%**. ‘Sports’ and ‘Religion’ were written at **1%**

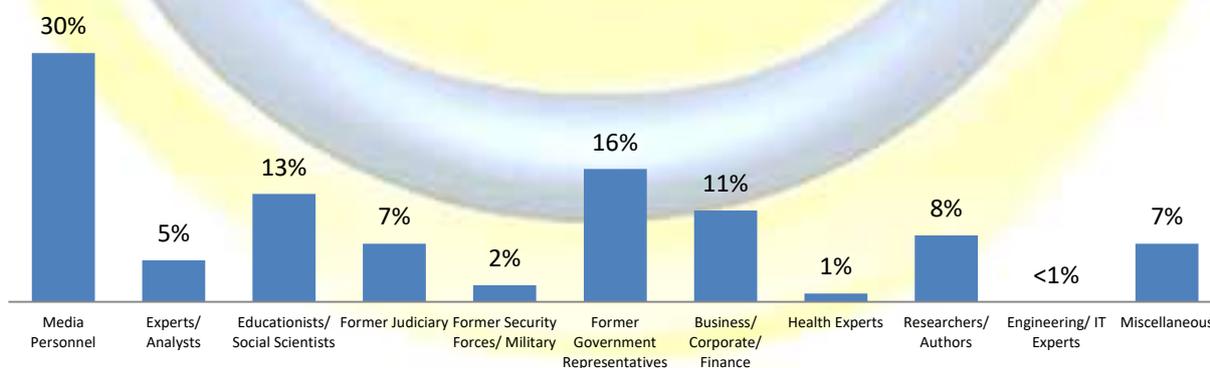
each. The trend for English newspapers in May exhibited almost similar shifts between March and May 2017, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the ‘Social’ category whose share fell by 8% (23% in March, 15% in May), followed by ‘Security’ and ‘International’ category whose share rose by 5%.



Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy for Gilani Research Foundation (www.gallup.com.pk ; www.gilanifoundation.com)

5. Background of Columnists: Professional Columnists Take Lead in English Papers in May 2017

An analysis of the columnists’ background and profession was conducted for **757 English articles in May 2017** 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. Professional columnists, TV anchors, editors and freelance journalists wrote an overwhelming **30%** of the total columns in these English newspapers. This was followed by former government representatives at **16%** and educationists/social scientists at **13%**. People from the business/corporate/finance domains were at **11%**. Researchers/Authors had a representation at **8%** while people from miscellaneous professions and those from former judiciary penned **7%** of the overall columns each. Experts/ analysts in the fields of defense/economics/ international relations had a representation of **5%**. Former security forces/military columnists and health experts had a representation of **2%**, whilst health and engineering/IT experts had the lowest shares at **1%** and **<1%** respectively.



Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy for Gilani Research Foundation (www.gallup.com.pk ; www.gilanifoundation.com)

6. 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 monthly data collection happens, we hope to establish a monthly ‘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 sheds 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is May 2017. This data was obtained after reviewing 3369 articles, spread over 11 newspapers (mentioned in the third paragraph of this press release).

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 & Gilani Pakistan.

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For more survey data on social and other issues see website www.gallup.com.pk

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