



# TV TALK SHOW ANALYSIS

**GALLUP & GILANI PAKISTAN**

## **TALK SHOWS ANALYSIS REPORT**

**June 2017**

**A monthly series from  
Gallup & Gilani Pakistan Media Research Wing looking at  
8 Local Talk Shows**



*Released On:  
30<sup>th</sup> August 2017*

# TELEVISION

## Talk Shows During June 2017

**In the 8 Talk Shows analyzed during June 2017, PTI and PML-N had the highest representation (35% and 28% respectively); 'Law' was the most popular topic under discussion (30%), majority of guests were politicians (49%) and females made up only 8% of the total guests. GALLUP & GILANI PAKISTAN.**

Islamabad, August 30, 2017

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Consultancy ([www.gallup.com.pk](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com)), PTI and PML-N had the highest representation (35% and 28% respectively); 'Law' was the most popular topic under discussion (30%), majority of guests were politicians (49%) and females made up only 8% of the total guests during the month of June 2017.

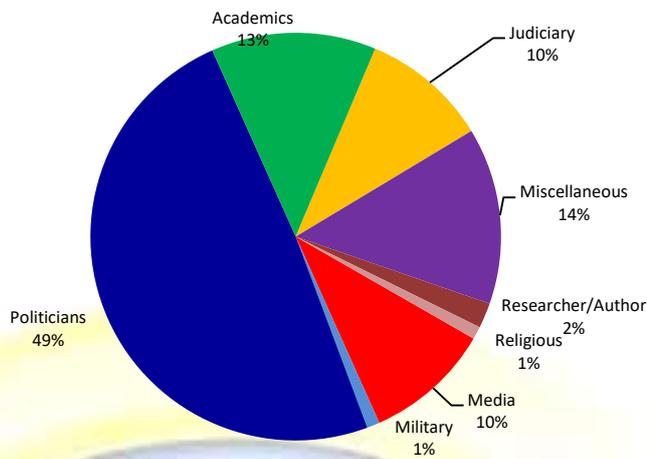
Gallup & Gilani Pakistan's researchers undertook content analysis of **8** popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha), consisting of a total of **101** episodes aired on different cable television networks during June 2017. The topics discussed in these shows were categorized into **7** broad categories: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security' and 'Miscellaneous'. Issues that were discussed less frequently, for example sports and socio-cultural subjects, have been included in the 'Miscellaneous' category.

### **Average Number of Guests: 3 Guests per Episode**

On average **3** guests appeared per episode for each show in June 2017. While some guests were frequently invited on different talk shows, overall there were **122** unique guests out of a total of **347** guests in the 101 episodes analyzed for June.

### **Background of Guests Invited: Politicians Continue to Dominate**

Furthermore, in June, the majority of guests were politicians (49%), followed by guests from miscellaneous occupations, such as art, cricket, civil society etc. (14%) and academics and experts, like defense analysts and professors (13%). Guests from the media, such as journalists, anchors etc., and the judiciary (judges/lawyers) comprised of 10% of guests each. Shares of researchers (2%), religious representatives (1%) and military personnel (1%) were lower.



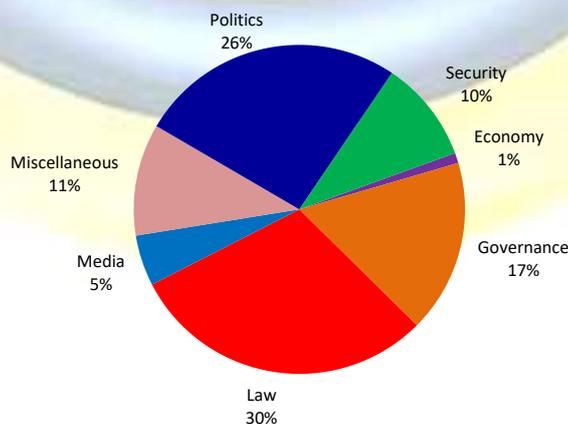
Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy ([www.gallup.com.pk](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com))

### Air-time Share of Political Parties: PTI and PML-N at the top

In June 2017, the maximum representation amongst political parties was at 35% for Pakistan Tehreek-e-Insaf (PTI), and 28% for Pakistan Muslim League Nawaz (PML-N), followed by Pakistan People's Party (PPP) at 22%. Other parties occupied fourth place with 4% of airtime, followed by Muthahida Qaumi Movement (MQM), Awami Muslim League (AML) and independents at 2% each. The remaining airtime was constituted by Awami National Party (ANP), the Pakistan Muslim League (Quaid-e-Azam Group) (PML-Q), and various other parties. The representation in airtime is disproportionate to the votes acquired by these parties in the 2013 Elections.

### Most Discussed Topic in Talk Shows: Law

In the month of June, Law took center stage in talk shows (30%). Law was followed by discussions on Politics (26%) and Governance (17%). Miscellaneous topics were conversed on 11% of the time on these talk shows. Security issues occupied 10% of airtime. Media related subjects and economic matters comprised 5% and 1% of talk time respectively.



Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy ([www.gallup.com.pk](http://www.gallup.com.pk) ; [www.gilanifoundation.com](http://www.gilanifoundation.com))

### **Most Discussed Topics within Law: JIT & Panama Case/JIT levels serious allegations against IB, NAB, SECP, FBR, law ministry**

In June 2017, A majority portion of political discussion focused on under law were related to the JIT and Panama Case against Nawaz Sharif (67%) and the JIT's allegations against IB, NAB, SECP, FBR and the law ministry (30%). This was followed by discussions of Mashal Khan's murder (3%).

### **Most Discussed Topics within Politics: Panama JIT: Who leaked Hussain Nawaz's picture?/ PML-N's Nehal Hashmi threatens Panama JIT members/Speech**

The most frequently discussed issues under politics was who leaked Hussain Nawaz's picture when he was asked to appear before the JIT (26%) and Nehal Hashmi's speech that threatened the JIT members (21%). This was followed by discussion of the Panama Case's impact on opposition parties and Pakistani politics (19%), and general political issues (13%). 10% of airtime was devoted to Imran Khan politics and 4% of airtime was given to PPP politics. Lastly, 3% and 1% of airtime was given respectively to Sheikh Rasheed politics, and to former MQM leader Saleem Shahzad, who was being released from prison.

### **Commentary by Gallup & Gilani Pakistan Media Research Consultancy Team:**

The analysis of talk shows during June shows a return of the dominance of Law in the media landscape, having originally emerged as a popular issue in February.

The ranking of Politics, Governance and Security may vary from month to month, but it is usually these three domains that remain prominent – this month Law, Politics and Governance bagged the top three positions in terms of airtime on these talk shows. Law was at center stage of discussion in June – specifically in regards to the Panama Leaks, JIT and the case against Nawaz Sharif. The JIT's allegations against IB, NAB, SECP, FBR, and the law ministry, and Mashal Khan's murder were also popular issues that were discussed under this topic.

It is important to note that since the Panama Leaks case is being discussed from political, legal and governance perspectives, there is sometimes a very fine line between these categories, and most national issues cannot be explored solely through the perspective of one domain.

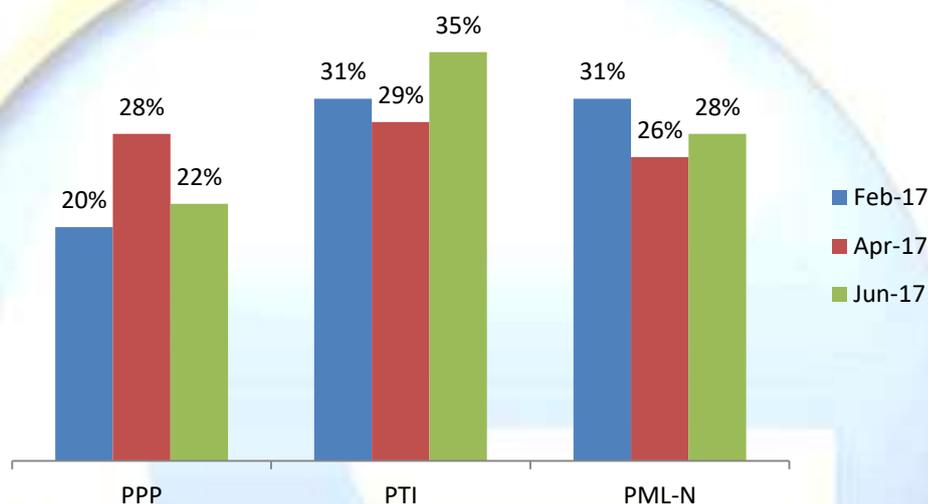
Furthermore, Females have always been underrepresented on talk shows (February – Males 91% Females 9%; April – Males 89% Females 11%). In June, females have 8% representation. These figures are highly skewed, and talk show hosts and the management cadre need to put in extra efforts in order to ensure fairer representation for women. However, the generally low representation of females on talk shows can also be due to the lower participation of women in the political sphere in general.

### **Trends in Political Representation**

This study is part of a larger project hence a comparison of current trends with past ones is helpful in detecting new developments. Comparison of participation of political parties in talk shows reveals that PML-N, PTI and PPP were once again the three parties with the highest representation on talk shows during June.

Between April and June, PTI's representation has risen from 29% to 35%; PPP's share has fallen from 28% to 22%; and PML-N's representation has risen from 26% to 28%.

This distribution and the changes in rankings over these months, indicate that media in Pakistan is independent to a large extent and there is little, if any, bias towards propagating the views of a single political party. The fluctuations in representation may be linked to the parties' role in or views on the prevailing situation in the nation, their performance, level of activity in the political domain or their own choices in terms of participation in the media for that particular month. However, the consistently high representation of the same three parties over these months does point to limited airtime occupied by other parties.



Source: TV Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy\*  
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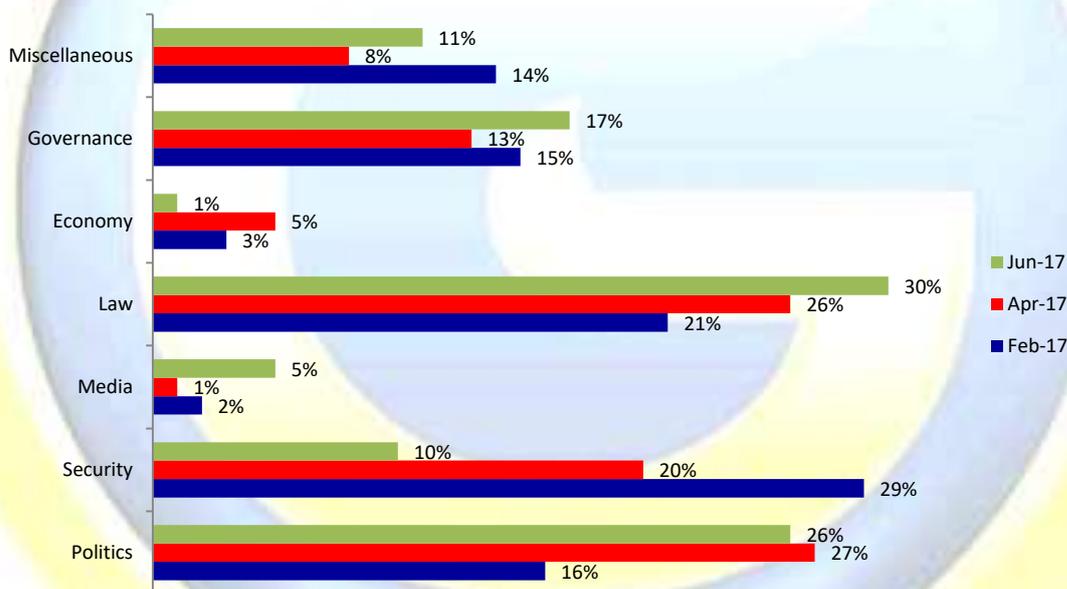
### Trends in Topics Discussed

A topic-wise comparison of February, April and June 2017 reveals that relative to other topics, talk shows usually give most airtime to Politics, Security, Law and Governance, as was seen in February through June. However recent focus has specifically been on Law, Politics and Governance in June. There has been a negligible decrease of 1% in discussion on politics between April and June 2017. This can be attributed to an increased interest in law and legal matters pertaining to the JIT and Panama Papers, as the JIT's investigation came to a close and the Supreme Court prepared to deliberate and give a verdict on the case against Nawaz Sharif.

As such, discussion on Law has risen from 26% to 30% in the month of June. 67% of legal discussions and 26% of political discussions revolved around the Panama leaks and JIT that have drawn public, legal and political attention. The issue has been given the largest portion of airtime under Law and Politics. Topics under Governance experienced increased airtime, its share having risen from 13% in April to 17% in June. Airtime devoted to Security has fallen since April from 20% to 10% due to decrease in terrorist activity and general stability in the month of June.

While internal political and security debates have continued, other issues continue to be sidelined. Economy and Media continue to be underrepresented. Pakistan is a nation whose economy has a pressing need for revival, where media is an important source of information for the public and where bad governance and discrimination is the cause of frequent discontentment from the masses. The increased focus on law has continued this process of revival. However, this change in trend is attributed to Pakistan's current affairs, and focus on legal issues will continue to increase as the Supreme Court announces a verdict in regards to the case against Nawaz Sharif. While it cannot be denied that this discussion is good for the accountability of our leaders, solutions to such issues are hardly ever found quickly.

The stock exchange, budget 2017 – 2018 and the economy in general dominated economic discussions, each with a 33% share. However, the Economy's importance has not been emphasized enough, since it depicts a fall of 4% between the months of April and June. For a developing economy like Pakistan with chronic economic issues, it is problematic to see the economy being neglected within public agenda. Despite a 4% increase in its share, discussions on the media, too, remain low, a phenomenon that should be investigated, since it is one of the most influential institutions in Pakistan.

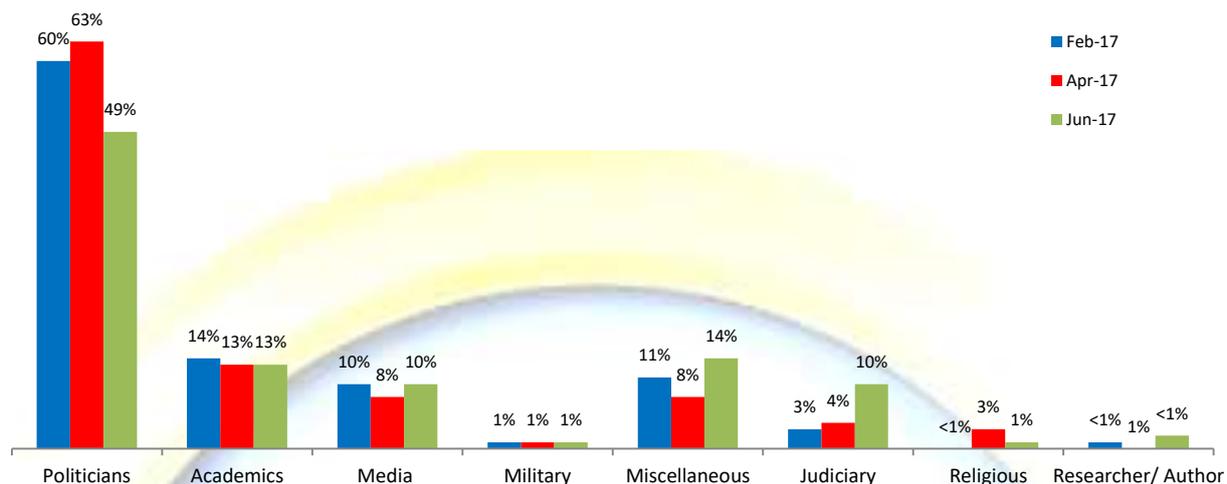


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### Trends in Background of Guests

A comparison of the background of guests between February and June illustrates that politicians dominate the scene throughout these months, (February 60%; April 63%; June 49%). They have a share of three-fifths in February, almost two-thirds in April and nearly half in June. Representation of experts/academics has remained steady between April and June (13%) while guests from media have risen by 2%; the miscellaneous category has also observed an increase from 8% in April to 14% in June. Share of judicial guests increased to 10% in June, which demonstrates a six point increase from April. Representation of researchers/authors has exhibited a steady negligible share. While guests from the religious domain

exhibited an early increase in share in February (4%), in the months of April and June, their representation still remains relatively low. Share for military has remained constant between February, April and June.



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## Methodology

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 June 2017. This data was obtained after reviewing around **64** hours of video, 8 talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) and **101** episodes. The 8 talk shows have been picked because they have been characteristic of consistently high ratings or the channel they are aired on has a significant share in terms of TV audiences.

\*Gallup & Gilani Pakistan conducts media content analysis on a monthly basis. For a more holistic picture, the trend analysis in this particular Press Release has been done for trends over three months, keeping February, April and June in mind.

## 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 and Gilani Pakistan.

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