GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

September 2017

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

15 November 2017

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NEWSPAPERS

Content Analysis of Newspapers during September 2017

In the 11 English and Urdu newspapers analyzed during September 2017, covering around 3000 opinion articles, 'Security', 'Social', and 'Political' issues were the main topics under discussion; Sports, Media, Health, Education, and Religion receive negligible coverage in opinion articles/ columns. GALLUP & GILANI PAKISTAN

Islamabad, November 14, 2017

1. Introduction

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Division, 'Security', 'Social', and 'Politics' issues were the main topics under discussion; Sports, Media, Health, Education, and Religion receive negligible coverage in opinion articles/ columns published in 11 newspapers of Pakistan. The duration of the analysis is September 2017.
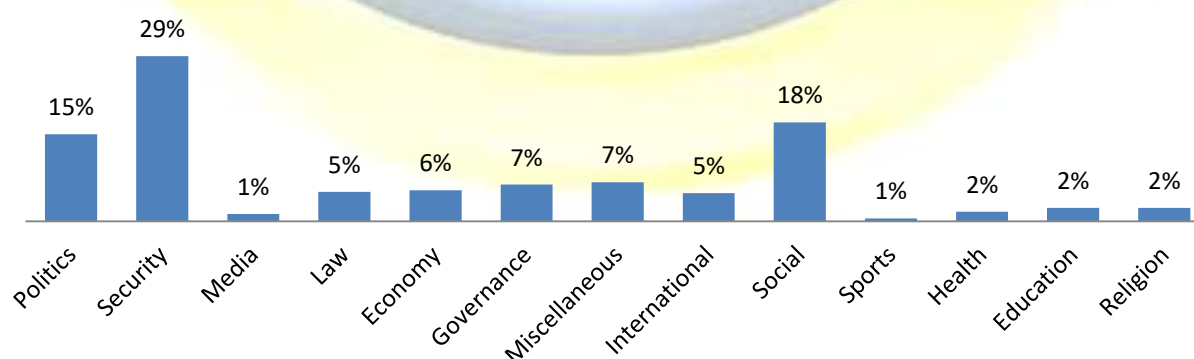
Content analysis of **11** national newspapers consisting of a total of **3184** opinion articles/columns written by various columnists was conducted for September 2017. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views 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: Social, Security and Politics 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.

Bar chart values: Politics 15%, Security 29%, Media 1%, Law 5%, Economy 6%, Governance 7%, Miscellaneous 7%, International 5%, Social 18%, Sports 1%, Health 2%, Education 2%, Religion 2%

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

29% of the total opinion articles/columns belonged to the 'Security' category which remained the most discussed topic in these 11 newspapers in July, breaking from the trend established in July, which showed 'Social' to be most popular. However, in September 2017, 'Security' was followed by 'Social' at **18%**. 'Politics' had a share of **15%** and topics discussed under 'Governance' and 'Miscellaneous' were at **7%** each. Less frequently discussed topics compiled under the category of 'Economy' stood at **6%**. Furthermore, topics under 'Law' and 'International' had a share of **5%** each. This was followed by 'Health', 'Education', and 'Religion' at **2%** each. 'Sports' and 'Media' articles were discussed in these texts relatively rarely at **1%,** each.

Topics under the 'Security' category included discussions and analyses of America's new Afghan policy, detailed overviews and strong opinion pieces on the plight of the Rohingya Muslims, debates over the implications of the latest BRICS summit for Pakistan, existing threats from nuclear proliferation by India and North Korea, countering global extremism, and historical anecdotes from the 1965 war. 'Social' discussed minority rights, implications of a colonial legacy on modern day Pakistan, gender equality, freedom of press and safety of journalists, and environmental issues including pollution and food wastage. Topics on Politics highlighted the implications of NA-120 elections on Pakistani politics, the census realities, and debates around political figures including Nawaz Sharif, Zardari, Imran Khan, and Maryam Nawaz. Similar to July, columnists in July seem to have diversified the range of subjects on which they write under the Miscellaneous category. Economics of CPEC, the BRICS Summit, and the energy sector were the main topics discussed under the 'Economy' category.
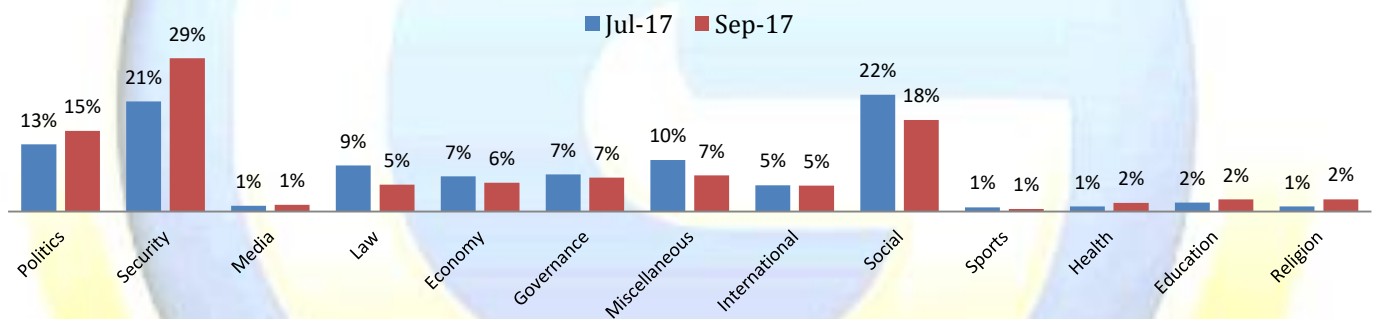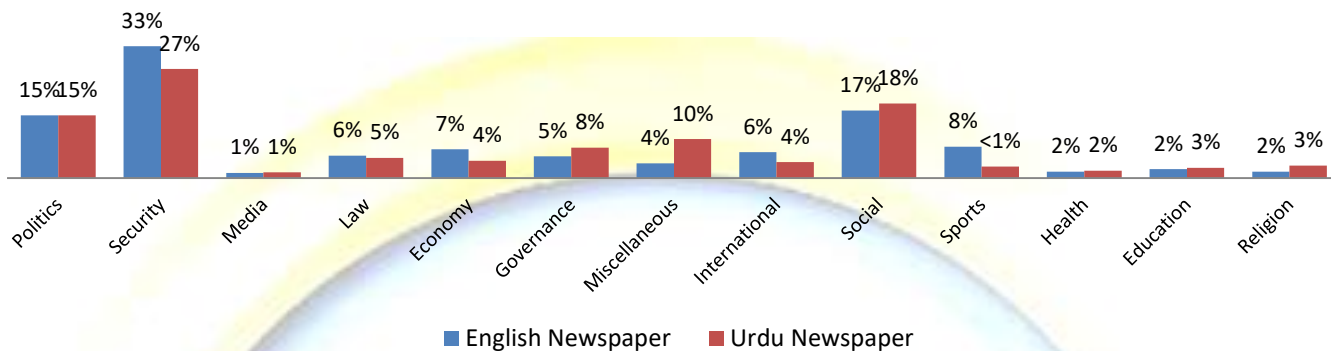

Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy for Gilani Research Foundation
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4. Urdu versus English Newspapers: Security and Social issues Dominant in both English and Urdu Newspapers

Out of a total of **1758** articles/columns that were written in Urdu newspapers in the month of September, the majority were on topics falling under the banner of 'Security' at **27%,** followed by **18%** on 'Social' issues. 'Miscellaneous' articles followed 'Security' at **13%**, which was in turn succeeded by 'Politics' at **12%**. Articles on 'Politics' constituted a share of **15%. '**Miscellaneous' and 'Governance' had a representation of **10%** and **8%** respectively**.** 'Law' articles had a share of **5%**, followed by 'Economy' and 'International' at **4%** each, and 'Education' and 'Religion' at **3%** each. 'Health' topics were discussed in **2%** of the texts, followed by 'Media' which was discussed at **1%.** 'Sports' articles were almost non-existent. The situation in Urdu newspapers is slightly different in September as compared to July. 'Security' is the most dominant topic in September as opposed to 'Social' in July. The share of Security increased from **19%** in July 2017 to **27%** in September 2017. Other shifts include a decrease in the share of 'Social' category by **8%** (Social: 26% in July, 18% in September).

Out of a total of **1426** articles/ columns written in English in September, **33%** were on 'Security' issues, the leading category, followed by 'Social' at **17%**. 'Politics' and 'Economy' issues constituted shares of **15%**

and **7%**, respectively. 'Law' and 'International' had shares of **6%** each. 'Governance' constituted **5%** of the text, succeeded by 'Miscellaneous' at **4%**. 'Health', 'Education' and 'Religion' were written at **2%**, each, whereas 'Sports' and 'Media' topics accounted for **1%** of the text each. The trend for English newspapers in September is somewhat similar to the trend observed in July. 'Security' remained the most popular topic, followed by 'Social' and 'Politics'.

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

An analysis of the columnists' background and profession was conducted for **781 English articles in September 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 **38%** of the total columns in these English newspapers. This was followed by former government representatives at **13%** and educationists/social scientists at **11%.** Researchers/Authors had a representation at **10%** while people from the business/corporate/finance domains were at **8%**. Former judiciary representatives penned **7%** of the overall columns, whereas Miscellaneous and Experts/ analysts in the fields of defense/economics/ international relations had a representation of **5%** each. Former security forces/military columnists and health experts had a representation of **1%** each. Engineering/IT experts did not have any representation for September, 2017.
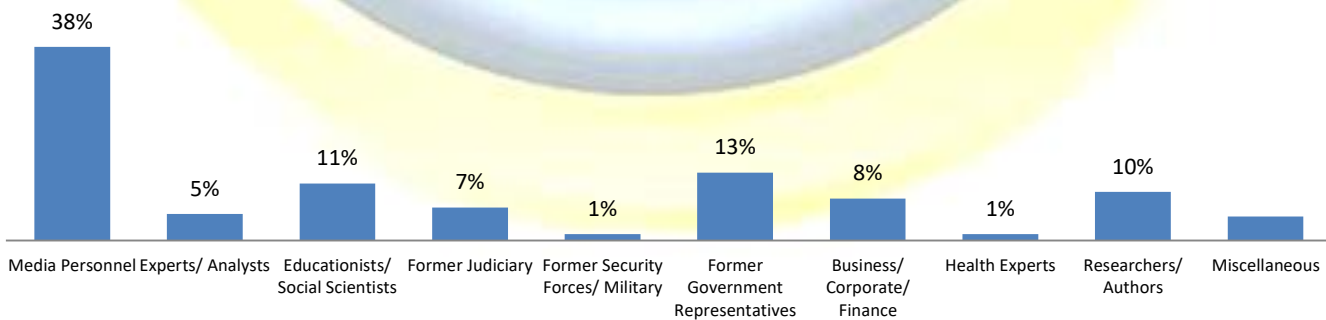
6.   Rationale behind Content Analysis of Media

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 September 2017. This data was obtained after reviewing 3184 articles, spread over 11 newspapers (mentioned in the third paragraph of this press release).

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