

GALLUP & GILANI PAKISTAN
NEWSPAPER CONTENT ANALYSIS REPORT

August 2018

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



11th October 2018



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NEWSPAPERS

Content Analysis of Newspapers during August 2018

In the 12 English and Urdu newspapers analyzed during August 2018, covering around 3000 opinion articles, 'Political', 'Social' and 'International' issues were the main topics under discussion while issues related to the Economy and Media were largely overlooked in the articles/columns.
GALLUP & GILANI PAKISTAN

Islamabad, October 11, 2018

1. Introduction

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Division, 'Social', 'Security' and 'Politics' issues were the main topics under discussion; Health, Media, Religion and Sports receive negligible coverage in opinion articles/ columns published in 12 newspapers of Pakistan. The duration of the analysis is August 2018.

Content analysis of **12** national newspapers consisting of a total of **2788** opinion articles/columns written by various columnists was conducted for August 2018. 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 12 newspapers, **5** were **Urdu** newspapers, namely Daily Pakistan, Nawa-i-waqt, Daily Express, Daily Jang and Daily Khabrain and **7** were **English** newspapers, namely Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation and The News.

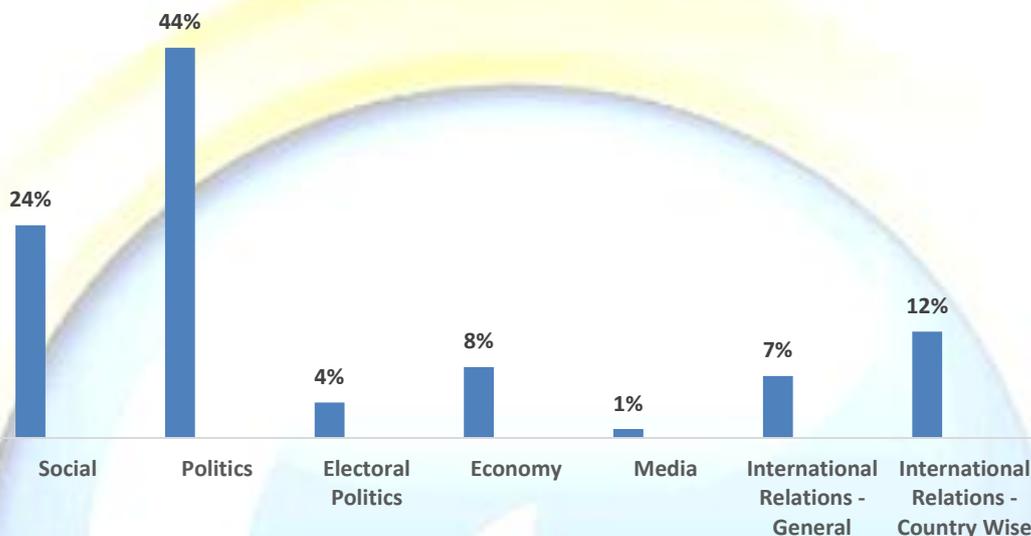
3. Main Topics under discussion: Social, Politics and International take priority while Media, Economy etc. receive negligible attention.

The topics discussed in these opinion articles/columns were categorized into **9** broad themes: 'Social', 'Political', 'Electoral Politics', 'Economy', 'Commercial', 'Media', 'Demographics', 'International (General)', 'International (Country-wise)'. Although 9 categories were outlined, only 7 of them (excluding 'Commercial' and 'Demographics') were given space in the papers.

44% of the articles were devoted to Politics in Pakistan, followed by social issues which rated at **24%**. After these two topics, international issues take over newspaper space: while **12%** of the news focused on specific countries, **7%** of the articles were about international relations in general. Economic issues were not far behind, taking up **8%** of all the articles. Despite politics taking up a large share of newspaper space, electoral politics specifically took only **4%** of space in newspaper articles. The least discussed topics were issues related to the media at **1%**.

Topics within the 'Social' category pertain to smaller articles on education, healthcare and sports. The topics which take the lead are the worsening law and order conditions of the country, the persecution of religious

minorities including the Faisalabad incident against Ahmadis. Eid-ul-Adha festivities were also discussed. Pakistan’s history was also reminisced around the Independence Day. In ‘Politics’: speculation over ‘Naya Pakistan’ was a much discussed topic along with way forward for the newly elected Prime Minister. There were also broader pieces analyzing issues of accountability, stability of the state and Pakistan’s policies for governance. Under the International (Country-wise) category are articles related to Trump’s foreign policy (particularly the concern over NATO, the recent spat with Turkey and US relations with Iran), the debates between Pakistan and India on Kashmir.

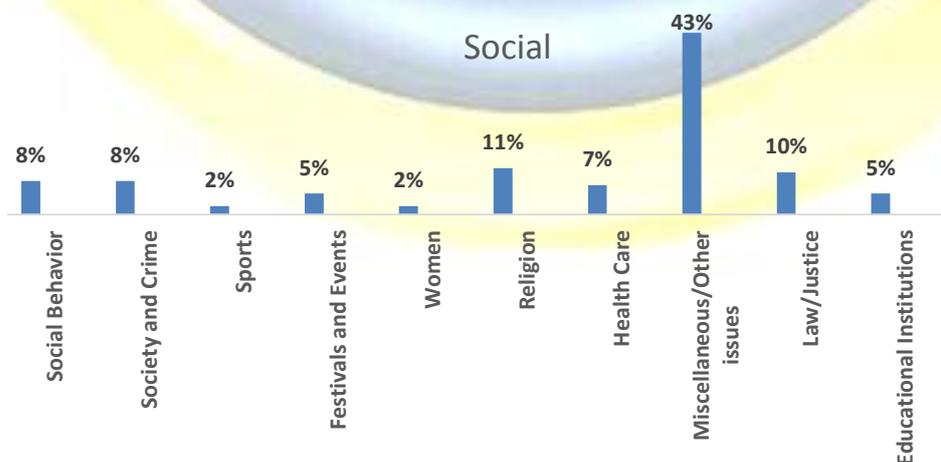


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

4. Sub-topics Within Wider Topics: Social Behavior, Political Opinions and International Issues

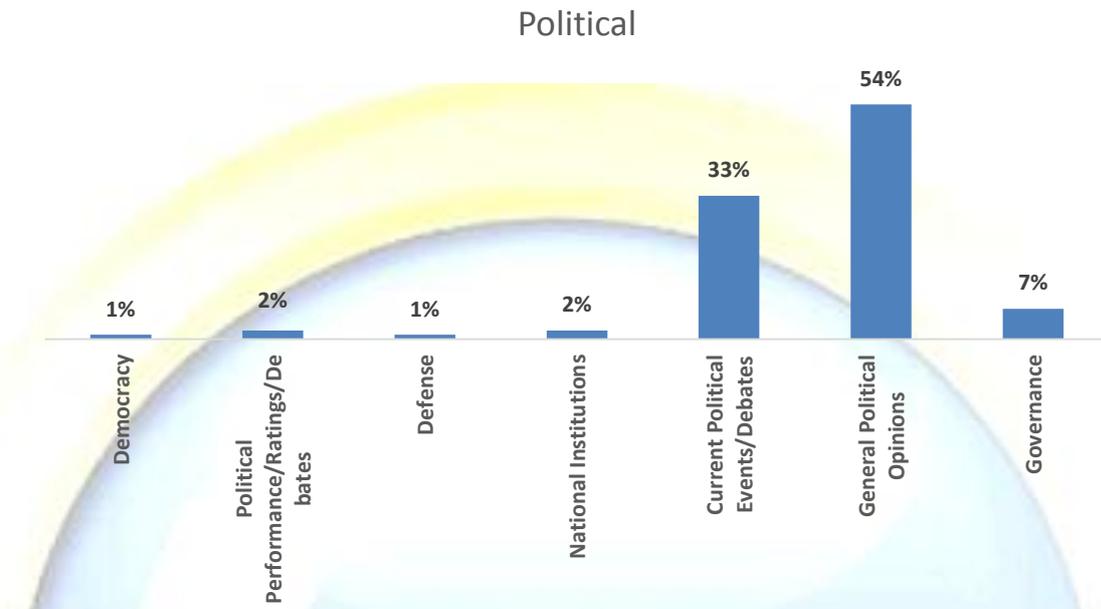
Sub-categories helped further organize broader themes by assessing the proportion.

The most recurring sub-themes in ‘Social’ (which occupied subject matter of around 24% opinion pieces) were: Miscellaneous/Other Issues (43%), Religion (11%), Law/Justice (10%), Society and Crime (8%). The remaining percent were taken up by social behavior, sports, festivals & events, women, health care and educational institutions.



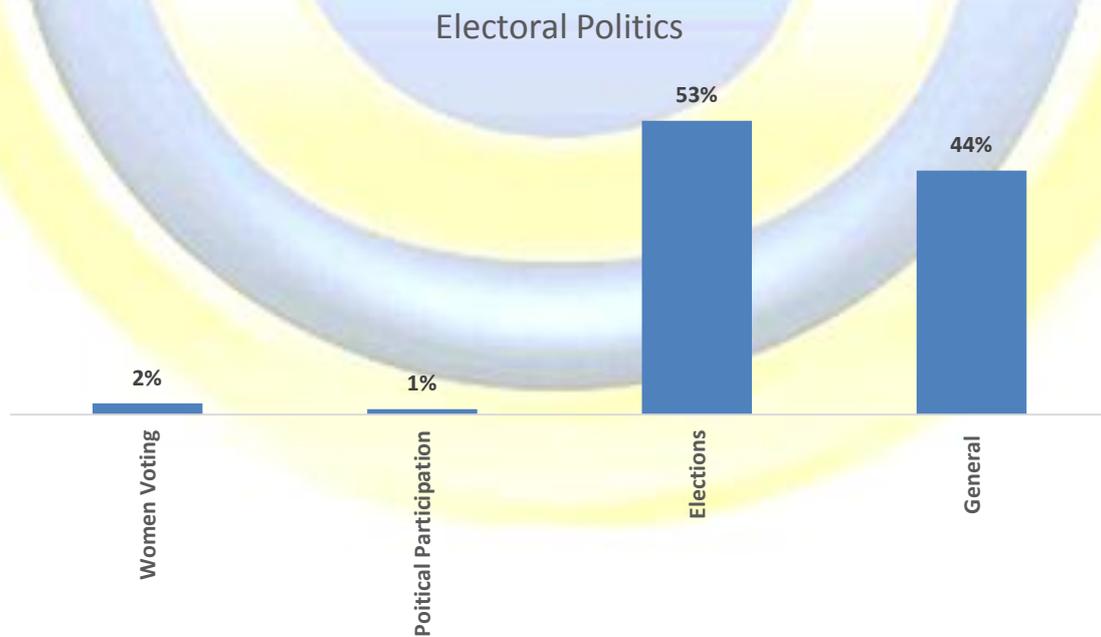
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

In 'Politics' (which was a concern for **44%** of articles) : General Political Opinions (**54%**), Current Political Events/Debates (**33%**) while the Governance (**7%**), remaining articles were divided into Democracy, Political Performance/Ratings/Debates, Defense and National Institutions.



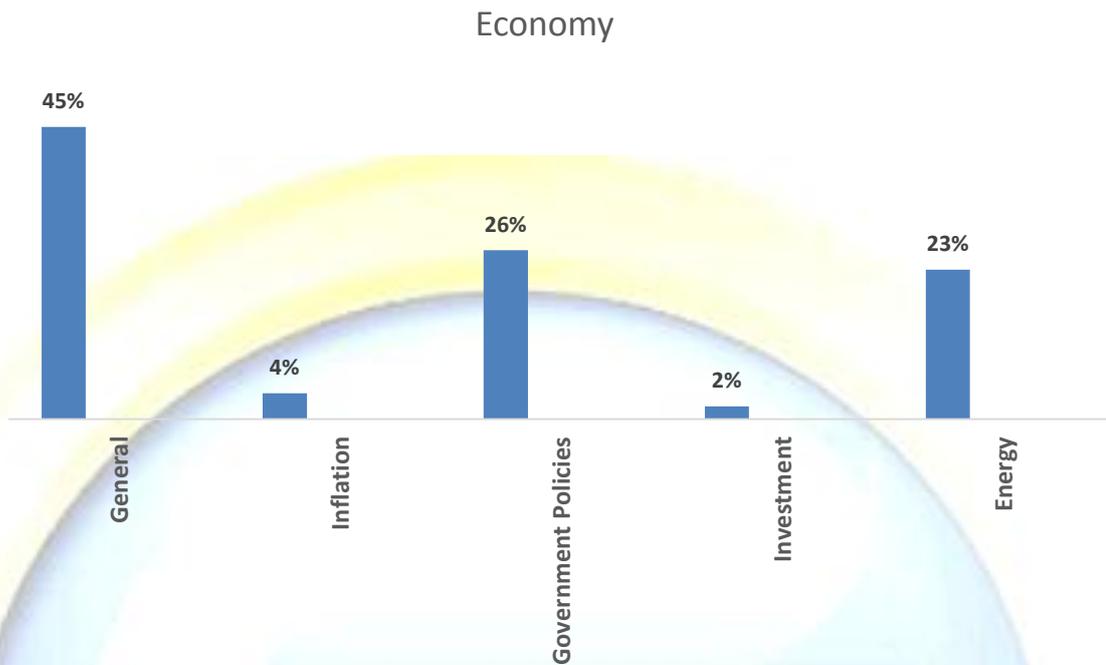
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

In Electoral Politics: Elections (**53%**), General (**44%**) with the others as Women Voting and Political Participation.



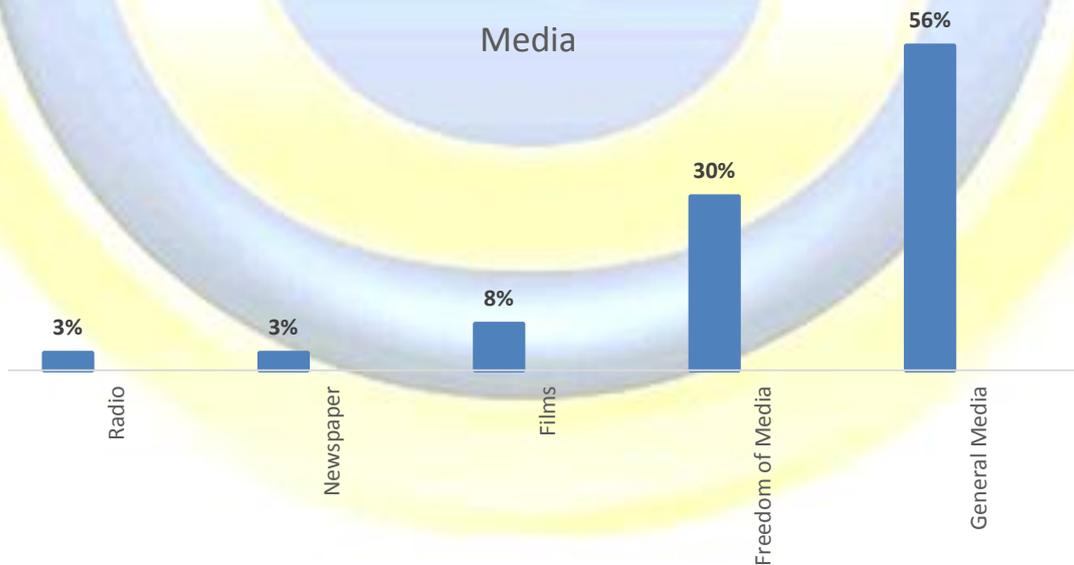
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

In Economy (which was the subject matter for **8%** of op-ed pieces): General (**45%**), Government Policies (**26%**) and Energy (23%) along with Inflation, and Investment.



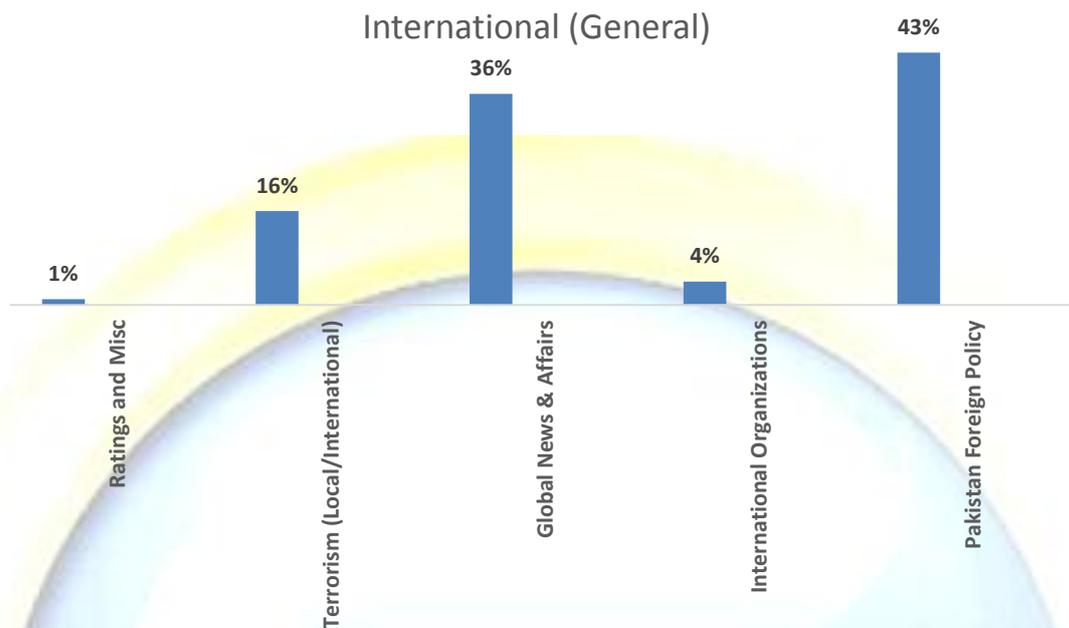
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

In Media: General Media (**56%**), Freedom of Media (**30%**), Films (**8%**) with Radio and Newspaper.



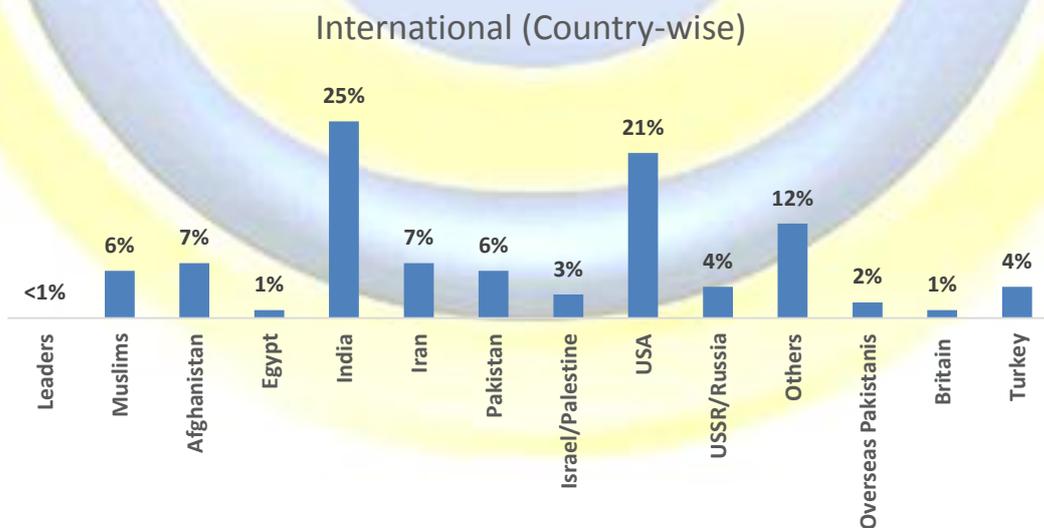
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

In International (General): Pakistan's Foreign Policy (43%), Global News & Affairs (36%), Terrorism (16%), International Organizations (4%) and Ratings and Miscellaneous (1%).



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

The countries which received the most attention in International (Country-wise) were: India (25%), USA (21%), and Others (12%).

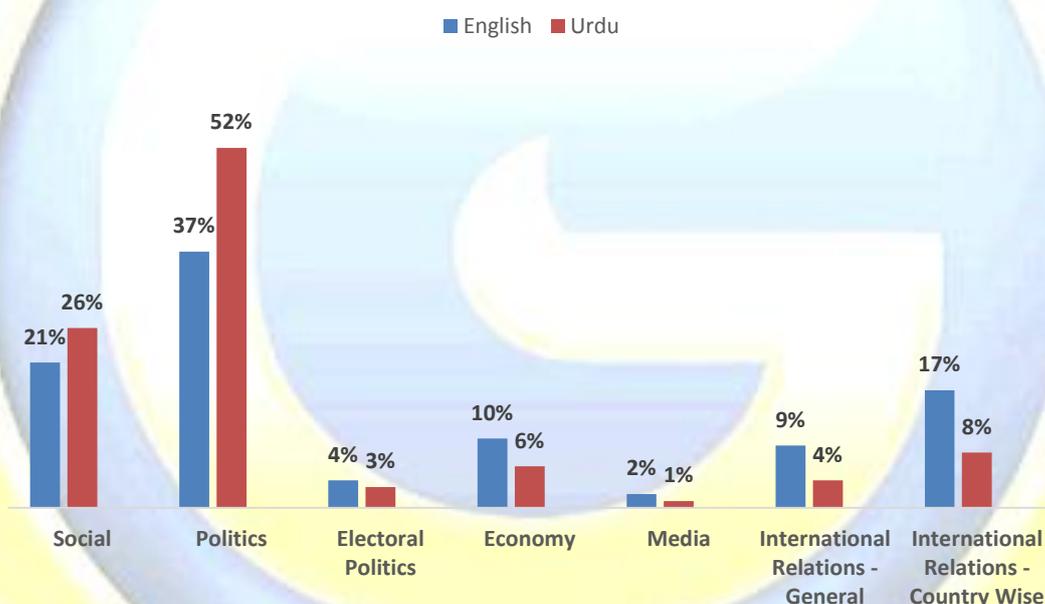


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

5. Urdu versus English Newspapers: Social issues almost equally dominant in English and Urdu Newspapers, English Newspapers discuss Politics less; Economy, Foreign Affairs more than Urdu Newspapers.

Out of a total of **1339** articles/columns that were written in Urdu newspapers in the month of August, the majority were on topics falling under the banner of ‘Politics’ at **52%**. The second topic which occupied public imagination was Social Issues at **26%**. Following that, International news was featured relatively less at **8%** for different countries and **4%** overall. Economy had a share of **6%**. Electoral Politics received little attention; only **3%** of the articles revolved around the issue of elections, while Media got the least percentage, only **1%**.

Out of a total of **1449** articles/ columns written in English in August, **37%** focused on Politics. Like in the Urdu newspapers, English newspapers devoted the second most attention to social issues, as **21%** of the articles/columns belonged to this category. Next, **17%** of space was used by Country-Wise International Issues and **9%** on general discussions about International Relations. Articles regarding the economy got **10%** coverage whereas discussions around elections took up **4%** of newspaper space. The media was given the least amount of attention in newspapers at only **2%**.

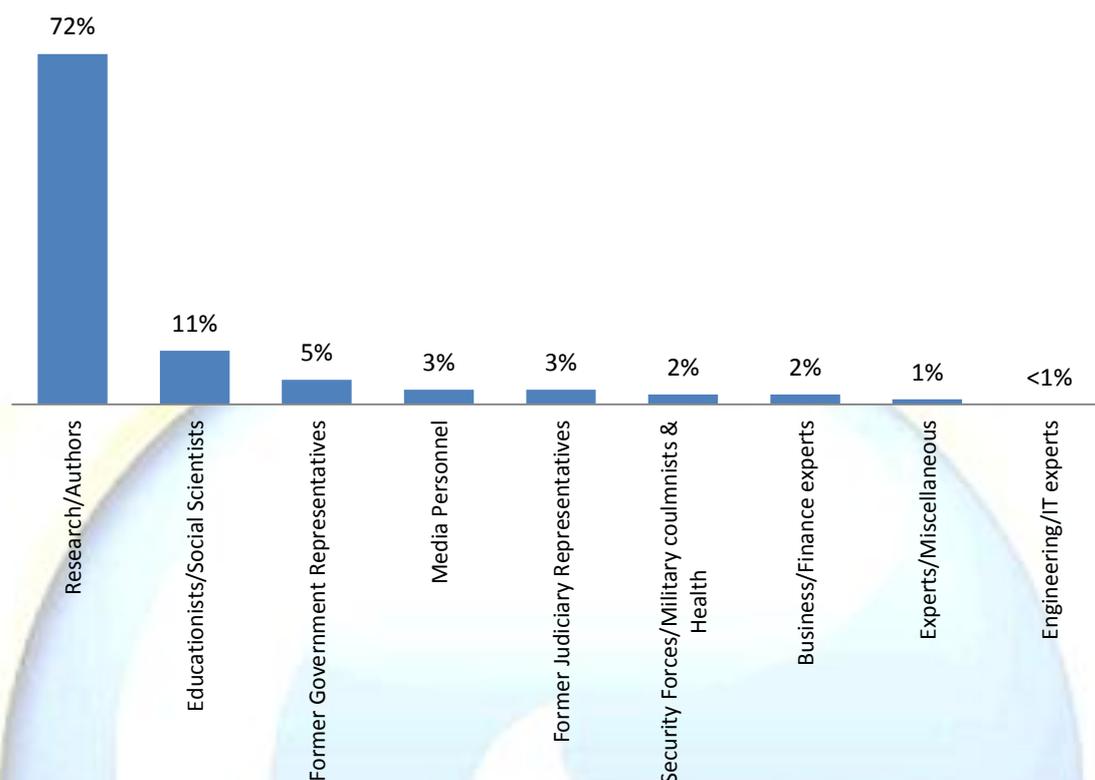


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
www.gallup.com.pk, www.gilanifoundation.com

6. Background of Columnists: Professional Columnists Take Lead in English Papers in August 2018

An analysis of the columnists’ background and profession was conducted for **1615 articles in August 2018** to determine a relationship between the types of topics discussed and the occupation of the columnists writing them. The writers’ professions span over a wide range of theoretical and practitioner professions. However, due to the unavailability of relevant information, it is difficult to find a comprehensive list of occupations in the remaining English and Urdu newspapers. Professional columnists, editors, freelance journalists, researchers and authors dominate the news, writing **72%** of all articles. They are followed by Educationists/Social Scientists at **11%** and Former Government Representatives **5%**. Media Personnel and Former Judiciary Representatives both wrote **3%** each of the total articles/columns. In contrast former security forces/Military columnists and health experts wrote

only 2% of the articles. Experts/Miscellaneous, experts in Engineering/IT and business/finance had negligible representation in August 2018.



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

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 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 August 2018. This data was obtained after reviewing 2788 articles, spread over 12 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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