

Edition # 21 Since Year 2015

GALLUP & GILANI PAKISTAN
NEWSPAPER CONTENT ANALYSIS REPORT

August 2019

A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at approximately 1700 Newspaper columns and editorials



11th September 2019



Table of Contents

1. Introduction

2. Which newspapers have been analyzed? (Urdu and English)

3. Main Topics Under Discussion

4. Urdu vs English Newspaper Analysis

5. The Rise and Fall of Discussions on Political Issues in Op-Eds

6. The rationale behind this content analysis

Content Analysis of Newspaper Articles Published During August 2019

In the 12 English and Urdu newspapers analyzed for August 2019 covering nearly 1700 opinion pieces, 'International', 'Social' and 'Politics' issues dominated the space; however, much less coverage was given to 'Economy' issues, particularly in Urdu newspapers. (GALLUP & GILANI PAKISTAN)

Islamabad, September 11, 2019

Introduction

According to a Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan under the supervision of Bilal I Gilani, Executive Director of Gallup & Gilani Pakistan, the main issues under discussion during August 2019 in the mainstream media belonged to the following three categories: 'International', 'Politics', and 'Social'. 'Economy' issues received relatively less space in the newspapers, whereas topics related to 'Security', 'Media', 'Health' and 'Sports' received scant attention in the 12 newspapers.

An analysis of the content of 12 national newspapers consisting of a total of 1,689 opinion articles/columns written by various columnists was conducted for August 2019. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national issues.

This is the 21st edition of this study. The rest of the editions (dating back to 2015) can be accessed at the following link: <http://gallup.com.pk/polls/newspaper-analysis/>.

Which newspapers have been analyzed?

Out of the 12 newspapers, 5 were Urdu newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-waqt, and 7 were English newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

Main Topics under discussion: International, Social, and Politics news took priority while discussions related to Security, Sports, Health and Media received scant attention.

The topics discussed in these opinion articles/columns were categorized into 14 broad themes: 'Political', 'Security', 'Law', 'Sports', 'Health', 'Education', 'Governance', 'Social', 'Economy', 'Media', 'International', 'Religion', 'Terrorism/Crime/Law&Order', and 'Miscellaneous'.

31% of the articles were devoted to international news, followed by social issues at 18% and political issues at 14%. After these three topics, miscellaneous issues occupied a large chunk of the newspaper space at 9%, followed by governance and economy news at 7% each, and religion at 3%. News related to security, health, law, education and terrorism occupied 2% space each whereas Media only received 1% coverage.

Discussed within 'International':

This category garnered the most attention in August 2019, issues discussed mainly pertained to India's decision to revoke Article 370 and continued brutalities in Indian occupied Kashmir. The United Nation Security Council's (UNSC) meeting on Kashmir issue and recognition of Kashmir as an international disputed territory were discussed at lengths and hailed as a democratic achievement on Pakistan's part.

Other articles discussed Indian Prime Minister Modi’s fascist regime in India and the resulting tensions and threats of nuclear war between India and Pakistan. Other issues included speculation on a US-Taliban deal, Hong Kong protest, Rohingya report and Yemeni infighting.

Discussed within ‘Social’:

Topics in this category were related to environmental and humanitarian concerns calling out attention to justice for Kashmiris in India, mob mentality, the burning amazon in Brazil, the garbage problem in Karachi, and the looming flooding threat in the country. Issues such as pollution reduction were also highlighted, however a greater percentage of the articles focused on addressing the garbage problem in Karachi and towards cleaning the city.

Discussed within ‘Politics’:

Debates within this category pertained to evaluations of PTI’s governance in the past one year, the politics surrounding the senate assembly and the opposition’s rage, Prime Minister Imran Khan’s address to the nation over the Kashmir issue, and also included Pakistan’s diplomatic stance over the Kashmir issue.

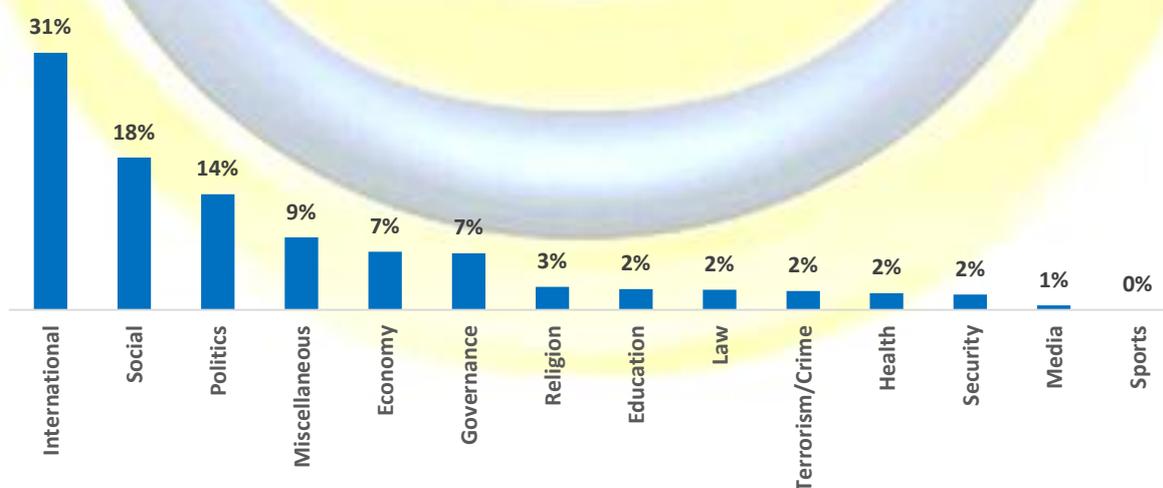
Discussed within ‘Economy’:

With regards to this category, increasing debt was one of the most important topics followed by inflation and the debate over the price of roti. Other topics that were largely discussed were the revenue challenges faced by Pakistan for its economic revival, tax policies, Pakistan’s progress with FATF, and Trader’s strikes Pakistan’s dismal economic future and looming recession was also discussed at lengths in this section.

Discussed within ‘Health’:

In the ‘Health’ category, the most common topic was the danger of waterborne diseases in monsoon season, fighting polio, healthcare in Punjab while there were also discussions on taxing doctors.

Figure 1: Main Topics Under Discussion in August 2019



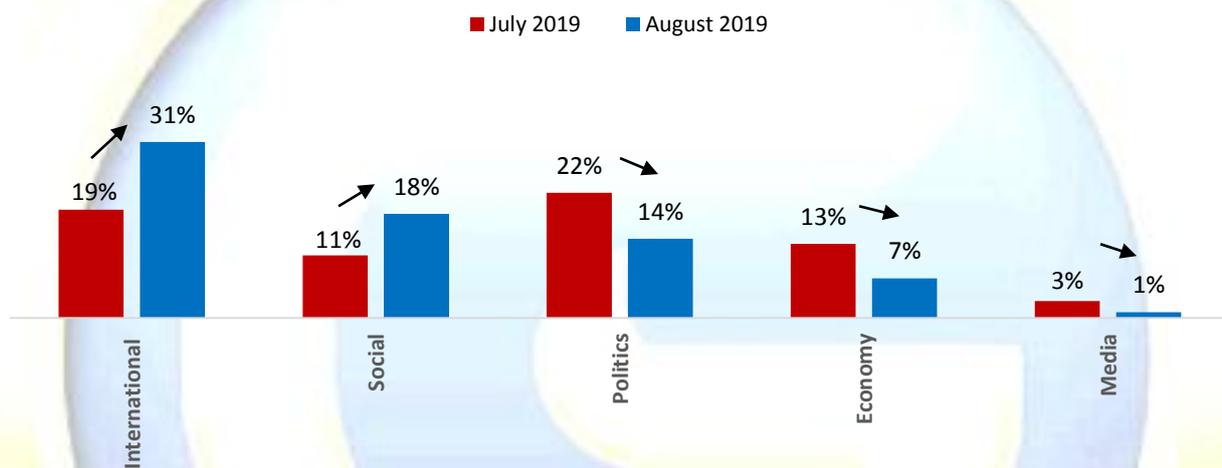
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy (www.gallup.com.pk, www.gilanifoundation.com)

In comparison with the previous month:

Political topics dominated newspaper space in the previous month; however this month they were replaced by International issues as the tensions between India and Pakistan rose over India's abolition of Article 370 which revoked Kashmir's special status. Social issues became the second most important category this month as discussions ensued on the garbage state of Karachi and the environmental concerns faced by the country. Politics took third place this month with discussions mainly revolving around Senate Elections and consequent opposition's reactions.

These disparities may be explained by the importance and urgency ascribed to certain events in public debate at certain points in time; for example, in July, Prime Minister Imran Khan's US visit took more attention whereas this month it was replaced by deliberations over Kashmir issue and Indian Prime Minister Modi's Hindutva Raj in India.

Figure 2: Comparison between July & August 2019 Newspaper Categories



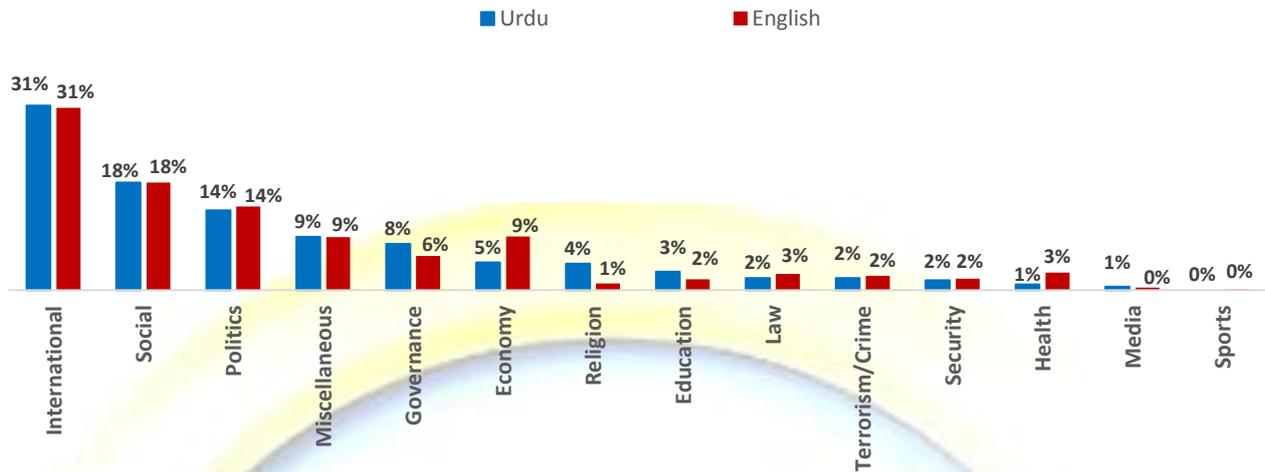
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

Urdu vs. English: International, Social and Politics were the three most discussed categories in both Urdu and English newspapers, occupying the same percentage of share in both mediums.

Out of a total of **825** articles/columns written in Urdu newspapers in August 2019, the majority were on topics falling under the banner of 'International' at **31%**, followed by 'Social' issues at **18%**. The next topic which led public debate during this month was 'Politics' at **14%**, which was followed by 'Miscellaneous' at **9%** and 'Governance' at **8%**. 'Economy' received a **5%** share in August whereas 'Religion' received **4%** whereas 'Media', 'Law', 'Terrorism', Health and 'Education' occupied a total share of **11%**.

Out of a total of **864** articles/columns written in English during this month, the greatest share of **31%** was taken by 'International' news, followed by 'Social' at **18%**, and 'Politics' at **14%**. Issues on Economy and Governance also received a significant amount of attention and made up **9%** and **6%** of the total share respectively. Articles related to 'Education', 'Security', 'Sports', 'Religion', 'Health', 'Law' occupied **13%** of the total newspaper space, while "Miscellaneous" category took **9%** of the total space in English newspapers.

Figure 3: Comparison between English & Urdu Newspapers August 2019



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

The Rise and Fall of Discussions on Political Issues in Op-Eds:

The amount of attention given to political news depends upon the political events taking place at the time. In the months from July 2017 to Nov 2017, Political issues received greater attention due to former Prime Minister Nawaz Sharif’s disqualification as Prime Minister and his resignation, followed by the reinstatement of his brother Shahbaz Sharif as the party leader. Similarly, this category garnered the most attention during August 2018, right after the historical general elections in which Pakistan Tehreek-e-Insaf came out victorious and Imran Khan was elected as the Prime Minister of Pakistan while the former Prime Minister Nawaz Sharif was sentenced to 10 years in prison. Political news also takes up more of the total share when any major policy reforms are proposed, projects are initiated or new bills are passed. Overall, public interest in politics fluctuates over the months as they are continuously shaped by recent events that affect public opinions on the government’s performance and consequently shape public demands and perceptions.

Figure 4: Coverage of Political Issues in Op-Eds in Pakistan



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

Want to Access our Newspaper Op-Ed Headings and Columnist Names List?

We are now providing access to our database comprising of titles of all the newspaper articles analyzed, as well as names of columnists who wrote them, for all columns published from the time Gallup Pakistan initiated this activity. If you wish to gain access to this database, kindly write to Ms. Nimra Ejaz at nimra@gallup.com.pk.

The rationale behind this Content Analysis

Bilal Ijaz Gilani, Executive Director and Chief Editor of this series, explains, '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 2019. This data was obtained after reviewing 1,689 articles, spread over 12 newspapers (as 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, policymakers, 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 Ph.D. from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup & Gilani Pakistan.

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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

For any queries please contact:

Ms. Nimra Ejaz

Research Executive

Phone: +92-51-2655630

E-mail: nimra@gallup.com.pk