



NEWSPAPER Columns

In the 12 English and Urdu newspapers analyzed during April 2015, 'Politics' was the main issue under discussion (46 %) in opinion articles/ columns. GALLUP Pakistan

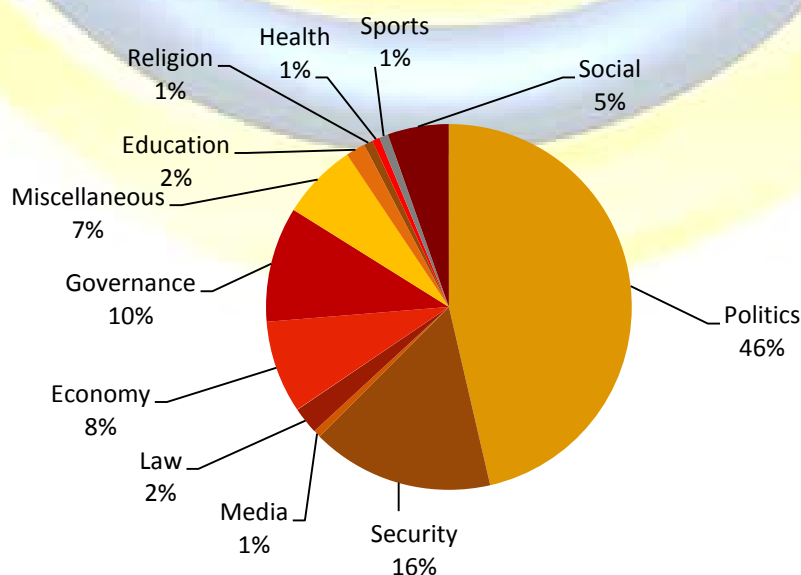
Islamabad, August 17, 2015

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Division, 'Politics' was the main issue under discussion in the newspaper opinion articles/ columns published in 12 newspapers of Pakistan. The duration of the analysis is April 2015.

Content analysis of 12 national newspapers consisting of a total of 757 opinion articles/columns written by various columnists was conducted for April 2015. This is part of Gallup Pakistan Media Research Division's new initiative to empirically understand the opinion leaders' views on national issues. A similar analysis is already being conducted for top 10 talk shows in the country on a monthly basis.

Out of the 12 newspapers, 5 were Urdu newspapers, namely Daily Pakistan, Nawaiwaqt, Daily Express, Jasarat and Daily Khabarnama and 7 were English newspapers, namely Express Tribune, Daily Times, Dawn, Pakistan Today, Pakistan Observer, The Nation and The News. The topics discussed in these opinion articles/columns were categorized into 12 broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security', 'Social', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been included in the 'Miscellaneous' category.

46% of the total opinion articles/columns belonged to the 'Politics' category which remained the most discussed topic in these 12 newspapers in April. The second highest trending category was that of 'Security' which accounted for 16% of the total opinion articles/columns. Articles relating to 'Governance' made up 10% of the total opinion articles/columns while 'Economy' related columns accounted for 8% of the total. 'Social' category which covers topics ranging from fashion trends to grave social issues and debates accounted for 5% of the total opinion articles/columns written in April. 'Law' and 'Education' made up 2% of the total opinion articles/columns each while 'Media', 'Sports', 'Health' and 'Religion' contributed only 1% opinion articles/columns per category. Less frequently discussed topics were compiled under the category 'Miscellaneous' and made up 7% of the total opinion articles/columns.

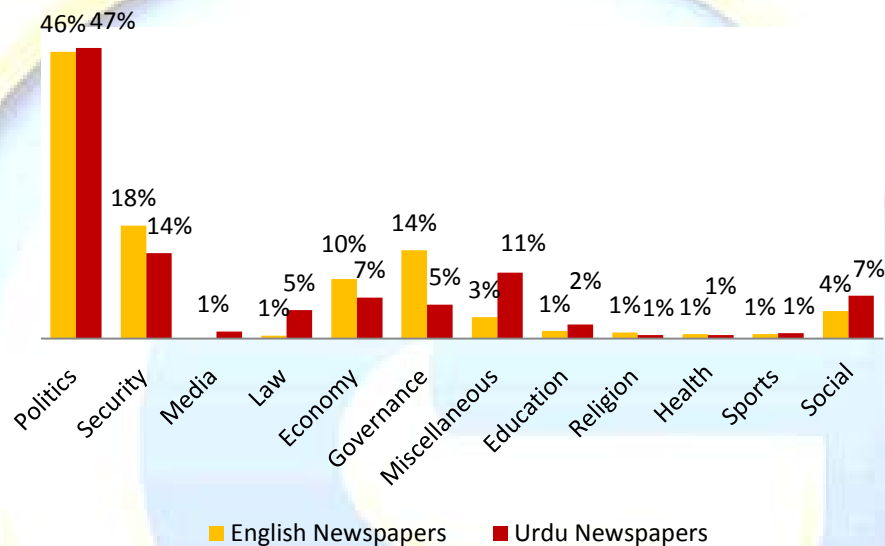


Source: Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

English vs. Urdu Newspapers: Politics Dominant

Out of a total of 349 opinion articles/columns that were written in Urdu newspapers in the month of April, 47% opinion articles/columns related to 'Politics', 14% belonged to the category 'Security'. 14% opinion articles/columns fell under the categories 'Social' and 'Economy' with both categories individually accounting for half of this proportion. 'Law' and 'Governance' made up 5% opinion articles/columns each while only 2% opinion articles/columns related to 'Education'. Opinion articles/columns relating to 'Sports', 'Health', and 'Religion' made up 3% of the total and 11% opinion articles/columns were categorized as 'Miscellaneous'.

English newspapers portrayed a similar trend. Out of a total of 408 opinion articles/ columns written in these newspapers in April, 46% related to 'Politics' and 18% related to 'Security'. 'Governance' related articles/columns were 14% of the total while those relating to the 'Economy' were 10%. 4% articles/columns related to 'Social' issues while 'Law', 'Sports', 'Health', 'Religion' and 'Education' related articles made up 5% of the total collectively.

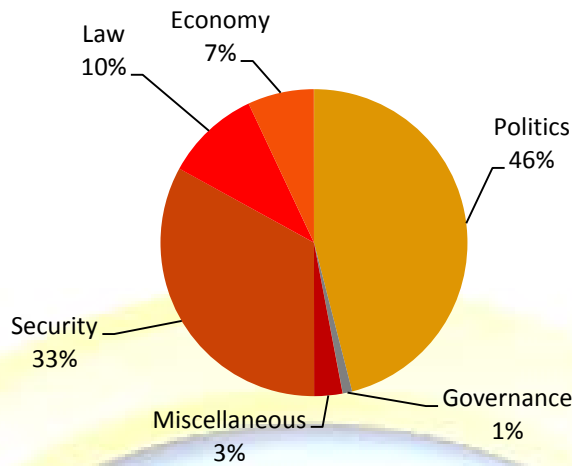


Talk Shows vs. Newspapers

Gallup Pakistan conducts a similar analysis for the top 10 television shows aired on various TV channels. For this reason, a comparison of the trends occurring in the two mediums of mass communication is highlighted in this report. In the month of April, Politics yet again led the talk shows as the most discussed topic. 46% of the total time in talk shows was dedicated to discussing political on goings in Pakistan. Security was the second most frequently discussed topic at 33% while Law was discussed 10% of the time. Economy as a topic saw a major rise in discussions, taking about 7% of the total time in talk shows. Miscellaneous issues were discussed 3% of the time and only 1% was taken up by Governance- related topics. Discussions regarding Media were missing from the picture altogether.

Few salient trends that occurred are stated as follows:

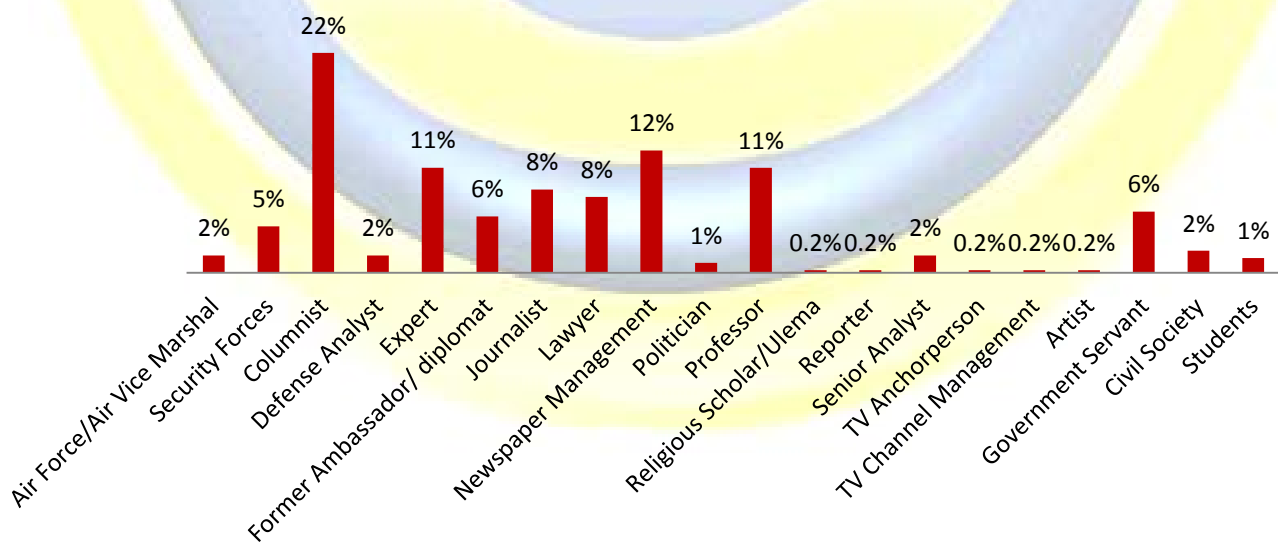
- Politics was discussed in 46% of the opinion articles as well as newspapers during the month and dominated the discussion.
- Economy was discussed 7% of the times in TV shows and in 8% of the opinion articles which shows a largely similar trend in both.
- Governance was discussed a lot more (10% opinion articles) in newspapers as compared to TV shows (1% talk shows) while the opposite was true for Law (2% in opinion articles while 10% in TV shows).
- Security was discussed a lot more in TV shows (33%) as compared to newspaper opinion articles (16%)



For more details on the talk show analysis, visit <http://gallup.com.pk/polls/gallup-pakistan-media-research/tv-talk-shows-analysis/>

Background of Columnists: Professional Columnists Take Lead in English Papers

An analysis of the columnists' background and profession was conducted for English newspapers to determine a relationship between the types of topics discussed to the occupation of the columnists writing them. The same could not be done for Urdu newspapers due to the unavailability of such information for many Urdu columnists. Professional columnists wrote 22% of the columns of the total in all 7 English newspapers. The second largest proportion of columns was 12% and these articles were written by individuals associated to the 'Newspaper Management'. Subject experts and professors wrote 11% of the total columns each while both lawyers and journalists wrote 8% of the total columns each. Former ambassadors/ diplomats and government servants contributed 6% columns each while columnists belonging to security forces wrote 5% of the total columns. Individuals relating to the Air Force/ Air Vice Marshall, defense analysts, senior analysts and civil society members contributed 2% of the total columns and hence provided a total of 8% columns in April. Politicians, religious scholars, reporters, TV anchorpersons, TV channel management, artists and students altogether wrote 3% of the total columns.



Disclaimer

It is important to note that the various categories in which the content of the talk shows was divided differ from those in which the content of newspapers was divided. Various topics that have been grouped together under the 'Miscellaneous' category in the talk show analysis (due to their lack of frequency) have been further categorized into many other areas.

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 month wise data collection happens, it is hoped that we would be able to establish a month wise '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 will shed 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 Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is April 2015. This data was obtained after reviewing 200 articles, spread over 2 newspapers (Nawaiwaqt and Daily Pakistan).

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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 Pakistan.

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