



NEWSPAPER Columns

In the 12 English and Urdu newspapers analyzed during August 2015, 'Security' was the main issue under discussion (19%) in opinion articles/ columns. GALLUP Pakistan

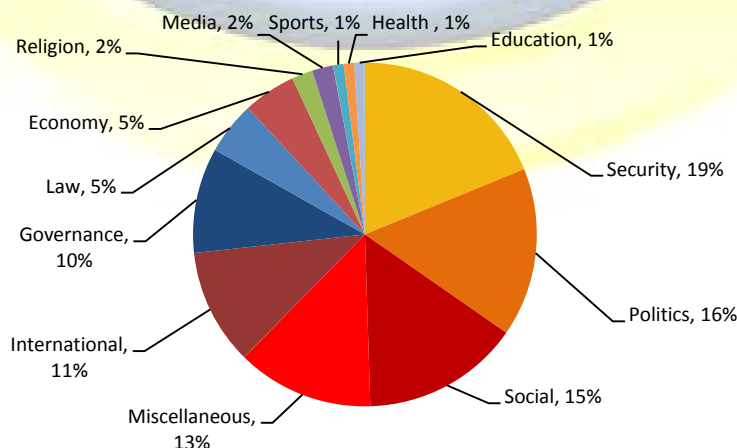
Islamabad, October 29, 2015

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

Content analysis of 12 national newspapers consisting of a total of 3150 opinion articles/columns written by various columnists was conducted for August 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 the top 8 talk shows in the country on a monthly basis.

Out of the 12 newspapers, 5 were **Urdu** newspapers, namely Daily Pakistan, Nawaiwaqt, Daily Express, Daily Jang and Daily Khabrain 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 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.

19% of the total opinion articles/columns belonged to the 'Security' category which remained the most discussed topic in these 12 newspapers in April followed by 'Politics' which accounted for **16%** of the total opinion articles/columns. Inspirational/ didactic pieces on renowned figures and books, historical anecdotes/ patriotic stories embedded with morals, viral social media campaigns and various serious social debates were classified under the 'Social' category, which had a **15 %** share in the total. Less frequently discussed topics were compiled under the category 'Miscellaneous' and made up 13% of the total opinion articles/columns. Articles related to the news or the activities of foreign countries were categorized as 'International' (11%), while 'Governance' related subjects comprised 10 % of total opinion articles/ columns. 'Law' and 'Economy' were each discussed 5 % each in these newspapers while 'Religion and Media' accounted for 2 % each in the total number of articles. Texts on 'Sports', 'Education' and 'Health' were infrequent, contributing a mere 1 % each to the total opinion articles/ columns.

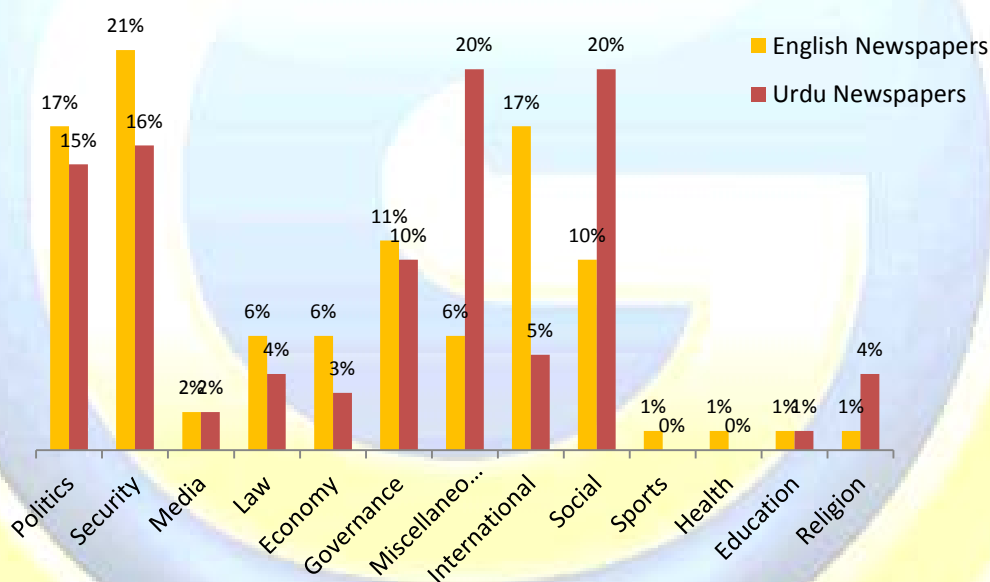


Source: Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

English vs. Urdu Newspapers: Security and Social Issues Dominant

Out of a total of 1573 opinion articles/columns that were written in Urdu newspapers in the month of August, **20%** were on topics falling under the 'Social' banner, while another **20%** belonged to the category 'Miscellaneous'. **16%** of opinion articles/columns fell under the overall leading category of 'Security, with 'Politics' close behind at 15%. Urdu articles on 'Governance' formed 10% of the total, while 'Law' and 'Religion' related issues were each discussed 4% of the time. 'Economy', 'Media' and 'Education' were topics written about infrequently, comprising 3%, 2% and 1% respectively. 'Sports' and 'Health' were the two topics with the least and negligible representation in Urdu newspapers.

English newspapers portrayed a different trend. Out of a total of 1577 opinion articles/ columns written in English in August, **21 %** were related to 'Security', the leading category, followed by **17%** connected to 'Politics'. Articles on 'International' matters comprised **17%** of the total as well, while those relating to the 'Governance' were 11%. Writers of English columns penned thought on social concerns and other related ideas 10 % of the time, while 'Law', 'Economy' and 'Miscellaneous' were categories that were on an equal standing of 6 % each. Media was a relatively ignored domain, constituting 2 % of total English articles, while ' Sports', 'Health', 'Education ' and 'Religion' lagged behind all the rest of the areas, at a low representation of 1 % each.



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

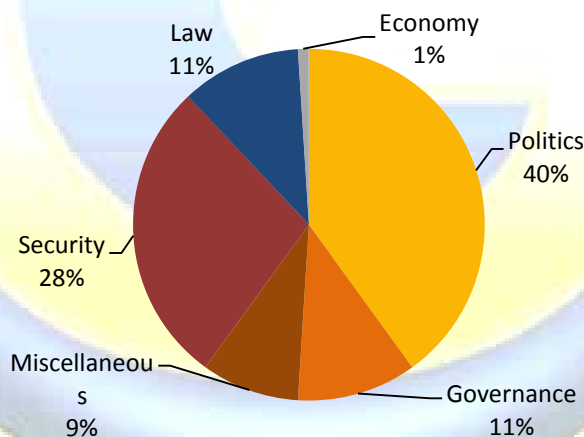
Talk Shows vs. Newspapers

Gallup Pakistan conducts a similar analysis for the top 8 talk 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 August, Politics was as usual, the most popular subject of conversation on talk shows. 40% of the total time in talk shows was dedicated to discussing the political situation in Pakistan. Security concerns and issues formed the second most frequently discussed topic at 28%. Governance and Law constituted the next most significant share at 11 % each, while miscellaneous topics were discussed 9% of the time. Discussions on economic matters and media-related topics were negligible at 1% and 0% respectively.

Few salient trends:

- Politics formed 16% of discussion in newspapers, a figure that is significantly lower than the airtime it constituted on talk shows (40%). Security was the most significant subject in newspaper articles (19%) but still lagged behind talk shows considerably (28%).
- Newspapers emphasized economic issues more than talk shows, 5 % of opinion articles/columns talked about the Economy, while only 1 % of talk show airtime highlighted these concerns. However, it was still a relatively neglected area.
- The importance accorded to Governance exhibited a similar trend in both these media channels, accounting for 11 % of talk show airtime and 10% of newspaper articles.
- Law was focused on more by talk shows (11%) in comparison to newspapers (5%)
- There was a 4 % divergence in the representation of miscellaneous issues (13% in newspapers; 9 % in talk shows).
- Media was not emphasized in talk show discussions in August (0%), and had low representation in newspapers.

These differences in shares of the various common categories may be attributed to the different nature of these two media channels as sources of information and news, and the range of people they reach. Talk shows tend to focus on the more immediate, current affairs facing the country, issues in the local context, while newspapers not only address national social issues, but also feature articles on important global events and trends. This may be due to the newspapers having a more literate target audience, and thus fulfilling their needs through a more diverse range of subjects. Newspaper articles are however, less focused and the reader may identify several different themes within the same article. This may be because talk shows have a host that acts as a moderator and can direct the discussion back to the main idea of the program, while newspapers allow writers a more open platform to pen their thoughts on pretty much anything that sparks their interest.



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

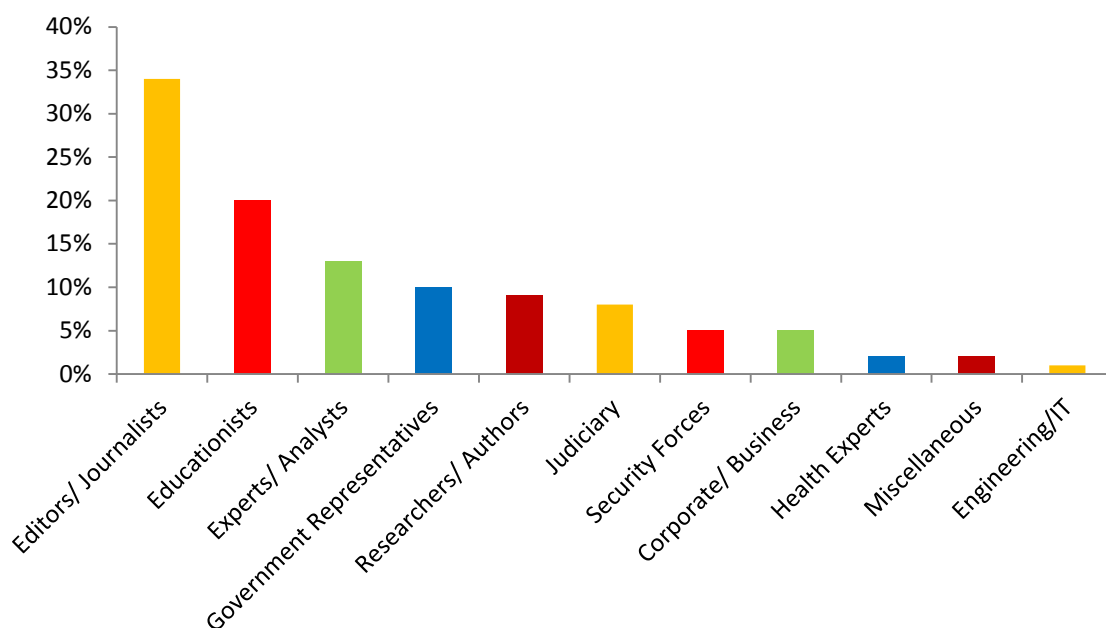
For more details on the talk show analysis, visit

<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 **698 English articles** 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 the remaining English and all of the Urdu newspaper articles due to the unavailability of relevant information. Professional columnists, editors or freelance journalists wrote an overwhelming 34% of the total columns in these English newspapers, followed by experts and analysts in the fields of defense, economics, international relations and foreign policy. The

third largest categories in terms of profession consisted of people in the domain of education/ academia/ social sciences in addition to government representatives (10% each). Articles by researchers and authors comprised 9 % of the total. Moreover, Judicial experts and lawyers made 8 % of these contributions to newspapers while those working in the field of security (army, police etcetera) and in the corporate/ business arena each accounted for a 5 % share of the total articles published. Health Experts and Miscellaneous professions had a share of 2 % each in these newspapers while the views of engineering and IT experts constituted a mere 1 % of total articles.



Source: Newspaper Content Analysis by Gallup Pakistan Media Research Consultancy

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 August 2015. This data was obtained after reviewing 3150 articles, spread over 12 newspapers (mentioned in the third paragraph of this press release).

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

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