

NEWSPAPER ANALYSIS

GALLUP PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

OCTOBER 2015

A MONTHLY SERIES FROM GALLUP MEDIA RESEARCH WING LOOKING
AT AROUND 3000 NEWSPAPER COLUMNS AND EDITORIALS

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PAKISTAN

1. INTRODUCTION
2. WHICH NEWSPAPERS ARE ANALYZED? (URDU AND ENGLISH)
3. MAIN TOPICS UNDER DISCUSSION
4. URDU VS ENGLISH NEWSPAPER ANALYSIS
5. TALKSHOWS VS NEWSPAPERS
6. BACKGROUND OF COLUMNISTS
7. RATIONALE BEHIND CONTENT ANALYSIS OF MEDIA

TABLE OF CONTENTS

NEWSPAPER
COLUMNS DURING OCTOBER 2015

**IN THE 12 ENGLISH AND URDU NEWSPAPERS ANALYZED DURING OCTOBER
2015, 'SECURITY' WAS THE MAIN ISSUE UNDER DISCUSSION (23%)
IN OPINION ARTICLES/ COLUMNS**

GALLUP PAKISTAN

ISLAMABAD, JANUARY 6, 2015



INTRODUCTION

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 October 2015.

Content analysis of 12 national newspapers consisting of a total of 2993 opinion articles/columns written by various columnists was conducted for October 2015. This is part of Gallup 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/>.

WHICH NEWSPAPERS ARE ANALYZED?

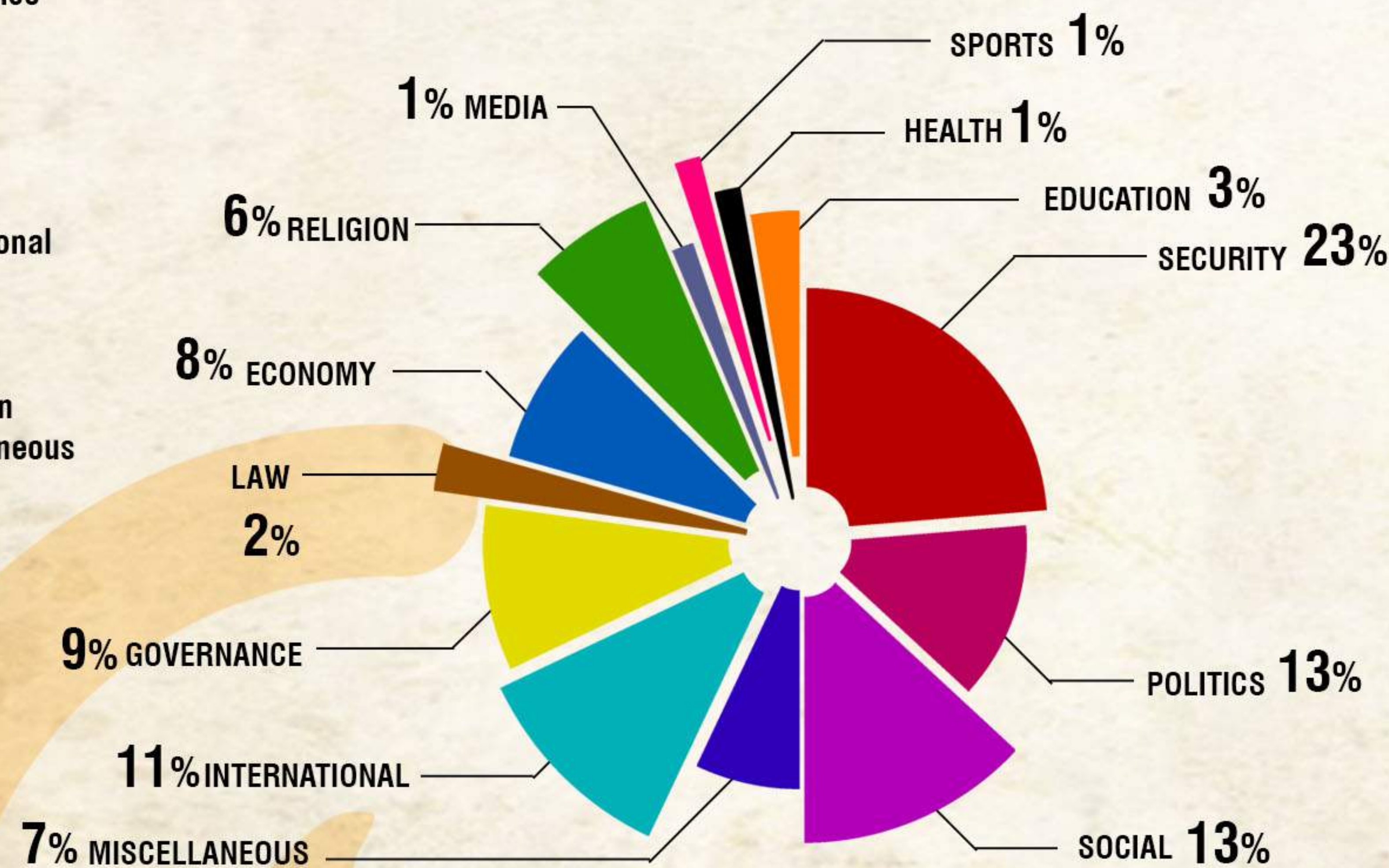
Out of the 12 newspapers, **5 were Urdu newspapers**, namely Daily Pakistan, Nawaiwaqt, Daily Express, Daily Jang and Daily Khabrain

And **7 were English newspapers**, namely Express Tribune, Daily Times, Dawn, Pakistan Today, Pakistan Observer, The Nation and The News.

MAIN TOPICS UNDER DISCUSSION : SECURITY TAKES THE LEAD

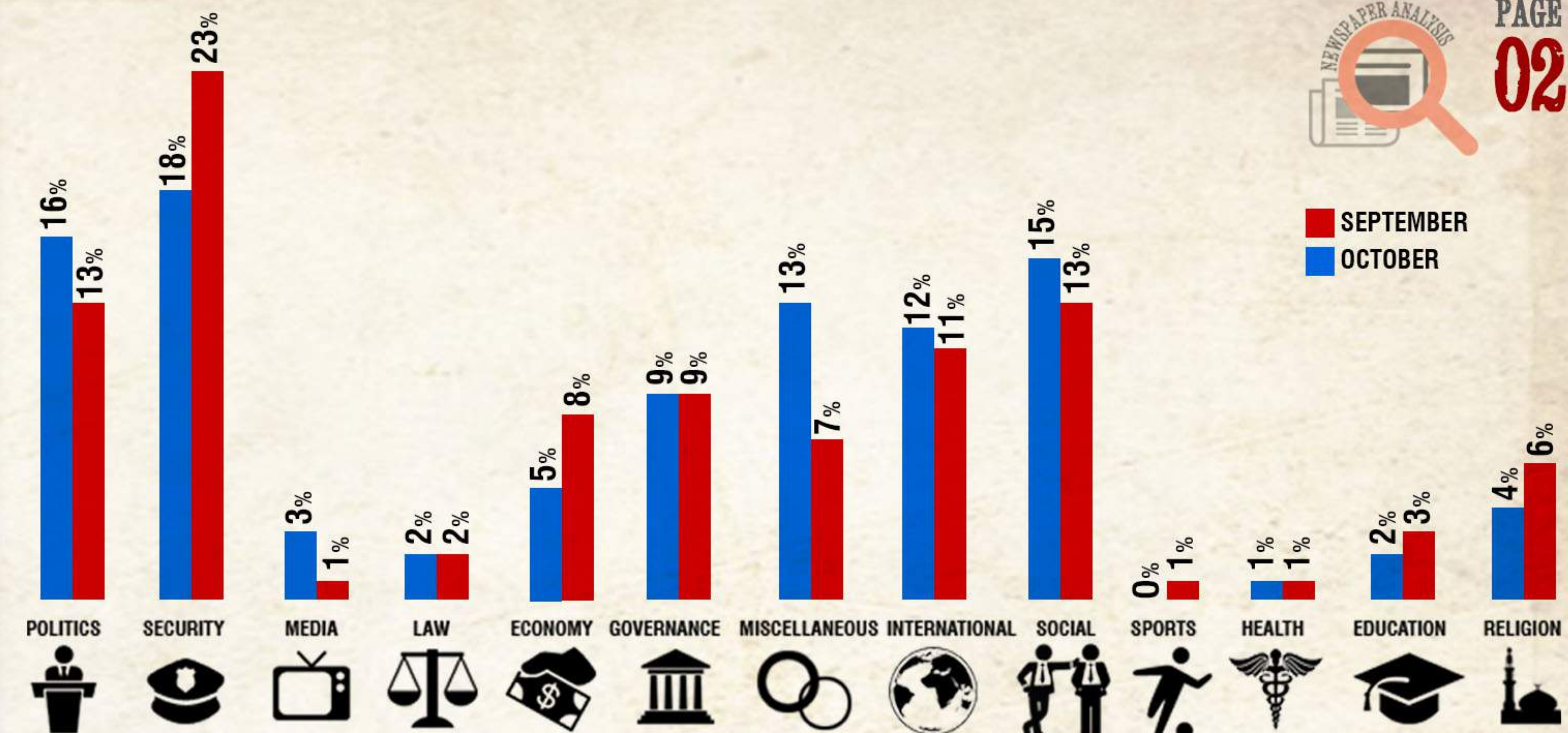
The topics discussed in these opinion articles/columns were categorized into 13 broad themes:

Economy
Governance
Law
Politics
Media
Security
Social
International
Sports
Health
Religion
Education
Miscellaneous



SOURCE: SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP PAKISTAN MEDIA RESEARCH CONSULTANCY

23% of the total opinion articles/columns belonged to the '**Security**' category which remained the most discussed topic in these 12 newspapers in October, in line with the trend in the preceding months of August and September. Once again, Security was followed by '**Politics**', which accounted for **13%** of total opinion articles/columns. Inspirational/ didactic pieces on renowned figures and books, anecdotes from the past and poetry embedded with morals, patriotic pieces, various serious social debates and humanitarian issues were classified under the '**Social**' category, and had a share equal to that of '**Politics**' (**13%**). In October, there was considerable focus on the death of Javed Iqbal, the damage caused by the Earthquake of 2005, the debate surrounding the Urdu language, the release of the film on Manto, and other social issues related to women, the rise of suicide rates etcetera. Towards the end of the month, many writers also shifted their focus to the massive earthquake that shook the nation on the 26th of October. Articles related to the news or the activities of foreign countries were categorized as '**International**' (**11%**), while '**Governance**' related subjects comprised **9%** of total opinion articles/columns. Articles on matters connected to the '**Economy**' were close behind at **8%**, while less frequently discussed topics were compiled under the category '**Miscellaneous**' and made up **7%** of the total opinion articles/columns. '**Religion**' was discussed in these texts **6%** of the time, while '**Education**' contributed a share of **3%** to the total. '**Law**' accounted for **2%** of the total number of articles and write-ups on '**Media**', '**Health**' and '**Sports**' were relatively rare at **1%** each.

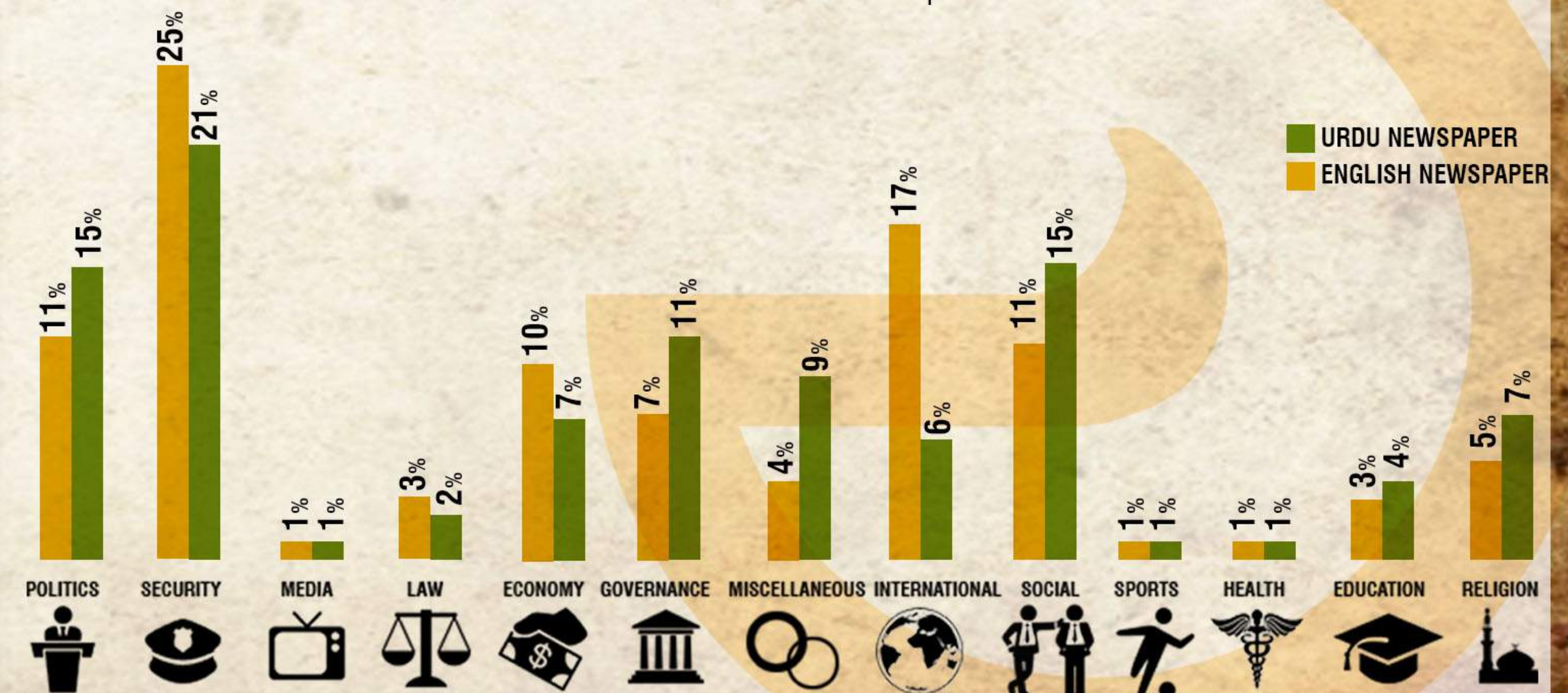


SOURCE: SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP PAKISTAN MEDIA RESEARCH CONSULTANCY

URDU VERSUS ENGLISH NEWSPAPERS: SECURITY CONCERNS DOMINANT WITHIN BOTH

Out of a total of 1599 opinion articles/columns that were written in Urdu newspapers in the month of October, the majority were on topics falling under the banner of 'Security' (21%), followed by 15% on Social Issues. This was a reversal of the trend in August and September, during which 'Social' Issues surpassed Security in terms of representation. Politics was at an equal standing with 'Social' Issues at 15%, succeeded by Governance at 11% and Miscellaneous articles at 9%. Another chunk of columns discussed matters of 'Religion' and the 'Economy' (7% each). Issues of 'International' importance, or relating to the global landscape constituted a share of 6%. Urdu writers highlighted 'Education' 4% of the time, while 'Law' and the 'Media' were generally relegated to the sidelines at 2% and 1% each. In comparison to September, the primary shift exhibited by Urdu newspapers was the widening gap between 'Security' and 'Social' issues; the difference increased from 1% in September to 6% in October.

English newspapers portrayed a different trend. Out of a total of 1394 opinion articles/ columns written in English in October, 25% were on 'Security' related concerns, the leading category, followed by 'International' affairs at 17%. The rise in discussions by English writers on Security in comparison to September had pushed 'International' affairs down from 1st to 2nd place and Politics down from 2nd to 3rd place. 'Political' write-ups and columns categorized as 'Social' both occupied a proportion of 11% within English articles. Matters related to the 'Economy' were next in popularity at 10% while 'Governance' and 'Religion' formed 7% and 5% of total articles respectively. Miscellaneous Issues occupied 4% while Education and Law were less frequently written on at 3% each. 'Sports', 'Health' and 'Media' received relatively negligible attention at 1% each. The most noticeable change in English columns was in the share of 'Security' which increased from 15% in September to 25% in October, and probably had the most major role to play in reducing the shares of 'Politics' from 17% to 11% and the representation of 'International' Affairs from 20% to 17%.



SOURCE: SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP PAKISTAN MEDIA RESEARCH CONSULTANCY

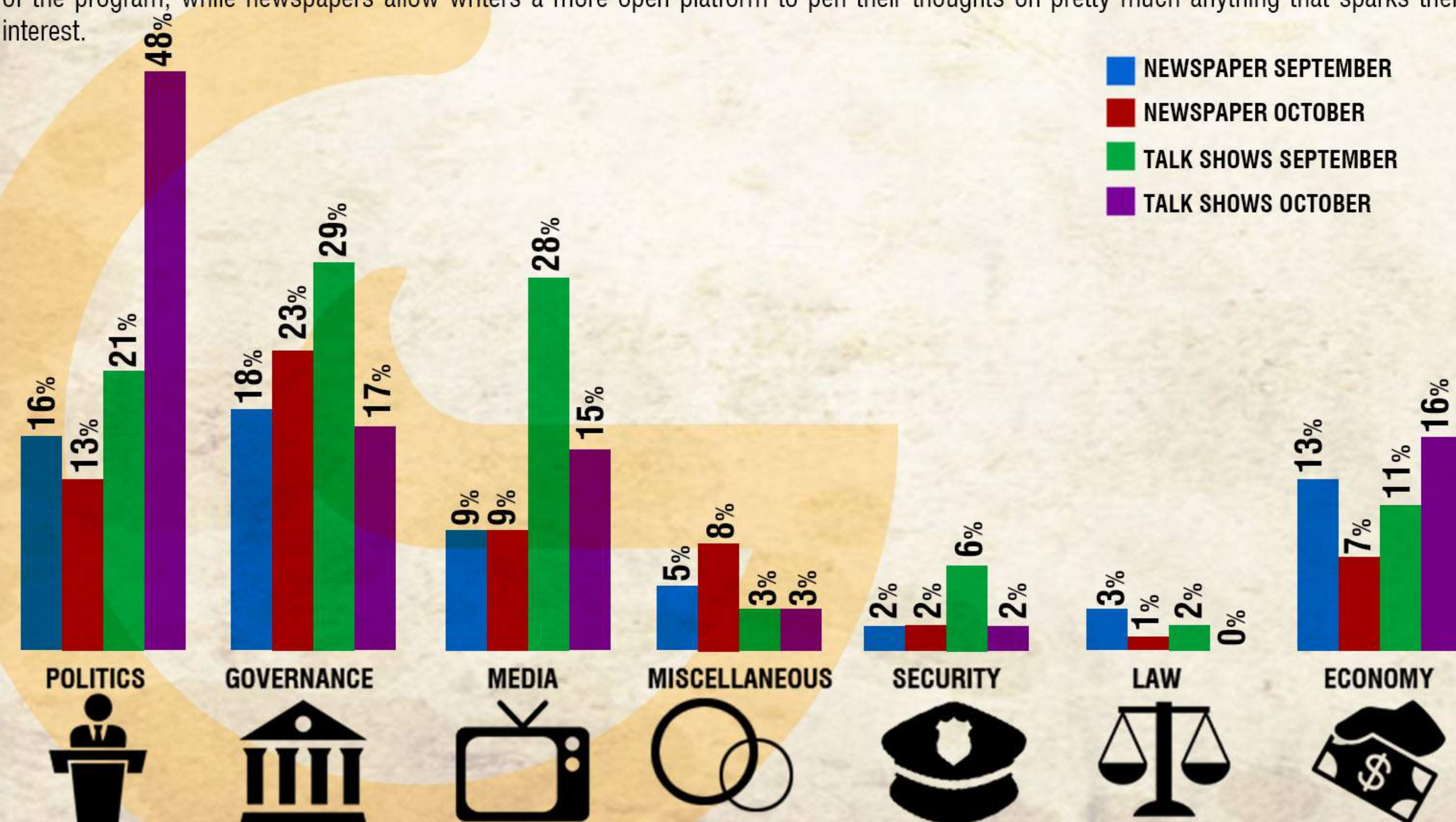
TALK SHOWS VS. NEWSPAPERS

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 October, Politics led the debates at **48%**. In second place, **17%** of the total time in talk shows was dedicated to discussing the security situation in Pakistan, followed by miscellaneous issues that constituted **16%** of overall airtime. Issues relating to governance formed the fourth most frequently discussed topic at **15%**, succeeded by economic discussions at **3%**. Subjects connected to the law had a representation of **2%**, while the media was mostly neglected, and had a share of less than **1%**.

Few salient trends:

- Politics formed **13%** of discussion in newspapers, a figure that is much lower than the airtime it constituted on talk shows (**48%**). The gap between newspapers and talk shows where political debates were concerned had been considerably narrow in September. However, the difference has become quite overwhelming in October at **35%**.
- Security remained the most significant subject in newspaper articles (**23%**), but had a lower share of **17%** in talk shows during October. During September, Security had been the most popular category in both media channels.
- Newspapers emphasized economic issues more than talk shows, **8%** of opinion articles/columns talked about the Economy, while **3%** of talk show airtime highlighted these concerns. However, it was still a relatively neglected area with the gap between the two media channels widening even further in comparison to September.
- The importance accorded to Governance had increased in talk shows from between August and September, but fell between September and October from **28%** to **15%**. The representation of this category remained static at **9%** for newspapers. This meant the divergence between talk shows and newspapers in terms of governance related discussions lessened.
- The representation of Law remained constant within newspaper articles at **2%** but fell from **6%** in September to **2%** in October for talk shows.
- There was a fall in the discussion of Miscellaneous issues within newspapers (**13%** in September; **7%** in October). On the other hand, there was a rise in airtime devoted to these topics on talk shows (**11%** in September ; **16%** in October)
- The share of media decreased for both newspapers and talk shows by **2%** each.

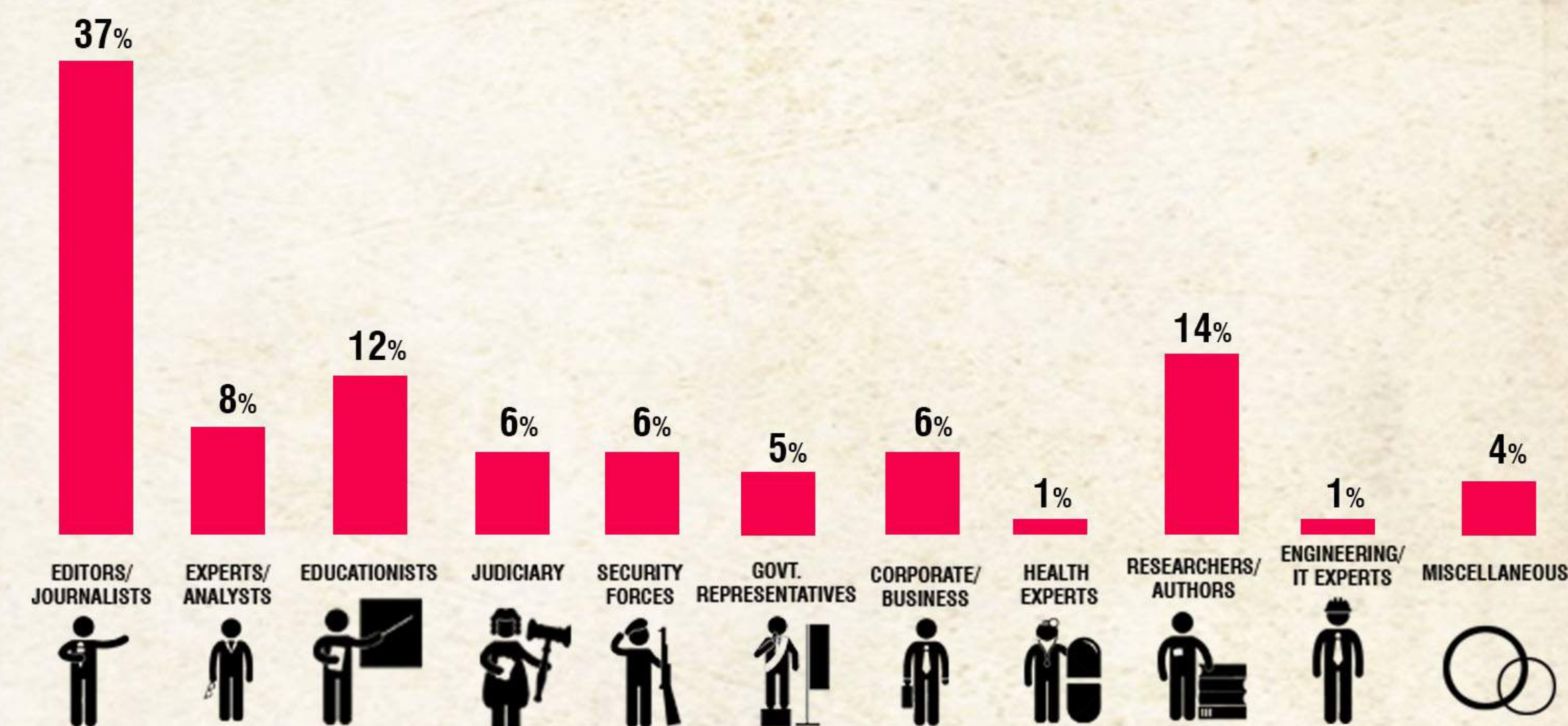
These differences in shares of the various common categories may be attributed to the different nature of these two media channels as sources of information and news, and the range of people they reach. Talk shows tend to focus on the more immediate, current affairs facing the country, issues in the 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/](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 the 1394 English articles 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 **37%** of the total columns in these English newspapers. This was followed by independent researchers/authors at **14%**, educationists/ social scientists at **12%** and experts/ analysts in the fields of defense/economics/ international relations at **8%**. Those in the Security Forces, Judiciary or corporate/business/finance domains wrote **6%** of the articles each. Government representatives had a share of **5%** in the total, while people from miscellaneous professions penned **4%** of the overall columns. Health Experts and Engineering/IT experts had the least representation at **1%** each.



SOURCE: 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 October 2015. This data was obtained after reviewing 2993 articles, spread over 12 newspapers (mentioned in the third paragraph of this press release).



IF FOR ANY REASON YOU WISH TO UNSUBSCRIBE PLEASE SEND AN EMAIL TO MISHA.RAZA@GALLUP.COM.PK

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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