

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

JANUARY 2017

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



27th March 2017



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NEWSPAPERS

Content Analysis of Newspapers during January 2017

In the 11 English and Urdu newspapers analyzed during January 2017, 'Security', 'Social' and 'International' topics were the main issues under discussion; Economy, Health, Media, Religion and Sports receive negligible coverage in opinion articles/ columns. GALLUP & GILANI PAKISTAN

Islamabad, March 27, 2017

1. Introduction

According to a Monthly Research Study conducted by Gallup & Gilani Pakistan Media Research Division, 'Security, Social and International were the main issues under discussion; Economy; Health, Media, Religion and Sports receive negligible coverage in opinion articles/ columns published in 11 newspapers of Pakistan. The duration of the analysis is January 2017.

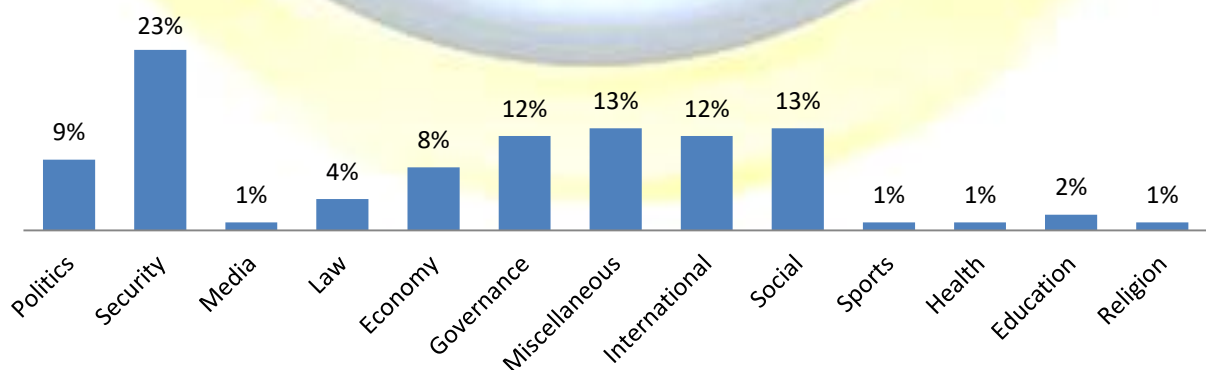
Content analysis of **11** national newspapers consisting of a total of **5194** opinion articles/columns written by various columnists was conducted for January 2017. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on 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 11 newspapers, **5** were **Urdu** newspapers, namely Daily Pakistan, Nawaiwaqt, Daily Express, Daily Jang and Daily Khabrain and **6** were **English** newspapers, namely Express Tribune, Daily Times, Dawn, Pakistan Today, The Nation and The News.

3. Main Topics under discussion: Social, Security and International topics take the lead; Media, Health etc. receive negligible attention.

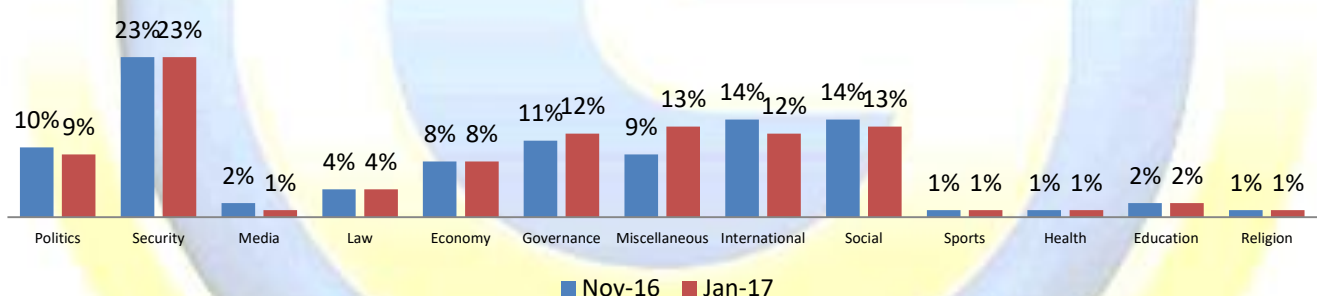
The topics discussed in these opinion articles/columns were categorized into **13** broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security', 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been included in the 'Miscellaneous' category.



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

23% of the total opinion articles/columns belonged to the ‘Security’ category which remained the most discussed topic in these 11 newspapers in January similar to November where ‘Security’ was the trending topic as well. This was followed by articles on ‘Social’ and less frequently discussed topics compiled under the category of ‘Miscellaneous’ constituted at **13%** each. ‘Governance’ and articles related to the news or the activities of foreign countries categorized as ‘International’ were at a standing of **12%** each. This was followed by articles on ‘Politics’ at **9%**. Politics was followed by ‘Economy’ at **8%**. ‘Law’ was discussed in these texts at **4%** and ‘Education’ at **2%**. ‘Write-ups on ‘Health’, ‘Media’, ‘Religion’ and ‘Sports’ were relatively rare at **1%** each.

Topics on security highlighted the Pakistan Afghanistan border situation, ISIS threat, policy to counter extremism, terrorism and sectarian violence. In addition, Islamic Military Alliance, military court extension and nuclear installments in South Asia were under discussion. Under Politics, PPP’s revival, Bilawal as the new hope for PPP and role of Zardari in politics were discussed. Moreover, electoral reforms and 2018 elections, PTI’s boycott and implication of the sit in were also discussed. More general political subjects constituted the rest of the articles under this domain. Topics on governance highlighted accountability of NAB and Panama Leaks case. International topics focused on Trump’s inaugural speech, US relation with other countries and the travel ban. Additionally, there were articles on massacre in Turkey and the situation in Aleppo. Similar to November, columnists in January seem to have diversified the range of subjects on which they write under the Miscellaneous category. Inspirational/ didactic pieces on renowned figures and books, anecdotes from the past and poetry embedded with morals, patriotic pieces, various serious social debates, humanitarian issues, women rights and minorities in Pakistan were classified under the ‘Social’ category. Economics of CPEC, impact of CPEC on Pakistan’s economy, energy crisis/ fuel prices and agriculture sector’s needs were the main topics discussed under the ‘Economy’ category.

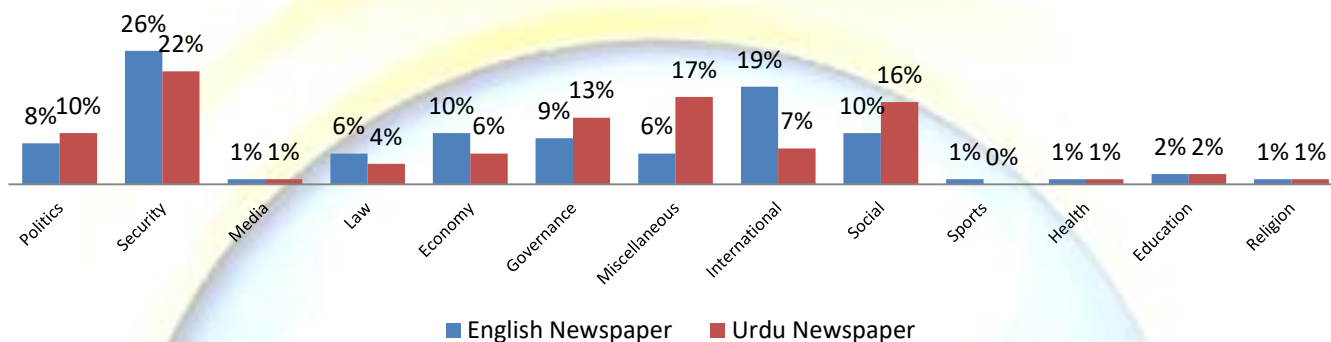


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy for Gilani Research Foundation (www.gallup.com.pk ; www.gilanifoundation.com)

4. Urdu versus English Newspapers: Security Dominant in both English and Urdu Newspapers

Out of a total of **3135** opinion articles/columns that were written in Urdu newspapers in the month of January, the majority were on topics falling under the banner of ‘Security’ (**22%**), followed by **17%** on ‘Miscellaneous’ issues. ‘Social’ followed ‘Miscellaneous’ at **16%**, which was in turn succeeded by ‘Governance’ at **13%** and ‘Politics’ at **10%**. ‘International’ issues constituted a share of **7%**. ‘Economy’ had a representation at **6%** and ‘Law’ at **4%** in these articles. Urdu writers highlighted ‘Education’ **2%** of the time, while ‘Health’, ‘Media’ and ‘Religion’ were generally relegated to the sidelines at **1%** each. Articles on ‘Sports’ received relatively negligible attention at **<1%**. The situation in Urdu newspapers has been fairly similar in November and January. ‘Security’ was the most dominant topic in both the months. The share of Miscellaneous slightly increased from **15%** in November 2016 to **17%** in January 2017. Other shifts include decrease in the share of ‘International’ and ‘Social’ category by **2%** (International: **9%** in November, **7%** in January); Social: **18%** in November, **16%** in January).

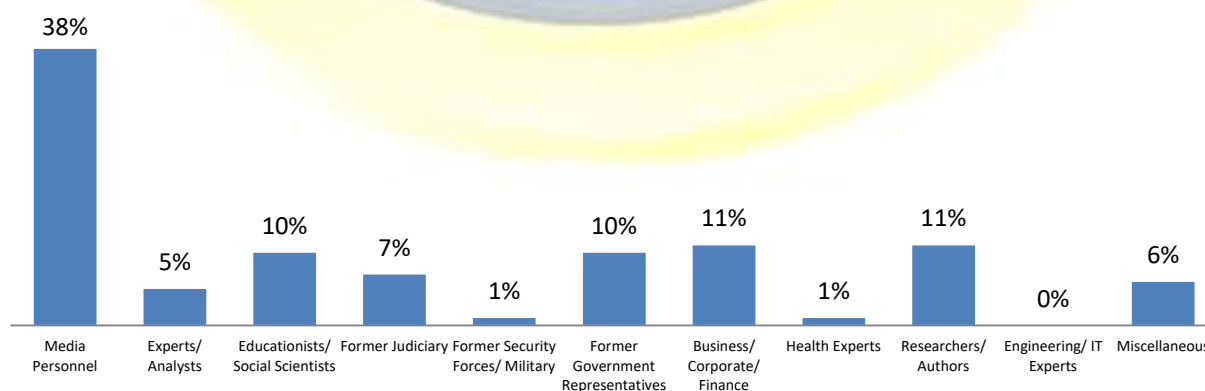
Out of a total of **2059** opinion articles/ columns written in English in January, **26%** were on ‘Security’ issues, the leading category, followed by ‘International’ issues at **19%**. ‘Social’ and ‘Economy’ followed ‘International’ at **10%** each. ‘Governance’ was next in popularity at **9%**, followed by ‘Politics’ at **8%**. ‘Politics’ was in turn succeeded by ‘Law’ and ‘Miscellaneous’ issues with a representation at **6%** each. ‘Education’ was written at **2%**, whilst ‘Health’, ‘Media’, ‘Religion’ and ‘Sports’ were written at **1%** each. The trend for English newspapers in January exhibited almost similar shifts between November 2016 and January 2017, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the ‘Miscellaneous’ category whose share rose by 4% (2% in November, 6% in January), followed by ‘Social’ category whose share increased by 2% and ‘International’ category whose share decreased by 2%.



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

5. Background of Columnists: Professional Columnists Take Lead in English Papers in January 2017

An analysis of the columnists’ background and profession was conducted for **1032 English articles in January 2017** 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 **38%** of the total columns in these English newspapers. This was followed by researchers/authors and people from the business/ corporate/ finance domains at **11%**. Educationists/ Social Scientists and former government representatives had an equal share at **10%** each. Those from former judiciary had a share at **7%** and people from miscellaneous professions penned **6%** of the overall columns. Experts/ analysts in the fields of defense/economics/ international relations had a representation of **5%**. Former security forces/military columnists and health experts had a representation of **1%** each whilst engineering/IT experts had the lowest shares at **<1%** each.



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

6. 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 & Gilani Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is January 2017. This data was obtained after reviewing 5194 articles, spread over 11 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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