

NEWSPAPER ANALYSIS

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

MARCH 2017

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

Gallup & Gilani

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NEWSPAPER Content Analysis of Newspapers during March 2017

In the 11 English and Urdu newspapers analyzed during March 2017, ‘Security’, ‘Social’ and ‘Miscellaneous’ issues were the main topics under discussion; Health, Media, Religion and Sports receive negligible coverage in opinion articles/ columns.

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INTRODUCTION

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

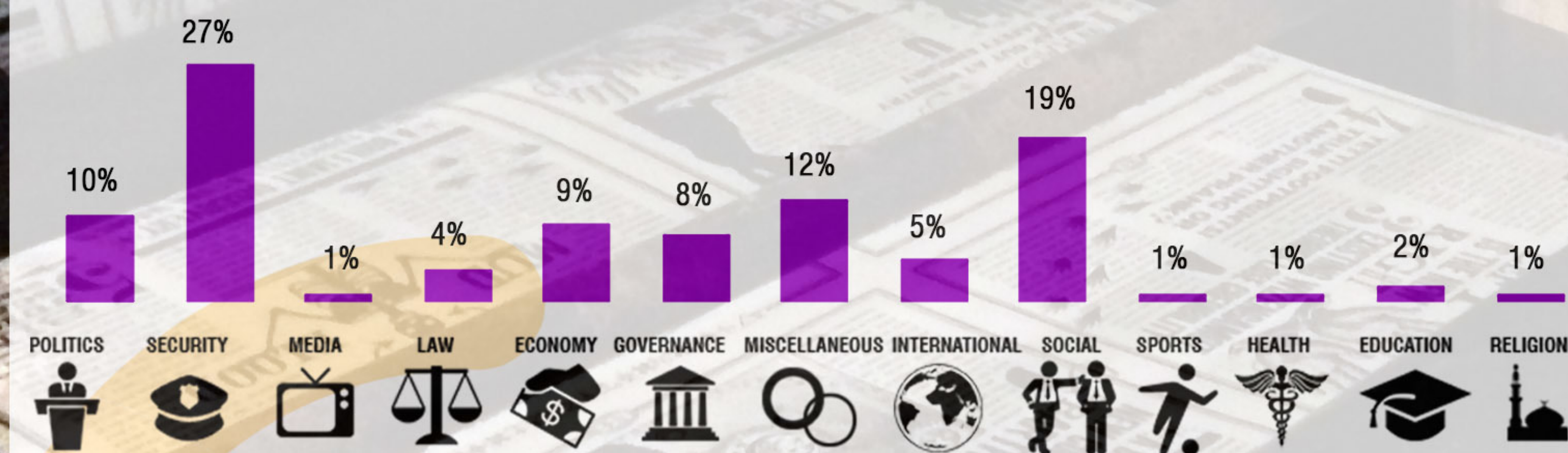
Content analysis of 11 national newspapers consisting of a total of 3358 opinion articles/columns written by various columnists was conducted for March 2017. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national 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/>.

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.

MAIN TOPICS UNDER DISCUSSION: SECURITY, SOCIAL AND MISCELLANEOUS TOPICS TAKE THE LEAD; MEDIA, HEALTH ETC. RECEIVE NEGLIGIBLE ATTENTION.

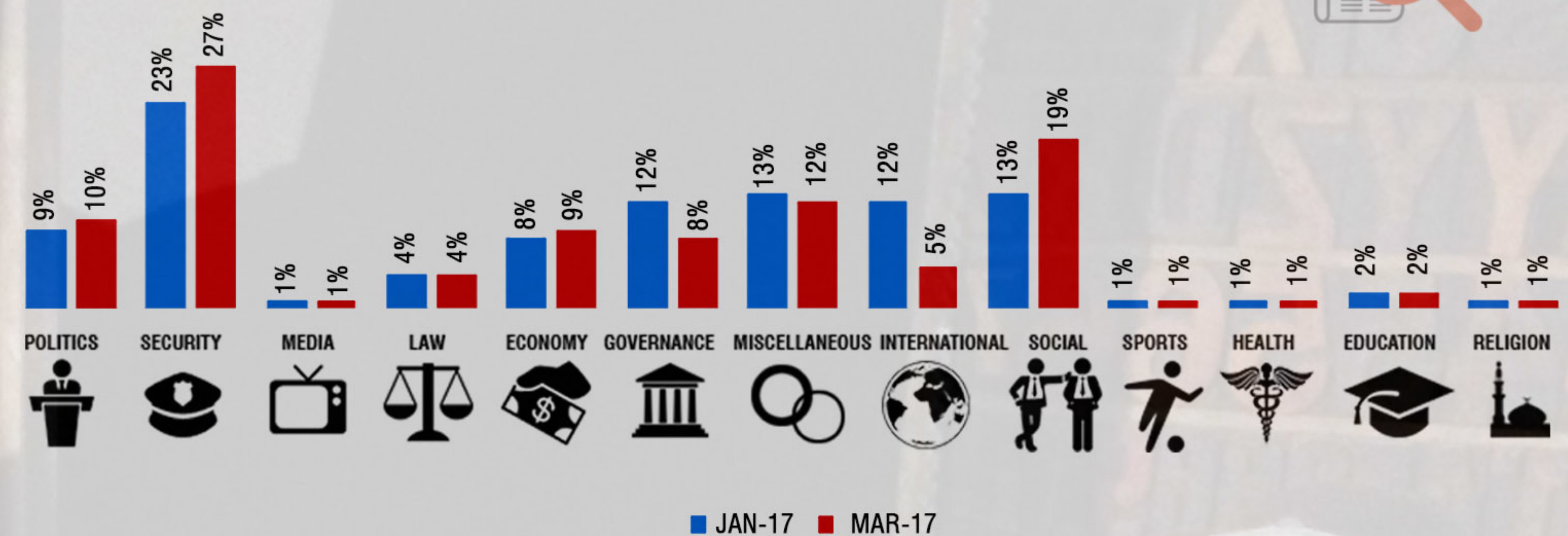
The topics discussed in these opinion articles/columns were categorized into 13 broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security', 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been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



SOURCE: NEWSPAPER CONTENT ANALYSIS BY GALLUP & GILANI PAKISTAN MEDIA RESEARCH CONSULTANCY
(WWW.GALLUP.COM.PK ; WWW.GILANIFOUNDATION.COM)

27% of the total opinion articles/columns belonged to the 'Security' category which remained the most discussed topic in these 11 newspapers in March, a trend similar to January. This was followed by articles on 'Social' issues at 19% and less frequently discussed topics compiled under the category of 'Miscellaneous' constituted at 12%. 'Politics' and 'Economy' were at a standing of 10% and 9% respectively. This was followed by articles on 'Governance' at 8% and articles related to the news or the activities of foreign countries categorized as 'International' at 5%. '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, terrorism, military court extension and National Action Plan implementation. Under Politics, democracy, Asif Zardari's role in the political landscape and PPP's performance in Punjab were under discussion. More general political subjects constituted the rest of the articles under this domain. Topics on governance highlighted accountability of NAB, Panama Leaks case, and FATA merger. Similar to January, columnists in March 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, Eco Summit and alternate sources of electricity were the main topics discussed under the 'Economy' category.

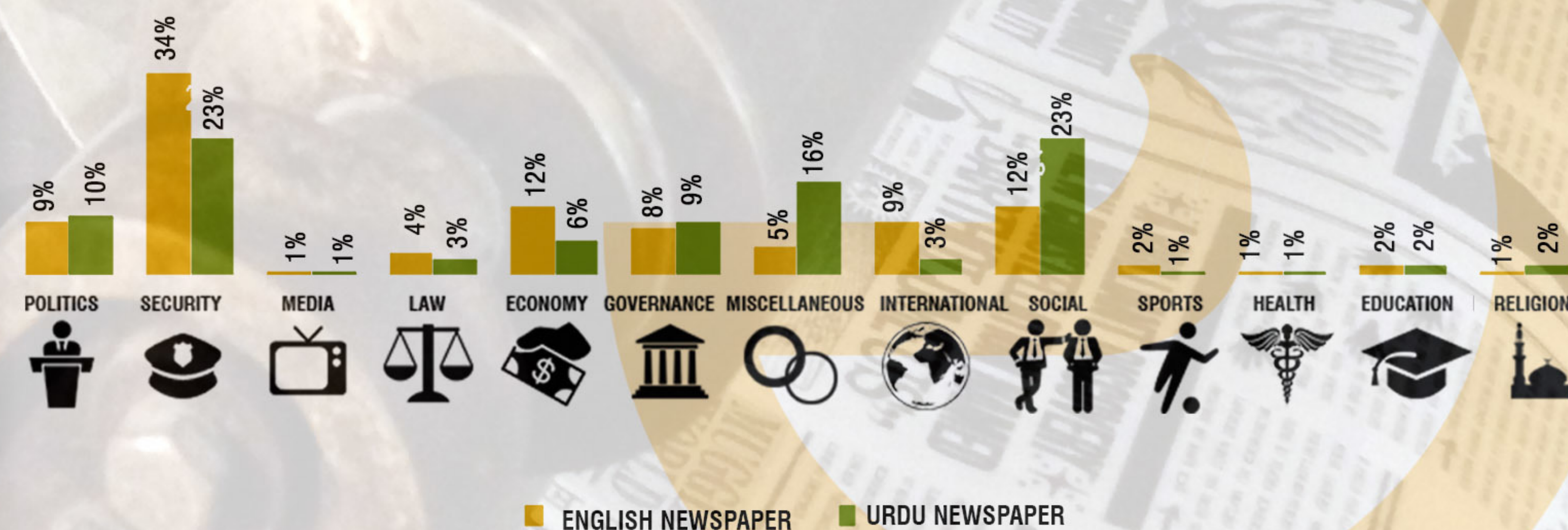


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URDU VERSUS ENGLISH NEWSPAPERS: SECURITY DOMINANT IN BOTH ENGLISH AND URDU NEWSPAPERS

Out of a total of 1964 opinion articles/columns that were written in Urdu newspapers in the month of March, the majority were on topics falling under the banner of 'Security' and 'Social' at 23% each, followed by 16% on 'Miscellaneous' issues. 'Politics' followed 'Miscellaneous' at 10%, which was in turn succeeded by 'Governance' at 9% and 'Economy' at 6%. 'International' issues and 'Law' each constituted a share of 3%. 'Religion' and 'Education' had a representation at 2% each in these articles. Urdu articles on 'Health', 'Media' and 'Sports' were generally relegated to the sidelines at 1% each. The situation in Urdu newspapers has been similar in January and March. 'Security' was the most dominant topic in both the months. The share of Social increased from 16% in January 2017 to 23% in March 2017. Other shifts include decrease in the share of 'Governance' and 'International' category by 4% (International: 7% in January, 3% in March; Governance: 13% in January, 9% in March).

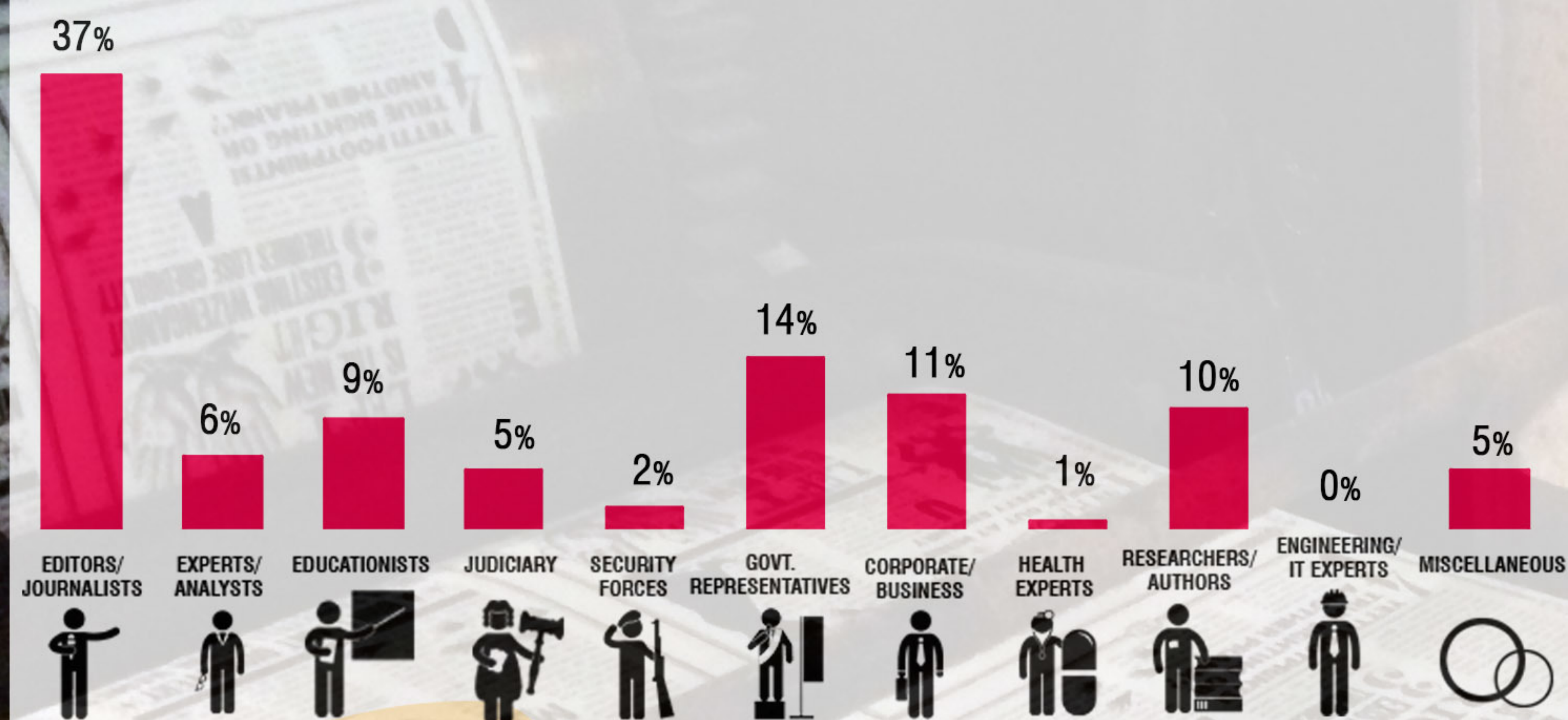
Out of a total of 1394 opinion articles/ columns written in English in March, 34% were on 'Security' issues, the leading category, followed by 'Economy' and 'Social' issues at 12% each. 'Politics' and 'International' issues followed 'Social' and 'Economy' at 9% each. 'Governance' was next in popularity at 8%, followed by 'Miscellaneous' issues at 5%. 'Miscellaneous' issues were in turn succeeded by 'Law' with a representation at 4%. 'Education' and 'Sports' were written at 2% each, whilst 'Health', 'Media', and 'Religion' were written at 1% each. The trend for English newspapers in March exhibited almost similar shifts between January and March 2017, in comparison to their Urdu counterparts. The maximum change in proportion was illustrated by the 'International' category whose share fell by 10% (19% in January, 9% in March), followed by 'Security' category whose share rose by 8%



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BACKGROUND OF COLUMNISTS: PROFESSIONAL COLUMNISTS TAKE LEAD IN ENGLISH

An analysis of the columnists' background and profession was conducted for 1394 English articles in March 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 37% of the total columns in these English newspapers. This was followed by former government representatives at 14% and people from the business/ corporate/ finance domains at 11%. Researchers/ Authors had a representation at 10% while Educationists/ Social Scientists had a share at 9%. Experts/ analysts in the fields of defense/economics/ international relations had a representation of 6%. Those from former judiciary and people from miscellaneous professions penned 5% of the overall columns each. Former security forces/military columnists and health experts had a representation of 2%, health experts had a representation at 1% whilst engineering/IT experts had the lowest shares at <1% each.



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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 March 2017. This data was obtained after reviewing 3358 articles, spread over 11 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

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 Pakistan.

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

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