

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

November 2017

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



13 February 2018



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NEWSPAPERS

Content Analysis of Newspapers during November 2017

In the 11 English and Urdu newspapers analyzed during November 2017, covering over 3000 opinion articles, 'Security', 'Social', and 'Political' issues were the main topics under discussion; Sports, Media, Health, Education, and Religion receive negligible coverage in opinion articles/ columns. GALLUP & GILANI PAKISTAN

Islamabad, February 13, 2018

1. Introduction

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

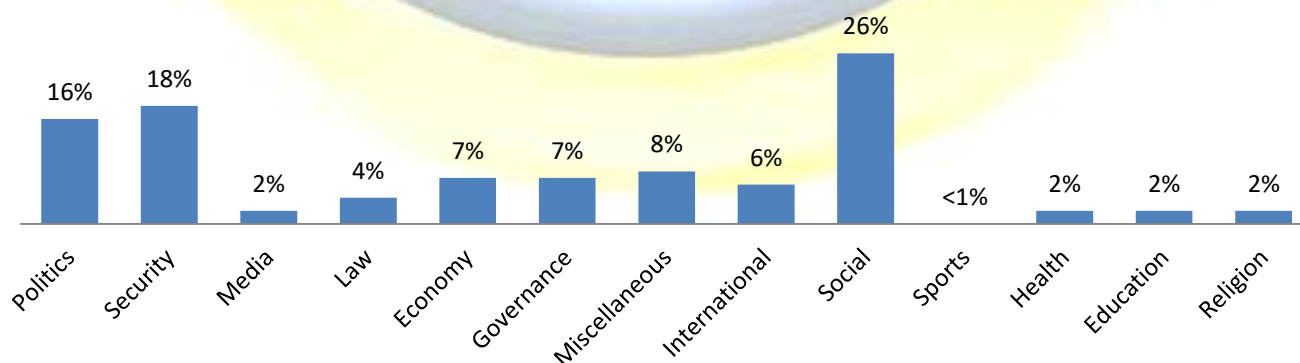
Content analysis of 11 national newspapers consisting of a total of 3324 opinion articles/columns written by various columnists was conducted for November 2017. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national 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 Politics take the lead; Education, Health and Sports etc. receive negligible attention.

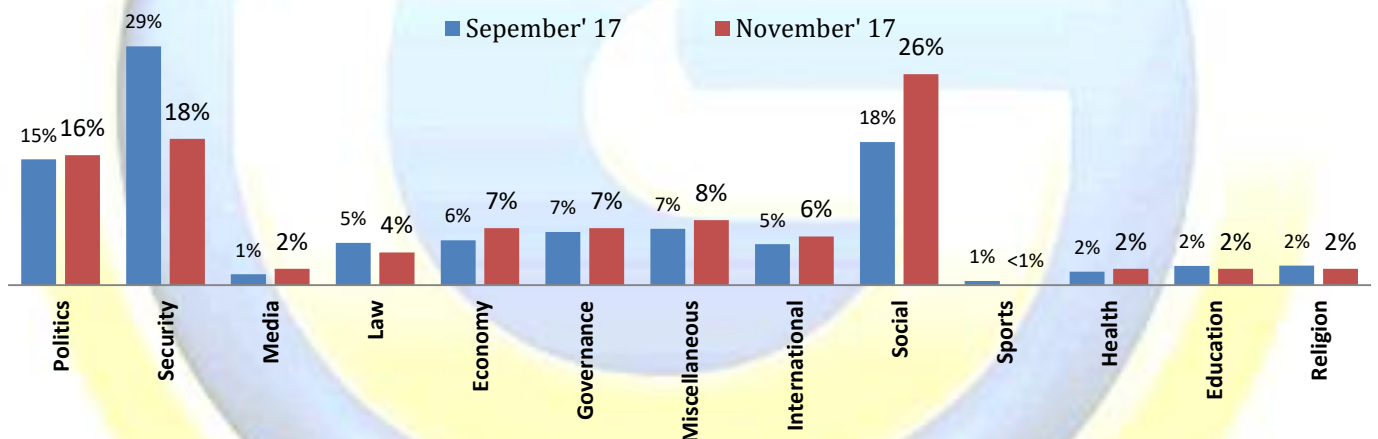
The topics discussed in these opinion articles/columns were categorized into 13 broad themes: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security', 'Social', 'International', 'Sports', 'Health', 'Religion', 'Education' and 'Miscellaneous'. Issues that were discussed less frequently have been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



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

26% of the total opinion articles/columns belonged to the ‘Social’ category which remained the most discussed topic in these 11 newspapers in November, breaking from the trend established in September, which showed ‘Security’ to be most popular. However, in November 2017, ‘Social’ was followed by ‘Security’ at **18%**. ‘Politics’ had a share of **16%** and topics discussed under ‘Governance’ and ‘Economy’ were at **7%** each. Less frequently discussed topics compiled under the category of ‘International’ stood at **6%**. Furthermore, topics under ‘Law’ had a share of **4%**. This was followed by ‘Health’, ‘Education’, ‘Media’ and ‘Religion’ at **2%** each. ‘Sports’ articles were discussed in these texts relatively rarely at **<1%**.

Topics under the ‘Security’ category included discussions and analyses of fake police encounters, detailed overviews and strong opinion pieces on the plight of the Rohingya Muslims, COAS General Javed Bajwa’s visit to Iran, debates over the beneficiaries and losers of terrorism, targeted killings in Balochistan, and commentaries the Faizabad Dharna and the security situation in the country. ‘Social’ discussed tributes to Iqbal in lieu of Iqbal Day, inequality’s many dangers, social implications of Islambad under seige, Ban on the movie ‘Verna’, remembrance of Dina Jinnah, and environmental issues included climate change and smog challenges faced by the country. Topics on Politics highlighted the implications of mixing politics with religion, the rise of Khadim Hussain Rizvi, PPP’s golden jubilee, MQM-PSP merger and commentaries on politicians like Maryam Nawaz, Imran Khan, Asif Ali Zardari and Nawaz Sharif. Similar to September, columnists in November seem to have diversified the range of subjects on which they write under the Miscellaneous category. Economics of CPEC and power productivity were the main topics discussed under the ‘Economy’ category.

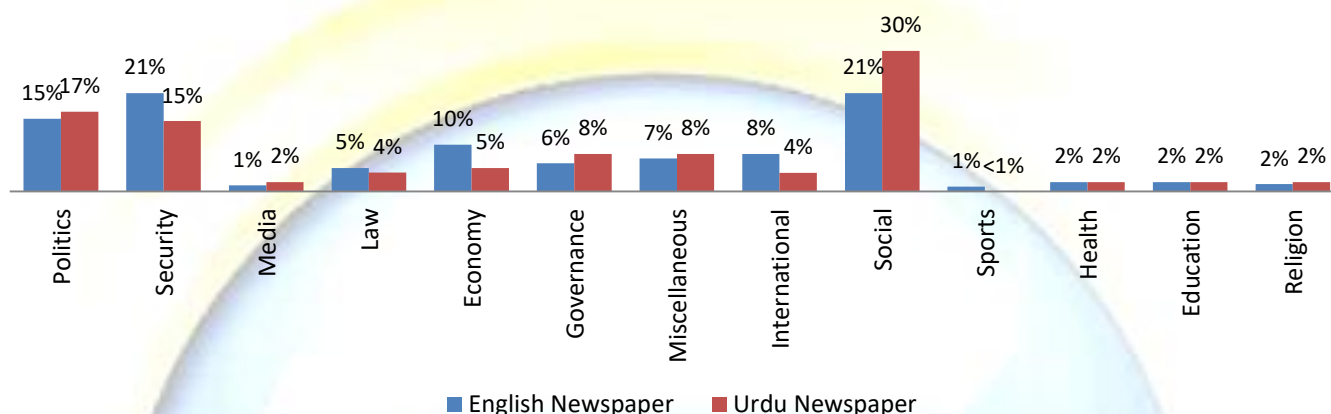


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy for Gilani Research Foundation (www.gallup.com.pk ; www.gilanifoundation.com)

4. Urdu versus English Newspapers: Security and Social issues Dominant in English Newspapers, Social and Political issue take the lead in Urdu Newspapers

Out of a total of **1887** articles/columns that were written in Urdu newspapers in the month of November, the majority were on topics falling under the banner of ‘Social’ at **30%**, followed by **17%** on ‘Political’ issues. ‘Security’ articles followed ‘Political’ at **15%**, which was in turn succeeded by ‘Miscellaneous’ and ‘Governance’ at **8%** each. Articles on ‘Economy’ constituted a share of **5%**. ‘Law’ and ‘International’ had a representation of **4%** each. These were followed by ‘Education’ ‘Media’ ‘Health’ and ‘Religion’ at **2%** each, meanwhile, ‘Sports’ articles were almost non-existent. The situation in Urdu newspapers is slightly different in November as compared to September. ‘Social’ is the most dominant topic in November as opposed to ‘Security’ in September. The share of Social increased from **18%** in September 2017 to **30%** in November 2017. Other shifts include a decrease in the share of ‘Security’ category by **12%** (Security: 27% in September, 15% in November).

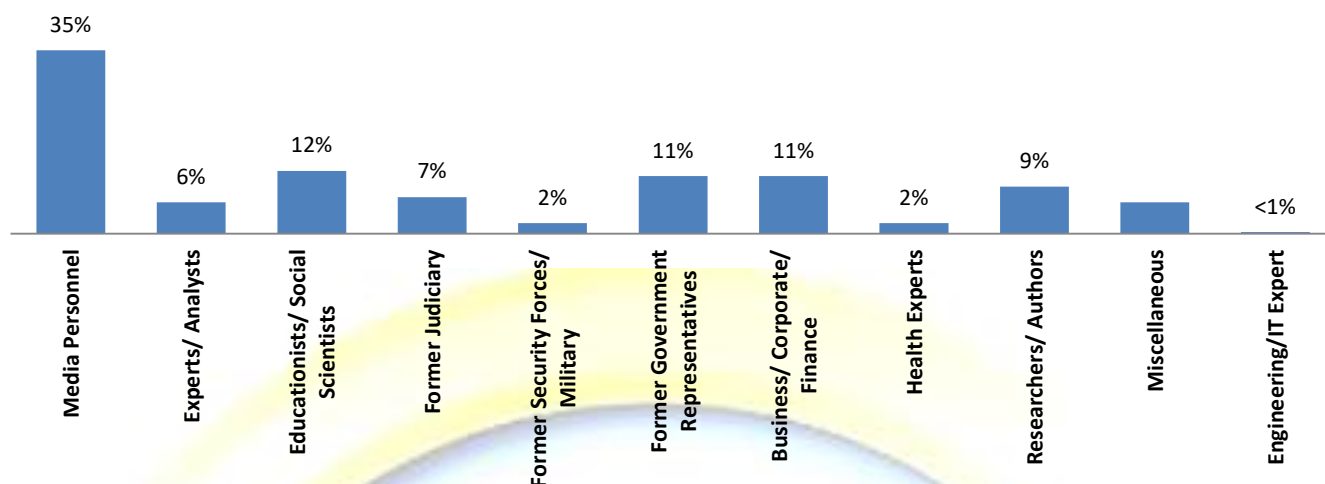
Out of a total of **1437** articles/ columns written in English in November, **21%** each were on ‘Security’ and ‘Social’ issues, the leading categories, followed by ‘Political’ at **15%**. ‘Economy’ and ‘International issues’ constituted shares of **10%** and **8%**, respectively. ‘Miscellaneous’ had a share of **7%**. ‘Governance’ constituted **6%** of the text, succeeded by ‘Law’ at **5%**. ‘Health’, ‘Education’ and ‘Religion’ were written at **2%**, each, whereas ‘Sports’ and ‘Media’ topics accounted for **1%** of the text each. The trend for English newspapers in November is somewhat similar to the trend observed in September. ‘Security’ remained the most popular topic, followed by ‘Social’ and ‘Politics’.



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 September 2017

An analysis of the columnists’ background and profession was conducted for **771 English articles in November 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 **35%** of the total columns in these English newspapers. This was followed by educationists/social scientists at **12%** and former government representatives and people from the business/corporate/finance domains at **11%** each. Researchers/Authors had a representation at **9%** while former judiciary representatives penned **7%** of the overall columns, whereas Miscellaneous and Experts/ analysts in the fields of defense/economics/ international relations had a representation of **6%** each. Former security forces/military columnists and health experts had a representation of **2%** each. Engineering/IT experts had negligible representation for November, 2017.



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 monthly data collection happens, we hope to establish a monthly ‘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 sheds 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 November 2017. This data was obtained after reviewing 3324 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

For any queries please contact:

Ms. Noor Un Nisa Shahid

Research Executive

Phone: +92-51-2655630

E-mail: noor@gallup.com.pk