

Edition # 19 Since Year 2015

GALLUP & GILANI PAKISTAN
NEWSPAPER CONTENT ANALYSIS REPORT

June 2019

**A monthly series from Gallup & Gilani Pakistan Media Research
Wing looking at approximately 2300 Newspaper columns and
editorials**



24th July 2019



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Content Analysis of Newspaper Articles Published During June 2019

In the 12 English and Urdu newspapers analyzed for June 2019 covering nearly 2300 opinion pieces, economic, political and international issues dominated the space; however, much less coverage was given to Social issues, particularly in Urdu newspapers. (GALLUP & GILANI PAKISTAN)

Islamabad, July 24, 2019

Introduction

According to a Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan under the supervision of Bilal I Gilani, Executive Director of Gallup & Gilani Pakistan, the main issues under discussion during June 2019 in the mainstream media belonged to the following three categories: Politics, International and Economic. Social issues received relatively less space in the newspapers, whereas topics related to security, media, law, health and education received scant attention in the 12 newspapers.

An analysis of the content of 12 national newspapers consisting of a total of 2,332 opinion articles/columns written by various columnists was conducted for June 2019. This is part of Gallup & Gilani Pakistan Media Research Division's new initiative to empirically understand opinion leaders' views on national issues.

This is the 19th edition of this study. The rest of the editions (dating back to 2015) can be accessed at the following link: <http://gallup.com.pk/polls/newspaper-analysis/>.

Which newspapers have been analyzed?

Out of the 12 newspapers, 5 were **Urdu** newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-waqt, and 7 were **English** newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

Main Topics under discussion: Political, international and economic news took priority while discussions related to security, law and the media received scant attention.

The topics discussed in these opinion articles/columns were categorized into 14 broad themes: 'Political', 'Security', 'Law', 'Sports', 'Health', 'Education', 'Governance', 'Social', 'Economy', 'Media', 'International', 'Religion', 'Terrorism/Crime/Law&Order', and 'Miscellaneous'.

17% of the articles were devoted to politics in Pakistan, followed by economic and international issues at 13% each. After these three topics, social issues occupied a large chunk of the newspaper space at 11%, followed by governance news at 10%. News related to security, health, religion, media, law and education made up only 11% of the total share.

Discussed within 'Politics':

Debates within this category pertained to the newly elected government's performance, PTI's overall popularity among the general public, the Pashtun Tahafuz Movement, recent political events led by PPP and

PML-N, the cabinet reshuffle and general political discussions over the merits and demerits of a democratic system of governance.

Discussed within ‘Social’:

Topics in this category were related to environmental concerns (especially water crisis and shortage), women and children’s welfare and violence. Transgender and women’s rights were also given some space in this section however a greater percentage of the articles focused on environmental development and curbing water shortage.

Discussed within ‘Economy’:

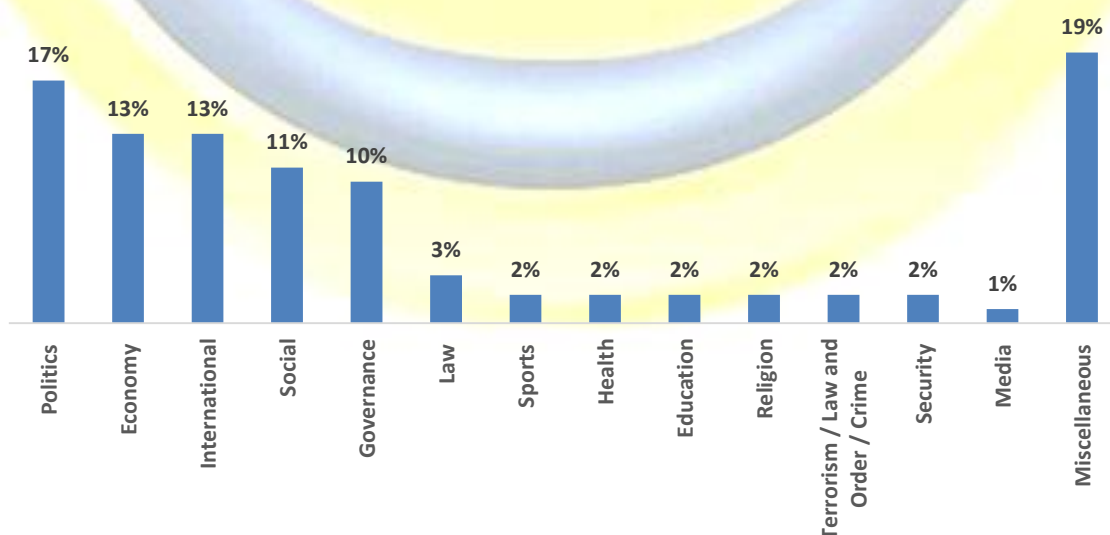
With regards to this category, the government’s recent budget announcement received the most coverage followed by rupee’s increasing devaluation. Debates on these topics revolved around scrutiny of Provincial level budgets, increasing inflation and decreasing purchasing power. Other topics that were largely discussed included the recent price hikes/inflation, new economic reforms proposed by the PTI government including the tax schemes and IMF’s bail-out package. Pakistan’s dismal economic future was also discussed at lengths in this section.

Discussed within ‘International’:

In this category rising tensions in the Gulf, the looming threat of war between the US and Iran as well as the sanctions imposed by the former on the latter, and Trump’s China Strategy were discussed. Pakistan’s foreign relations with India following PM Narendra Modi’s reelection, its stance on the US-Iran conflict and SCO Summit also received significant coverage in this section. Similarly, debates over re-elected PM Narendra Modi’s performance in office and repression of minorities alongside the Kashmir issue took a significant share of the total space.

Discussed within ‘Health’:

In the ‘Health’ category, the most common topic was the recent endemic of HIV/AIDS in rural Sindh and its potential to become a national crisis, and the incidents of Polio resistance and some portion also consisted of articles on malnutrition.

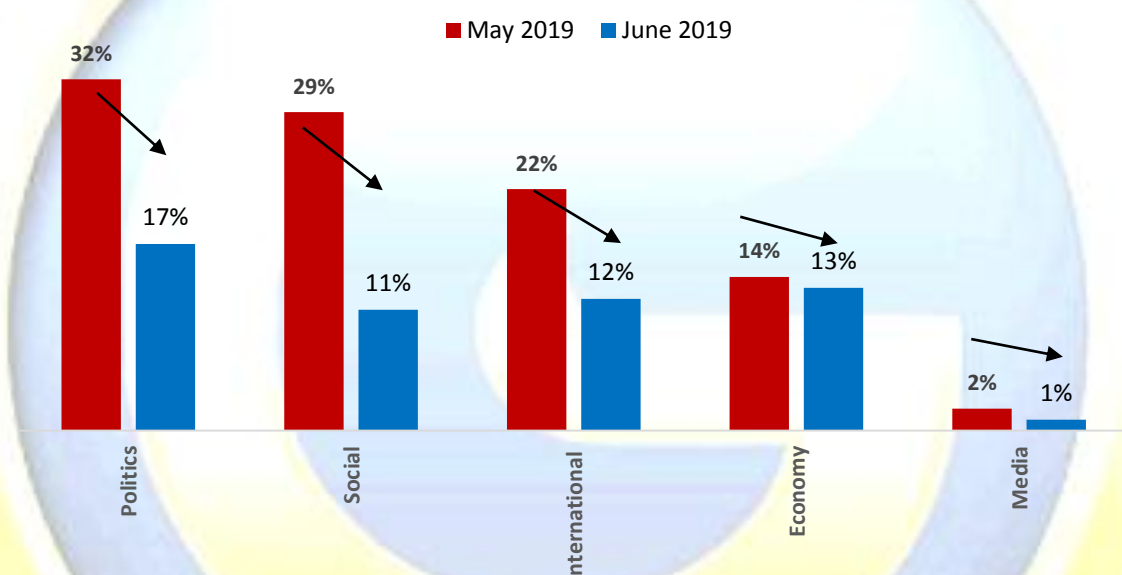


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

In comparison with the previous month:

Political topics dominated newspaper space in the previous month, just like this month; but received greater coverage in the previous month. Social issues were given second priority last month however this month economic issues were the second most discussed category due to the budget announcement. The international news category received less coverage this month whereas news related to the media remained relatively the same.

These disparities may be explained by the importance and urgency ascribed to certain events in public debate at certain points in time; for example, in May the cabinet reshuffle by Prime Minister Imran Khan was a major topic of discussion within the 'Politics' category, and in June, the national budget occupied a larger chunk of space within the 'Economy' category. Similarly, international news received more attention in May due to Prime Minister Narendra Modi's re-election and the media received more coverage due to World Press Freedom Day which was celebrated on May 3rd, 2019.



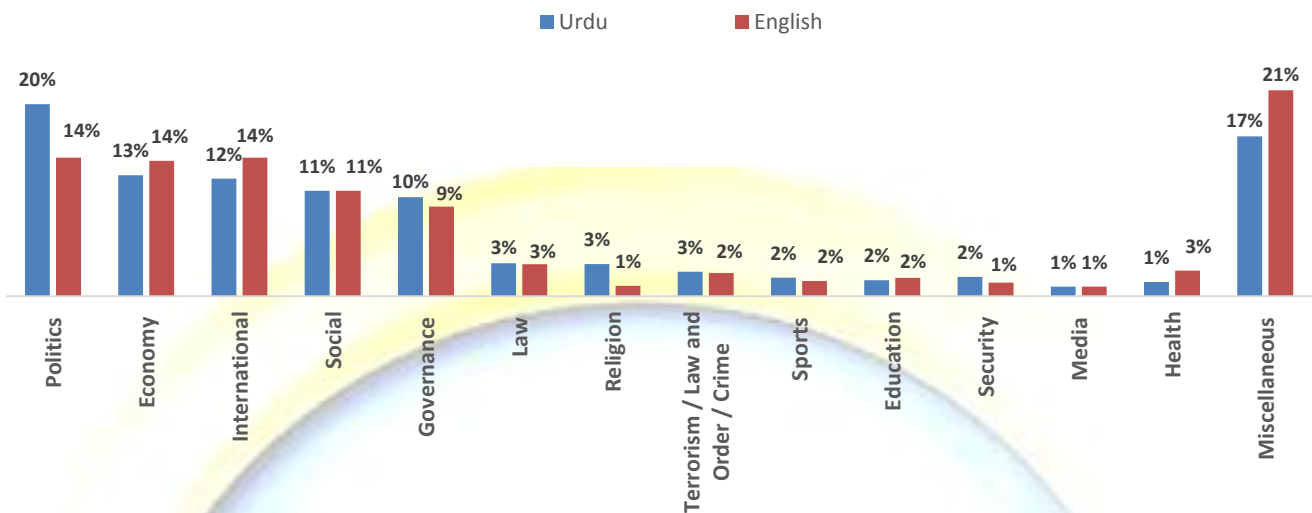
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Urdu vs. English: Political, International and Economic topics received the most coverage in both Urdu and English newspapers, while Politics was given greater coverage in the former, news related to the economy and the world was given comparatively more attention in English newspapers.

Out of a total of 1,134 articles/columns written in Urdu newspapers in June 2019, the majority were on topics falling under the banner of 'Politics' at 20%, followed by 'Economic' issues at 13%. The next topic which led public debate during this month was 'International' at 12%, which was followed closely by 'Social' at 11%. 'Governance' held a share of 10%, whereas 'Health', 'Security', 'Sports', and 'Religion' occupied only 2% of the total share each.

Out of a total of 1,198 articles/columns written in English during this month, an equal share of 14% each was taken by political, economic and international issues. Like in the Urdu newspapers, social issues constituted 11% of the total articles/columns. Issues on Governance also received a significant amount of

attention and made up **9%** of the total share. Articles related to law, security, sports, religion got **2%** coverage each whereas discussions around media took up only **1%** of newspaper space.

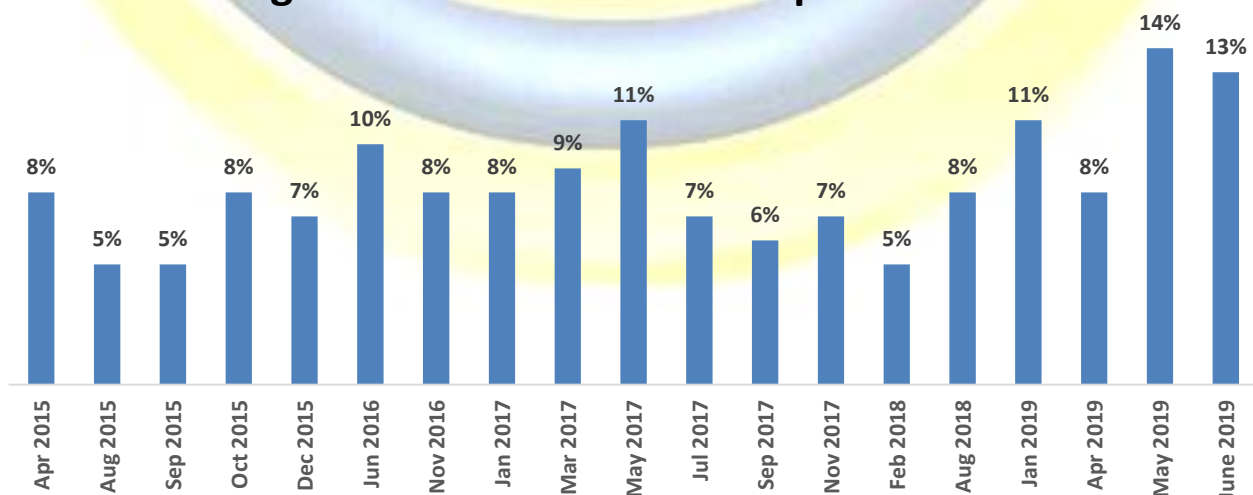


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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The Rise and Fall of Discussions on Economic Issues in Op-Eds:

The amount of attention given to economic news fluctuates a lot based on economic events taking place at the time. For example, this category garnered the most attention during June 2016, May 2017, January 2019 (mini-budget announced) and June 2019, each time the government presented a new budget and consequent public concerns were highlighted by the media. Economic news also takes up more of the total share when a major new investment is made by the government or a policy reform is proposed, such as the Orange Line project, CPEC and the loan agreement with IMF in recent times. Overall, public interest in the economy has been growing as harsh repercussions of economic recession in the country have begun to take their toll on its citizens. With a new government in office, rising inflation and unemployment, and an ongoing power crisis, Pakistanis are becoming more vocal about their economic struggles.

Coverage of Economic Issues in Op-Eds in Pakistan



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

Want to Access our Newspaper Op-Ed Headings and Columnist Names List?

We are now providing access to our database comprising of titles of all the newspaper articles analyzed, as well as names of columnists who wrote them, for all columns published from the time Gallup Pakistan initiated this activity. If you wish to gain access to this database, kindly write to Ms. Mahnum Khan at mahnum@gallup.com.pk.

The rationale behind this Content Analysis

Bilal Ijaz Gilani, Executive Director and Chief Editor of this series, explains, ‘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 June 2019. This data was obtained after reviewing 2,332 articles, spread over 12 newspapers (as 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, policymakers, 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 Ph.D. 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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