

Edition # 20 Since Year 2015

GALLUP & GILANI PAKISTAN
NEWSPAPER CONTENT ANALYSIS REPORT

July 2019

**A monthly series from Gallup & Gilani Pakistan Media Research
Wing looking at approximately 2900 Newspaper columns and
editorials**



22nd August 2019



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Content Analysis of Newspaper Articles Published During July 2019

In the 12 English and Urdu newspapers analyzed for July 2019 covering nearly 2900 opinion pieces, 'Political', 'International' and 'Economic' issues dominated the space; however, much less coverage was given to 'Social' issues, particularly in Urdu newspapers. (GALLUP & GILANI PAKISTAN)

Islamabad, August 22, 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 July 2019 in the mainstream media belonged to the following three categories: 'Politics', 'International' and 'Economy'. 'Social' issues received relatively less space in the newspapers, whereas topics related to security, media, health and education received scant attention in the 12 newspapers.

An analysis of the content of 12 national newspapers consisting of a total of 2,887 opinion articles/columns written by various columnists was conducted for July 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 20th 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, Sports, Health and 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'.

22% of the articles were devoted to politics in Pakistan, followed by international issues at 19% and economic issues at 13%. After these three topics, social issues occupied a large chunk of the newspaper space at 11%, followed by governance news at 7%, and terrorism and law at 4% each whereas issues related to media received 3% coverage. News related to security, health, religion, sports, and education made up only 9% of the total share whereas miscellaneous issues occupied the remaining 8% chunk.

Discussed within 'Politics':

Debates within this category pertained to PTI's celebration of its one year anniversary, Prime Minister Imran Khan's visit to the U.S, first democratic elections in tribal districts, bill to allow Dual Nationality citizens to contest elections, Chairman Senate elections, and also included general political discussions over the merits and demerits of PTI's governance.

Discussed within ‘Social’:

Topics in this category were related to environmental concerns (especially water crisis, plastic pollution), monsoon season, children’s welfare and social inclusivity. Issues such as increasing population were also highlighted, however a greater percentage of the articles focused on reducing environmental damage through reduced plastic consumption.

Discussed within ‘Economy’:

With regards to this category, increasing inflation was one of the most important topics. With Eid just around the corner, the lowering purchasing power of the consumers was highlighted. Other topics that were largely discussed were the IMF programme, extended tax Amnesty schemes, Trader’s strikes and budget aftermath. Pakistan’s dismal economic future was also discussed at lengths in this section.

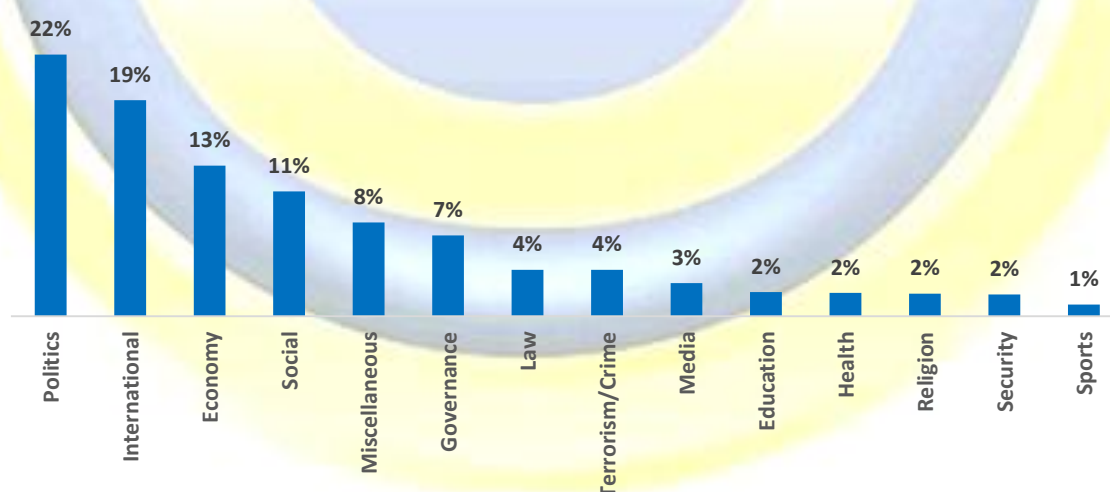
Discussed within ‘International’:

In this category, Prime Minister Imran Khan’s U.S visit was covered at lengths and deliberations over the two countries’ future relations and negotiations over the Kashmir issue were the main highlights. Similarly, Pakistan and India’s accelerating tensions over Kashmir and rising hostility were the most discussed topics followed by the discussions on peace efforts and prospects in Afghanistan.

Discussed within ‘Health’:

In the ‘Health’ category, the most common topic was the war on polio, nurses’ protests and fighting child stunting, while there were also discussions on the World Hepatitis Day.

Figure 1: Main Topics Under Discussion in July 2019



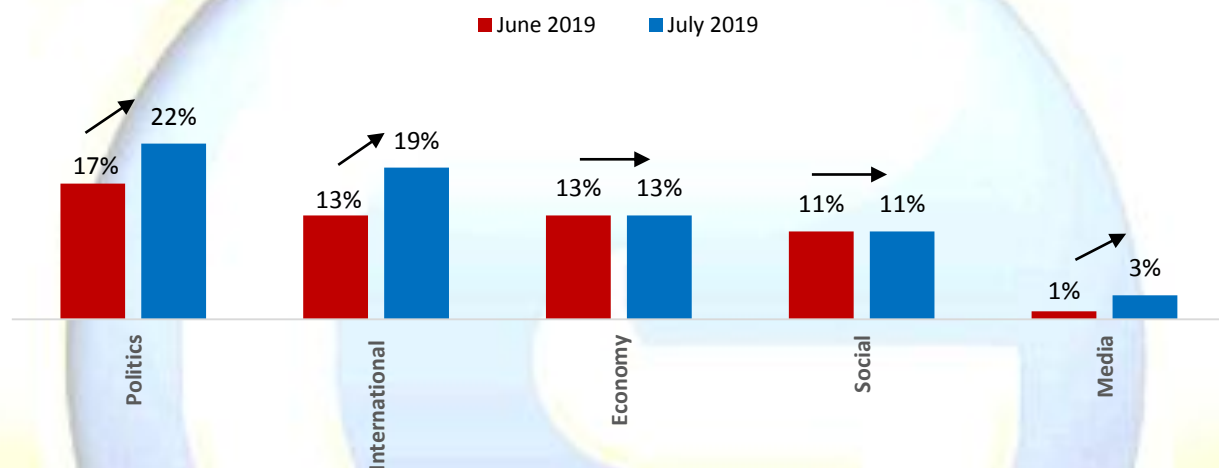
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

In comparison with the previous month:

Political topics dominated newspaper space in the previous month, just like this month; however coverage was higher in July. International and Economy were given second priority in June while international issues became the second most discussed category this month due to the Prime Minister Imran Khan's U.S visit and rising tension with India over Kashmir. The "Economy" category received similar coverage this month as last month, whereas news related to the media increased marginally.

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 June, the national budget occupied a larger chunk of space within the 'Economy' category however this month Amnesty Tax Scheme and IMF Package received greater attention. Similarly, international news received more attention this month due to Prime Minister Imran Khan's and President Trump's meeting in U.S and deliberations over the Kashmir issue.

Figure 2: Comparison between June & July 2019 Newspaper Categories



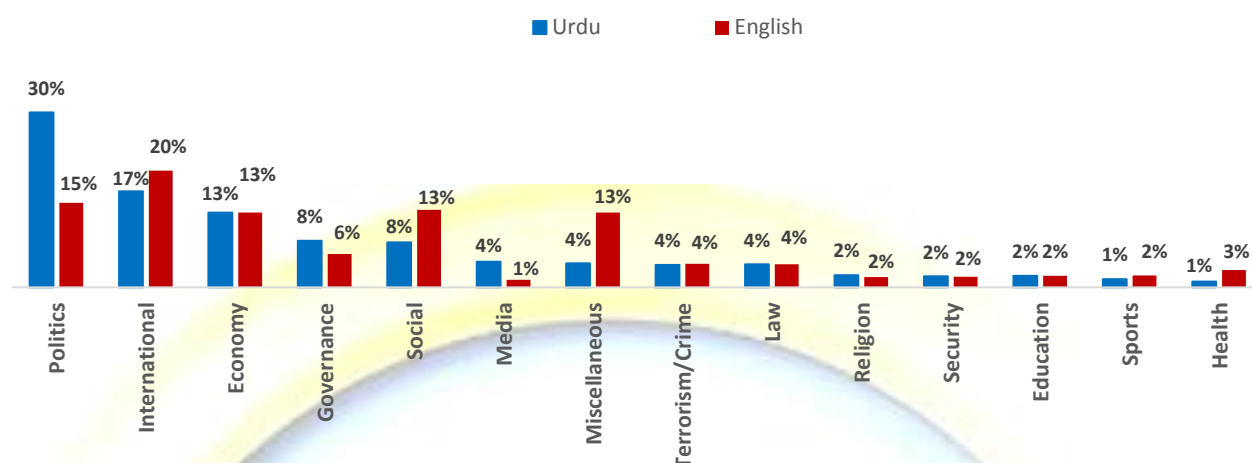
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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, International news received greater attention in English newspapers.

Out of a total of **1,419** articles/columns written in Urdu newspapers in July 2019, the majority were on topics falling under the banner of 'Politics' at **30%**, followed by 'International' issues at **17%**. The next topic which led public debate during this month was 'Economy' at **13%**, which was followed by 'Social' and 'Governance' at **8%** each. 'Media', 'Law', 'Terrorism' and "Miscellaneous" issues held a share of **4%** each, whereas 'Education', 'Security', and 'Religion' occupied only **2%** of the total share each, with 'Sports' and 'Health' covering only **1%** share each.

Out of a total of **1,468** articles/columns written in English during this month, the greatest share of **20%** was taken by 'International' news, followed by 'Politics' at **15%**, while an equal share of **13%** each was taken by issues classified under 'Economy' and 'Social'. Issues on Governance also received a significant amount of attention and made up **6%** of the total share. Articles related to 'Education', 'Security', 'Sports', 'Religion' got **2%** coverage each whereas discussions around 'Media' took up only **1%** of newspaper space, while 'Health' received **3%** coverage. "Miscellaneous" category took **13%** of the total space in English newspapers.

Figure 3: Comparison between English & Urdu Newspapers July 2019

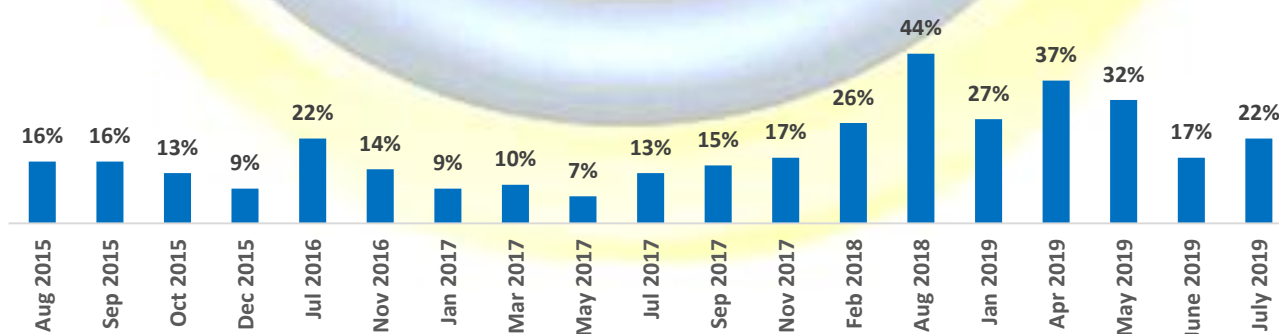


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

The Rise and Fall of Discussions on Political Issues in Op-Eds:

The amount of attention given to political news depends upon the political events taking place at the time. In the months from July 2017 to Nov 2017, Political issues received greater attention due to former Prime Minister Nawaz Sharif's disqualification as Prime Minister and his resignation, followed by the reinstatement of his brother Shahbaz Sharif as the party leader. Similarly, this category garnered the most attention during August 2018, right after the historical general elections in which Pakistan Tehreek-e-Insaf came out victorious and Imran Khan was elected as the Prime Minister of Pakistan while the former Prime Minister Nawaz Sharif was sentenced to 10 years in prison. Political news also takes up more of the total share when any major policy reforms are proposed, projects are initiated or new bills are passed. Overall, public interest in politics fluctuates over the months as they are continuously shaped by recent events that affect public opinions on the government's performance and consequently shape public demands and perceptions.

Figure 4: Coverage of Political 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 July 2019. This data was obtained after reviewing 2,887 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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