

EDITION # 22 Since Year 2015

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

SEPTEMBER 2019

A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at approximately 2100 Newspaper columns and editorials

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**GILANI RESEARCH
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Content Analysis of Newspaper Articles Published During September 2019

In the 12 English and Urdu newspapers analyzed for September 2019 covering nearly 2100 opinion pieces, 'International', 'Social' and 'Politics' issues dominated the space; however, much less coverage was given to 'Economy' issues, particularly in Urdu newspapers. (GALLUP & GILANI PAKISTAN)

Islamabad, October 8, 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 September 2019 in the mainstream media belonged to the following three categories: 'International', 'Social', and 'Politics'. 'Economy' issues received relatively less space in the newspapers, whereas topics related to 'Security', 'Media', 'Religion' and 'Sports' received scant attention in the 12 newspapers.

An analysis of the content of 12 national newspapers consisting of a total of 2,070 opinion articles/columns written by various columnists was conducted for September 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 22nd 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: International, Social, and Politics news took priority while discussions related to Security, Sports, Religion and Media received scant attention.

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

28% of the articles were devoted to international news, followed by social issues at **14%** and political issues at **12%**. After these three topics, miscellaneous issues occupied a large chunk of the newspaper space at **9%**, followed by governance and economy news at **8%** each, and crime/terrorism at **5%**. News related to security, health, law, education, religion, sports and media occupied the remaining **16%** of the space.

Discussed within 'International':

This category garnered the most attention in September 2019, issues discussed mainly pertained to India's continued curfew and brutalities in Indian occupied Kashmir, the United Nation's General Assembly session and Prime Minister Imran Khan's address, the attack on Saudi Arabia's oil fields, the rising tensions

between the US and Iran, and the uncertain fate of Afghanistan. Other articles discussed Indian Prime Minister Modi's fascist regime and increasing separatist movements threatening India, while China's 72nd Independence Anniversary, Rohingya crisis, Brexit and Israeli elections were also discussed.

Discussed within 'Social':

Topics in this category were related to environmental and humanitarian concerns calling out attention to justice for Kashmiris in India, women empowerment, the climate change march and awareness, the garbage problem in Karachi, and the looming flooding threat in the country. Issues such as domestic violence, child abuse, and mob violence were also highlighted, however a greater percentage of the articles focused on addressing the garbage problem in Karachi and climate change.

Discussed within 'Politics':

Debates within this category pertained to evaluations of PTI's governance in the past one year, the politics surrounding Maulana Fazl-ur-Rehman's announcement of a lockdown, MNA Khurshid Ahmed Shah's arrest by NAB, and also included Pakistan's diplomatic stance over the Kashmir issue. Other articles discussed Dr. Tahir-ul-Qadri's retirement from politics and remembered Mir Murtaza Bhutto on his anniversary.

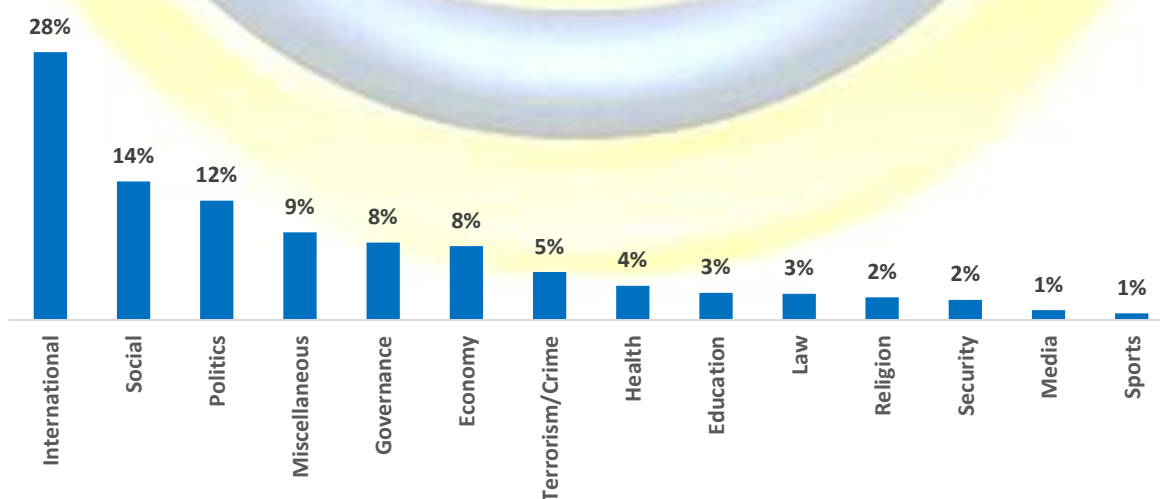
Discussed within 'Economy':

With regards to this category, increasing debt was one of the most important topics followed by inflation and the debate over the price of basic commodities such as roti, milk, and petrol. Other largely discussed topics included the revenue challenges faced by Pakistan for its economic revival, tax policies, Pakistan's progress with FATF, renewed commitment to CPEC, and the economic importance of Kartarpur Corridor. The rising automobile prices and the dismal future of the automobile industry in Pakistan were also discussed at lengths.

Discussed within 'Health':

In the 'Health' category, the most widely discussed topics included the proliferation of dengue virus among the population, the rising prices of medicines, and the shortage of cancer drugs. Fight against polio, vaccinations, and healthcare in Sindh were also discussed.

Figure 1: Main Topics Under Discussion in September 2019



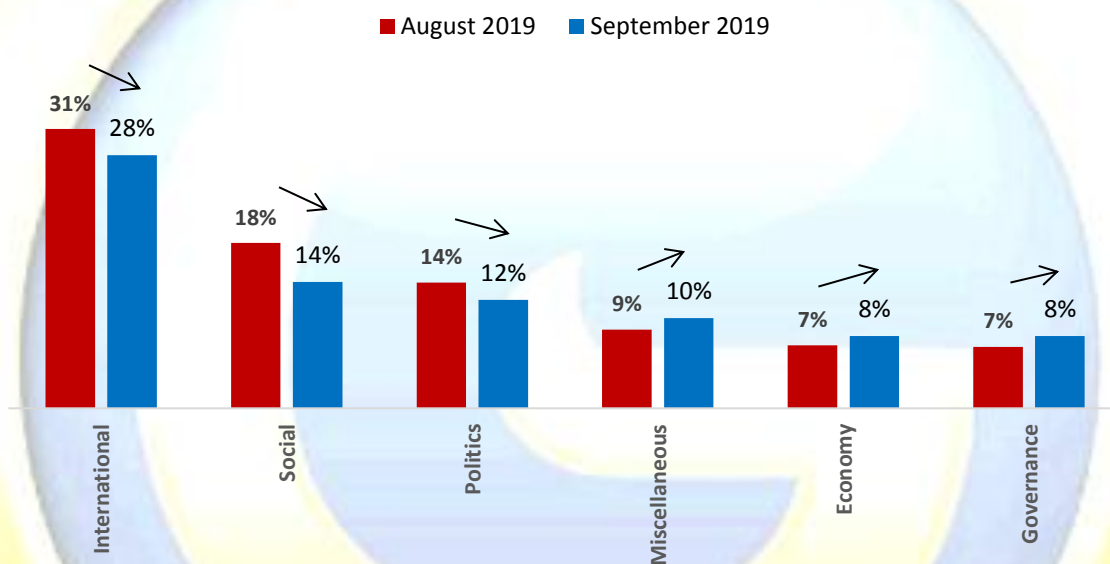
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
www.gallup.com.pk, www.gilanifoundation.com

In comparison with the previous month:

International topics dominated newspaper space in the both the previous and the current month due to increasing tensions between India and Pakistan over India's abolition of Article 370 which revoked Kashmir's special status and continued imposition of curfew. Social issues also remained the second most important category this month as discussions ensued on the garbage state of Karachi and the environmental concerns faced by the country. Politics remained at third place this month with discussions mainly revolving around PTI's government, the opposition and Pakistan's diplomatic stance on Kashmir.

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 both August and September Prime Minister Imran Khan's US visit took more attention alongside deliberations over Kashmir issue and Indian Prime Minister Modi's Hindutva Raj in India.

Figure 2: Comparison between August & September 2019



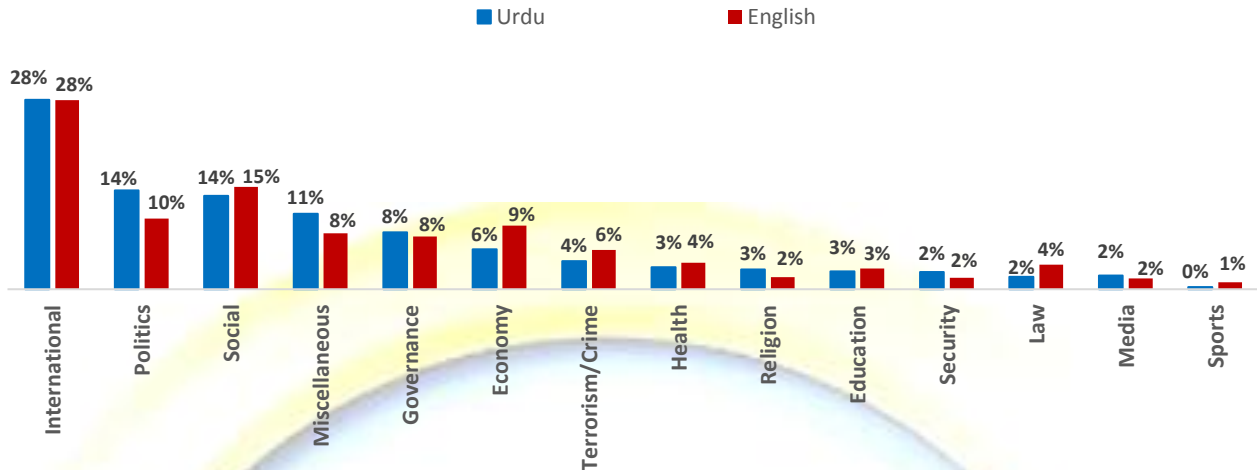
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

Urdu vs. English: International, Social and Politics were the three most discussed categories in both Urdu and English newspapers, occupying the same percentage of share in both mediums.

Out of a total of **1,002** articles/columns written in Urdu newspapers in September 2019, the majority were on topics falling under the banner of 'International' at **28%**, followed by 'Social' and 'Politics' at **14%** each. This was followed by 'Miscellaneous' at **11%**, 'Governance' at **8%** and 'Economy' at **6%**. Whereas 'Crime/Terrorism' received **4%**, and 'Religion', 'Media', 'Law', 'Health', and 'Education' occupied a total share of **15%**.

Out of a total of **1,068** articles/columns written in English during this month, the greatest share of **28%** was taken by 'International' news, followed by 'Social' at **15%**, and 'Politics' at **10%**. Issues on Economy and Governance also received a significant amount of attention and made up **9%** and **8%** of the total share respectively. Articles related to 'Education', 'Security', 'Sports', 'Religion', 'Health', 'Law' occupied **16%** of the total newspaper space, while "Miscellaneous" category took **8%** and 'Crime/Terrorism' took **6%** of the total space in English newspapers.

**Figure 3: Comparison between English & Urdu Newspapers
September 2019**

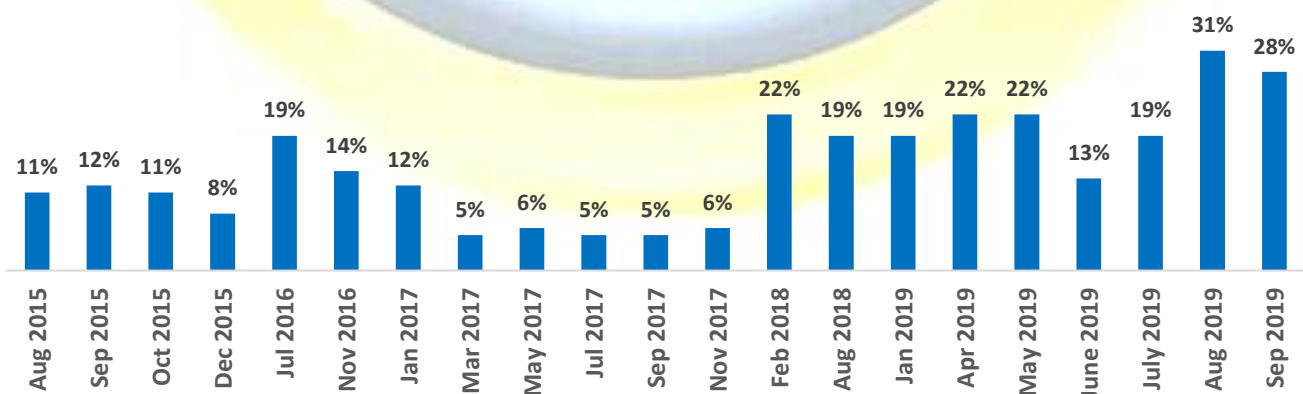


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

The amount of attention given to International news depends upon the political events taking place at the time. In the months from July 2016 to Jan 2017, International issues received greater attention due to the attempted coup in Turkey, the Presidential Elections in the U.S., Theresa May's election as Britain's second female Prime Minister, and the general election in Australia. Similarly, this category garnered increasing attention during from Feb 2018 onwards, due to initiation of US-Taliban peace talks, election of a new South African President, Boko Haram attack in Nigeria, U.S's controversial plan to open an embassy in Jerusalem, increasing U.S sanction on North Korea . A sharp rise in the International news in the past couple of months is attributed to the increasing tensions between Pakistan and India over the Kashmir issue. Overall, public interest in international news fluctuates over the months as they are continuously shaped by recent events that shape general debate and opinions.

Figure 4: Coverage of International 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. Nimra Ejaz at nimra@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 September 2019. This data was obtained after reviewing 2,070 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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