

Edition # 23 Since Year 2015

GALLUP & GILANI PAKISTAN
NEWSPAPER CONTENT ANALYSIS REPORT

October 2019

**A monthly series from Gallup & Gilani Pakistan Media Research
Wing looking at approximately 2600 Newspaper columns and
editorials**

20th November 2019



Table of Contents

1. Introduction

2. Which newspapers have been analyzed? (Urdu and English)

3. Main Topics Under Discussion

4. Urdu vs English Newspaper Analysis

5. The Rise and Fall of Discussions on Social Issues in Op-Eds

6. The rationale behind this content analysis

Content Analysis of Newspaper Articles Published During October 2019

In the 12 English and Urdu newspapers analyzed for October 2019 covering nearly 2600 opinion pieces, 'Politics', 'International' and 'Economy' issues dominated the space. (GALLUP & GILANI PAKISTAN)

Islamabad, November 20, 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 October 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', 'Religion' and 'Sports' received scant attention in the 12 newspapers.

An analysis of the content of 12 national newspapers consisting of a total of 2,638 opinion articles/columns written by various columnists was conducted for October 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 23rd 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: Politics, International, and Economy 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'.

26% of the articles were devoted to politics, followed by international issues at 23% and economy at 11%. After these three topics, social issues occupied a large chunk of the newspaper space at 9%, followed by governance at 5% and law, media, health and crime/terrorism at 4% each. News related to security, education, religion, sports and miscellaneous occupied the remaining 10% of the space.

Discussed within 'International':

International was the second most discussed category in October 2019, issues discussed mainly pertained to India's continued curfew and brutalities in Indian occupied Kashmir, Prime Minister Modi's fascist regime and Hindutva raj in India, the politics and importance of Kartarpur Corridor for Indian Sikhs, the Indian war hysteria and the bloodied history of RSS, the rising tensions between the US and Iran, and the uncertain fate

of Afghanistan. Other articles discussed America's changing alliances in favor of India, Brexit and Israeli elections.

Discussed within 'Social':

Social was the top category in October 2019, topics in this category were related to environmental and humanitarian concerns calling out attention to justice for Kashmiris in India, women empowerment, climate change awareness, and water scarcity. Issues such as poverty alleviation and the smog crisis in Lahore were also discussed.

Discussed within 'Politics':

Debates within this category mainly discussed the politics surrounding Maulana Fazl-ur-Rehman's Azadi march and intent to lockdown Islamabad, Prime Minister Imran Khan's Beijing visit, launch of Kamyab Jawan Program, and Pakistan's diplomatic stance over the Kashmir issue. Parallels between Maulana Fazl-ur-Rehman's Azadi march and Imran Khan's 2014 tsunami march were also drawn

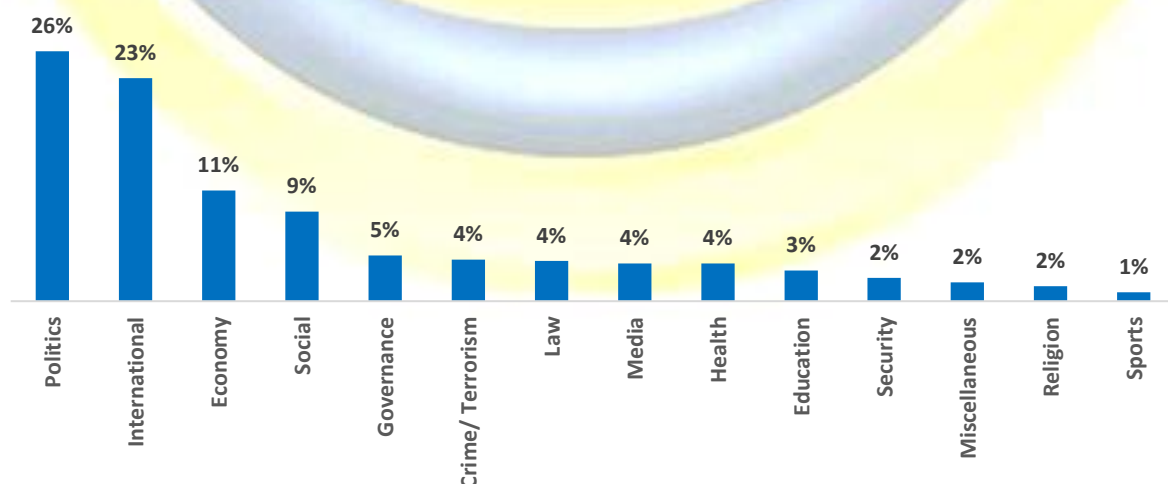
Discussed within 'Economy':

With regards to Economy category, rising tensions between the traders and government, and tax reforms were 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 potential of tourism sector was also discussed at lengths.

Discussed within 'Health':

In the 'Health' category, the most widely discussed topics included the alarming rise in cases of dengue virus and failed prevention, the doctors' strike, and need for mental health awareness. Fight against polio, vaccinations, lack of vaccines for dog bites and the deteriorating health of PMLN leader Nawaz Shareef were also discussed.

Figure 1: Main Topics Under Discussion in October 2019



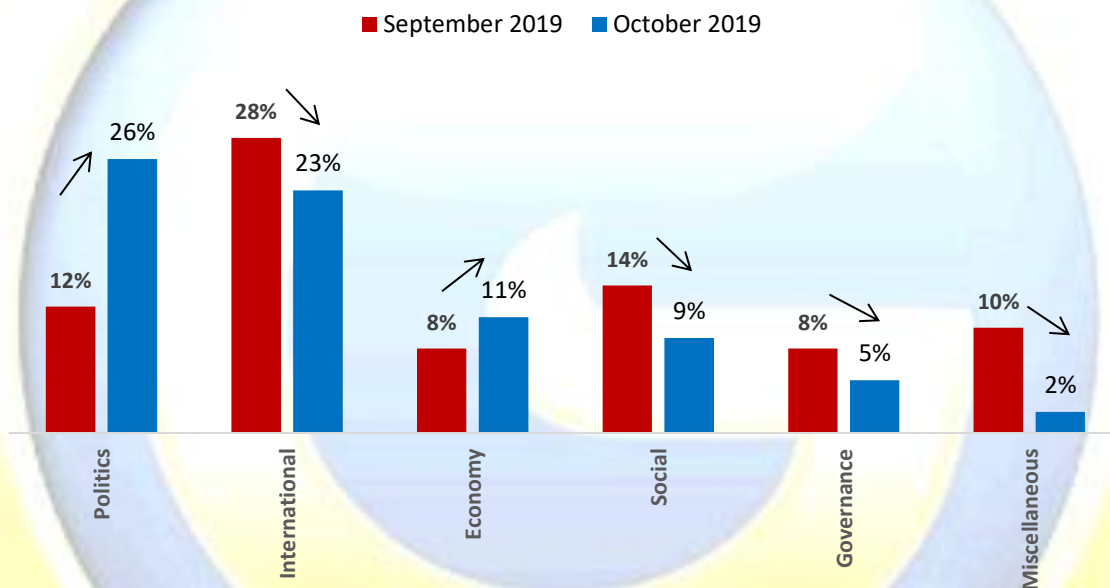
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

In comparison with the previous month:

International topics dominated newspaper space in September, however in October ‘Politics’ became the most popularly discussed category, due to increasing instability within the country’s political sphere with Maulana Fazl-ur-Rehman announcing his Azadi March against the PTI government and the deteriorating health of currently imprisoned political party leaders Nawaz Shareef and Asif Ali Zardari. International issues were the second most important category this month due to sustained tensions between India and Pakistan over India’s continued curfew in Indian occupied Kashmir. Economy took third place this month with discussions mainly revolving around trader strikes, taxes, rising inflation, and tourism sector.

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 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 whereas in October these were replaced by rising political tensions within the country.

Figure 2: Comparison between August & September 2019



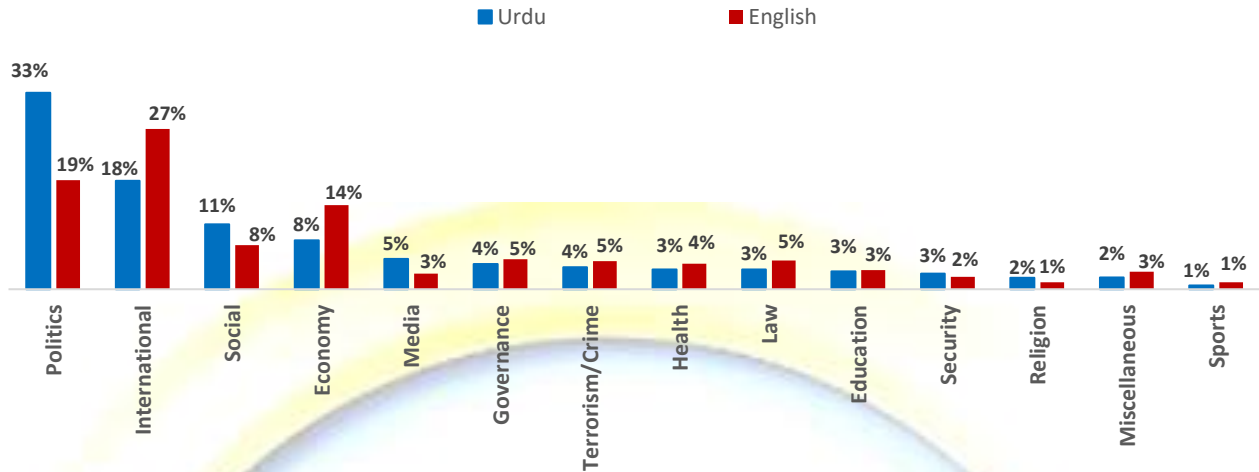
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

Urdu vs. English: International, Social and Politics were the three most discussed categories in Urdu newspapers while in English newspapers, International, Politics and Economy were the three most discussed categories.

Out of a total of 1,278 articles/columns written in Urdu newspapers in October 2019, majority were on topics falling under the banner of ‘Politics’ at 33%, followed by ‘International’ at 18% and ‘Social’ at 11%. This was followed by ‘Economy’ at 8%, ‘Media’ at 5%, ‘Governance’ and ‘Crime/Terrorism’ at 4% each, while ‘Miscellaneous’, ‘Religion’, ‘Sports’, ‘Security’, and ‘Education’ occupied a total share of 17%.

Out of a total of 1,360 articles/columns written in English during this month, the greatest share of 27% was taken by ‘International’ news, followed by ‘Politics’ at 19%, and ‘Economy’ at 14%. ‘Social’ issues took 8% of the share while ‘Governance’, ‘Law’ and Crime/Terrorism took 5% share each. Articles related to ‘Education’, ‘Security’, ‘Sports’, ‘Religion’, ‘Health’, ‘Law’, ‘Media’ and ‘Miscellaneous’ occupied 17% of the total newspaper space.

Figure 3: Comparison between English & Urdu Newspapers October 2019

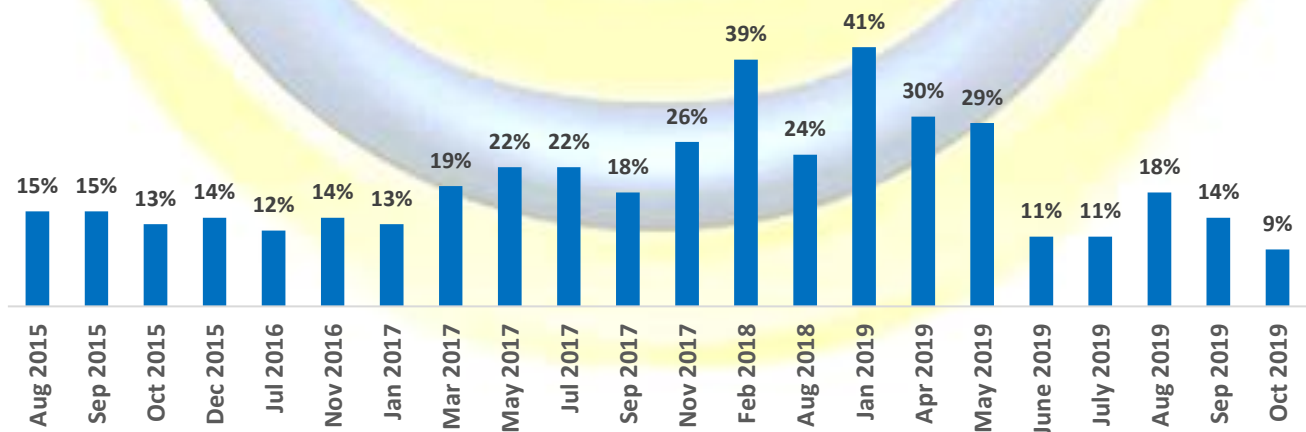


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

The amount of attention given to Social news depends upon the socio-economic events shaping the societal fabric at that time. In the months from 2018, the major topics falling under social category were honor killing, women rights, transgender rights, death penalty and child marriages. In 2019, climate change, reduce plastic consumption, water crisis, child empowerment, child abuse and garbage disposals were more widely discussed. Overall, public interest in social news fluctuates over the months as they are continuously shaped by recent events that shape general debate and determines their relevance.

Figure 4: Coverage of Social 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 October 2019. This data was obtained after reviewing 2,638 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.

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

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

For any queries please contact:

Ms. Nimra Ejaz
Research Executive

Phone: +92-51-2655630
E-mail: nimra@gallup.com.pk