

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

December 2019

Gallup & Gilani

P A K I S T A N

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Pakistan's Foremost Social Research Lab

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Content Analysis of Newspaper Articles Published During December 2019

In the 12 English and Urdu newspapers analyzed for December 2019 covering around 2400 opinion pieces, 'Politics', 'International' and 'Social' issues dominated the space. (GALLUP & GILANI PAKISTAN)

Islamabad, January 10, 2020

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 December 2019 in the mainstream media belonged to the following three categories: 'Politics', 'International', and 'Social', followed by 'Law' and 'Economy' issues.

An analysis of the content of 12 national newspapers consisting of a total of 2,430 opinion articles/columns written by various columnists was conducted for December 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 24th 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 Social news took priority while discussions related to Sports, Religion and Health 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.

20% of the total articles were devoted to politics, followed by international issues with **18%** and social with **11%** coverage. After these three topics, law and economy each occupied **9%** of the newspaper space, followed by crime at **7%** and governance at **6%**. News related to security, education, religion, sports, media, health and miscellaneous occupied the remaining **20%** of the space.

Discussed within 'Politics':

Politics was the most discussed category with debates surrounding PTI's '*Naya Pakistan*' & '*Riyasat-e-Madina*', the bureaucratic shuffle, Chief Minister Usman Buzdar continued tenure, PPP's fate since former leader Benazir Bhutto's demise, and Pakistan's position at the Kuala Lumpur Summit.

Discussed within ‘International’:

International was the second most discussed category in December 2019, issues discussed mainly pertained to Prime Minister Modi and BJP’s continued fascist Hindutva Raj, the anti-Muslim Citizens Amendment Bill, and the consequent widespread protests across India. Other topics included Trump’s impeachment, the rising tensions between the US, Afghanistan and Iran, and Prime Minister Boris’ plan for Brexit.

Discussed within ‘Social’:

Social was the third most discussed category in December 2019, topics in this category were mainly related to environmental challenges, global warming, gender disparity within the society, Quaid-e-Azam’s birthday, Christmas celebrations and the right of minorities. Issues such as poverty alleviation and child abuse were also discussed.

Discussed within ‘Law’:

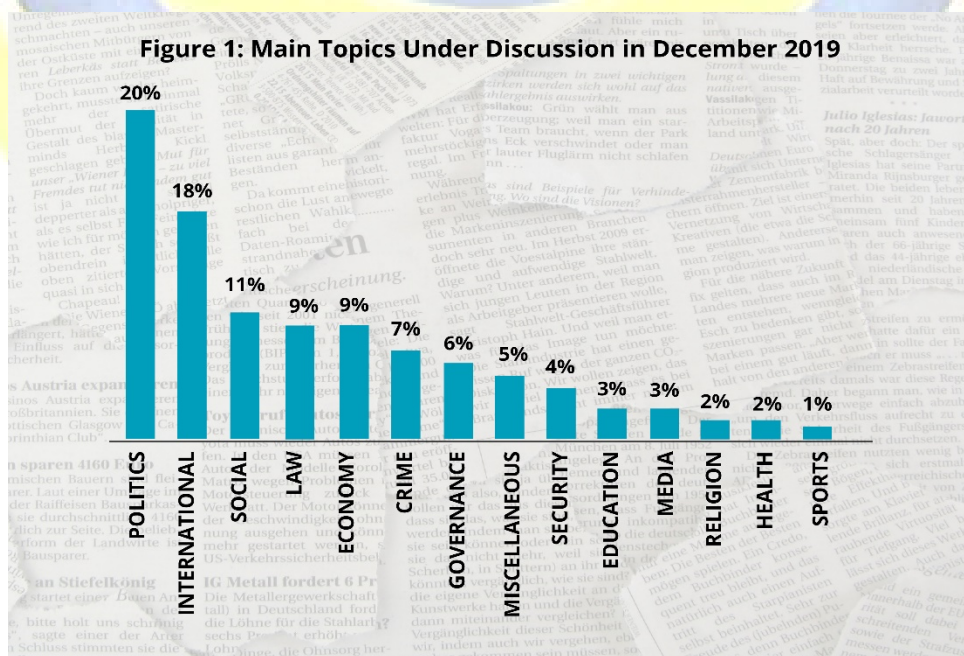
The law category mostly discussed, the court verdict of capital punishment on the Former President Pervez Musharraf’s case, the case of lawyers’ attack on Pakistan Institute of Cardiology, the appointment of Gulzar Ahmed as the new Chief Justice Pakistan, and the issue of student unions.

Discussed within ‘Economy’:

The Economy discussed tax collection, gas price hike, relief for EOBI pensioners, and the eligibility of BISP beneficiaries. 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 potential of tourism sector.

Discussed within ‘Crime/Terrorism’:

In 2019, this was the first instance for Crime/Terrorism to make it to the list of most discussed categories; within this category discussions ensued on lawyers’ attack on PIC and the subsequent violence that pursued, the 16th December attack on Army Public School, attack on polio security team, crimes against children, lack of safe spaced for women and corruption in KPK.

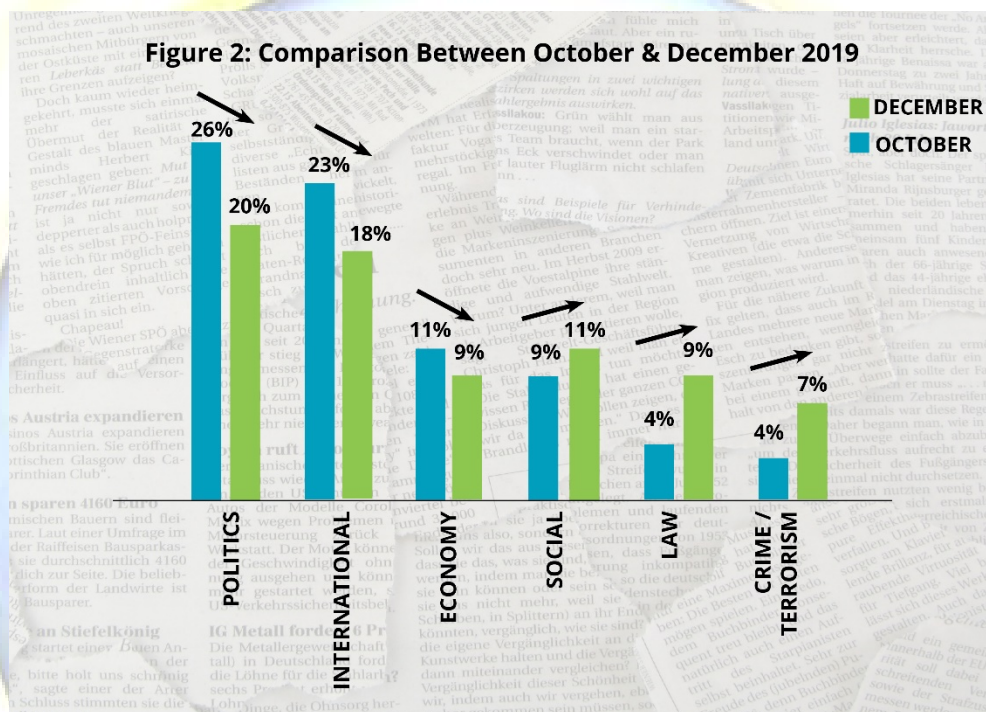


Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

In comparison with the previous month:

Political topics dominated newspaper space in both October and December, however December discussed mostly PTI's governance and performance. International issues were the second most important category this month due to sustained tensions between India and Pakistan over India's continued fascist policies. Social took third place this month with discussions mainly involving environmental challenges, gender disparity and minority rights.

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 October Politics was the most discussed category, due to Maulana Fazl-ur-Rehman's Azadi March and the deteriorating health of imprisoned political party leaders Nawaz Shareef and Asif Ali Zardari, and these were replaced in December by PTI's governance and performance as the new year approached.



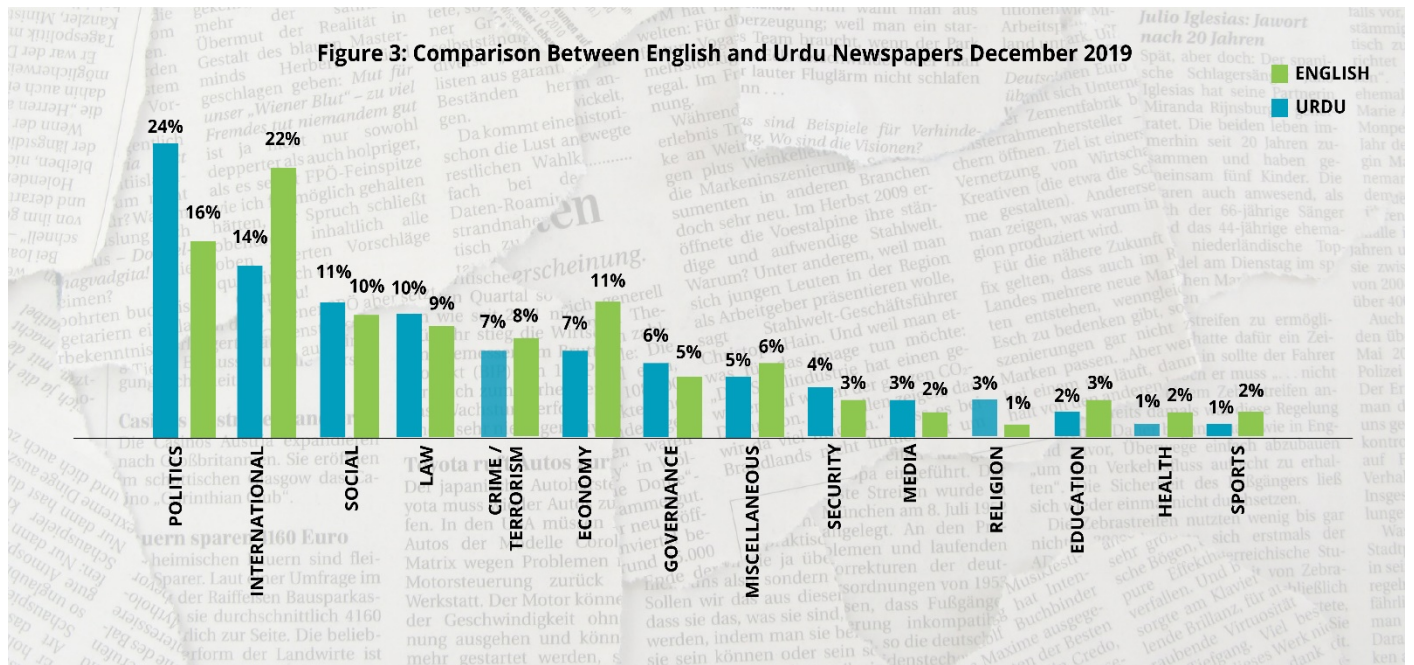
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

Urdu vs. English: Politics, International and Social 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 **1,171** articles/columns written in Urdu newspapers in December 2019, majority were on topics falling under the banner of 'Politics' at **24%**, followed by 'International' at **14%** and 'Social' at **11%**. This was followed by 'Law' at **10%**, 'Terrorism' and 'Economy' at **7%** each, 'Governance' at **6%** and 'Miscellaneous' at **5%**, while 'Religion', 'Health', 'Sports', 'Security', and 'Education' occupied a total share of **19%**.

Out of a total of **1,259** articles/columns written in English during this month, the greatest share of **22%** was taken by 'International' news, followed by 'Politics' at **16%**, and 'Economy' at **11%**. 'Social' at **10%** and 'Law' issues took **9%**, while Crime/Terrorism took **8%** share. Articles related to 'Governance', 'Education', 'Security', 'Sports', 'Religion', 'Health', 'Media' and 'Miscellaneous' occupied **24%** of the total newspaper space.

Figure 3: Comparison Between English and Urdu Newspapers December 2019

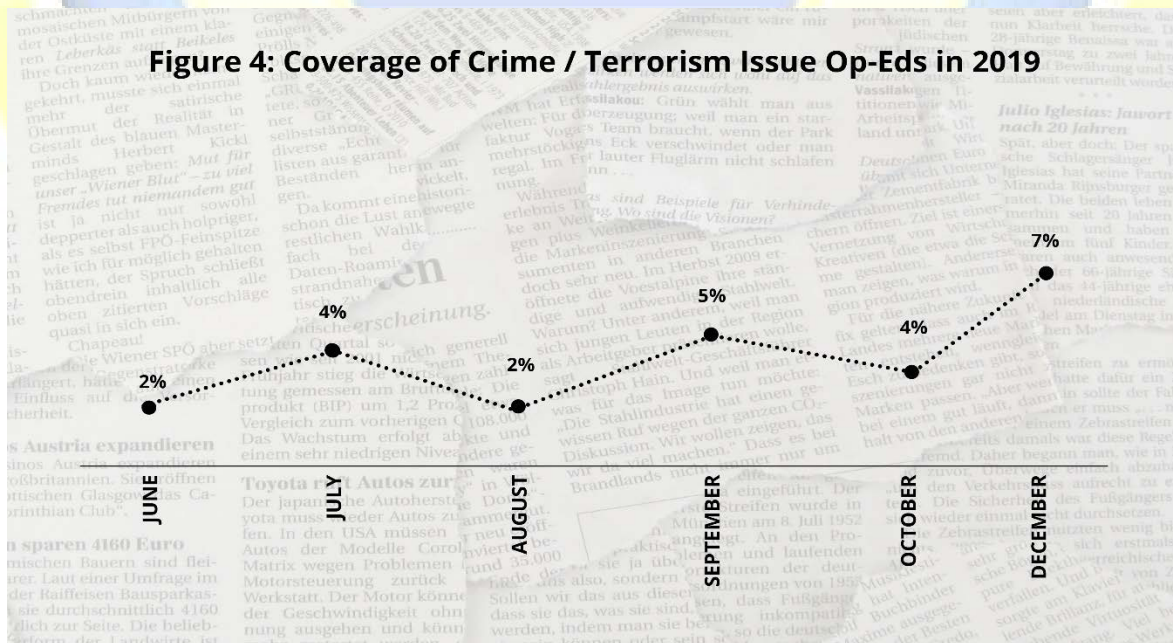


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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The Rise and Fall of Discussions on Crime / Terrorism Issues in Op-Eds:

The amount of attention given to Crime/Terrorism news depends upon the severity of crimes taking place at that time. The major topics falling under this category over the months have been constant and included corruption in public funds, sexual and violent crimes against women and children, and street crimes. In December the coverage was greatest, due to the lawyers' attack on PIC and debate on the December 16 APS attack.

Figure 4: Coverage of Crime / Terrorism Issue Op-Eds in 2019



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 December 2019. This data was obtained after reviewing 2,430 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

For any queries please contact:

Ms. Nimra Ejaz

Research Executive

Phone: +92-51-2655630

E-mail: nimra@gallup.com.pk