

Edition # 25
Since Year 2015

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

January 2020

“A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at approximately 1600 Newspaper columns and editorials”





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Content Analysis of Newspaper Articles Published During January 2020

In the 12 English and Urdu newspapers analyzed for January 2020 covering nearly 1600 opinion pieces, 'International' issues dominated the space followed by 'Politics'. (GALLUP & GILANI PAKISTAN)

Islamabad, February 14, 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 January 2020 in the mainstream media belonged to the following two categories: 'International' and 'Politics'. 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 **1,579** opinion articles/columns written by various columnists was conducted for January 2020. This is part of Gallup & Gilani Pakistan Media Research Division's initiative to empirically understand opinion leaders' views on national issues.*

This is the 25th 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.

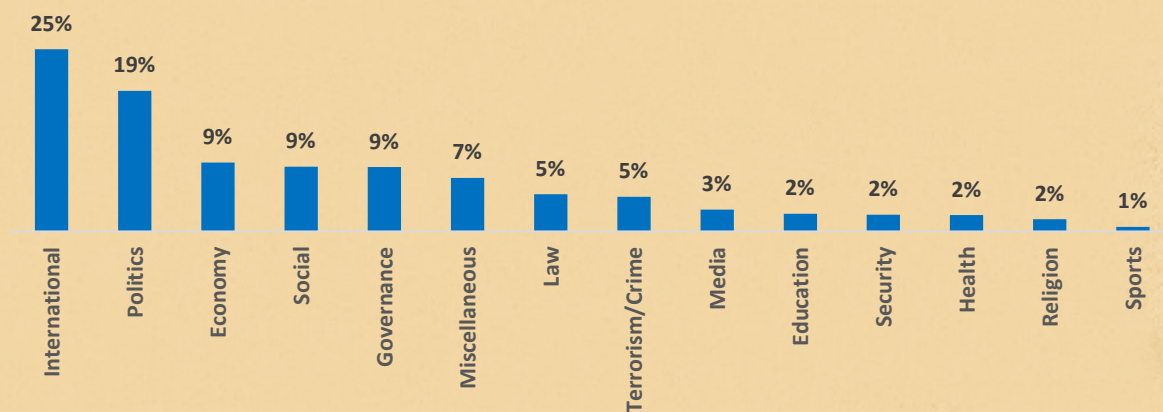
Main Topics under discussion: International & Politics took priority while discussions related to Security, Sports, Religion and Media received scant attention.

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'.

25% of the articles were devoted to international issues, followed by politics at **19%** and economy, social and governance at **9%** each. After these categories, miscellaneous issues occupied a large chunk of the newspaper space at **7%**, followed by law and crime/terrorism at **5%** each. News related to media, health, security, education, religion, and sports occupied the remaining **12%** of the space.



Figure 1: Main Topics Under Discussion in January 2020



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

Discussed within 'International':

International was the most discussed category in January 2020, it mostly discussed President Trump's attack and killing of Irani General Qasem Soleimani, Iran's consequent missile attack at Iraqi bases housing US troops and the increased likelihood of nuclear warfare. This category also discussed BJP's defeat in the Jharkhand elections, India's deteriorating economy and secularism and the future of Indian occupied Kashmir. Other topics included Iran's plane disaster, Turkey's goal in Libya, protests against BJP in India, bushfires in Australia and US-Iran tensions.

Discussed within 'Politics':

Politics was the second most discussed category and discussion mainly revolved around PPP leader Bilawal Bhutto's offer to MQM for a political alliance, scrutiny against government in National Assembly, Sindh's displeasure with the government, the politics surrounding army's role in governance and the election of new Chief of election commission.

Discussed within 'Social':

Topics in this category were related to new year resolutions and expectations, environmental challenges and humanitarian concerns calling out attention to justice for Kashmiris in India. Women empowerment, climate change awareness, and water scarcity were also discussed.

Discussed within 'Economy':

Economy discussed escalated tensions between the traders and government, the consequent traders' strikes, the economic prospects of the country for year 2020, the rising prices of wheat and sugar in the country and the prospects of CPEC and its challenges. Other topics included dealing with the FATF, business facilitation, rupee devaluation and much needed relief for public.

Discussed within 'Governance':

In the 'Governance' category, the most widely discussed topics included Pakistan's decision to remain neutral in US-Iran conflict, local governance in KP, the government's performance and expectation for year 2020, the need for revolutionizing policies, provincial cabinet shuffle, and the continued corruption stigma.

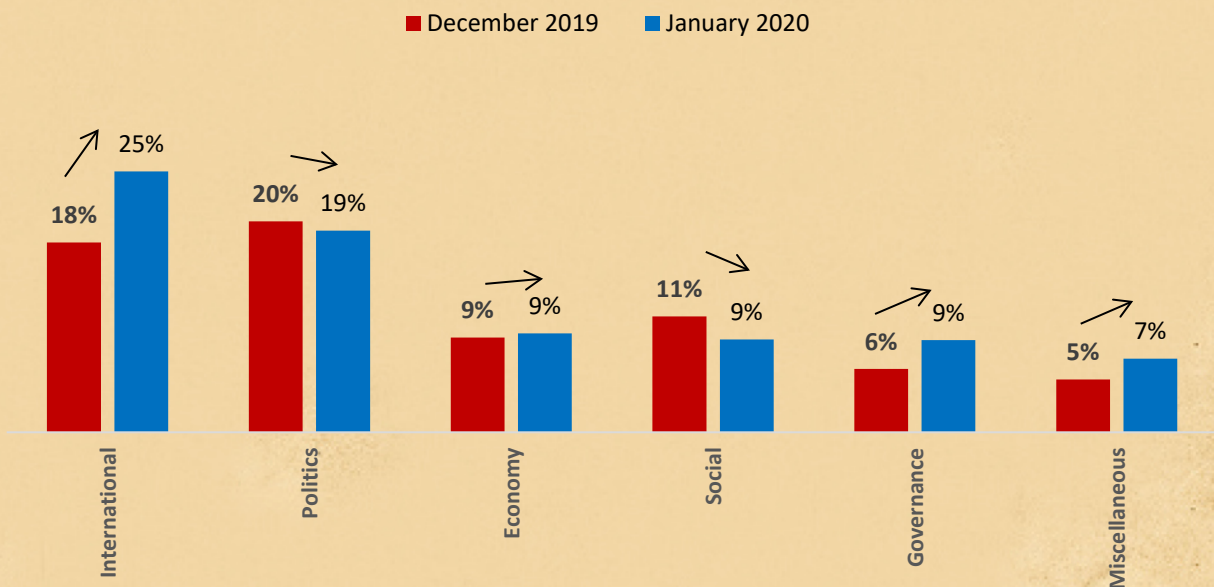


In comparison with the previous month:

'Politics' dominated newspaper space in December 2019, however in January 2020 'International' became the most popularly discussed category, due to increasing instability in the global political sphere with the US-Iran war threat, BJP's continued Hindutva regime and minority suppressive policies, and the role of KSA in the Middle East.

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 December PTI and Prime Minister Imran Khan's performance was heavily discussed as 2019 came to an end whereas global issues received greater attention in January 2020.

Figure 2: Comparison between December 2019 & January 2020



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

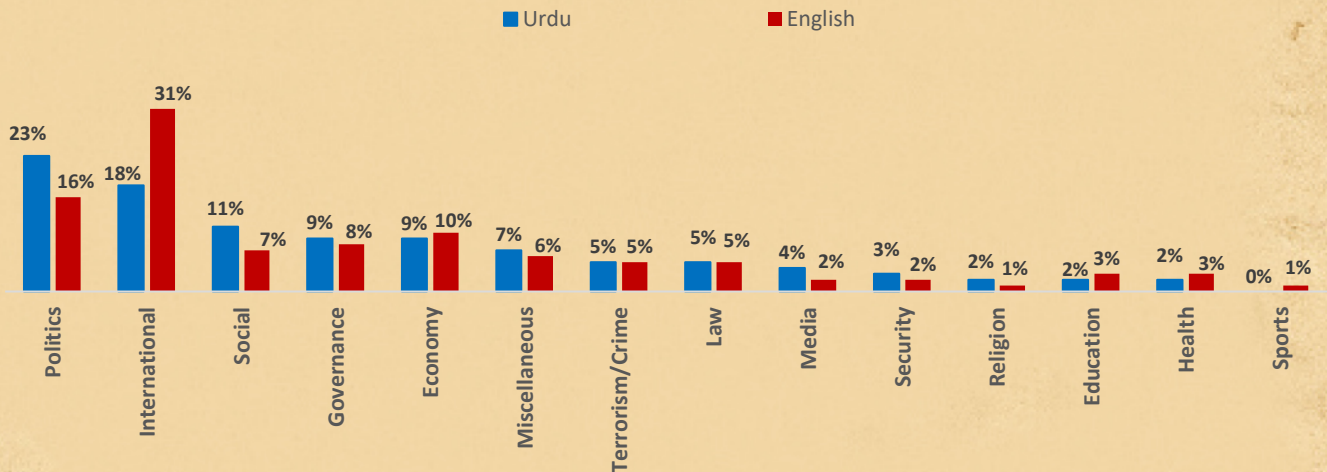
Urdu vs. English: Politics, International, and Social were the three most discussed categories in Urdu newspapers while in English newspapers, International, Politics and Economy were the three most discussed categories.

Out of a total of **775** articles/columns written in Urdu newspapers in January 2020, majority were on topics falling under the banner of 'Politics' at **23%**, followed by 'International' at **18%** and 'Social' at **11%**. This was followed by 'Economy' and 'Governance' at **9%**, 'Miscellaneous' at **7%**, and 'Crime/Terrorism' and 'Law' at **5%** each, while, 'Media', 'Religion', 'Sports', 'Security', and 'Education' occupied a total share of **13%**.

Out of a total of **804** articles/columns written in English during this month, the greatest share of **31%** was taken by 'International' news, followed by 'Politics' at **16%**, and 'Economy' at **10%**. 'Governance' at **8%**, 'Social' at **7%** and 'Miscellaneous' issues took **6%** share. Articles related to 'Law' and Crime/Terrorism, 'Education', 'Security', 'Sports', 'Religion', 'Health', 'Law' and 'Media' occupied the remaining **22%** of the total newspaper space.



Figure 3: Comparison between English & Urdu Newspapers January 2020

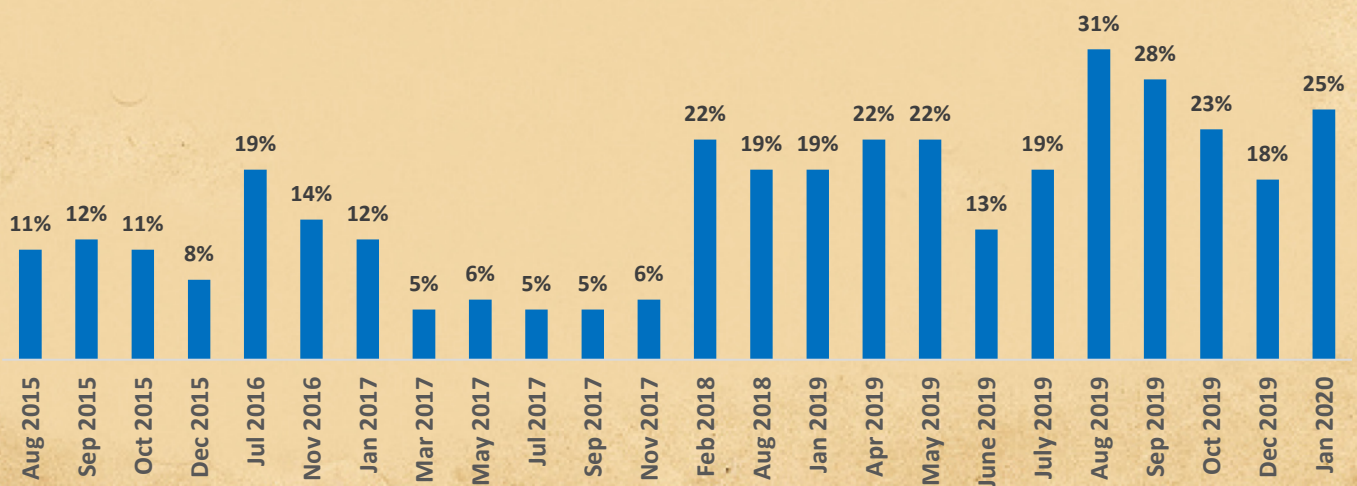


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

The amount of attention given to International news depends upon the global 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, and 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 and the US-Iran tension. 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 **January 2020**. This data was obtained after reviewing **1,579** Op-Eds, 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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