

Edition #30
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

June 2020

“A monthly series from Gallup & Gilani Pakistan Media Research Wing Looking at Approximately 1900 Newspapers, Columns and Editorials”





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Content Analysis of Newspaper Articles Published During June 2020

Only 1 in 3 Newspaper Editorials concern themselves with health and social issues, June sees decline in health related Op-Eds, showing growing fatigue with health concerns (GALLUP & GILANI PAKISTAN)

Islamabad, July 13, 2020

Introduction

According to a Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan under the supervision of Executive Director, Bilal I Gilani, only 1 in 3 newspaper editorials concern themselves with health and social issues, June sees decline in health-related Op-Eds, showing growing fatigue with health concerns. The main issues under discussion during June 2020 in the mainstream print media analysed by Gallup Pakistan researchers belonged to the categories: 'International' and 'Governance'. Whereas topics related to 'Security', 'Crime/Terrorism' and 'Sports' received scant attention. The analysis was done on popular 12 newspapers.

*An analysis of the content of **12** national newspapers consisting of a total of **1,892** opinion articles/columns written by various columnists was conducted for June 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 30th 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.

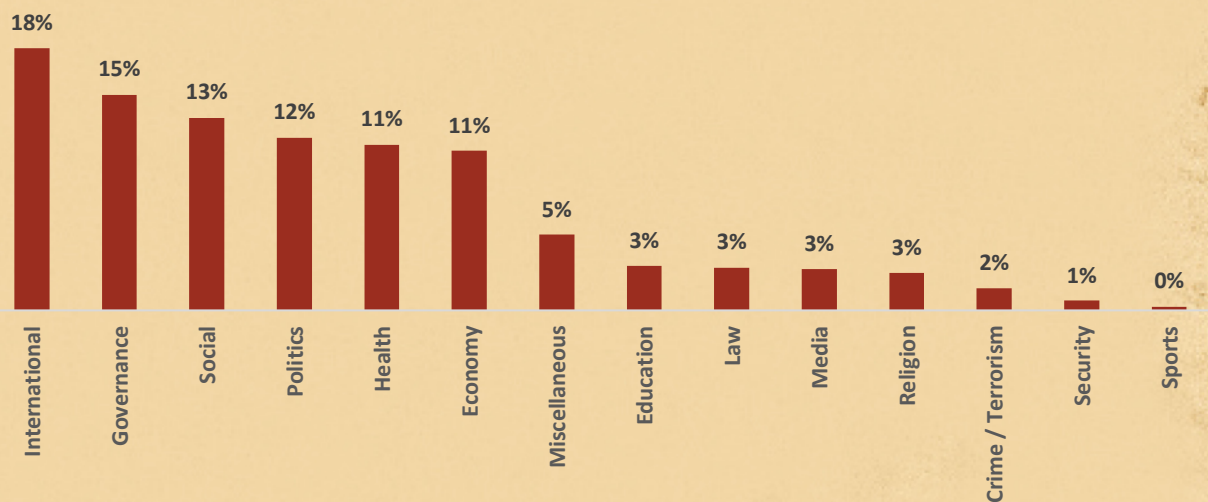
Main Topics under discussion: International & Governance took priority while discussions related to Security, Sports, and Law received scant attention.

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', 'Crime/Terrorism', and 'Miscellaneous'.

18% of the articles each were devoted to international issues, followed by governance at **15%**. Politics and Social at **13%** of the total share. While Politics occupied **12%** share followed by health and economy at **11%** each. Miscellaneous issues occupied **5%** newspaper space while news related to media, security, education, law, religion, crime/ terrorism and sports occupied the remaining **15%** of the space.



Figure 1: Main Topics Under Discussion in June 2020



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

Discussed within 'International':

International discussed BJP's propagated Islamophobia in India and the continued curfew in Kashmir despite the covid-19 threat, the global economic and social impact of coronavirus, the need to continue with the peace talks in Afghanistan, President Trump's blame game with WHO, the U.S Presidential elections 2020, the Black Lives Matter protests across the globe and the rising tensions between India and China.

Discussed within 'Governance':

Governance category included PTI and Prime Minister's response to the pandemic, smart lockdown and the government steps to control the spread of virus, the national and provincial budget for the fiscal year 2020-21 and the PIA fiasco.

Discussed within 'Social':

Social mostly discussed the role of society in limiting the spread of the contagion, need of social unity to fight against covid-19, public's role post-lockdown, women rights and role of women in the society.

Discussed within 'Health':

Health discussed the Coronavirus Pandemic threatening the stability of the country, the measures required to curb the spread of the contagion, the economic and social repercussions of easing the lockdown, and its toll on the national healthcare system.

Discussed within 'Economy':

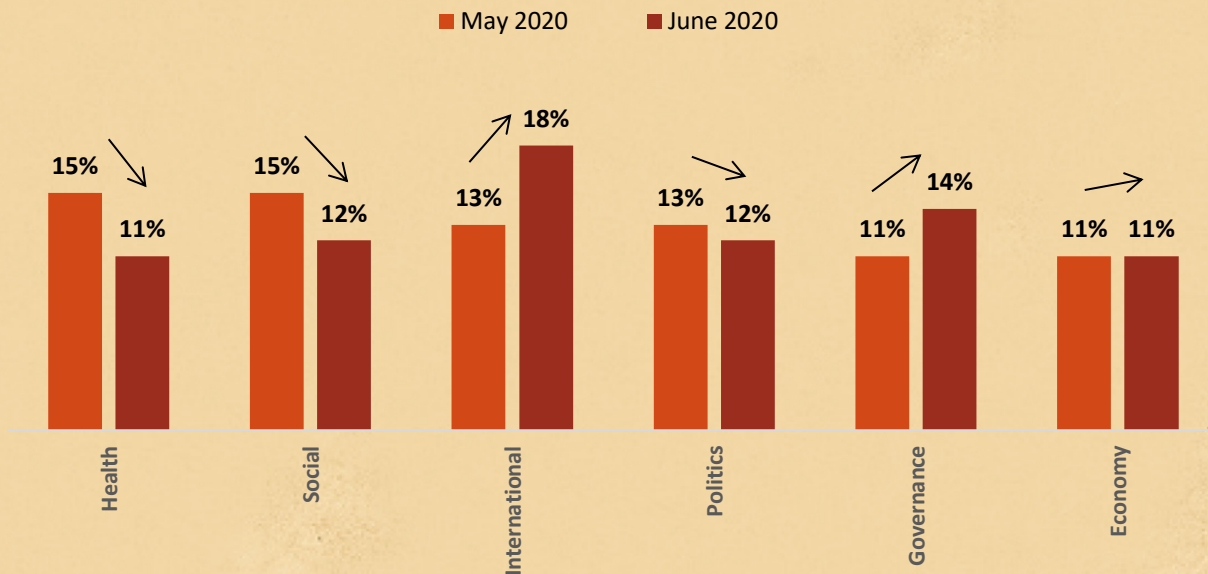
Economy discussed the budget 2020-21, escalated petrol prices and inflation, debt relief and tax exemptions, the prospects of CPEC in the midst of covid-19 challenges, the need for relief packages, sugar mafia and artificial price inflation in the food market



In comparison with the previous month:

'Health' and 'Social' occupied the largest share in May 2020 as much significance of controlling the contagion was placed upon the public in maintaining social distancing and following SOPs. While in June 2020, 'International' and 'Governance' became the top discussed categories due to Federal government's budget announcement in June 2020 and the changing global political situation due to mass 'Black Lives Matter' protests across the globe, and the growing tensions between China, India and U.S.

Figure 2: Comparison between May & June 2020



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

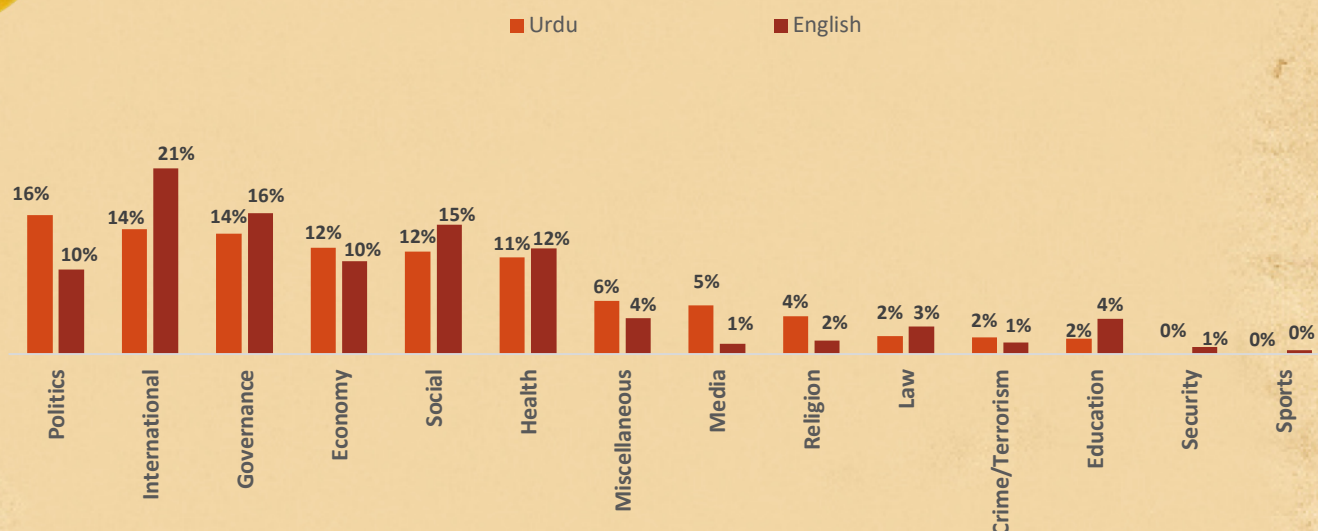
Urdu vs. English: International was the most discussed category in English newspapers while Politics was most discussed in Urdu newspapers

Out of a total of **755** articles/columns written in Urdu newspapers in June 2020, majority were on topics falling under the banner of 'Politics' at **16%**, 'International' and 'Governance' at **14%** each, followed by 'Social' and 'Economy' at **12%** each. This was followed by 'Health' at **11%**, 'and 'Miscellaneous' at **6%**. While 'Law', 'Religion', 'Sports', 'Security', 'Crime & Terrorism', 'Media', and 'Education' occupied the remaining **15%** share.

Out of a total of **1,137** articles/columns written in English during this month, the greatest share of **21%** was occupied by 'International', followed by 'Governance' at **16%**, 'Social' at **15%**, 'Health' took **12%** share followed by 'Politics' and 'Economy' at **10%** each. Articles related to 'Crime & Terrorism', 'Law', 'Education', 'Security', 'Sports', 'Religion', 'Miscellaneous' and 'Media' occupied the remaining **16%** of the total newspaper space.



Figure 3: Comparison between English & Urdu Newspapers June 2020

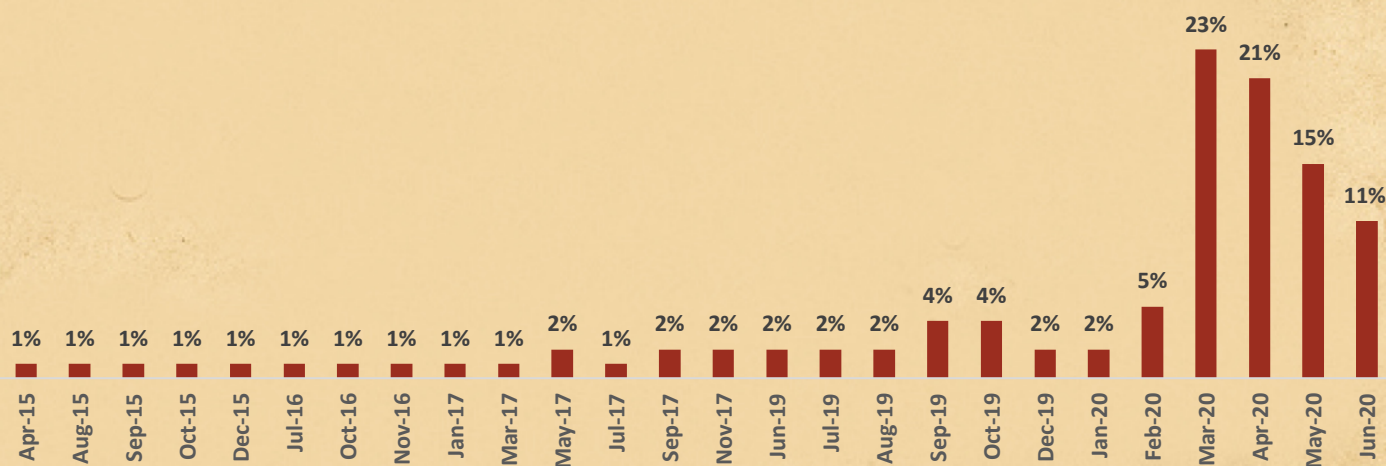


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

Health has been one of the least discussed categories among the Op-Eds, the highest percentage of share was recorded first in February 2020 at 5% when discussions related to re-emergence of Polio cases in Pakistan and the covid-19 had been discussed. Since then the percentage of share rose to 23% in March 2020, the highest share ever recorded for Health category; a reminder of how severe Coronavirus pandemic has proven to be for domestic and global socio-economic situation and the utmost attention it requires not only from government agencies but also on part of citizens to ensure that the spread pf the virus is contained to prevent high number of fatalities in the country. However; in the successive months discussions on health issues have fallen as more attention has been given to government policies and decisions to mitigate the risks of the pandemic.

Figure 4: The Rise and Fall of Health Issues in Op-Eds



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 **June 2020**. This data was obtained after reviewing **1,892** 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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