



Edition # 29 Since Year 2015

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT ANALYSIS REPORT

May 2020

**A monthly series from Gallup & Gilani Pakistan Media Research
Wing looking at approximately 1700 Newspaper columns and
editorials**



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Content Analysis of Newspaper Articles Published During May 2020

In the 12 English and Urdu newspapers analyzed for May 2020 covering nearly 1700 opinion pieces, 'Health' and 'Social' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, June 11, 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, the main issues under discussion during May 2020 in the mainstream media belonged to the categories: 'Health' and 'Social'. Whereas topics related to 'Security', 'Law' and 'Sports' received scant attention in the 12 newspapers.

*An analysis of the content of **12** national newspapers consisting of a total of **1,729** opinion articles/columns written by various columnists was conducted for May 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 29th 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.

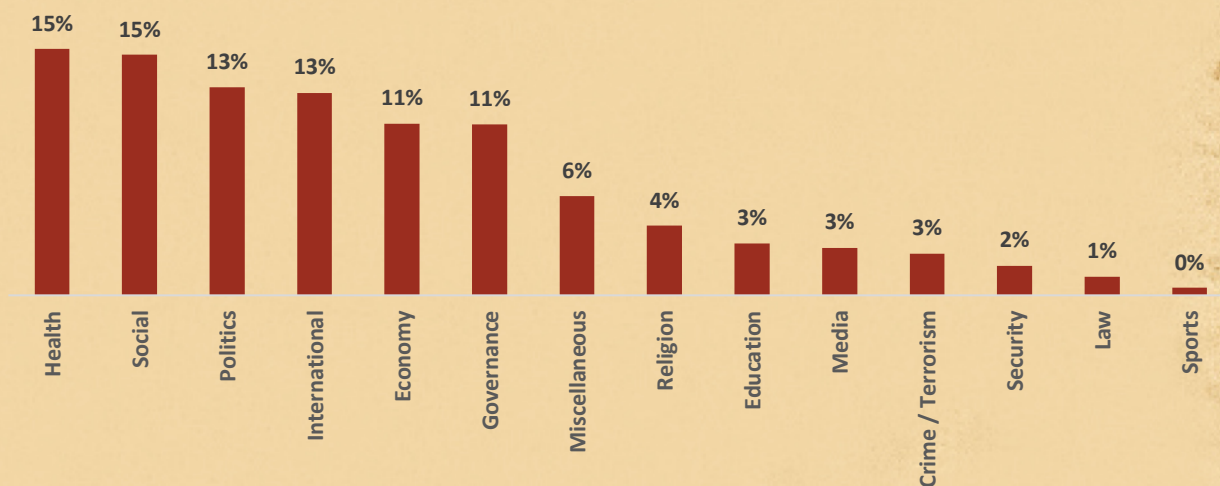
Main Topics under discussion: Health & Social took priority while discussions related to Security, Sports, and Law received scant attention.

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'.

15% of the articles each were devoted to health and social issues, followed by politics and international at **13%** each. Economy and Governance took **11%** share each, followed by miscellaneous at **6%** and religion at **4%**. While news related to media, security, education, law, crime/ terrorism and sports occupied the remaining **12%** of the space.



Figure 1: Main Topics Under Discussion in May 2020



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

Discussed within 'Health':

Health was the most discussed category for the third time in a row, taking up an overwhelming 15% of the newspaper space. In May 2020, the category 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 'Social':

Social tied with Health to be the most discussed category and discussions mainly revolved around 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 'International':

International discussed BJP's propagated Islamophobia in India on the basis of coronavirus, the continued curfew in Kashmir despite the covid-19 threat, the global economic and social impact of coronavirus and the need to continue with the peace talks in Afghanistan and President Trump's blame game with WHO.

Discussed within 'Economy':

Economy discussed artificially escalated food prices and inflation, incentives for the construction industry, debt relief, the prospects of CPEC in the midst of covid-19 challenges, the need for relief packages, oil shocks and the lowered interest rate set by The State Bank of Pakistan.

Discussed within 'Governance':

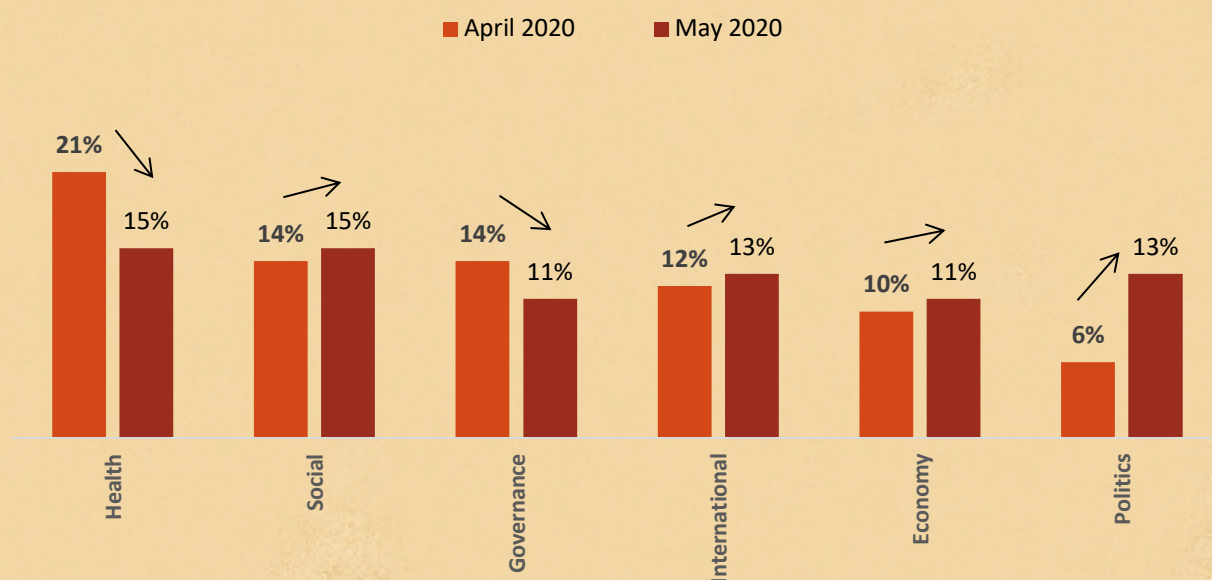
Governance category included PTI and Prime Minister's response to the pandemic, the Ehsaas relief package, Tiger Relief Force, the lifting of lockdown, and the government steps to control the spread of virus.



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 Politics saw a significant rise from 6% in April 2020 to 13% in May 2020, due to the discussions ensuing on the politicization of the pandemic, the change in the information minister by PTI and the role of establishment in the country.

Figure 2: Comparison between April & May 2020



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

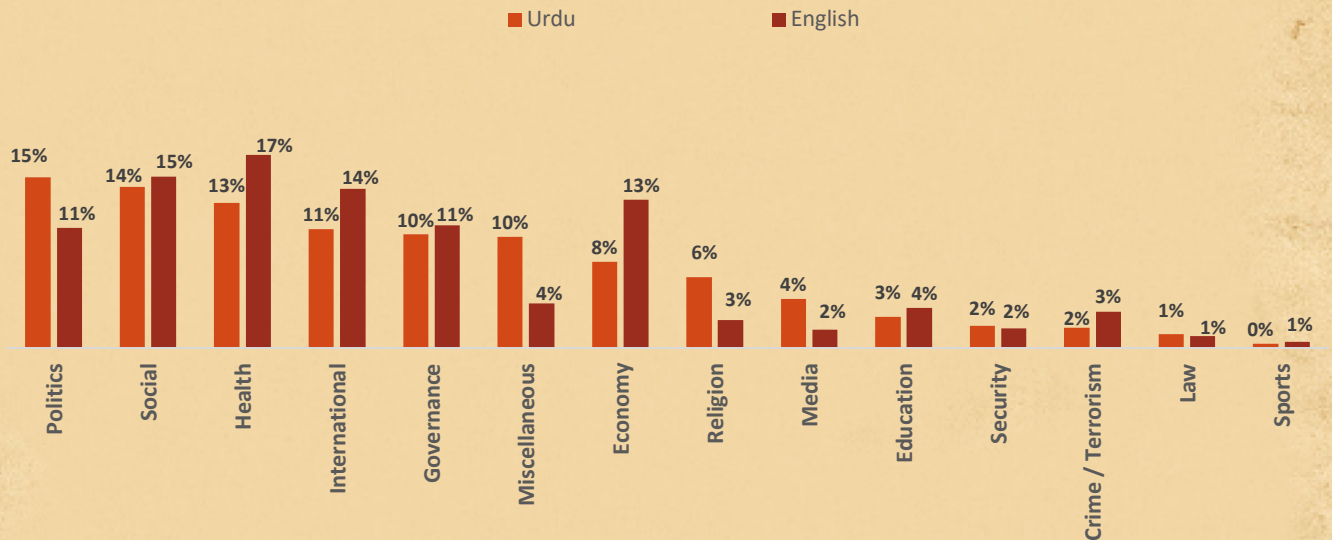
Urdu vs. English: Health, Governance and Social were the three most discussed categories in both Urdu and English newspapers.

Out of a total of **814** articles/columns written in Urdu newspapers in May 2020, majority were on topics falling under the banner of 'Politics' at **15%**, 'Social' at **14%**, followed by 'Health' at **13%**. This was followed by 'International' at **11%**, 'Governance' & 'Miscellaneous' at **10%** each and 'Economy' at **8%**. While 'Law', 'Religion', 'Sports', 'Security', 'Crime & Terrorism', 'Media', 'Education' and 'Miscellaneous' occupied the remaining **20%** share.

Out of a total of **915** articles/columns written in English during this month, the greatest share of **17%** was taken by 'Health', followed by 'Social' at **15%**, 'International' at **14%**, 'Economy' took **13%** share followed by 'Politics' at **11%**. Articles related to 'Crime & Terrorism', 'Law', 'Education', 'Security', 'Sports', 'Religion', 'Miscellaneous' and 'Media' occupied the remaining **20%** of the total newspaper space.



Figure 3: Comparison between English & Urdu Newspapers May 2020

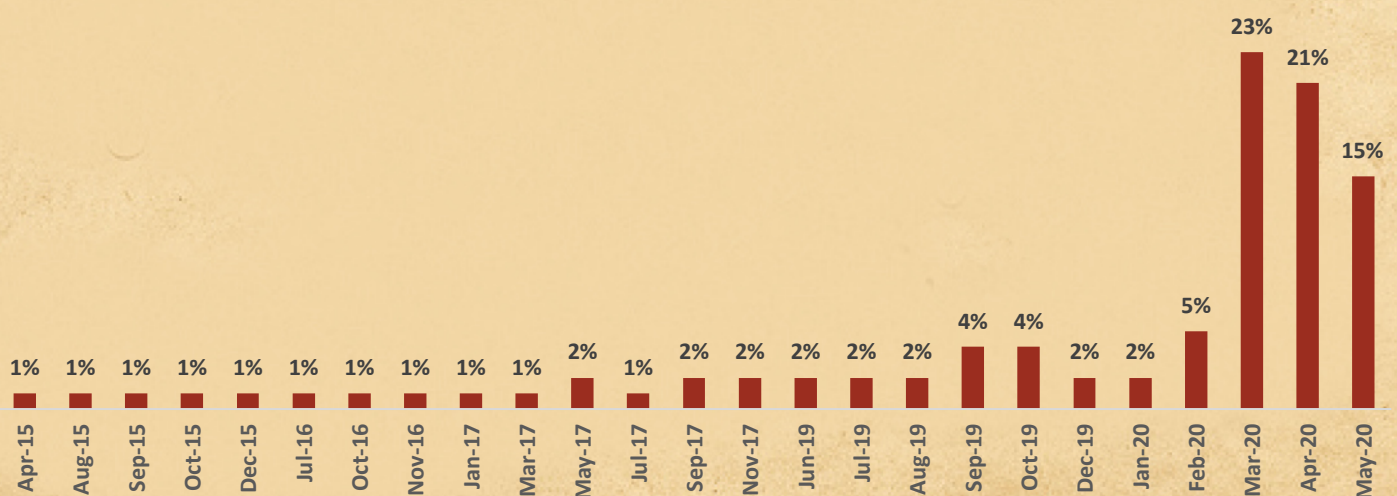


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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 has risen 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.

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 **May 2020**. This data was obtained after reviewing **1,729** 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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