

Edition #31
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

August 2020

"A monthly series from Gallup & Gilani Pakistan Media Research Wing Looking at Approximately 2100 Newspapers, Columns and Editorials"





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Content Analysis of Newspaper Articles Published During August 2020

In the 12 English and Urdu newspapers analyzed for August 2020 covering nearly 2100 opinion pieces, 'International', 'Social' and 'Governance' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, October 09, 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 August 2020 in the mainstream media belonged to the categories: 'International', 'Social' and 'Governance'. Whereas topics related to 'Security', 'Media' and 'Sports' received scant attention in the 12 newspapers.

*An analysis of the content of **12** national newspapers consisting of a total of **2,140** opinion articles/columns written by various columnists was conducted for August 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 31st 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.

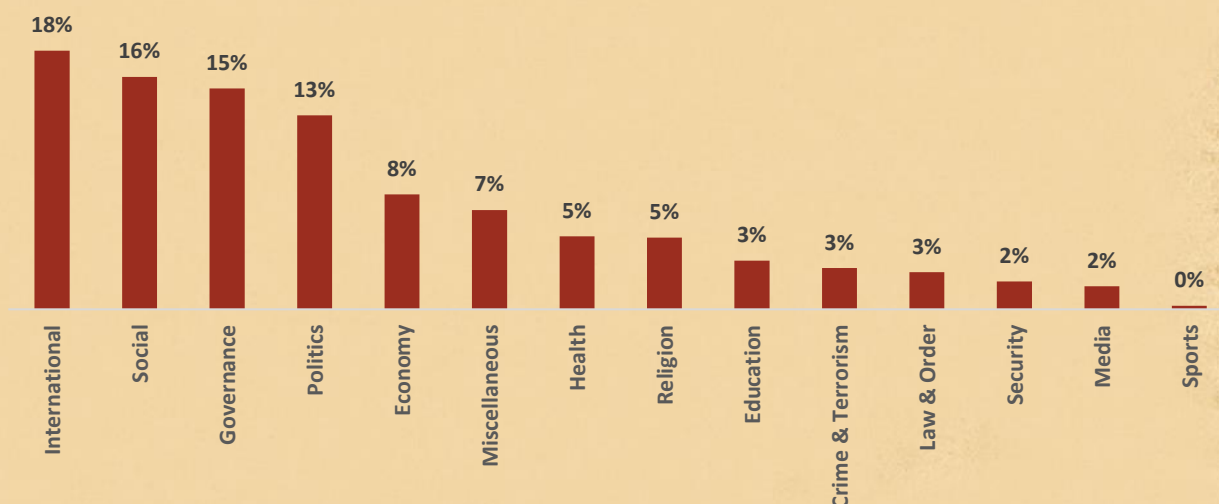
Main Topics under discussion: International & Social took priority while discussions related to Security, Sports, and Media received scant attention.

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

18% of the articles each were devoted to international issues, followed by social at **16%** and governance at **15%**. Politics occupied **13%** space while economy made up **8%** of the total share. Miscellaneous issues occupied **7%** newspaper space followed by health and religion at **5%** each, while news related to media, security, education, law, crime/ terrorism and sports occupied the remaining **13%** of the space.



Figure 1: Main Topics Under Discussion in August 2020



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

Discussed within 'International':

International category discussed BJP's divisive politics in India, the passing of another year of continued brutalities in Indian occupied Kashmir despite the COVID-19 threat, the global economic and social impact of coronavirus, and the peace talks in Afghanistan. The U.S Presidential elections 2020, and the acceptance of Israel by KSA, and renewed sanctions on Iran.

Discussed within 'Social':

Social category mostly discussed the role of society in limiting the spread of the contagion, Independence Day and the sacrifices of Muslims, public's role post-lockdown, women rights and role of women in the society.

Discussed within 'Governance':

Governance category discussed the tension between the Federal and Sindh government over the catastrophic urban flooding in Karachi, the politics surrounding CM Usman Buzdar, the completion of PTI government's 2 years in power and its achievements so far and the current foreign policy of the government.

Discussed within 'Politics':

Politics mostly discussed the politics of opposition and the likelihood of Nawaz Sharif's return to the country. The role of Chief of Army Staff in the foreign affairs of Pakistan was also discussed alongside the question of parliamentary shuffle.

Discussed within 'Economy':

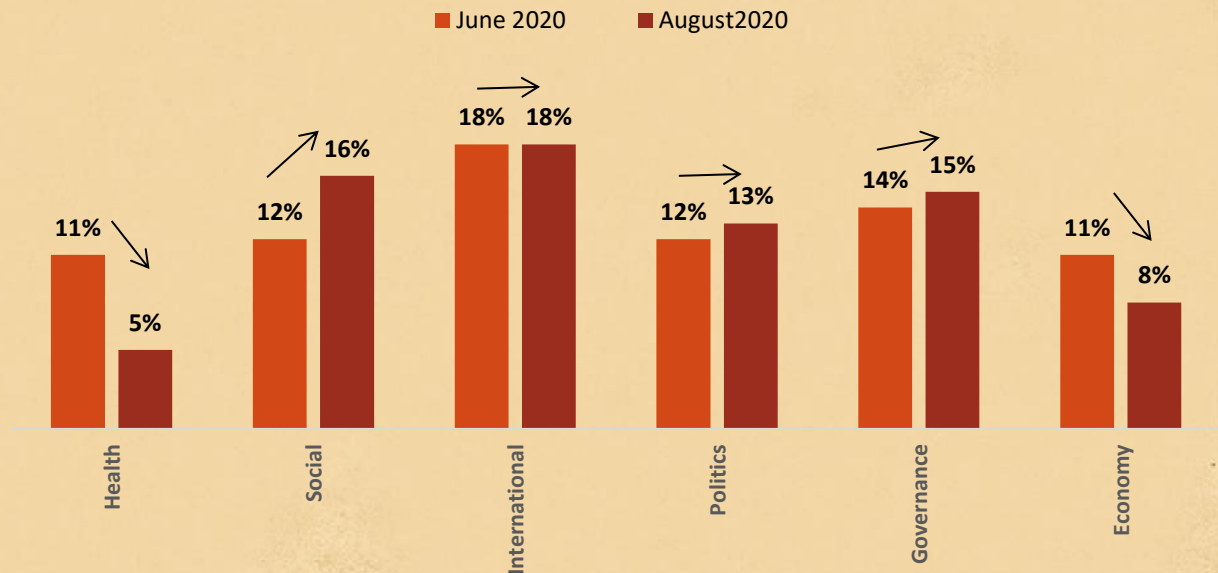
Economy discussed the effects of pandemic on the economy, unemployment, debt relief and tax exemptions, the prospects of CPEC in the midst of COVID-19 challenges, the need for relief packages, sugar mafia and artificial price inflation in the food market.



In comparison with the previous month:

In June 2020, 'International' and 'Governance' were the top discussed categories due to Federal government's budget announcement 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. In August, the amount of attention given to Health since June has halved while 'International' has remained the most discussed category.

Figure 2: Comparison between June & August 2020



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

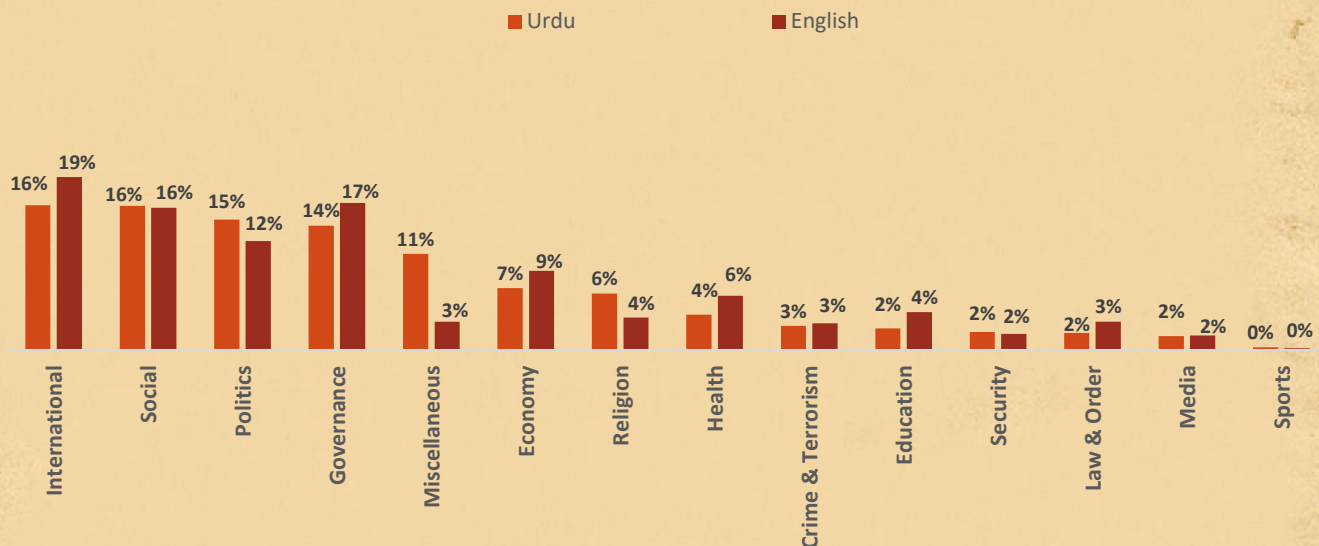
Urdu vs. English: International was the most discussed category in both English & while both International and Social tied for the most discussed category in Urdu newspapers

Out of a total of **1,038** articles/columns written in Urdu newspapers in August 2020, majority were on topics falling under the banner of 'Social' and 'International' at **16%** each, followed by 'Politics' at **15%** and 'Governance' at **14%**. 'Miscellaneous' issues occupied **11%** space followed by 'Economy' at **7%**. While 'Law', 'Religion', 'Sports', 'Security', 'Crime & Terrorism', 'Media', and 'Education' occupied the remaining **21%** share.

Out of a total of **1,102** articles/columns written in English during this month, the greatest share of **19%** was occupied by 'International', followed by 'Governance' at **17%**, 'Social' at **16%**, followed by 'Politics' at **12%** and 'Economy' at **9%**. Articles related to 'Crime & Terrorism', 'Law', 'Education', 'Security', 'Sports', 'Religion', 'Miscellaneous' and 'Media' occupied the remaining **27%** of the total newspaper space.



Figure 3: Comparison between English & Urdu Newspapers August 2020

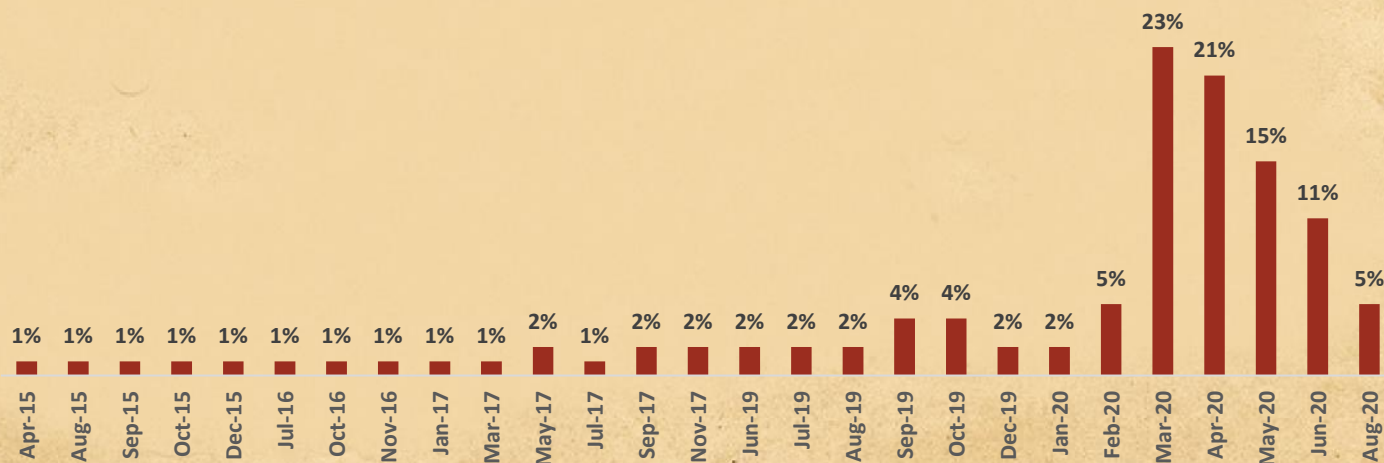


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

The discussion on Health has decreased substantially since March 2020, the beginning of pandemic in Pakistan. 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 begun. 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 of the virus is contained to prevent high number of fatalities in the country. However, in the successive months discussions on health issues have dwindled as more attention has been given to international and social issues.

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 **August 2020**. This data was obtained after reviewing **2,140** 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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