

Edition #32  
Since Year 2015



**GALLUP & GILANI PAKISTAN**

**NEWSPAPER CONTENT**

**ANALYSIS REPORT**

***September 2020***

"A monthly series from Gallup & Gilani Pakistan Media Research Wing Looking at Approximately 2600 Newspapers, Columns and Editorials"





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## Content Analysis of Newspaper Articles Published During September 2020

**In the 12 English and Urdu newspapers analyzed for September 2020 covering nearly 2600 opinion pieces, 'Politics', 'Governance' and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)**

Islamabad, November 20, 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 September 2020 in the mainstream media belonged to the categories: 'Politics', 'Governance' and 'International'. In comparison with August, articles pertaining to 'Security', 'Politics' and 'Governance' rose in number in September.

*An analysis of the content of **12** national newspapers consisting of a total of **2,596** opinion articles/columns written by various columnists was conducted for September 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 32<sup>nd</sup> 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.

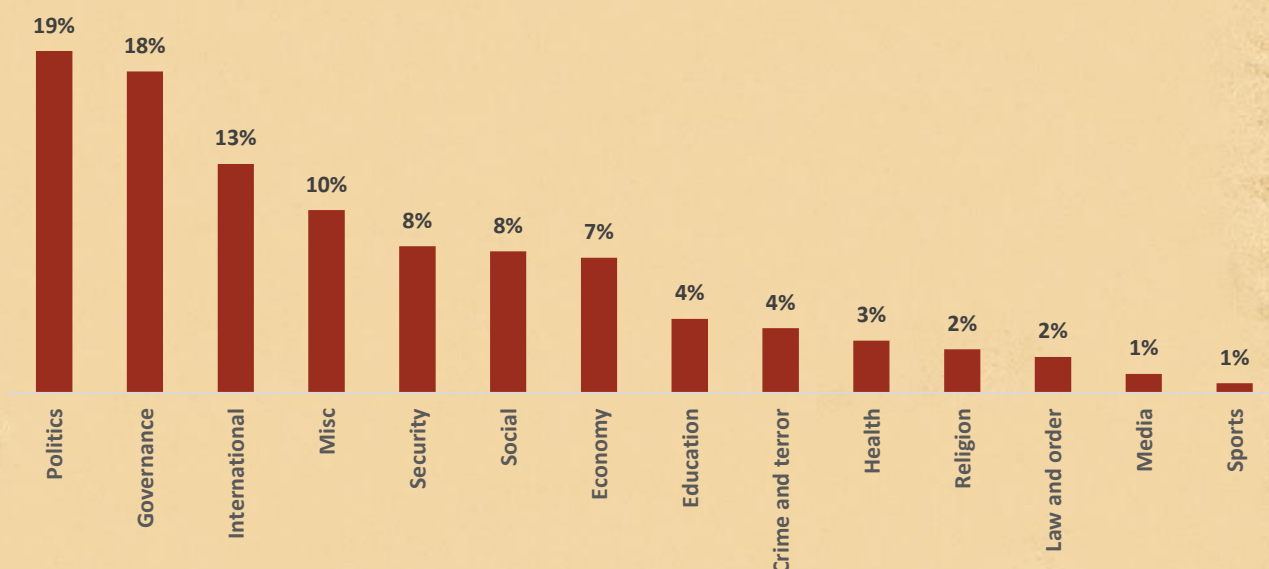
**Main Topics under discussion: Politics, Governance and International took priority while discussions related to Sports and Media received scant attention.**

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'.

**19%** of the articles each were devoted to Politics, followed by Governance at **18%** and International at **13%**. Miscellaneous occupied **10%** space while Security and Social occupied **8%** share each, followed by economy at **7%**. News related to Education, Crime & Terrorism, Health, Religion, Law & Order, Media, and Sports occupied the remaining **17%** of the space.



**Figure 1: Main Topics Under Discussion in September 2020**



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

#### **Discussed within 'Politics':**

The category of politics took center stage in newspapers in September because of a marked focus on the All Parties Conference (APC) and the role of the Pakistani political opposition. Politics surrounding the issue of Gilgit Baltistan was also discussed in many of the opinion pieces however, general discontent with the current government; the tussle between the PTI and opposition parties and the roots of the Pakistan Democratic Movement were heavily discussed.

#### **Discussed within 'Governance':**

'Governance' was a popular category in September owing to the emphasis on the government's handling of the urban flood crisis in Karachi. Many pieces focused on the relief packages announced for Karachi; the discussion was focused mostly on the question of 'Who is to blame?' for the monumental crisis and on plans to rebuild the city.

#### **Discussed within 'International':**

Naturally, with a vast variety of developments going on in the international arena, this category also remained popular. This month, there were several pieces related to the US-China rivalry, the US Presidential Election, Nineteen years of 9/11, Modi's policies, and many others.

#### **Discussed within 'Security':**

The category of security occupied much more space as compared to the previous month. The focus was on the FATF bills, Defense day and the Kashmir Challenge.

#### **Discussed within 'Crime and Terrorism':**

This section was almost primarily dominated by articles regarding the Motorway Rape case and other similar crimes across the country.

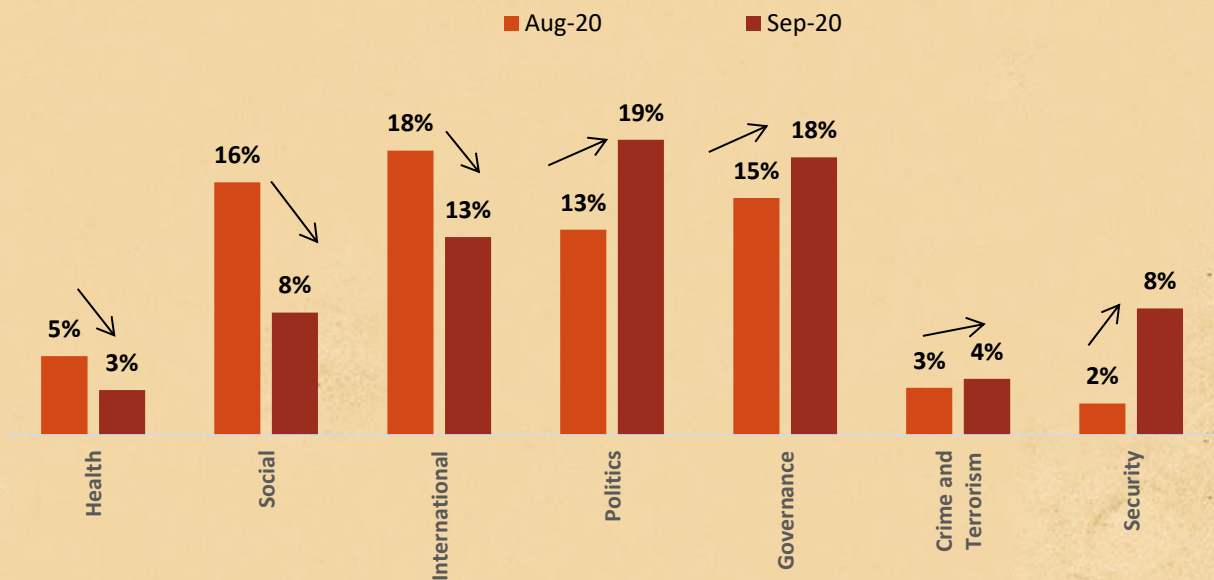




### In comparison with the previous month:

In August 2020, 'International' and 'Social' were the top discussed categories due to the global impact of Covid-19, the change in KSA's attitude towards Israel and the US Presidential election followed by coverage on limiting the contagion, Independence Day celebrations and women's rights. Governance was covered heavily in August and focal topics included governmental handling of urban flooding, Buzdar's governance and analysis of PTI's two years in power. This category became more prominent in September, as the space occupied by topics pertaining to governance increased from 15% to 18%. In September, there was much emphasis on Karachi's situation and what the way forward should be. Compared to August, security related issues have been heavily discussed in September, especially in the context of the FATF bills and the situation in Kashmir.

**Figure 2: Comparison between August and September 2020**



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

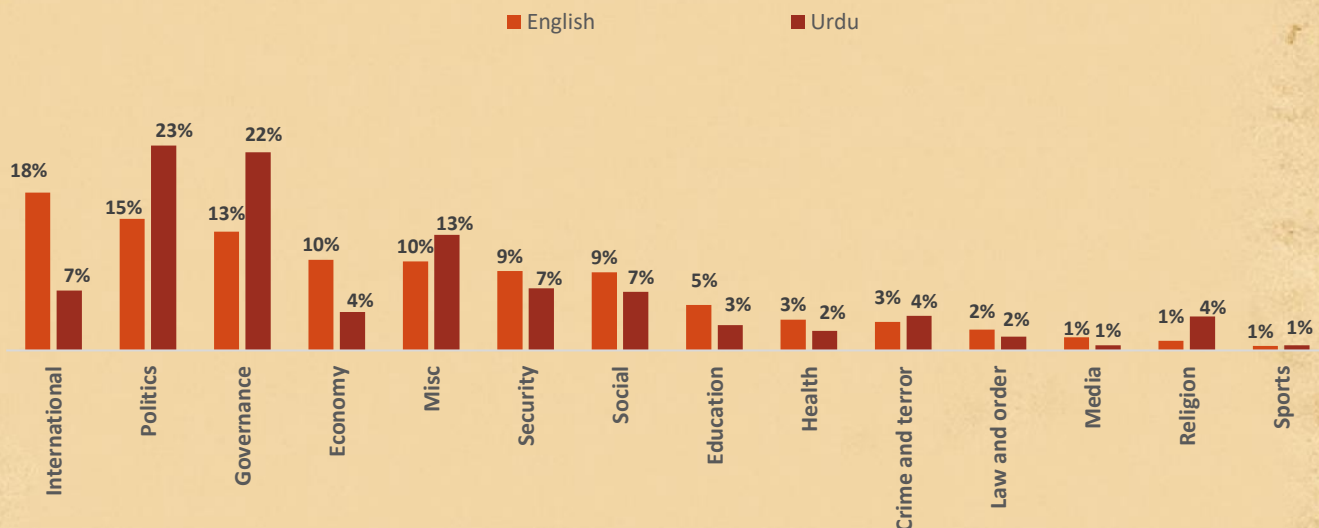
**Urdu vs. English: International was the most discussed category in English while Politics and Governance occupied the most space in Urdu newspapers.**

Out of a total of **1,230** articles/columns written in Urdu newspapers in September 2020, majority were on topics falling under the banner of 'Politics' at **23%** and 'Governance' at **22%**. 'Miscellaneous' issues occupied **13%** space followed by 'International', 'Security' and 'Social' at **7%** each.

Out of a total of **1,365** articles/columns written in English during this month, the greatest share of **18%** was occupied by 'International', followed by 'Politics' at **15%**, 'Governance' at **13%**, and 'Economy' at **10%**. Security and Social issues occupied **9%** space each in English newspapers.



**Figure 3: Comparison between English & Urdu Newspapers  
September 2020**

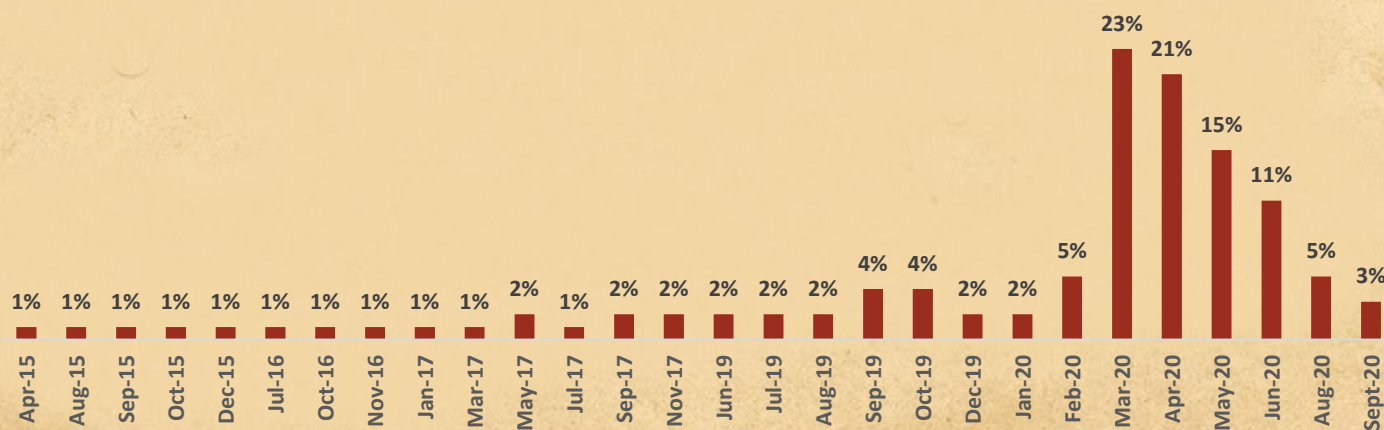


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy  
([www.gallup.com.pk](http://www.gallup.com.pk), [www.gilanifoundation.com](http://www.gilanifoundation.com))

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

The discussion on Health remained high in the peak months of the pandemic i.e. March (23%), April (21%), May (15%). However, health related articles started taking less space gradually with 11% in June and a dramatic fall to 5% in August and 3% in September. Despite the fears of a second wave entering the sphere with rising cases, coupled with the lack of adherence to SOPs, health issues are no longer occupying substantial space in newspapers. Health had 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 the Coronavirus pandemic has proven to be. However, in the successive months discussions on health issues have dwindled as seemingly more pertinent issues have come into the limelight.

**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](http://www.gallup.com.pk), [www.gilanifoundation.com](http://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](mailto: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 the opinion leaders/ shapers are 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 **September 2020**. This data was obtained after reviewing **2,596** 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](http://www.gallup.com.pk)

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