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Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

November, 2020

"A monthly series from Gallup & Gilani Pakistan Media Research Wing Looking at Approximately 2700 Newspapers, Columns and Editorials"





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Content Analysis of Newspaper Articles Published During November 2020

In the 12 English and Urdu newspapers analyzed for November 2020 covering nearly 2700 opinion pieces, the categories of 'International' and 'Politics' dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, December 18, 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 November 2020 in the mainstream media belonged to the categories: 'Politics', 'International' and 'Social'. The main rise compared to October was in the articles pertaining to the 'International' category.

*An analysis of the content of **12** national newspapers consisting of a total of **2,664** opinion articles/columns written by various columnists was conducted for November 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 34th 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.

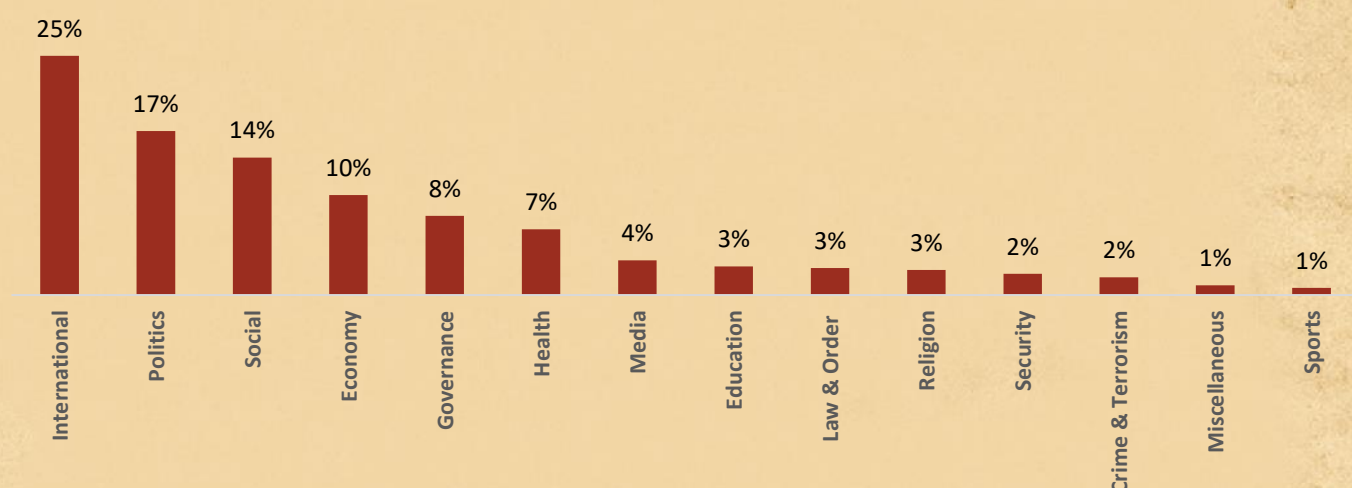
Main Topics under discussion: Politics, Social and International took priority while discussions related to Sports, Security, and Crime and Terrorism received scant attention.

The topics discussed in these opinion articles/columns were categorized into **14** broad themes: 'Politics', 'Security', 'Media', 'Law and Order', 'Economy', 'Governance', 'International', 'Social', 'Sports', 'Health', 'Education', 'Religion', 'Crime/Terrorism, and 'Miscellaneous'.

25% of the articles were devoted to 'International', followed by 'Politics' at **17%** and 'Social' at **14%**. 'Economy' occupied **10%** space while 'Governance' made up **8%** of the total share. Health occupied **7%** of the newspaper space, followed by 'Media' at **4%**. 'Education', 'Law and Order' and 'Religion' were at **3%** each while 'Security', 'Crime and Terrorism' took **2%** space each while 'Miscellaneous' and 'Sports' took up **1%** space each.



Figure 1: Main Topics Under Discussion in November 2020



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

Discussed within 'International':

The 'International' category took center stage in newspapers in November because of reflections over election results in the United States, violence in Kashmir, the OIC resolution on Kashmir, the Iranian Foreign Minister's visit to Pakistan, Islamophobia in France, the UAE visa suspension, the issue of Israel recognition and potential Indian terrorism in Pakistan.

Discussed within 'Politics':

'Politics' was a popular category in November owing to abundant discussion surrounding Ayaz Sadiq's statement, Gilgit Baltistan Provincial Elections, PDM rallies, and Khadim Rizvi's demise. Punjab's cabinet reshuffle, politicizing the pandemic, billionaires in parliament and crude level of politics were also greatly discussed.

Discussed within 'Social':

This category was primarily dominated by content surrounding gender, climate change, pollution, and smog. Other topics included were indecent content in social media, upbringing of children, rights of minorities, gender-based violence and departure of the elephant Kaavan.

Discussed within 'Economy':

The category of 'Economy' occupied a lot of space mainly due to discussion on the IMF program, Pakistan's continued place in the FATF grey-list, protesting farmers, CPEC, and growing debt. Other topics discussed were foreign aid, Start-Ups, overseas job loss, FDI challenges and broadening the tax base.

Discussed within 'Governance':

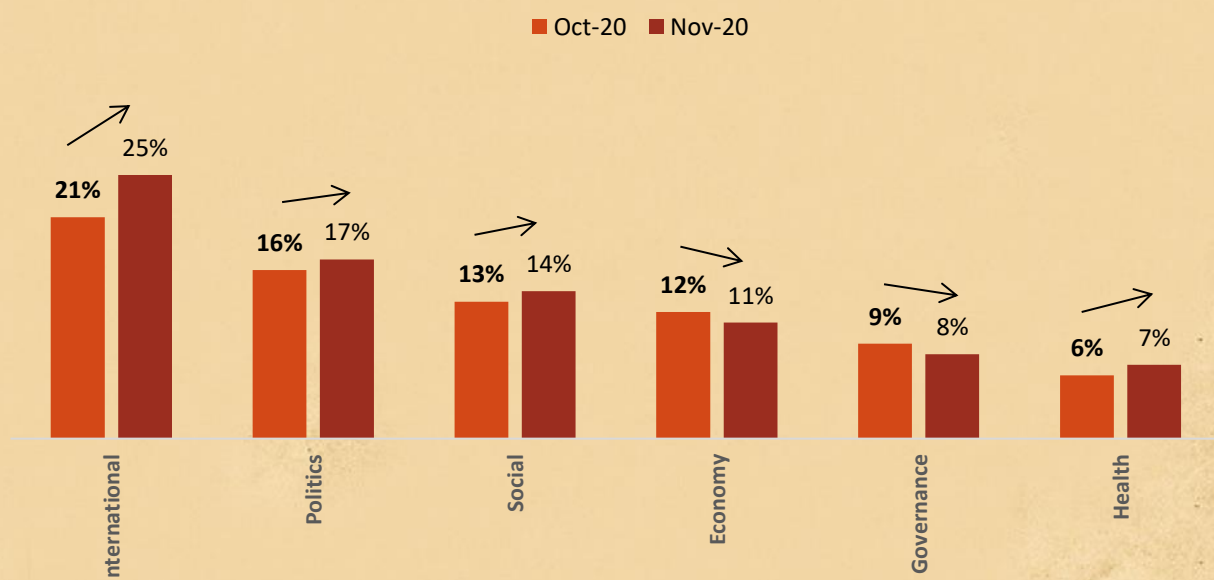
The category of 'Governance' mostly discussed the possibility of Gilgit-Baltistan's provincial status, inflation, plight of farmers, the politics of Punjab, and the need for Prime Minister Imran Khan to focus his attention on more pressing issues. Other topics included, housing projects, stressed bureaucracy and need for better governance policies.



In comparison with the previous month:

In November 2020, like last month, 'International' and 'Politics' remain the topmost discussed categories. While main topics covered in October under international were the 2020 United States Elections, Kashmir Black Day, Dr. Abdullah Abdullah's visit to Pakistan, Imran Khan's address to the General Assembly; in November the focus has shifted towards rising Islamophobia, the Iranian Foreign Minister Javad Zarif's visit to Pakistan, UAE Visa suspension, and the Israel recognition issue. Like October, 'Politics' in November mostly discussed the discourse regarding PDM activities, sedition charges against Nawaz Sharif, and the island controversy between Federal and Sindh governments, the Gilgit Baltistan Provincial Elections and the possible provincial status of GB.

Figure 2: Comparison between October and November 2020



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

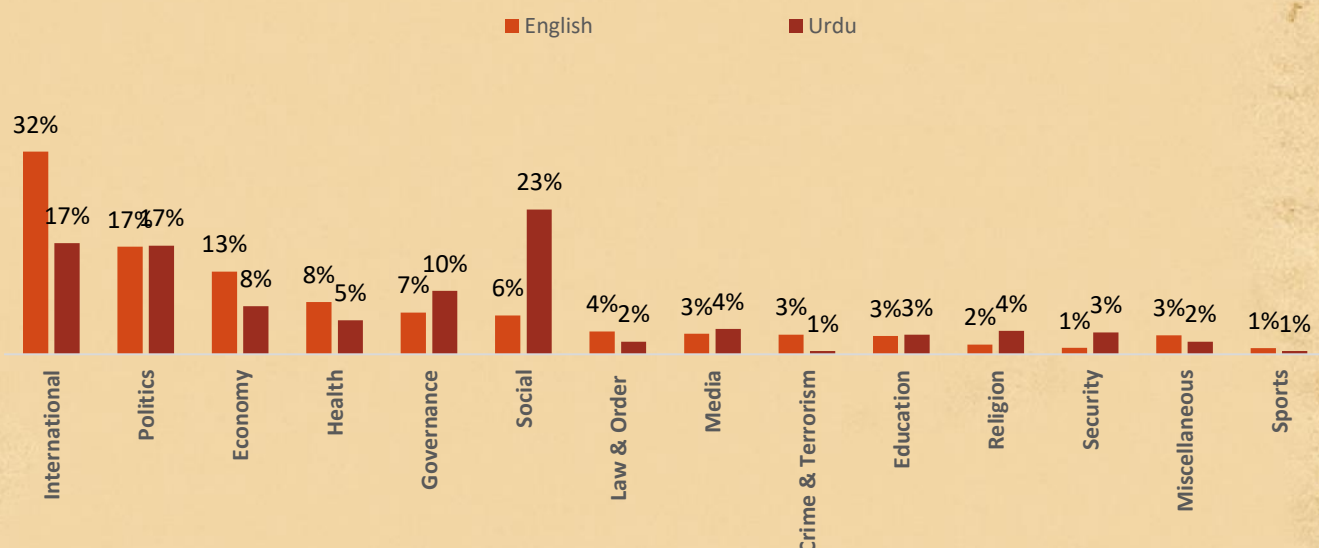
Urdu vs. English: 'International' was the most discussed category in English while 'Social', 'Politics', and 'International' occupied the most space in Urdu newspapers.

Out of a total of **1,305** articles/columns written in Urdu newspapers in November 2020, majority were on topics falling under the banner of 'Social' at **23%**, 'Politics' at **17%**. And 'International' at **17%**. 'Governance' occupied **10%** space followed by 'Economy' at **8%**, 'Health' at **6%**, and 'Media', 'Religion' and 'Security' at **4%** each.

Out of a total of **1,359** articles/columns written in English during this month, the greatest share of **32%** was occupied by 'International', followed by 'Politics' at **17%**, and 'Economy' at **13%**. 'Health' occupied **8%**, Governance occupied **7%** and 'Social' occupied **6%** in English newspapers.



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

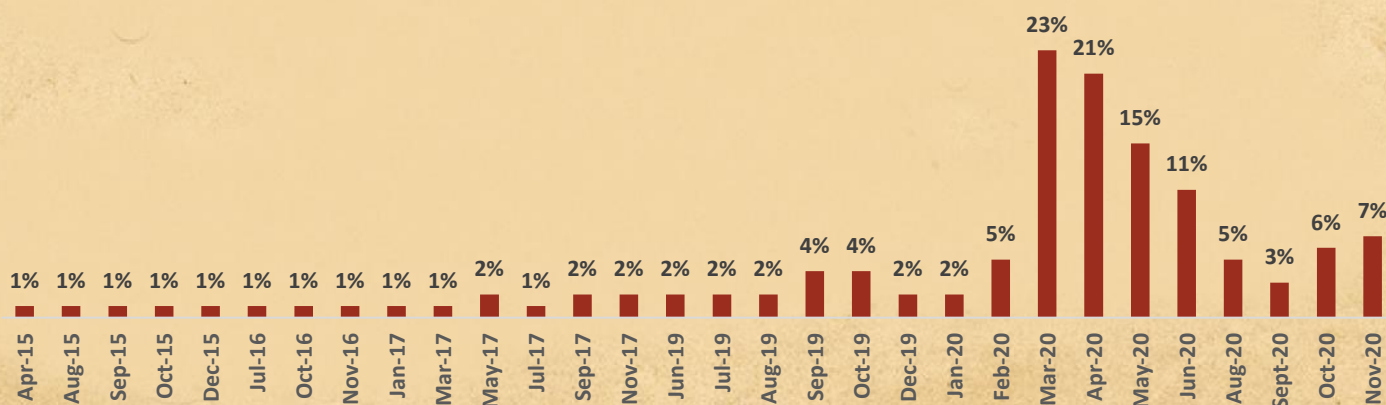


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

The discussion on Health 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 fact that fears of a second-wave are entering the sphere and cases seem to be rising again, 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. While in the successive months discussions on health issues have dwindled as seemingly more pertinent issues have come into the limelight, however the health discussions once again seem to be gaining momentum.

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 **November 2020**. This data was obtained after reviewing **2,664** 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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