

Edition #35
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

December, 2020

"A monthly series from Gallup & Gilani Pakistan Media Research Wing Looking at Approximately 2500 Newspapers, Columns and Editorials"





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Content Analysis of Newspaper Articles Published During December 2020

In the 12 English and Urdu newspapers analyzed for December 2020 covering nearly 2800 opinion pieces, the categories of 'Politics', 'Social', and 'International' dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, February 8, 2021

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 December 2020 in the mainstream media belonged to the categories: 'Politics', 'Social' and 'International'. The main rise compared to November was in articles related to politics.

*A content analysis of **12** national newspapers consisting of a total of **2,747** opinion articles/columns written by various columnists was conducted for December 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 35th 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.

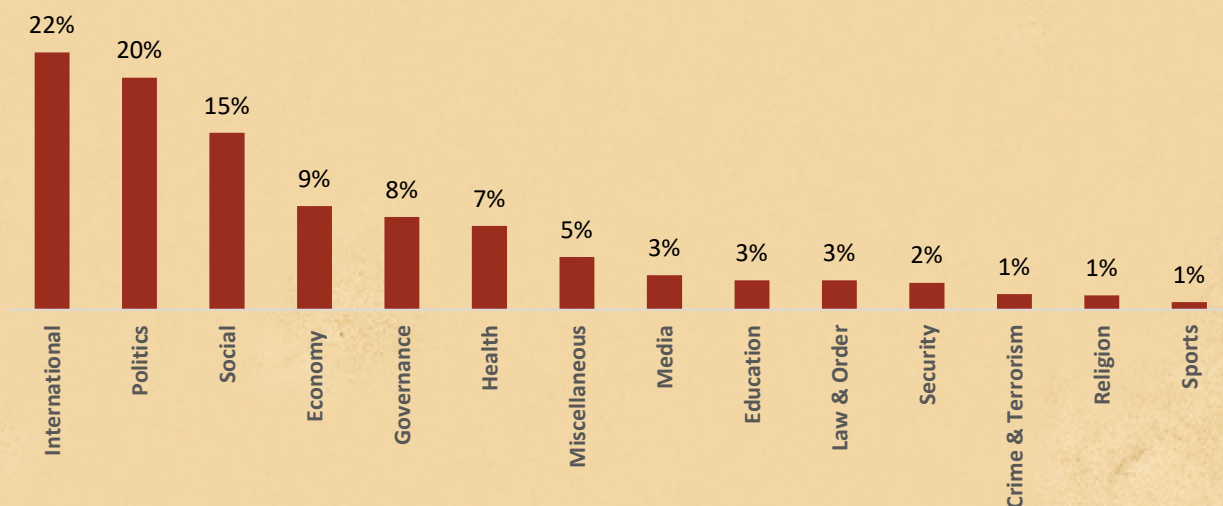
Main Topics under discussion: Politics, Social and International took priority while discussions related to Sports, Religion, and Crime and Terrorism received little attention.

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'.



22% of the articles were devoted to 'International', followed by 'Politics' at 20% and 'Social' at 15%. 'Economy' occupied 9% of the space while 'Governance' made up 8% of the total share. Health occupied 7% of the newspaper space, followed by miscellaneous topics at 5%. 'Education', 'Law and Order' and 'Media' were at 3% while 'Security' took up approximately 2%. With the least amount, 'Crime and Terrorism', 'Religion', and 'Sports' each occupied nearly 1%. The most significant increase in space compared to November was in 'Politics' (a 3% shift from 17% to 20% this month). The upward shift in share of articles covering political themes can be attributed to increased discussion surrounding PDM activity, resignation talk, the proposal for early Senate elections and show of hands voting, Aseefa Bhutto's entrance into politics, and Benazir Bhutto's death anniversary.

Figure 1: Main Topics Under Discussion in December 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 December because of reflections over farmers' protests in India; India's disinformation campaign; US Presidential politics; relations with China, Bangladesh and Afghanistan; and Brexit.

Discussed within 'Politics':

Political issues took up significant space in December. This was mainly due to discussion surrounding the PDM, proposal for early Senate Elections and show of hands voting. Massive attention was also given to Aseefa Bhutto's entry into politics and Benazir Bhutto's death anniversary.

Discussed within 'Social':

This category was primarily dominated by content surrounding Kaavan, climate change, human rights, and gender.



Discussed within 'Economy':

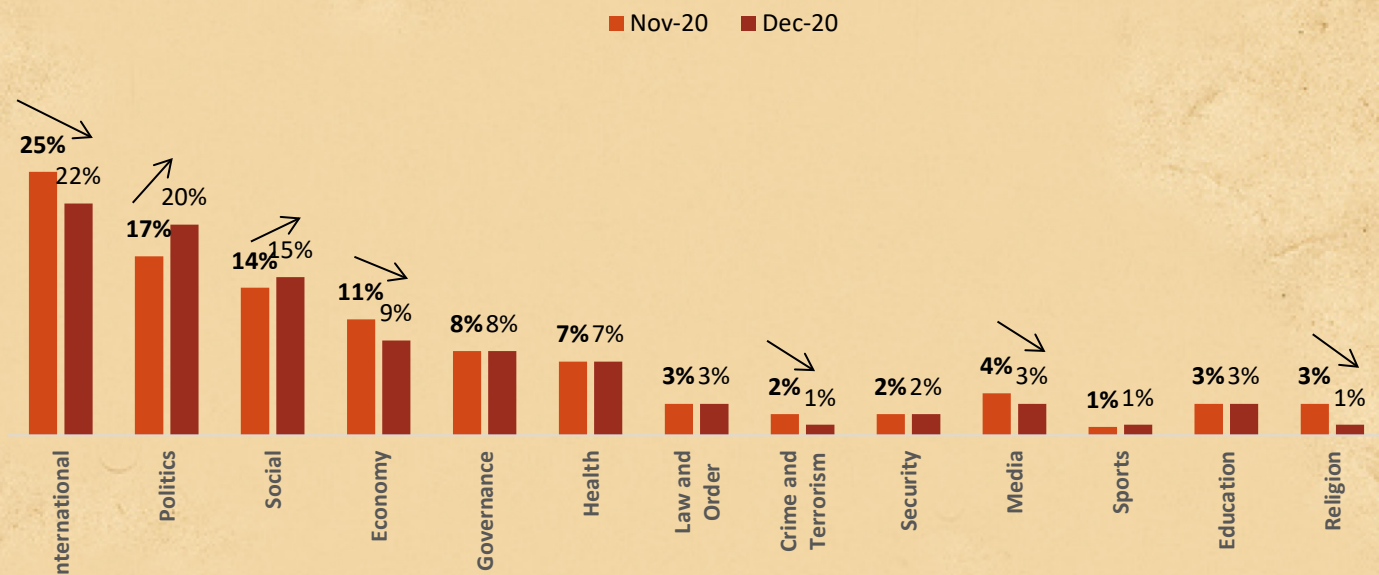
The category of 'Economy' occupied a lot of space mainly due to discussion on tax revenue collection; debt; the LNG fiasco; the oil report; and the gas crisis.

In comparison with the previous month:

In November 2020, 'International' was the top discussed categories, with the categorical shares rising by 4% compared to October 2020. The 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 were heavily discussed contributing to the large newspaper space occupation of 'International'.

'Politics' was a popular category due to the discourse regarding Ayaz Sadiq's statement, Gilgit Baltistan Elections, PDM rallies, and Khadim Rizvi's demise. Social themes were also heavily covered, with many pieces related to gender, climate change, pollution and smog. The category of 'Economy' occupied space and was largely related to the IMF program, Pakistan's continued place in the FATF grey-list, CPEC, and growing debt.

Figure 2: Comparison between November and December 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', and 'Politics' occupied the most space in Urdu newspapers.

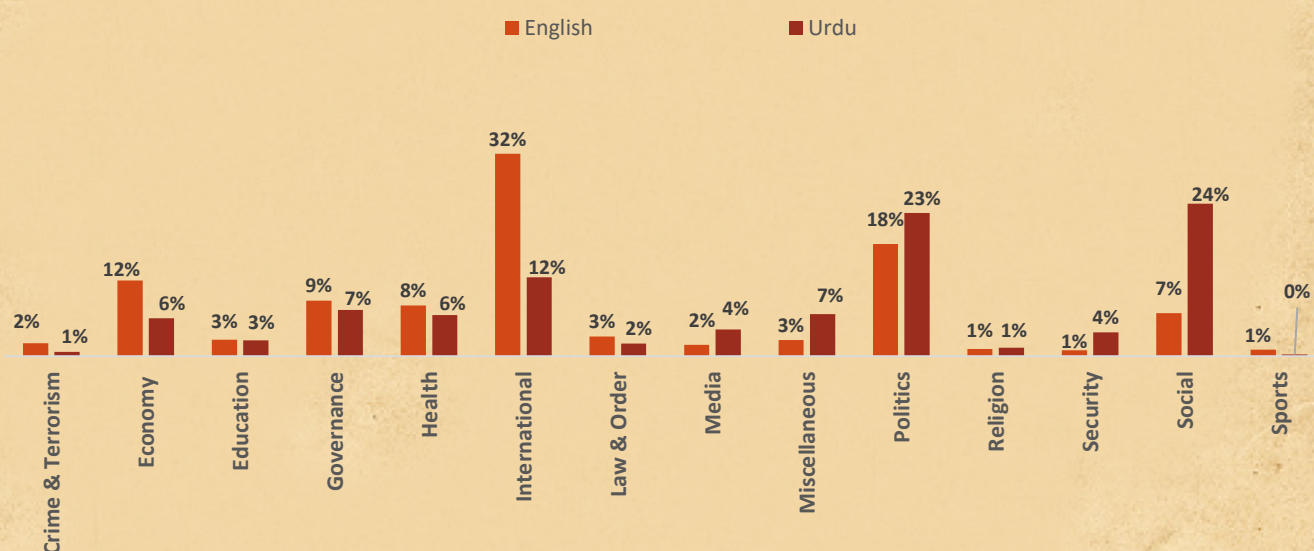
Out of a total of **1,359** articles/columns written in Urdu newspapers in December 2020, majority were on topics falling under the banner of 'Social' and 'Politics' at **23%** each.



'International' occupied **12%** space followed by 'Governance' at **7%**, 'Health' and 'Economy' at **6%**, and 'Media' and 'Security' at **4%** each.

Out of a total of **1,388** articles/columns written in English during this month, the greatest share of **32%** was occupied by 'International', followed by 'Politics' at **18%**, and 'Economy' at **12%**. 'Governance' occupied **9%**, 'Health' occupied **8%**, and 'Social' occupied **7%** in English newspapers.

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



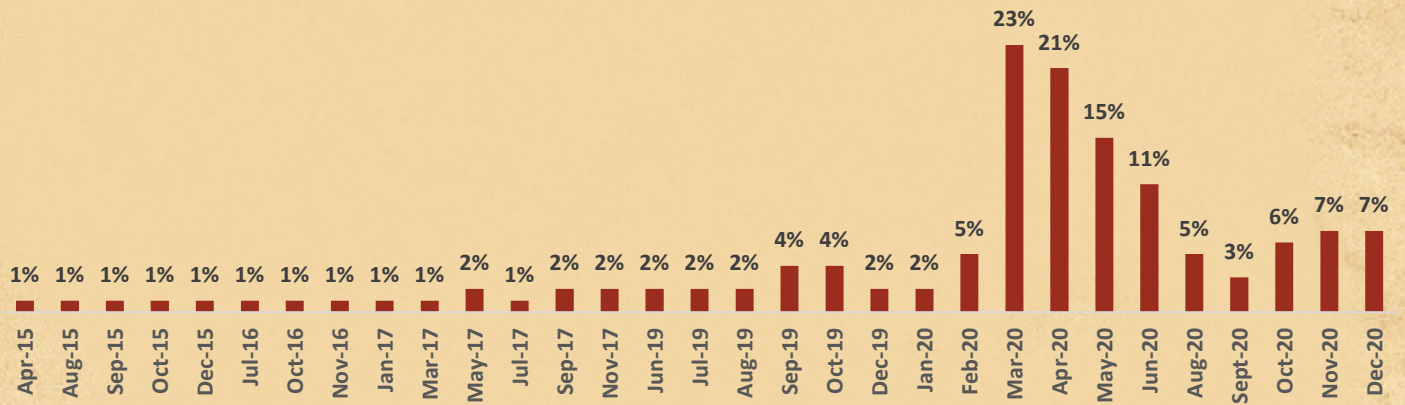
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

While discussion on health was at an all-time high in the prime months of the pandemic i.e. March (23%), April (21%), May(15%), health related articles had started taking less space gradually with 11% in June and a dramatic fall to 5% in August and 3% in September. Earlier, 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. It is noteworthy that because of discussions surrounding the second wave and the coronavirus vaccination, this category is once again gaining momentum as we witnessed a rise in the space occupied by health-related articles from 3% in September to 7% in December.



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. Natasha Amir at natasha@gallupakistan.com

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 **December 2020**. This data was obtained after reviewing **2,474** 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

For any queries please contact:

Ms. Natasha Amir
Research Executive

Phone: +92-51-2655630

E-mail: natasha@gallupakistan.com

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Contact Details:
Islamabad : +92 51 2655630
Email: isb@gallup.com.pk
www.gallup.com.pk