

Edition #36
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

January, 2021

"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 January 2021

In the 12 English and Urdu newspapers analyzed for January 2021 covering nearly 2800 opinion pieces, the categories of 'International', 'Politics', and 'Governance' dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, March 10th, 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 January 2021 in the mainstream media belonged to the categories: 'International', 'Politics' and 'Governance'. The main rise compared to December was in articles related to Governance.

*A content analysis of **12** national newspapers consisting of a total of **2,879** opinion articles/columns written by various columnists was conducted for January 2021. This is part of Gallup & Gilani Pakistan Media Research Division's initiative to empirically understand opinion leaders' views on national issues.*

This is the 36th 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.

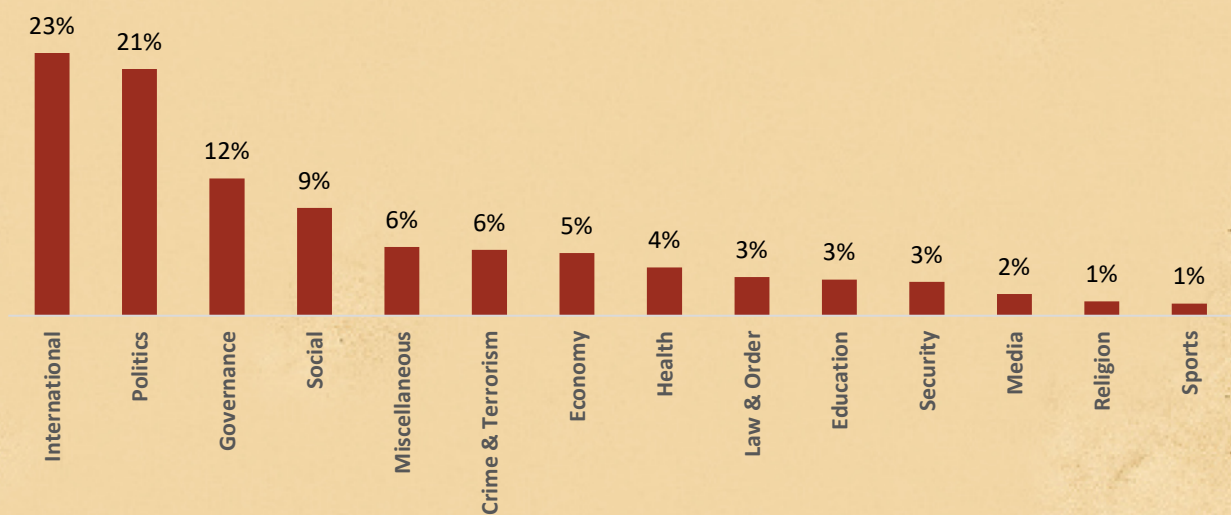
Main Topics under discussion: International, Politics and Governance took priority while discussions related to Sports, Media, and Religion received little attention.

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'.



23% of the articles were devoted to 'International', followed by 'Politics' at **21%** and 'Governance' at **12%**. 'Social' occupied **9%** of the space while miscellaneous topics and Crime and Terrorism each made up **6%** of the total share. 'Economy' occupied **5%** of the newspaper space, followed by 'Health' at **4%**. 'Law and Order', 'Education', and 'Security' were at **3%** while 'Media' took up approximately **2%**. With the least amount, 'Religion', and 'Sports' each occupied nearly **1%**. The most significant increase in space compared to December was in 'Governance' (a 4% shift from 8% to 12% this month). The upward shift in share of articles covering governance themes can be attributed to increased discussion surrounding NAB, bureaucratic reforms, gas shortages, the power breakdown, fighting corruption, and PIA troubles.

Figure 1: Main Topics Under Discussion in January 2021



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 January because of reflections over Trump and Biden politics; violence in Afghanistan; the Kashmir issue; human rights violations, farmer protests, and events in Israel and China.

Discussed within 'Politics':

'Politics' was a popular category in January owing to abundant discussion surrounding PDM activity, the Broadsheet scandal, political accountability, and the PM's visit to Quetta regarding the Mach tragedy.

Discussed within 'Governance':

The category of 'Governance' occupied a lot of space mainly due to discussion on NAB, bureaucratic reforms, gas shortages, the power breakdown, fighting corruption, and PIA troubles.



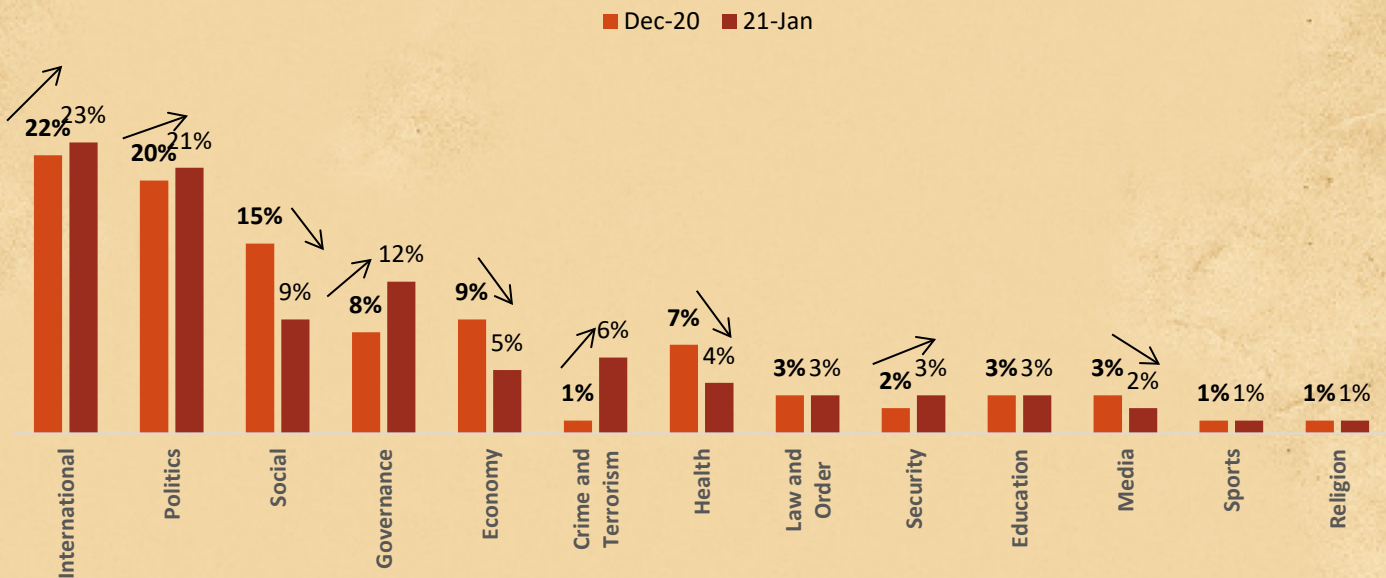
Discussed within ‘Social’:

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

In comparison with the previous month:

In December 2020, ‘International’ was a popular category due to the discourse regarding farmers’ protests in India; India’s disinformation campaign; US Presidential politics; relations with China, Bangladesh and Afghanistan; and Brexit. Political themes were also heavily covered, with many pieces related to PDM activity, resignation talk, the proposal for early Senate elections and show of hands voting, Aseefa Bhuotto’s entrance into politics, and Benzair Bhutto’s death anniversary. The category of ‘Social’ occupied a lot of space and was largely related to Kaavan, climate change, human rights, and gender. The category of ‘Economy’ was primarily dominated by content surrounding tax revenue collection, debt, the LNG fiasco, the oil report, and the gas crisis

Figure 2: Comparison between December 2020 and January 2021



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

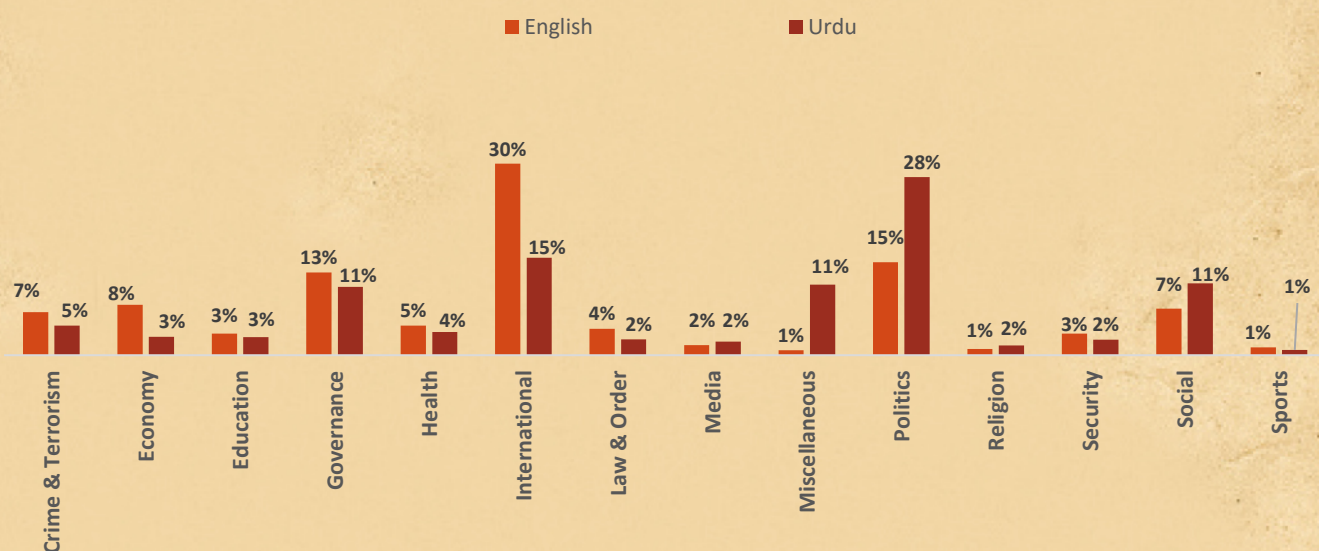


Urdu vs. English: 'International' was the most discussed category in English while 'Politics' occupied the most space in Urdu newspapers.

Out of a total of **1,442** articles/columns written in Urdu newspapers in January 2021, majority were on topics falling under the banner of 'Politics' at **28%** and 'International' at **15%**. 'Social', 'Miscellaneous', and 'Governance' occupied **11%** each followed by 'Crime & Terrorism' at **5%**, 'Health' at **4%** and 'Economy', 'Education', and 'Law and Order' at **3%** each. 'Media', 'Religion' and 'Security' were at **2%** while Sports was at **1%**.

Out of a total of **1,437** articles/columns written in English during this month, the greatest share of **30%** was occupied by 'International', followed by 'Politics' at **15%**, and 'Governance' at **13%**. 'Economy' was at **8%** while 'Social' and 'Crime and Terrorism' were at **7%** each. 'Health' occupied **5%**. 'Education' and 'Law and Order' took up **4%**. 'Security' was at **3%**, 'Media' at **2%** and 'Religion', 'Sports', and 'Miscellaneous' were **1%** each.

Figure 3: Comparison between English & Urdu Newspapers
January 2021



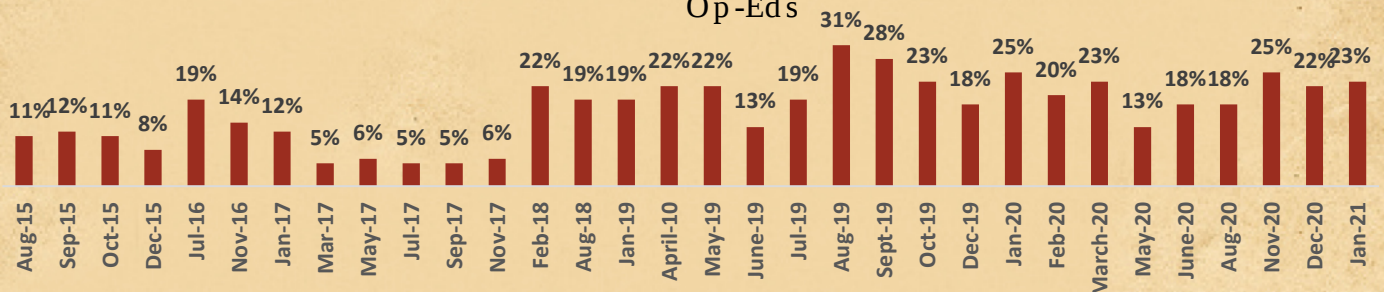
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)



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

The discussion on International issues is dependent upon the ever-changing scenarios in the international arena. This category garnered increasing attention from Feb 2018 onwards, due to initiation of US-Taliban peace talks, election of a new South African President, Boko Haram attack in Nigeria, U.S' controversial plan to open an embassy in Jerusalem and increasing U.S sanction on North Korea. A sharp rise in the International news in the past year is attributed to the increasing tensions between Pakistan and India over the Kashmir issue and the US-Iran tension. Overall, public interest in international news fluctuates over the months as they are continuously shaped by recent events that influence general debate and opinions. The months of November '20, December '20 and January '21 have witnessed an increase in the space occupied by international news/articles because of reflections over the US elections, the OIC resolution on Kashmir, the UAE visa suspension, issue of Israel recognition and farmers' protest in India. Continued attention has been given to the Kashmir issue and the ongoing human rights violations.

Figure 4: The Rise and Fall of Discussions on International 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 **January 2021**. This data was obtained after reviewing **2,996** 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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