

Edition #38
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

June 2021

A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at approximately 2500 Newspaper columns and editorials



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Content Analysis of Newspaper Articles Published During June 2021

In the 12 English and Urdu newspapers analyzed for June 2021 covering nearly 2800 opinion pieces, 'Politics', 'Social', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, August 30, 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 June 2021 in the mainstream media belonged to the categories: 'International', 'Economy', 'Social', and 'Politics'.

An analysis of the content of 12 national newspapers consisting of a total of 2,831 opinion articles/columns written by various columnists was conducted for June 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 38th 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.

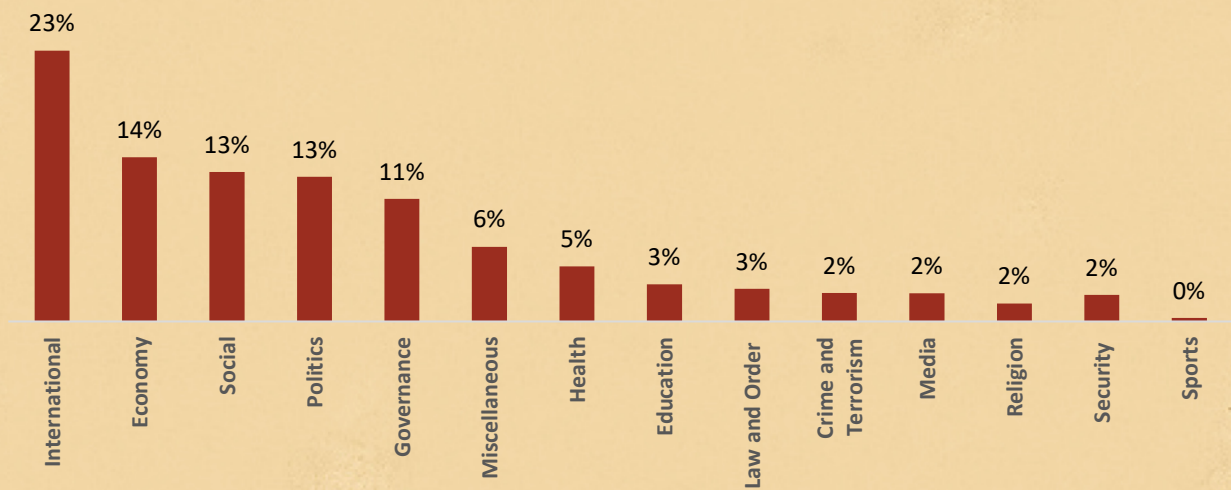
Main Topics under discussion: International, Economy, Social, and Politics took priority while discussions related to Sports and Religion received scant attention.

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'.



23% of the articles each were devoted to 'International', followed by 'Economy' at 14% and 'Social' at 13%. 'Politics' occupied 13% space while 'Governance' made up 11% of the total share. Health occupied 5% of the newspaper space, followed by 'Education' and 'Law and Order' at 3%. 'Crime and Terrorism', 'Media', 'Religion', and 'Security' were at 2% each. 'Sports' was at 0.3%.

Figure 1: Main Topics Under Discussion in June 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 June because of reflections over violence in Palestine; the Kashmir dispute; the US withdrawal from Afghanistan, Pakistan’s relationship with the US, and Imran Khan’s refusal to allow US bases in Pakistan; China; India; Islamophobia; and US-China dynamics, especially in light of the G7 summit.

Discussed within 'Economy':

The category of 'Economy' occupied a lot of space mainly due to discussion on the budget, CPEC, and FATF.

Discussed within 'Social':

This category was primarily dominated by content surrounding climate change, Malala’s British Vogue interview, Imran Khan’s controversial views on sexual violence, and gender.

Discussed within 'Politics':

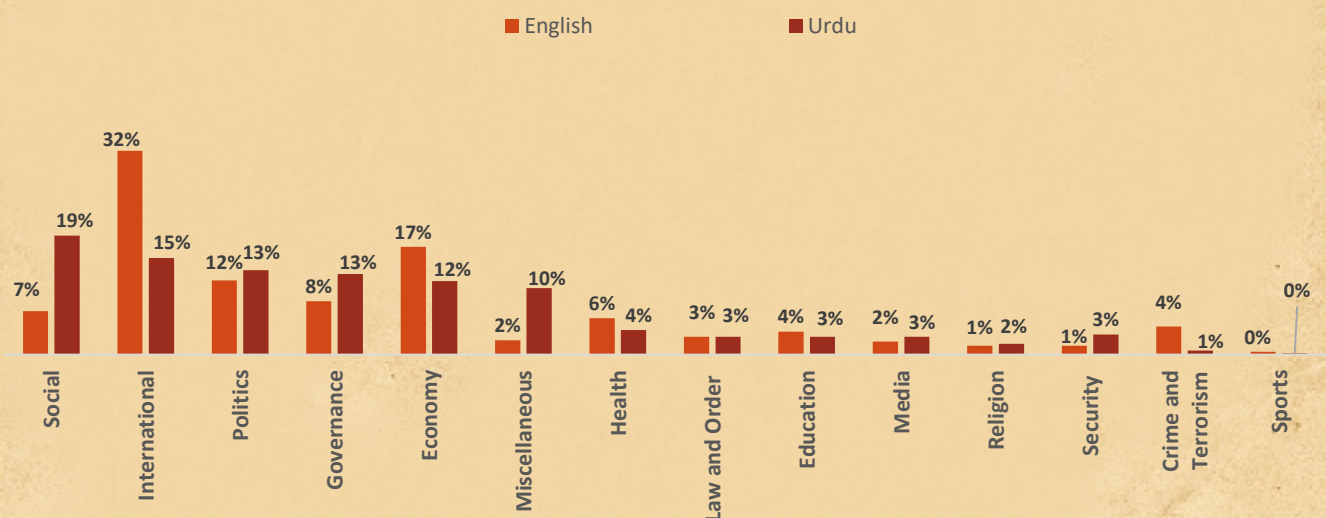
'Politics' was a popular category in June owing to abundant discussion surrounding misbehavior in parliament and the Election (Amendment) Bill 2021.



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

Out of a total of **1,452** articles/columns written in Urdu newspapers in June 2021, majority were on topics falling under the banner of 'Social' and 'International' at **19%** and **15%** respectively. 'Politics' and 'Governance' occupied **13%** space each followed by 'Economy' at **12%**, 'Miscellaneous' at **10%**, and 'Health' at **4%**. 'Law and Order', 'Education', 'Security' and 'Media' are all at **3%** each. At the lowest end, 'Religion' is at **2%**, 'Crime and Terrorism' is at **1%**, and 'Sports' is at **0.2%**.

Figure 3: Comparison between English & Urdu Newspapers June 2021



Out of a total of **1,379** articles/columns written in English during this month, the greatest share of **32%** was occupied by 'International', followed by 'Economy' at **17%**, and 'Politics' at **12%**. 'Governance' occupied **8%**, 'Social' occupied **7%**, 'Health' occupied **6%**, 'Crime and Terrorism' occupied **5%**, 'Education' occupied **4%**, and 'Law and Order' occupied **3%**. 'Miscellaneous' and 'Media' were both at **2%** while 'Religion' and 'Security' were at **1%** each. Sports occupied **.4%**.

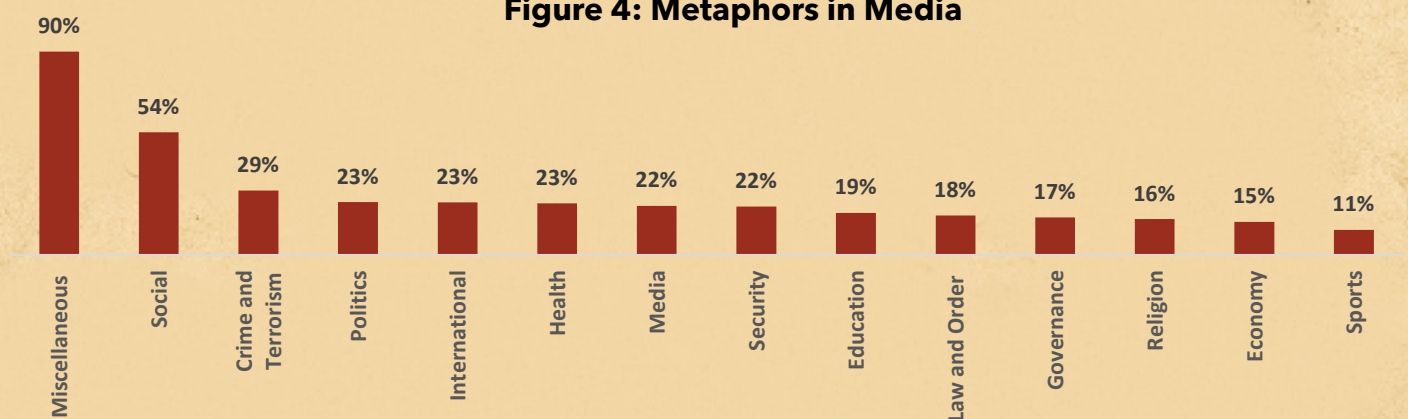


Metaphors in Media

Newspapers and the media often employ different metaphors to explain an idea more vividly or tell a story. For instance, media usage of the word “organism” for families and systems conveys that these institutions are “natural” and should not face interference. Diseases form the basis of many metaphors: “spread” of cults, “epidemic” of obesity, slums as “breeding grounds” for trouble, etc. In the US media, a metaphorical “war” is waged against terrorism and drugs because “war” heightens the sense of urgency. In this way, media metaphors manipulate the lenses we use to emotionally and cognitively perceive the world, often polarizing the subconsciously generated opinions. Any version of reality becomes possible, as long as the media can spin it. This section breaks down the use of metaphors, symbols, and figurative language in the titles of editorials/opinion columns by labels. For instance, in “Miscellaneous,” in an article titled “If you can’t take the heat...”, heat symbolizes incivility. In the “Politics” categorized article “Shahbaz Sharif on the ropes,” “on the ropes” is an idiom that conveys the politician’s helplessness. In the “International” article “Defeated by Data,” the author personifies data as a winning rival. Similarly, the “Crime and Terrorism” article “Terror revisits Lahore” personifies terror. In the “Social” article, “Stoning the environment to death,” the stone-crushing mafia’s actions are meaningfully equated to capital punishment (of the environment and future generations).

The economic piece “Defusing a hazardous bomb” reflects the act of controlling an increasing population. The education-related article “Sink or Swim” used a common expression to convey how educational institutions adapted during the COVID-19 crisis. “Musical Chairs at the Foreign Office,” filtered in “Governance,” used musical chairs as an analogy to explain the selection of a foreign secretary. In “Health,” “Drugs — an uphill battle” used a common expression to depict the struggle against drug addiction. “The Day of Judgement,” under “Law and Order,” symbolically conveyed the significance of the judiciary. “The New Wild West,” a Media categorized article, draws similarities between the Wild West and the digital space in terms of adventure and aspiration. In the religious article “Window to the Soul,” the title refers to eyes as a divine blessing.

Figure 4: Metaphors in Media





In June 2022, **29%** articles were metaphorically titled. As evident in the graph above, the most metaphorically titled category, after Miscellaneous at **90%**, was 'Social' with **54%** articles. **29%** of 'Crime and Terrorism' pieces were metaphorically titled, followed by 'Politics', 'International', and 'Health' all at **23%**. 'Media' and 'Security' were at **22%** each. 'Education', 'Law and Order', 'Governance', 'Religion' and 'Economy' were **19%**, **18%**, **17%**, **16%**, and **15%** respectively. 'Sports' had the least number of metaphorically titled articles, at **11%**.

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 **June 2021**. This data was obtained after reviewing **2,831** 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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