

Edition #39
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

July 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 July 2021

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

Islamabad, September 10, 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 July 2021 in the mainstream media belonged to the categories: 'International', 'Social', and 'Politics'.

*An analysis of the content of **12** national newspapers consisting of a total of **2,852** opinion articles/columns written by various columnists was conducted for July 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 39th 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.

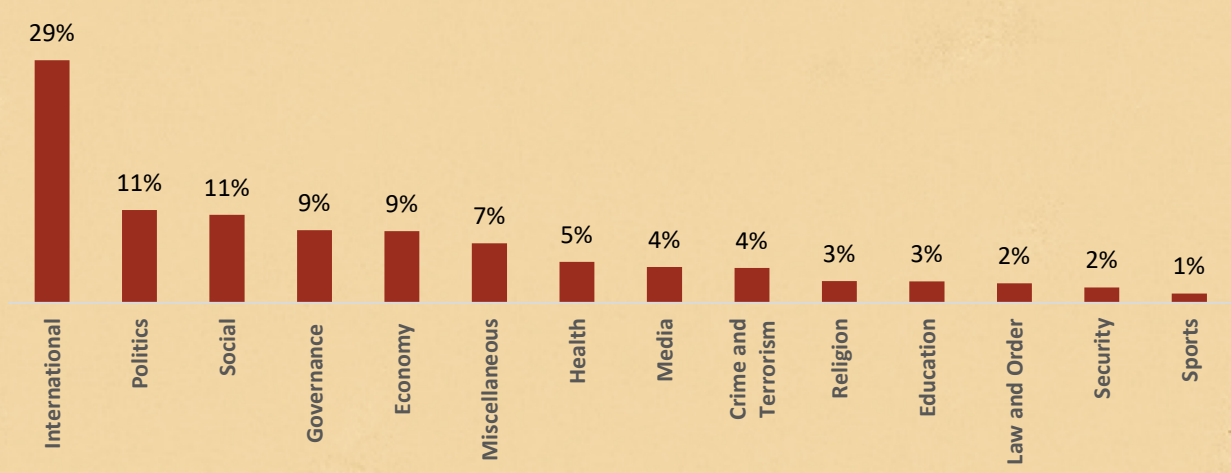
Main Topics under discussion: International, Social, and Politics took priority while discussions related to Sports received scant attention.

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'.



29% of the articles each were devoted to 'International', followed by 'Politics' at **11%** and 'Social' at **11%**. 'Governance' and 'Economy' each occupied **9%** space while 'Health' made up **5%** of the total share. 'Media' and 'Crime and Terrorism' each occupied **4%** of the newspaper space, followed by 'Religion' and 'Education' at **3%**. 'Law and Order' and 'Security' were at **2%** each. 'Sports' was at **1%**.

Figure 1 : Main Topics Under Discussion in July 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 July because of reflections over Afghanistan (in terms of US withdrawal and Taliban, China (especially in context of Pak-China relations, Communist Party of China turning 100, India (particularly in light of its alleged use of the Pegasus spyware), violence in Kashmir, and ethnic cleansing in Palestine.

Discussed within 'Politics':

'Politics' was a popular category in July owing to abundant discussion surrounding AJK elections and the general dynamics among political parties.

Discussed within 'Social':

This category was primarily dominated by content surrounding climate change, Malala Yousafzai (mostly as a response to the confiscation of a textbook depicting her as a heroine) and gender.



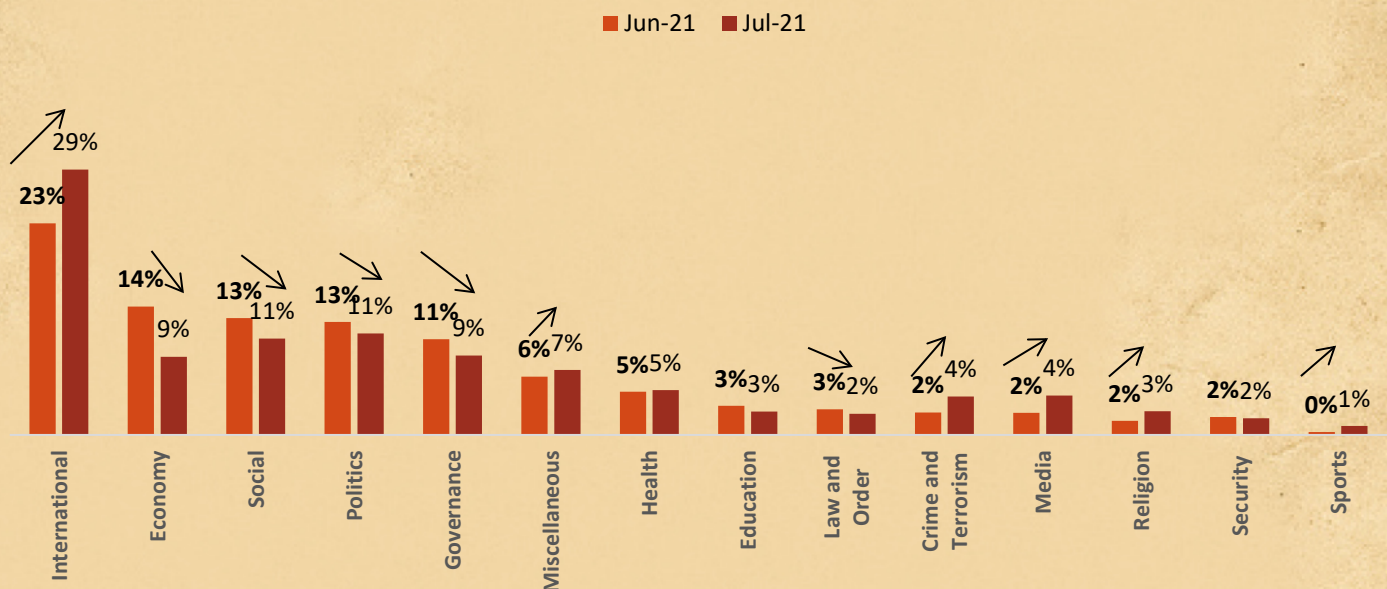
In comparison with the previous month:

The most significant change across the two months was in the 'International' category; there was a 6% rise from 23% to 29%. 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.

'Economy' experienced an almost similarly significant change; the article percentage dropped by 5% from 14% to 9%. The category of 'Economy' occupied a lot of space in June, mainly due to discussion on the budget, CPEC, and FATF. In July, FATF, taxation, and inflation were popular 'Economy' topics.

The other themes rose or dropped by 2% except for 'Sports' that increased by 1% and 'Health' and 'Education' that remained stagnant.

Figure 2: Comparison between June and July 2021



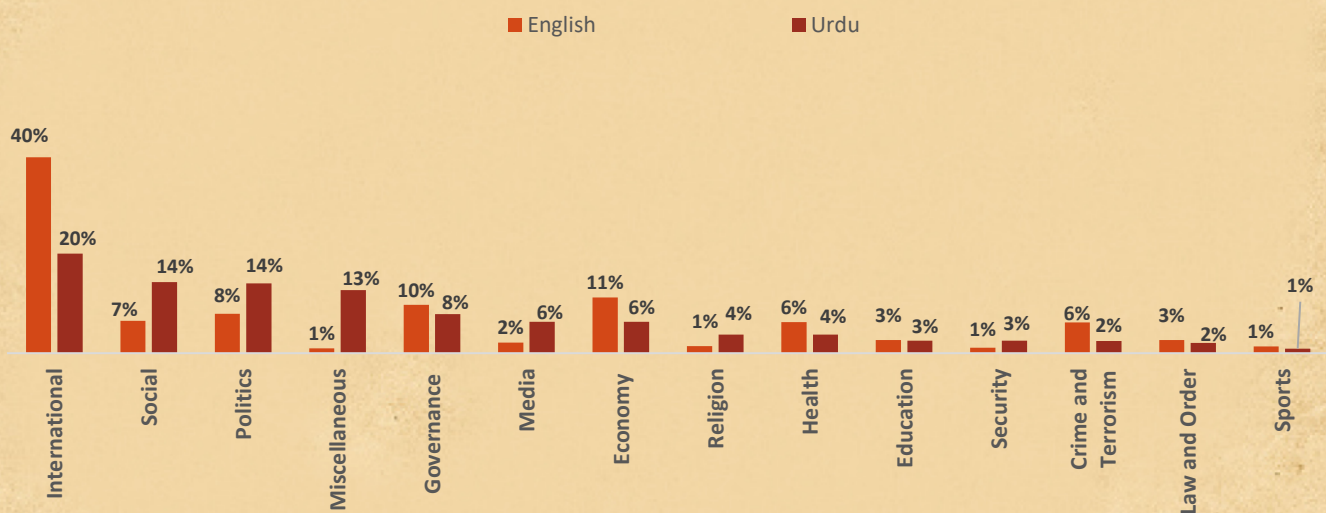
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)



Urdu vs. English: 'International' was the most discussed category in both English and Urdu newspapers.

Out of a total of **1,501** articles/columns written in Urdu newspapers in July 2021, majority were on topics falling under the banner of 'International', 'Social, and 'Politics' at **20%, 14%, and 14%** respectively. 'Miscellaneous' occupied **13%** space followed by 'Governance' at **8%**; 'Media' and 'Economy' at **6%**; 'Religion' and 'Health' at **4%**; 'Education' and 'Security' at **3%**; 'Crime and Terrorism' and 'Law and Order' at **2%**; and Sports at **1%**.

Figure 3: Comparison between English & Urdu Newspapers July 2021



Out of a total of **1,350** articles/columns written in English during this month, the greatest share of **40%** was occupied by 'International', followed by 'Economy' at **11%**; 'Governance' at **10%**; 'Politics' at **8%**; 'Social' at **7%**; 'Health' and 'Crime and Terrorism' at **6%**; 'Education' and 'Law and Order' at **3%**; and 'Media' and 'Religion' at **2%**. 'Sports', 'Security', and 'Miscellaneous' were each at **1%**.

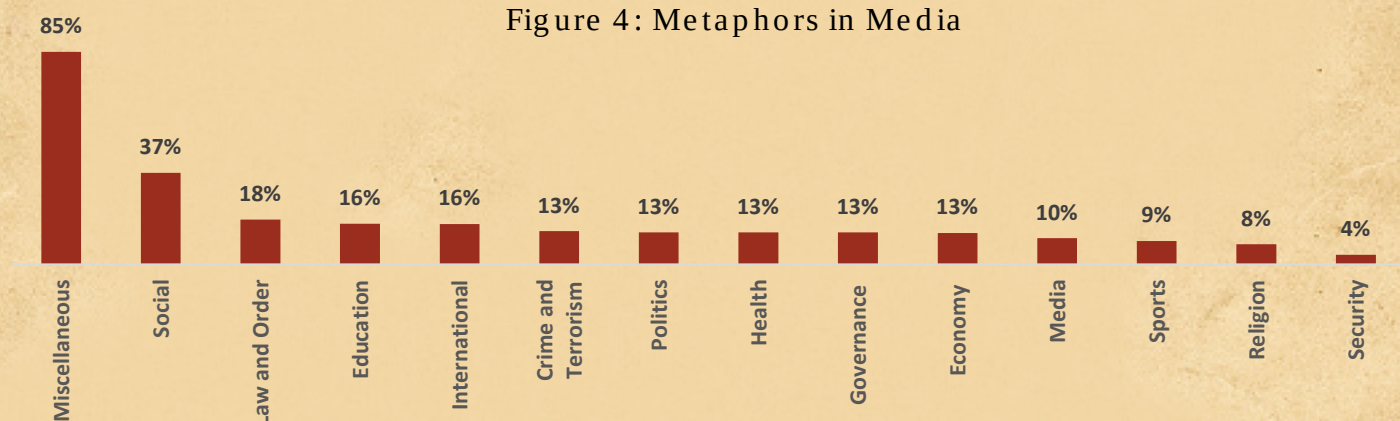
Metaphors in Media

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 the 'Social' categorized article "Malala: the litmus test," the litmus test is a metaphor for Malala as the author describes her as a conversation topic that can identify a person's sociopolitical views. The 'Law and Order' article titled "The sword of justice" conveys the word 'sword' figuratively. The 'Education' article titled "Rise above the tide" invokes symbolism to reflect adaptation in the educational sector in the face of COVID-19. In the 'International' article "Strip the shroud," the title is interpreted figuratively as the author unveils death in Afghanistan over the years. "Of Angels and Demons," a 'Crime and Terrorism' article, uses a popular juxtaposition for victim Noor Mukadam and the man who killed her, Zahir Jaffer. In light of AJK elections, the 'Political' piece "Last Man Standing" was an idiomatic tribute to Imran Khan's courageous resilience compared to other politicians' lack thereof. 'Health' article "The long Covid-19 battle" used metaphor to portray the pandemic as a battle. "Olive Branch for Baloch Dissidents," a 'Governance' piece, used the olive branch to symbolize peace negotiations between the federal government and Baluchistan. In the 'Economic' piece "Pakistan's Golden Ticket," the golden ticket is a metaphor for significant economic opportunities. "The Sanctity of the Pen" is a 'Media' categorized article that uses the pen as a symbol for free expression. 'Sports' article title "Musical Chairs" is a metaphor for the constant shuffling of sporting federation officeholders. 'Religious' article "Festering Wounds" uses the title as a metaphor for the hijab ban situation.

Figure 4: Metaphors in Media



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

In July 2021, **21%** of articles were metaphorically titled. As evident in the graph above, the most metaphorically titled category, after Miscellaneous at **85%**, was 'Social' with **37%** articles. **18%** of 'Law and Order' pieces were metaphorically titled, followed by 'Education' and 'International' at **16%** each. 'Crime and Terrorism,' 'Politics,' 'Health,' 'Governance,' and 'Economy' were each at **13%**. 'Media' was at **10%**, Sports at **9%**, Religion at **8%**, and Security at **4%**.



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 **July 2021**. This data was obtained after reviewing **2,852** 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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