

Edition #40
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

September 2021

A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at approximately 3000 Newspaper columns and editorials





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Content Analysis of Newspaper Articles Published During September 2021

In the 12 English and Urdu newspapers analyzed for September 2021 covering nearly 2900 opinion pieces, 'Politics', 'Social', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 9th December 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 September 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 **2,913** opinion articles/columns written by various columnists was conducted for September 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 40th edition of this study. The rest of the editions (dating back to 2015) can be accessed [here](#).

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.

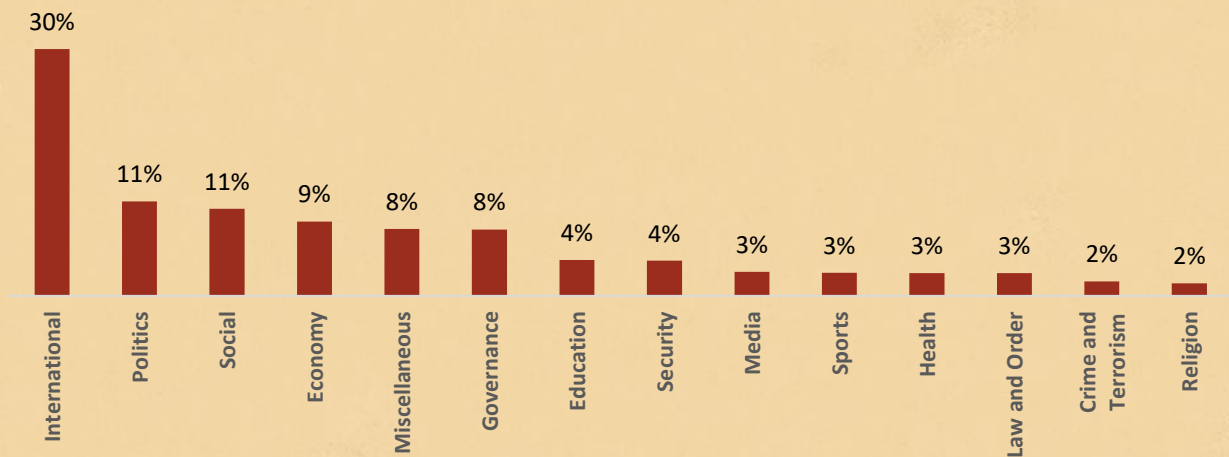
Main Topics under discussion: International, Social, and Politics took priority while discussions related to Religion received scant attention.

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'.



30% of the articles each were devoted to 'International', followed by 'Politics' and 'Social' each at approximately **11%**. 'Economy' occupied **9%** space while 'Miscellaneous' and 'Governance' each made up around **8%** of the total share. 'Education' and 'Security' each occupied **4%** of the newspaper space, followed by 'Media', 'Sports', 'Health', and 'Law and Order' at **3%**. 'Crime and Terrorism' and 'Religion' were at **2%** each.

Figure 1: Main Topics Under Discussion in September 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 the center stage in newspapers in September because of reflections over Afghanistan (in terms of the US withdrawal and Taliban takeover), China (especially in context of China's foreign relations and CPEC), and Indian politics and foreign relations.

Discussed within 'Social':

This category was primarily dominated by content surrounding climate change and gender inequality.

Discussed within 'Politics':

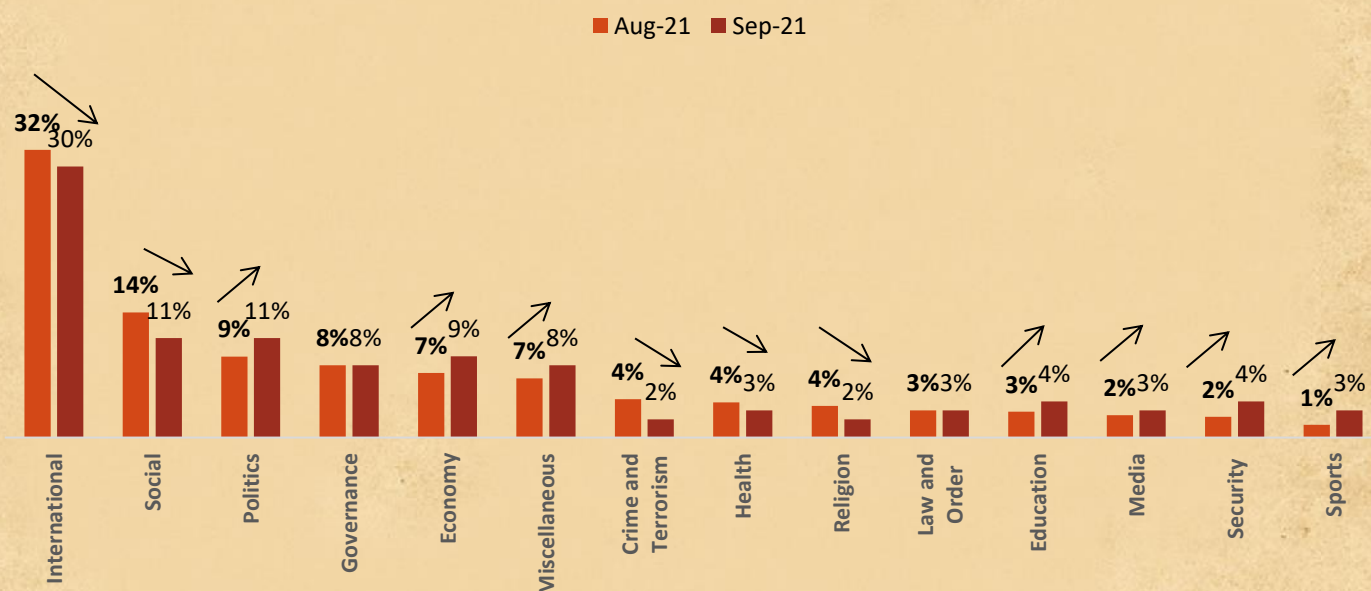
'Politics' was a popular category in September owing to abundant discussion surrounding amnesty for TTP, electronic voting, and the general dynamics among political parties.



In comparison with the previous month:

The most significant change across the two months was in the 'Social' category; there was a 3% fall, although the 'Social' category in both months mainly covered climate change and gender. There were 2% differences in the other categories other than 'Law and Order' and 'Governance' that showed no changes while the 'Economy', 'Health', 'Miscellaneous', 'Education', 'Media' showed a 1% difference each.

Figure 2: Comparison between August and September 2021



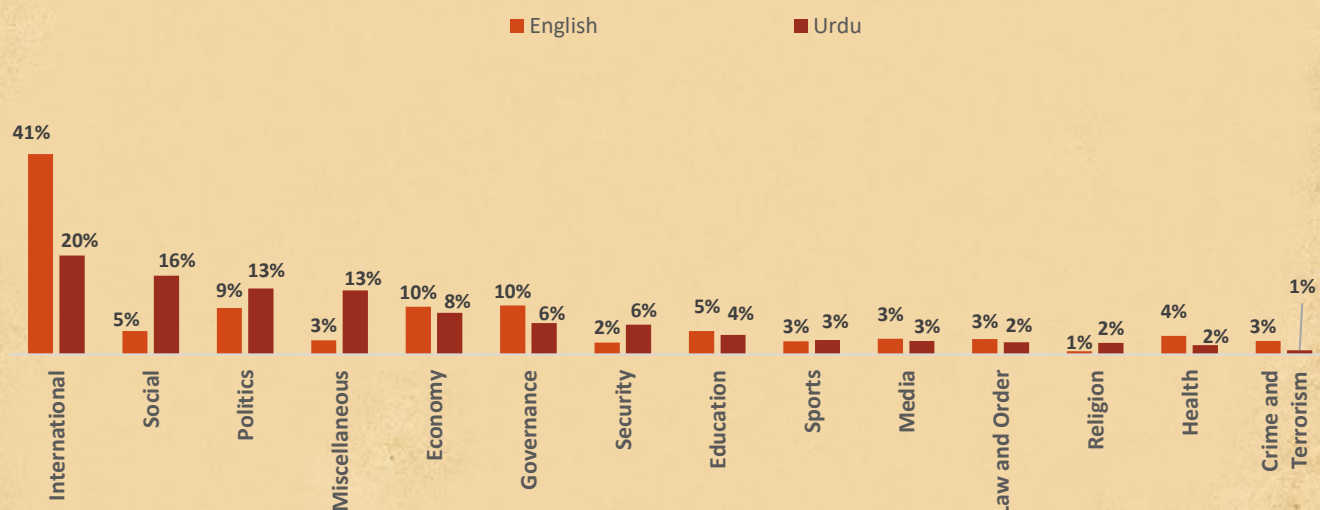
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)



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

Out of a total of **1,514** articles/columns written in Urdu newspapers in September 2021, majority were on topics falling under the banner of 'International', 'Social, and 'Politics' at **20%, 16%, and 13%** respectively. 'Miscellaneous' was also at **13%**, followed by 'Economy' at **8%**, 'Governance' and 'Security' at **6%** each, 'Education' at **4%**, 'Sports' and 'Media' at **3%** each, and 'Law and Order', 'Religion', and 'Health' at **2%** each. 'Crime and Terrorism' was at **1%**.

**Figure 3: Comparison between English & Urdu Newspapers
September 2021**



Out of a total of **1,399** articles/columns written in English during this month, the greatest share of **41%** was occupied by 'International', followed by 'Economy' and 'Governance' at **10%** each; 'Politics' at **9%**; 'Education' and 'Social' at **5%** each; 'Health' at **4%**; 'Media', 'Law and Order', 'Miscellaneous', 'Crime and Terrorism', and 'Sports' at **3%** each; 'Security' at **2%**; and 'Religion' at **1%**.

Metaphors in Media

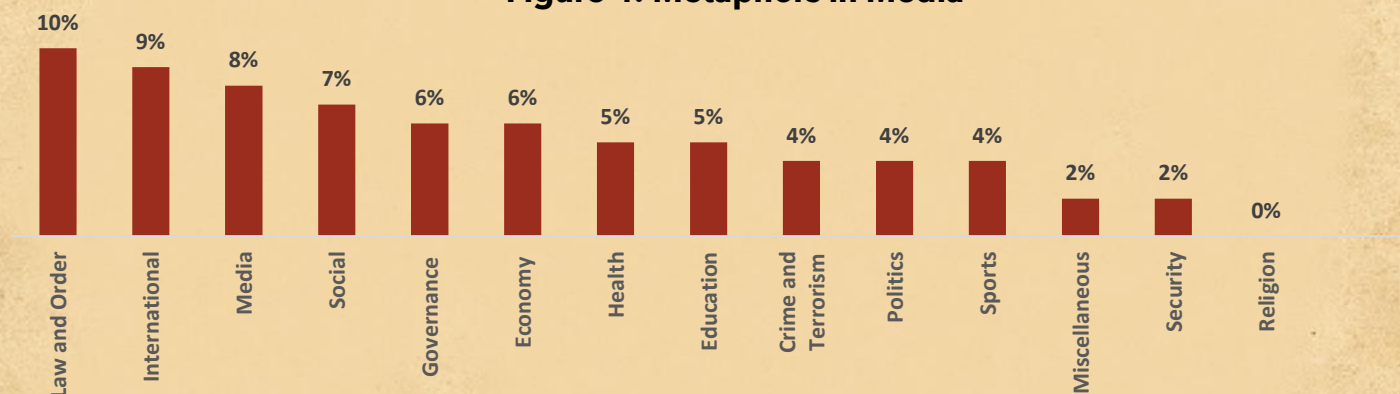
Newspapers and the media often employ different metaphors to explain an idea more vividly or tell a story. For instance, media usage of the word "organism" for families and systems conveys that these institutions are "natural" and should not face interference. Diseases form the basis of many metaphors: "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, the title of the 'Law and Order' categorized article, "In the eye of the storm," conveys the challenges of a lack of judicial criteria through a popular expression. The 'International' categorized article, "Afghanistan poised over the abyss," personifies Afghanistan. The 'Media' title "The meme also rises"



personifies memes to communicate the power of internet humor as a political tool. In the 'Social' article titled "The fangs against feminism," fangs are a metaphor for people who oppose feminism. "The road to hell" is taken from the proverb "The road to hell is paved with good intentions" in the 'Governance' article describing bureaucratic flaws. 'Economy' article "Mountain of Debt" hyperbolizes debt to be excessively greater than it technically is. 'Health' article "Dengue makes a comeback" personifies dengue. 'Education' article title "Libraries: a gateway to knowledge" expresses libraries as symbols of knowledge. 'Crime and Terrorism' article title "The patriarchy strikes back" personifies patriarchy. Politics article "Politics' winged chariot" spins the popular phrase 'time's winged chariot' to exhibit the fluidity of politics. 'Sports' article "Out of the Blue" also uses a popular phrase to discuss New Zealand's unexpected pull-out from the ODI series.

Figure 4: Metaphors in Media



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

In September 2021, **6%** of articles were metaphorically titled. The graph above shows that the most metaphorically titled category was 'Law and Order' with **10%** articles. **9%** of 'International' pieces were metaphorically titled, followed by 'Media' at **8%**, 'Social' at **7%**, 'Governance' and 'Economy' at **6%** each, 'Health' and 'Education' at **5%**, 'Crime and Terrorism,' 'Politics,' and 'Sports' at **4%** each, and 'Miscellaneous' and 'Security' at **2%** each. None of the 'Religion' articles were metaphorically titled.



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. Amna Ahmed at amna@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 the opinion leaders/ shapers are 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 **September 2021**. This data was obtained after reviewing **2,913** 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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