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Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

April 2022

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

16th June, 2022



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CONTENT ANALYSIS OF NEWSPAPER ARTICLES

PUBLISHED DURING APRIL 2022

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In the 12 English and Urdu newspapers analyzed for April 2022 covering nearly 2900 opinion pieces, 'Politics', 'Social', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 14th June 2022

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 April 2022 in the mainstream media belonged to the categories: 'Politics', 'Social', 'International' and 'Economy'.

An analysis of the content of 12 national newspapers consisting of a total of 2848 opinion articles/columns written by various columnists was conducted for April 2022. This is part of Gallup & Gilani Pakistan Media Research Division's initiative to empirically understand opinion leaders' views on national issues.

This is the 41st 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?

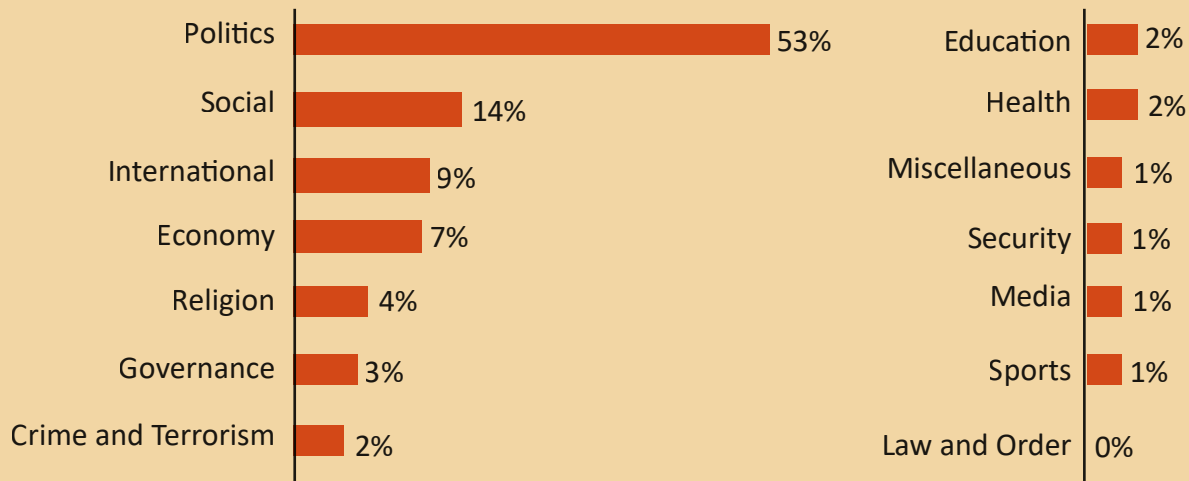
Out of the 12 newspapers, 5 were Urdu newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-Waqt, and 7 were English newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

Main Topics under discussion: Politics Social, and International took priority with Economy not far behind, while discussions related to Education, Health and Crime barely received coverage.

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'.

Politics received massive attention in April 2022 with 53% of opinion articles written during the month devoted to the topic. Articles about Pakistan's economy accounted for 7% of the total articles written, while 'Social' made up a significant 14%. 'International' occupied 9% of newspaper space, while articles relating to Security, Media and, Sports made up only 1% each. Similarly, Education, Health, and Crime & Terrorism received scarce attention - each generating a mere 2%. Religion and Governance performed slightly better, garnering a combined 7% of the total share.

Figure 1: Main Topics Under Discussion in April 2022



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

DISCUSSED WITHIN 'POLITICS':

Politics had the lion's share of newspaper space this April, a natural consequence of the political turmoil in the country at the time. The No-Confidence Motion levied against Prime Minister Imran Khan and the ensuing political fallout generated frenzied debate among newspaper correspondents, each seeking to add their own insight to the day's discourse.

DISCUSSED WITHIN 'SOCIAL':

While this category included a myriad of diverse topics, it was dominated by issues of pollution and climate change, agriculture, poverty and women empowerment as well as a multitude of articles dedicated to mourning the death and celebrating the life of beloved philanthropist Bilquis Edhi who passed away on 15th April.

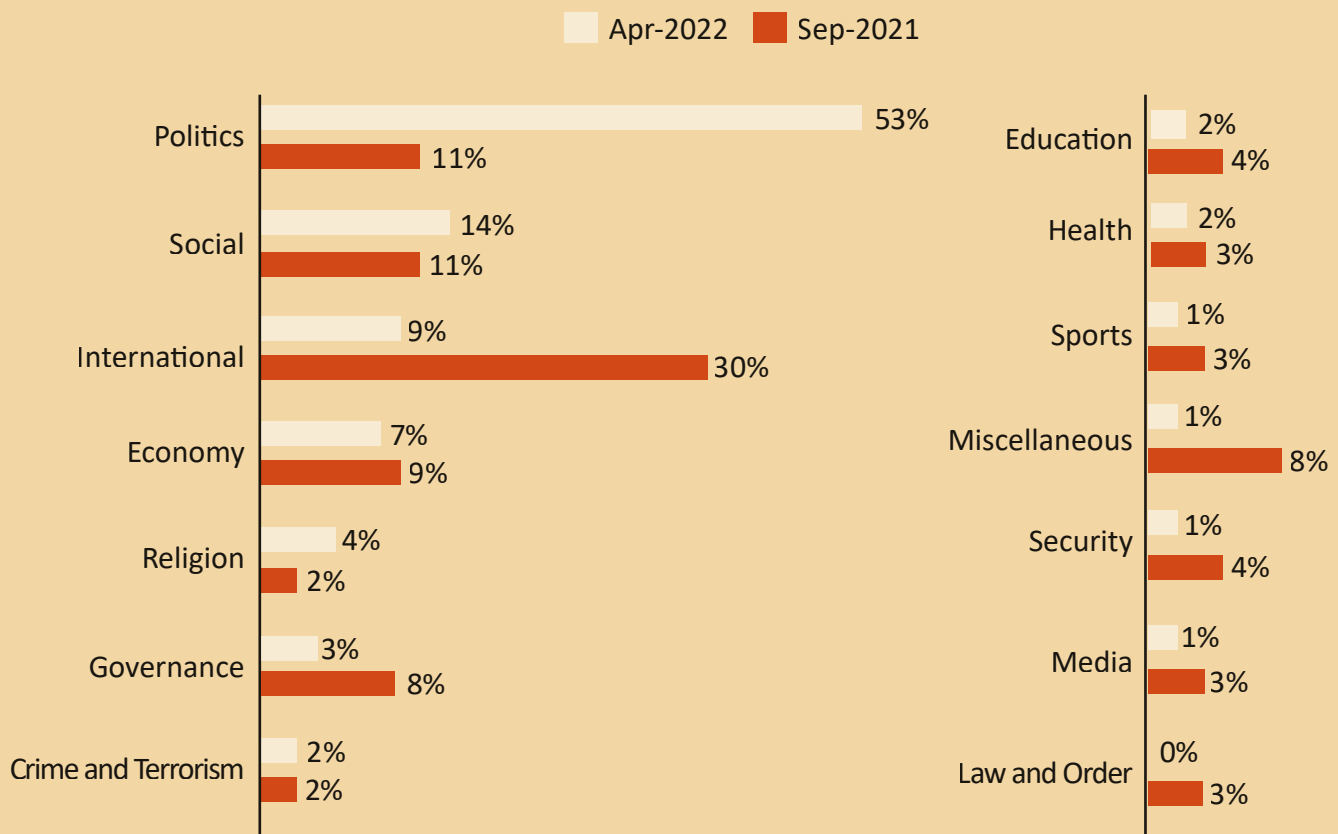
DISCUSSED WITHIN 'INTERNATIONAL':

This category was primarily dominated by debate over the Ukraine-Russia conflict, the spiraling economic and political crisis of Sri Lanka, and the alarming rise of Hindutva ideology in India.

IN COMPARISON WITH THE PREVIOUS ISSUE:

The most drastic changes from September 2021 to April 2022 occurred in the categories of 'Politics' and 'International'. While both months saw broadly the same categories take up the largest share of newspaper space – Social, International, and Politics – there was a marked difference in their ranking and the content within each category. 'International' fell from pride of place to the third largest category, with a decrease from 30% to 9%. Meanwhile 'Politics' saw its share increase from 11% to a whopping 53%. Both the categories of 'Social' and 'Religion' saw a small increase in their percentage – the latter due to the arrival of Ramadan in April. However, all other categories saw a decrease in the space awarded to them in the Opinion column when compared to September. The exception was 'Crime & Terrorism' which maintained its overall share at a steady 2%.

Figure 2: Comparison between April 2022 and September 2021

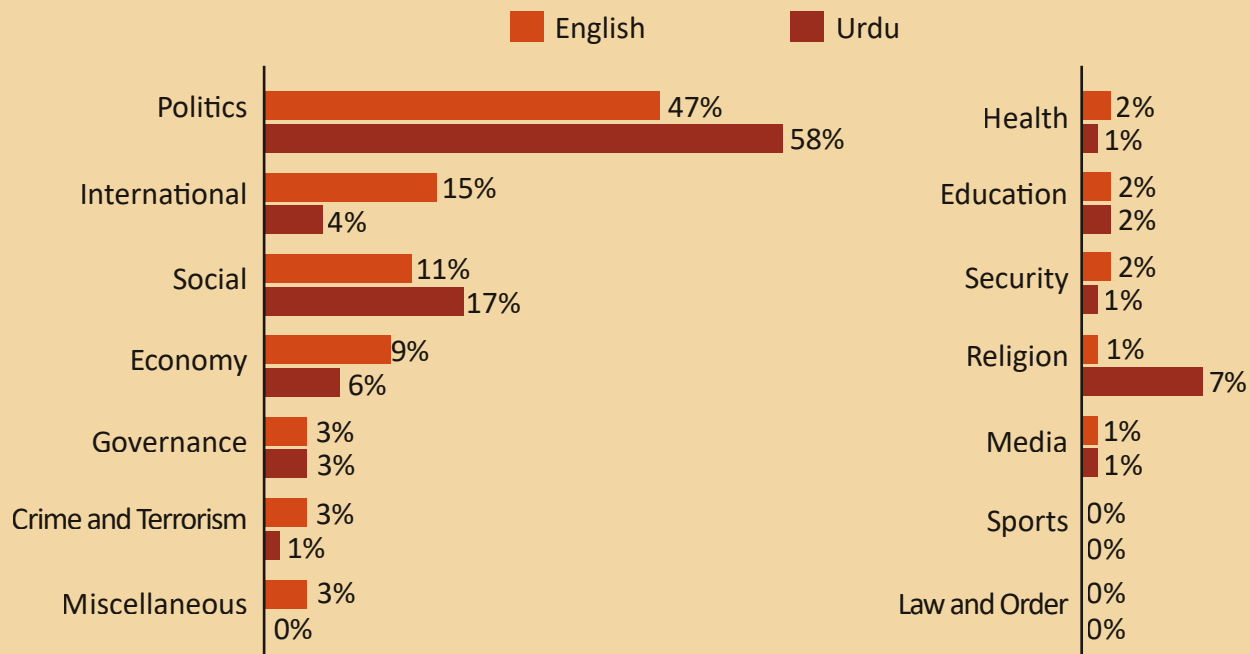


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

More than 1500 opinion pieces in Urdu were analyzed and the results showed that 58% of them centered around the subject of 'Politics'. However, where the second largest category in English newspapers was 'International', Urdu newspapers afforded only 4% of their month's column space to international issues, choosing to focus instead on the categories of 'Social' and 'Religion'. Of all the Urdu articles written, 17% were 'Social' and 7% fell within the category of 'Religion', as compared to English newspapers which had only 1% of articles about 'Religion'.

Figure 3: Comparison between English and Urdu Newspapers April 2022



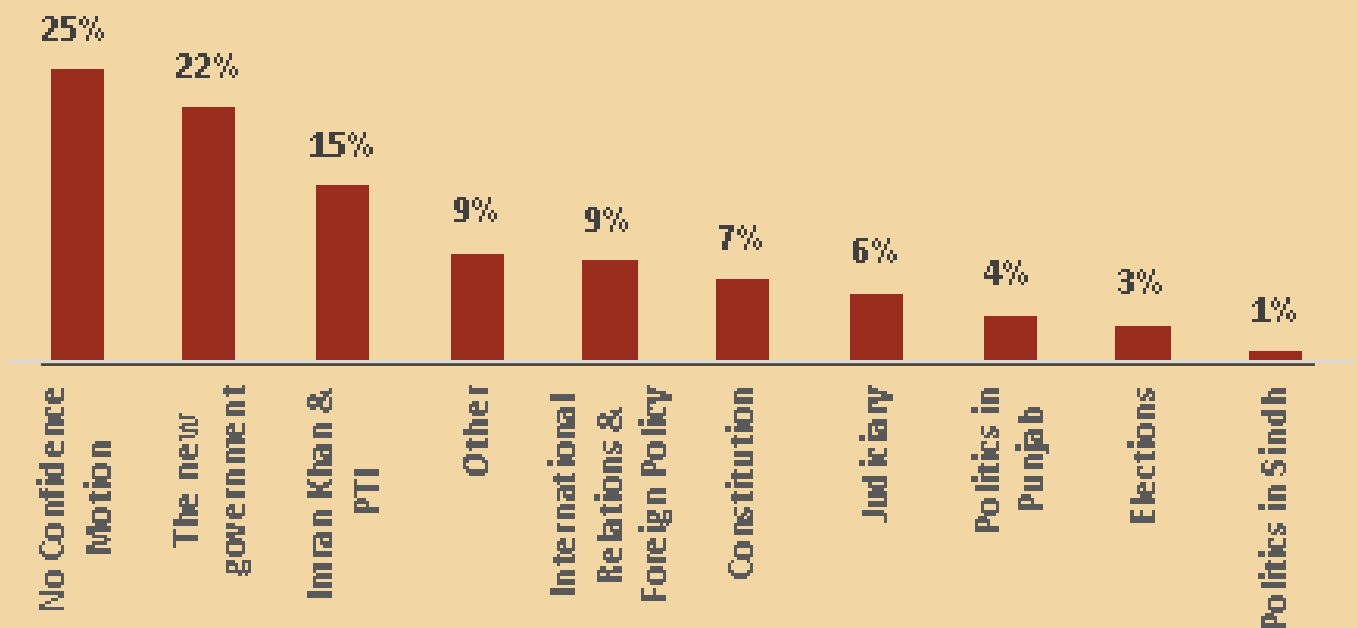
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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1330 articles from 7 English newspapers were used to obtain the results above. Of these, 47% were about politics. With the exception of 'Politics', 'Social', and 'Religion' English newspapers show a higher share afforded to all other categories, when compared to their Urdu counterparts. The 'International' category in particular has a far larger share in English newspapers, with 15% compared to the 4% of Urdu newspapers.

SUBCATEGORIES WITHIN 'POLITICS'

From a total of 2848 articles, 1504 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions of political philosophy to a crash course in the political history of Pakistan. Careful analysis revealed that the opinion pieces regarding politics in April 2022 could be divided into ten subcategories: 'No-Confidence Motion,' 'International Relations & Foreign Policy,' 'Imran Khan & PTI,' 'The New Government,' 'Constitution,' 'Judiciary,' 'Elections,' 'Politics in Punjab,' 'Politics in Sindh' and 'Other.'

Figure 4: Subcategories within 'Politics'



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

DISCUSSED WITHIN 'NO-CONFIDENCE MOTION':

This category made up one-fourth of the total articles within the broader purview of 'Politics'. The pieces within this category mainly dealt with reporting the latest updates concerning the No-Confidence Motion – including the assertions of a foreign conspiracy – and analysis of the potential fallout of the motion.

DISCUSSED WITHIN 'THE NEW GOVERNMENT':

22% of the total articles within 'Politics' were about the new government. Primarily, these articles discussed the challenges the new government would face, how Shehbaz Sharif was adapting to his role of Prime Minister, and the Coalition Cabinet.

DISCUSSED WITHIN 'IMRAN KHAN & PTI':

Articles discussing PTI's performance in government, and what the future holds for the party and its leader Imran Khan accounted for 15% of the total share within 'Politics'.

DISCUSSED WITHIN 'INTERNATIONAL RELATIONS & FOREIGN POLICY':

The bulk of pieces within this bracket were regarding Pakistan's relationship with the US and the need for an independent foreign policy. Secondary concerns were the relations between Pakistan and China, Afghanistan, and India.

DISCUSSED WITHIN 'OTHER':

Miscellaneous articles within 'Politics' were grouped together under this heading and amounted to 9% of the total. The main topics under discussion were the PECA Ordinance, concerns regarding the polarization of Pakistan's polity, and recollections of the country's political history.

Concerns regarding the Constitution and Judiciary made up a combined 13% of 'Politics', while debate around elections – when they should be held and the Election Commission – made up 3%. Articles about 'Politics in Punjab' made up 4% while 'Politics in Sindh' received little attention with only a 1% share in the larger scope of 'Politics'.

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. Anum Feroz at anum@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 **April 2022**. This data was obtained after reviewing **2,848** 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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