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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

May 2022

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



24th June, 2022

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CONTENT ANALYSIS OF NEWSPAPER ARTICLES PUBLISHED DURING MAY 2022

1

In the 12 English and Urdu newspapers analyzed for May 2022 covering nearly 2700 opinion pieces, 'Politics', 'Economy', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 22nd June 2022

WHICH NEWSPAPERS HAVE BEEN ANALYZED?

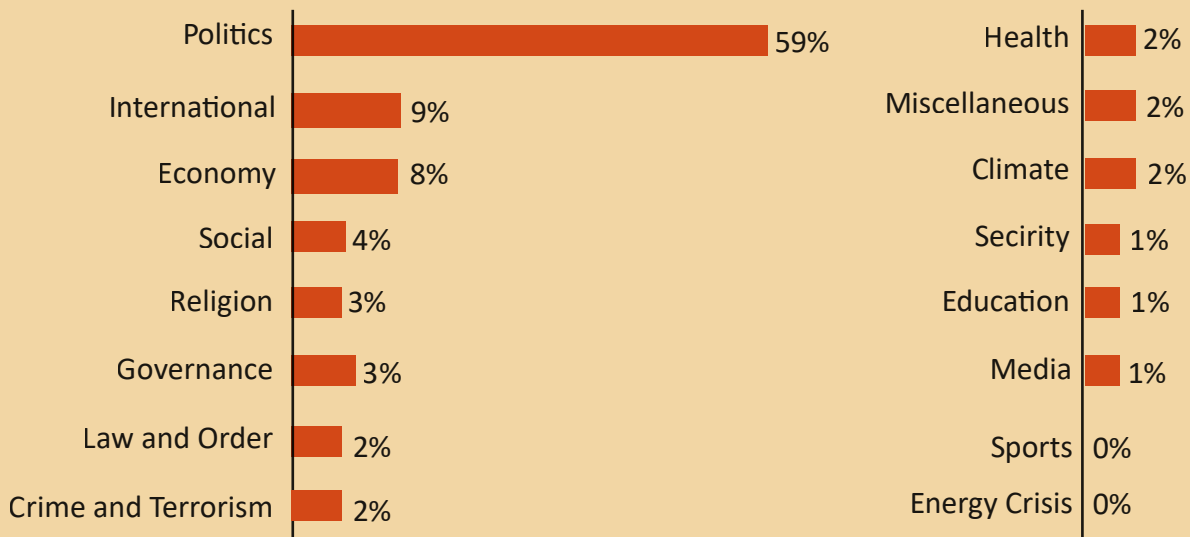
Out of the 12 newspapers, **5** were **Urdu** newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-Waqt, and **7** were **English** newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

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 **16** broad themes: 'Politics', 'Security', 'Media', 'Law and Order', 'Economy', 'Governance', 'International', 'Social', 'Sports', 'Health', 'Education', 'Religion', 'Crime & Terrorism', 'Miscellaneous' along with two new categories that have been introduced in this issue, 'Climate' and 'Energy Crisis.'

'Politics' received massive attention in May 2022 with 59% of opinion articles written during the month devoted to the topic. 'International' made up a significant 9%, 'Economy' occupied 8% of newspaper space while the 'Social' category accounted for 4%. Articles relating to Security, Media and, Sports made up around 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 6% of the total share. While the newly added categories of Climate and Energy Crisis accounted for almost 3% of the articles reviewed.

Figure 1: Main Topics Under Discussion in May 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 May, a natural consequence of the political turmoil in the country at the time. The newly formed Shahbaz Sharif government along with critique of the previous government and the expectations from this one. A large number of articles also talked about Imran Khan and his long march plans, 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 'INTERNATIONAL':

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

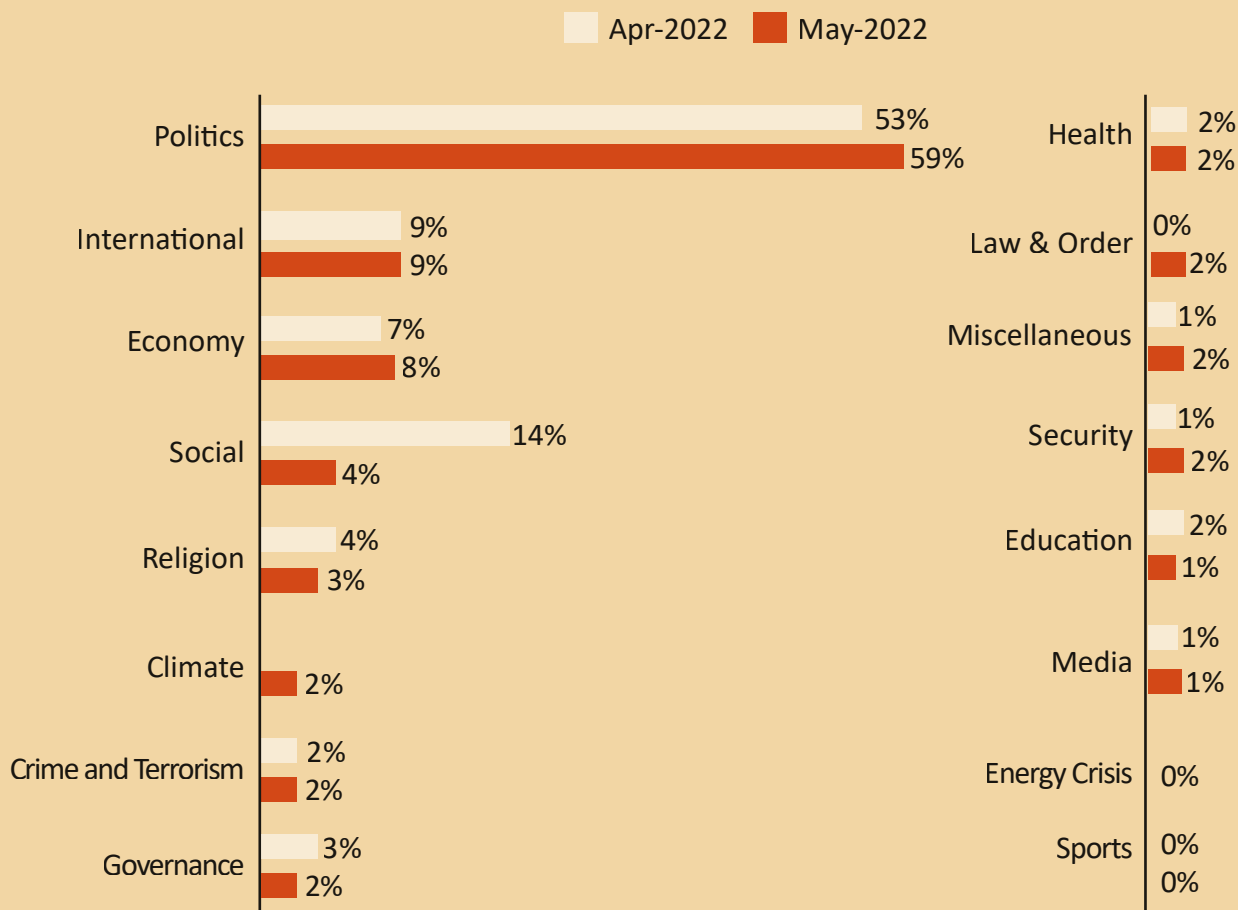
DISCUSSED WITHIN 'ECONOMY':

The rising inflation caused by the economic turmoil that the country has been facing, made up majority of the articles under this category. Along with this, there was an array of opinion pieces on how the government should devise its economic policies to deal with the economic crisis and the practices that might lead to economic development.

IN COMPARISON WITH THE PREVIOUS ISSUE:

The most drastic changes from April 2022 to May 2022 occurred in the categories of 'Social' 'Politics' and 'Miscellaneous.' While both the months saw broadly the same categories take up the largest share of newspaper space – Politics and, International – there was a marked difference in their ranking and the content within each category. Politics saw a 6% increase in the share, whereas, International remained fairly same. Moreover, May, saw Economy take over the third spot instead of the social category that seemed to dominate in April. Social, in fact, saw a great decrease as it fell from 14% in April to 4% in May. Two new categories were added to analyze the articles published in May as a plethora of articles addressed climate change and the energy crisis.

Figure 2: Comparison between April 2022 and May 2022

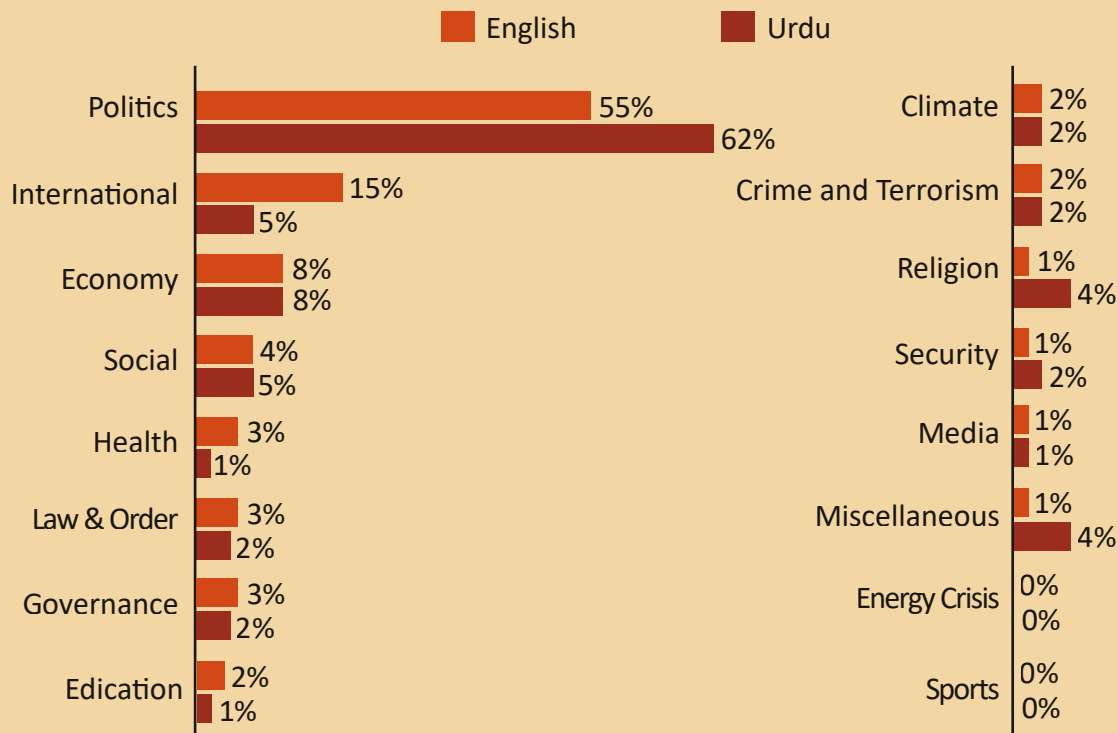


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Urdu vs. English: ‘Politics’ was the most discussed category in both English and Urdu newspapers.

Almost 1500 opinion pieces in Urdu were analyzed and the results showed that 62% of them centered around the subject of ‘Politics’. However, where the second largest category in English newspapers was ‘International’, while the second highest share went to Economy at 8%. Urdu newspapers afforded only 5% of their month’s column space to international issues, choosing to focus instead on the categories of ‘Economy’ and ‘Social’. Of all the Urdu articles written, 5% fell within the category of ‘Social’, as compared to English newspapers which had only 4% of articles about ‘Social’.

Figure 3: Comparison between English and Urdu Newspapers May 2022



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

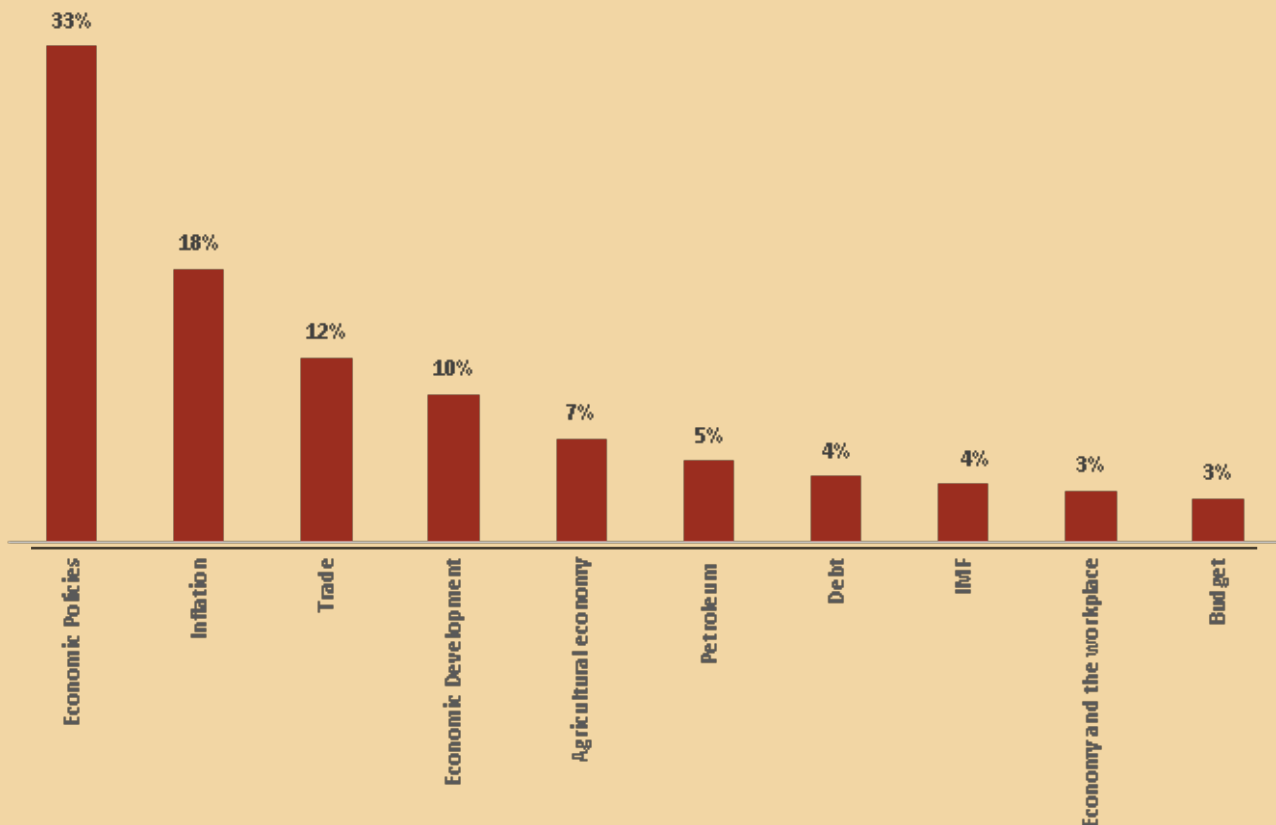
1187 articles from 7 English newspapers were used to obtain the results above. Of these, 55% were about politics. With the exception of ‘Religion,’ English newspapers show a higher share afforded to all other categories, when compared to their Urdu counterparts. The ‘International’ category in particular has a far larger share in English newspapers, with 15% compared to the 5% of Urdu newspapers.

SUBCATEGORIES WITHIN 'ECONOMY'

From a total of 2674 articles, 206 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on inflation to rising Petroleum Prices and debate around the economic policies that the government should devise in order to deal with ongoing economic crisis. Careful analysis revealed that the opinion pieces regarding politics in May 2022 could be divided into ten subcategories:

Economic policies', 'Inflation', 'Trade', 'Economic Development', 'Agricultural Economy', 'Petroleum', 'Debt', 'IMF', 'Economy and the Workplace' and 'Budget'

Figure 4: Subcategories within 'Economy'



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

DISCUSSED WITHIN 'ECONOMIC POLICIES':

This category made up more than one-fourth of the total articles within the broader purview of 'Economy'. The pieces within this category mainly dealt with discussion around the ongoing economic crisis and carried advice for the government on how to deal with the crisis.

DISCUSSED WITHIN 'INFLATION':

18% of the total articles within 'Economy' were about the recent flare in the inflation. Primarily, these articles discussed the challenges the new government has faced regarding the economic situation and talked about the plight of the population which has been under duress during this time.

DISCUSSED WITHIN 'TRADE':

Articles discussing Trade focused on the import and export activities of the country. Mainly, they talked about the recent ban on several imports and how the exports of the country have been decreasing.

DISCUSSED WITHIN 'ECONOMIC DEVELOPMENT':

The opinion pieces concerning this category mostly focused on the plans for economic development that the Government has, how can they be beneficial for the economy and help curb the ongoing economic crisis.

DISCUSSED WITHIN 'AGRICULTURAL ECONOMY':

The articles in this category mainly discussed the ensuing wheat import crisis and how to deal with it. Moreover, topics like the cultivation of cotton and the decreased mango production were also discussed.

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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