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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

June 2022

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

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17th August, 2022

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PUBLISHED DURING MAY 2022

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

Islamabad, 17th August 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 June 2022 in the mainstream media belonged to the categories: 'Politics', 'Economy', 'Social' and 'Governance'.

An analysis of the content of 12 national newspapers consisting of a total of 2910 opinion articles/columns written by various columnists was conducted for June 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 43rd edition of this study. The rest of the editions (dating back to 2015) can be accessed at the following link:

WHICH NEWSPAPERS HAVE BEEN ANALYZED?

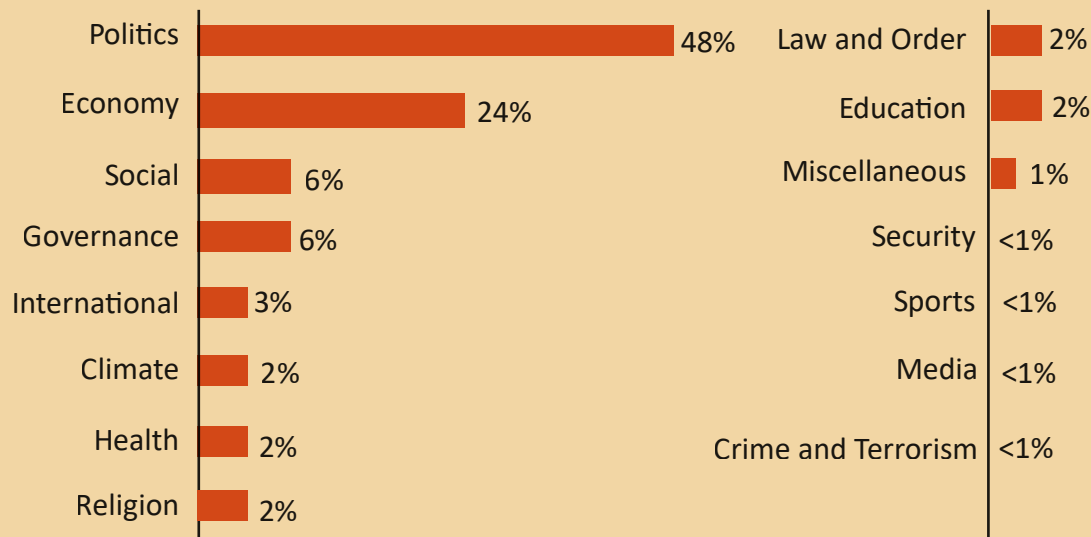
Out of the **12** newspapers, **5** were Urdu newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-Waqt, and **7** were English newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

Main Topics under discussion: Economy, Social, and Politics took priority with Governance not far behind, while discussions related to Sports and Security barely received coverage.

The topics discussed in these opinion articles/columns were categorized into 15 broad themes: 'Politics', 'Security', 'Media', 'Law and Order', 'Economy', 'Governance', 'International', 'Social', 'Sports', 'Health', 'Education', 'Religion', 'Climate', 'Crime and Terrorism' and 'Miscellaneous'

Politics received massive attention in June 2022 with **48%** of opinion articles written during the month devoted to the topic. 'Economy' made up a significant **24%**, 'Social' occupied **6%** of newspaper space while the 'Governance' category also accounted for **6%**. Articles relating to 'Security', 'Media' and, 'Sports' and 'Crime and Terrorism' did not even make up **1%**. Similarly, 'Education', 'Health', 'Climate', 'Religion' and 'Law and Order' received scarce attention - each generating a mere **2%**. 'International' performed slightly better, **3%** of the total share. While the 'Miscellaneous' category made up **1%** of the share.

Figure 1: Main Topics Under Discussion in June 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 June, a natural consequence of the ongoing political turmoil in the country. The majority of the opinion pieces focused on 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 future 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 'ECONOMY':

Economy accounted for a significant share of newspaper space this June, this could be attributed to the economic turmoil in the country at the time. The major bulk of opinion pieces critiqued the government's economic policies along with carrying advice for future economic policies. Many articles also talked about the economic development plans that the government has and how to go about their implementation. Moreover, the discussion on Budget also occupied significant space in the economic section.

DISCUSSED WITHIN 'SOCIAL':

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.

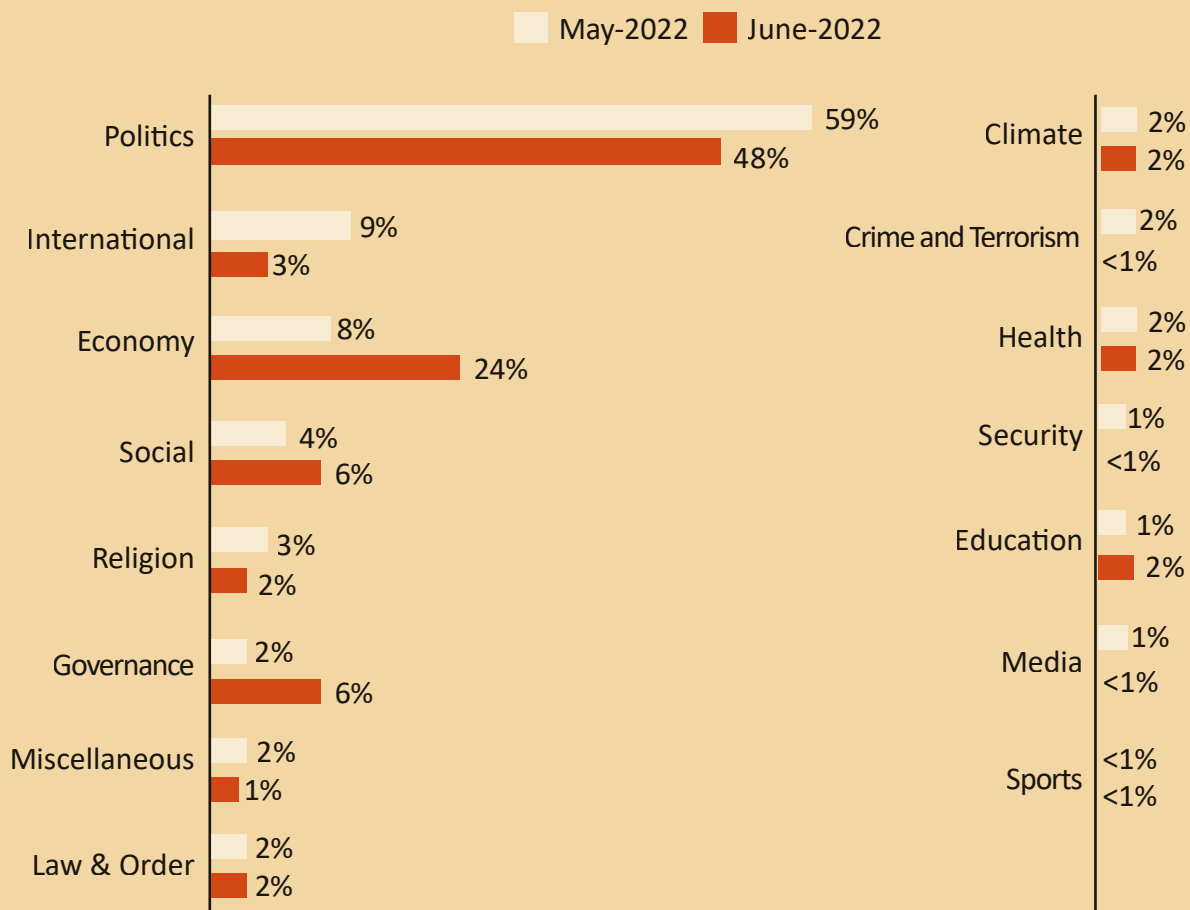
DISCUSSED WITHIN 'GOVERNANCE':

This category was primarily dominated by debate over the various governance issues that arose due to the heavy monsoon spells, creating hindrances in the lives of people all over the country. Moreover, many articles discussed the poor governance when it came to managing the energy and climate crises.

IN COMPARISON WITH THE PREVIOUS ISSUE:

The most drastic changes from May 2022 to June 2022 occurred in the categories of 'Politics', 'Economy' and 'International.' While both the issues saw 'Politics' to be the dominating category, it saw an 11% decrease from May. On the other hand, 'Economy' saw a 16% increase in the number of articles published in June. The percentage of 'International' however, fell by 6% in June, taking the fifth spot in June as compared to the second in May. 'Social' took over the third spot in June, after an increase of 2% as compared to May. 'Governance' also increased by 4% in June.

Figure 2: Comparison between May 2022 and June 2022

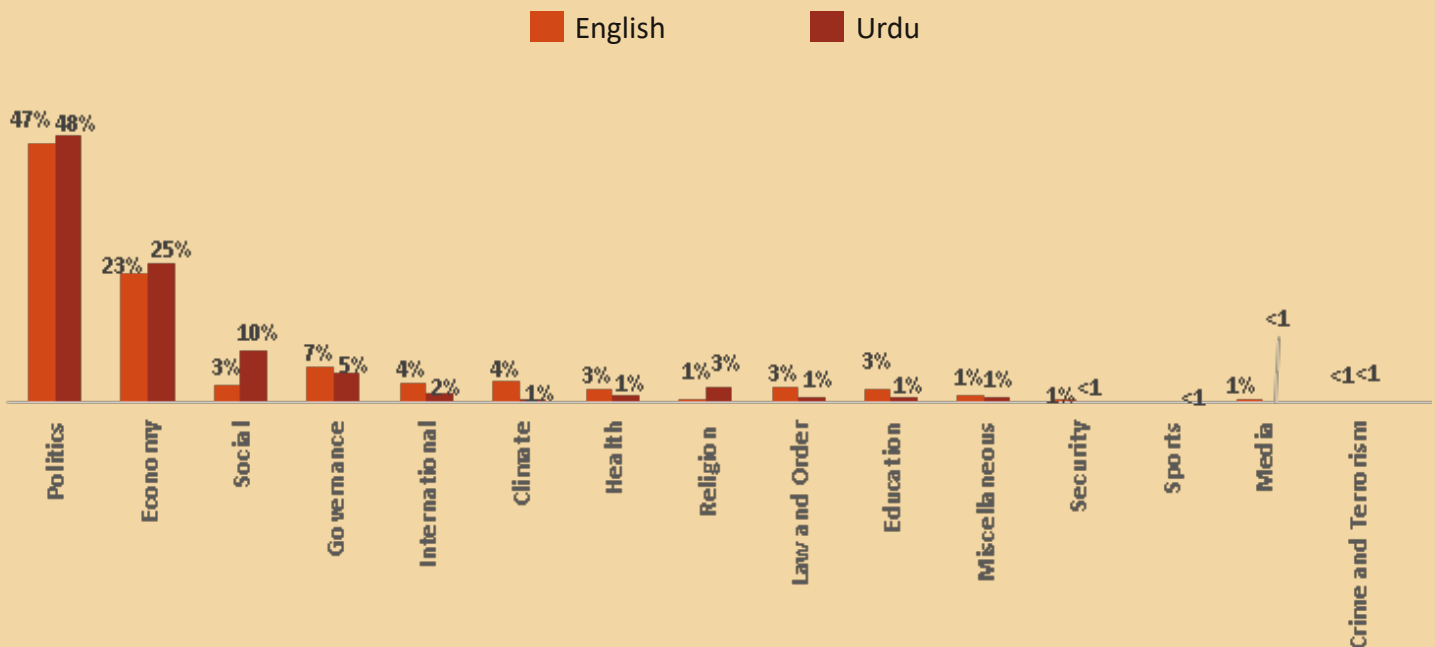


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

Almost 1500 opinion pieces in Urdu were analyzed and the results showed that 48% of them centered around the subject of ‘Politics’. Whereas, where the largest category in English newspapers was also ‘Politics’, while the second highest share went to Economy at 23%. Urdu newspapers afforded 25% of their month’s column space to economic issues. There was a stark difference in the ‘Social’ category between both the newspapers – English had 3% while Urdu had 10%.

Figure 3: Comparison between English and Urdu Newspapers June 2022



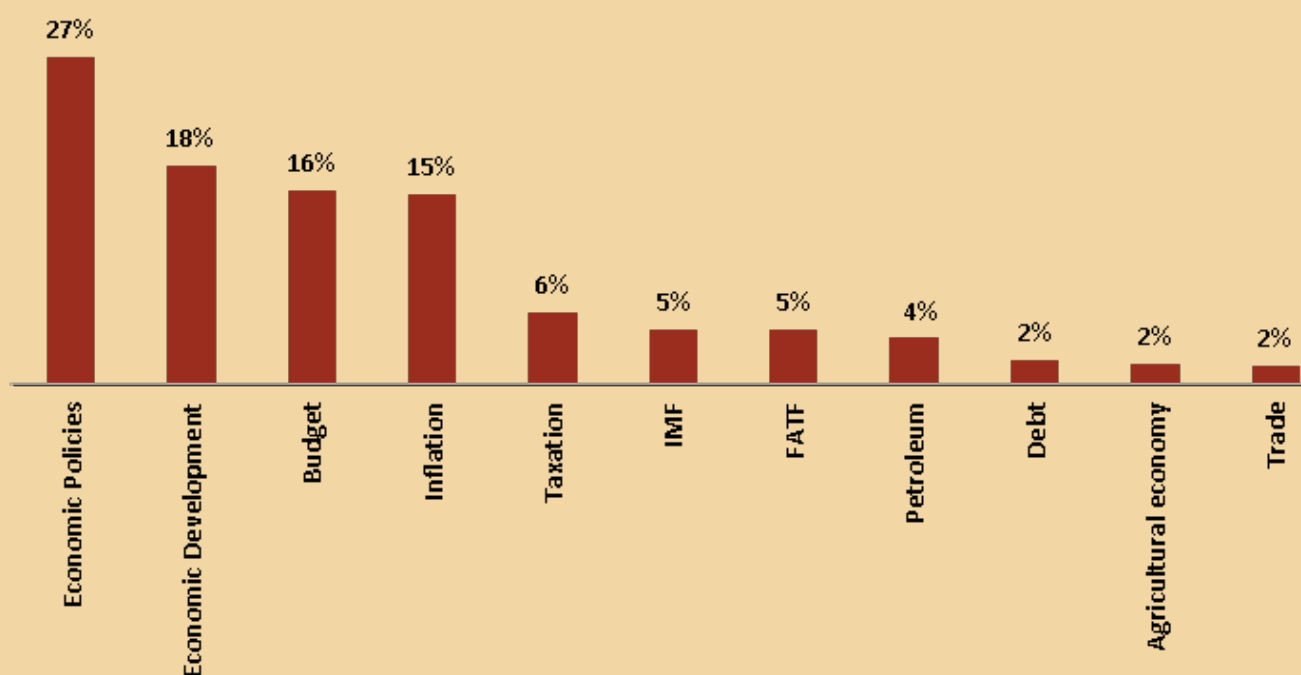
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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1408 articles from 7 English newspapers were used to obtain the results above. Of these, 47% were about politics. ‘Governance,’ ‘International,’ ‘Climate,’ ‘Health,’ ‘Law and Order,’ and ‘Education’ all had a higher percentage in the English newspapers when compared to Urdu. While the Urdu newspapers showed a higher percentage of the topics related to ‘Religion,’ ‘Social,’

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 '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. Many pieces talked about the development prospects of CPEC and how the government should go about it.

DISCUSSED WITHIN 'BUDGET':

The articles in this category shed light on the Federal Budget that Miftah Ismail presented for the financial year 2022-2023. The writings critiqued the budget, talked about the pros and cons, and what could have been done better. Moreover, many articles also talked about the provincial budget of different provinces.

DISCUSSED WITHIN 'INFLATION':

15% of the total articles within 'Economy' were about the recent flare in the inflation. Primarily, these articles discussed the challenges the Shabaz Sharif 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 'TAXATION':

Most of the articles in this category talked about the taxation policies and their plight on the lesser privileged sections of the society. Many articles also discussed how the policies can be changed to favor taxing the higher income strata.

DISCUSSED WITHIN 'IMF':

In this category, the opinion pieces shed light on whether the budget would satisfy the IMF, the IMF deals that the country needs to secure, along with the critique of the relationship between the IMF and Pakistan.

DISCUSSED WITHIN 'FATF':

Articles in this category talked about Pakistan being in the FATF 'Grey List.' Grey listing means FATF has placed a country under increased monitoring to check its progress on measures against money laundering and terrorism financing. The writings talked about the consequences of being in the Grey List and carried advice on what the government could do to get out of it.

DISCUSSED WITHIN 'PETROLEUM':

In this category, the opinion pieces talked about the soaring petroleum prices, policies centered around petroleum and the possibilities of alternate sources of getting fuel from – like Russia.

DISCUSSED WITHIN 'DEBT':

This category had articles that talked about the debt crisis that Pakistan has been facing since a long time. It mainly had opinions on how to deal with the crisis.

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. Mahnoor Naeem at mahnoor@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 2022**. This data was obtained after reviewing **2,910** 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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