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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

August 2022

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



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PUBLISHED DURING AUGUST 2022

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

Islamabad, 30th September 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 July 2022 in the mainstream media belonged to the categories: 'Politics', 'Economy', and 'Governance.'

*An analysis of the content of **12** national newspapers consisting of a total of **2920** opinion articles/columns written by various columnists was conducted for August 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 45th 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?

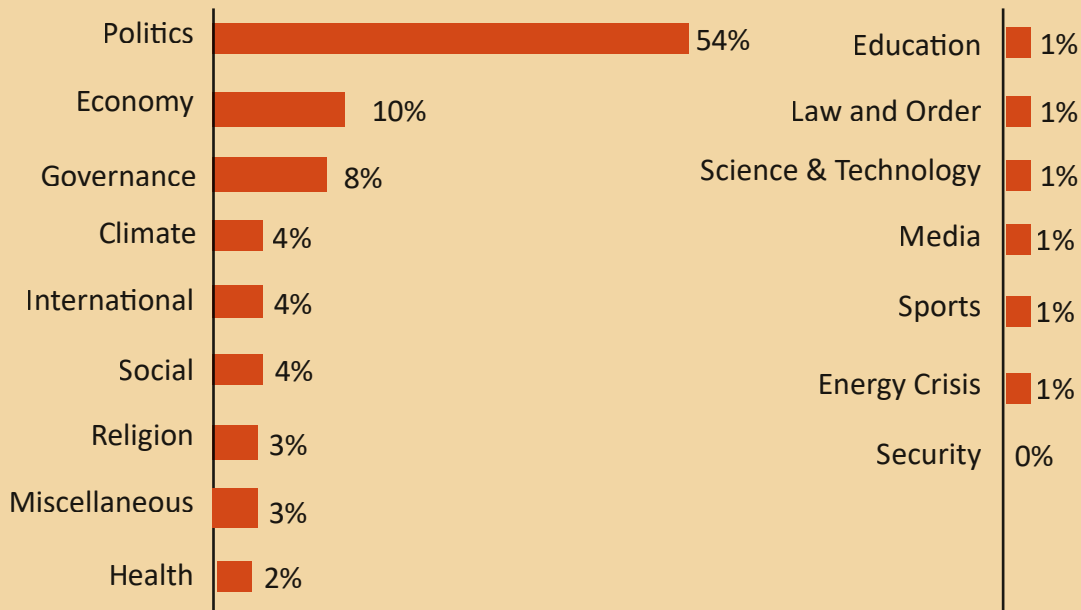
Out of the 12 newspapers, **5** were Urdu newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-Waqt, and **7** were English newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

Main Topics under discussion: 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 17 broad themes: 'Politics', 'Security', 'Media', 'Law and Order', 'Economy', 'Governance', 'International', 'Social', 'Sports', 'Health', 'Education', 'Religion', 'Climate', 'Crime and Terrorism', 'Energy Crisis', 'Miscellaneous' and 'Science and Technology'

Politics received massive attention in August 2022 with 54% of opinion articles written during the month devoted to the topic. 'Economy' made up a significant 10%, 'Governance' occupied 8% of newspaper space while 'Climate' 'International' and 'Social' made up 4%. The 'Religion' and 'Miscellaneous' category accounted for 3% while 'Media', 'Sports' 'Science and Technology', 'Crime and Terrorism', 'Education', 'Law and Order' and 'Health barely made up 1% with topics relating to 'Security' not even taking up 1% of newspaper space.

Figure 1: Main Topics Under Discussion in August 2022



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

DISCUSSED WITHIN 'POLITICS':

Political issues had the overwhelming majority of paper space this August, a characteristic result of the continuous political unrest in the country. Most of the pieces talked about the Shahbaz Sharif government alongside the scrutiny of the past government. An enormous number of articles additionally discussed international political issues like those in Afghanistan, Sri Lanka, Ukraine and their effect on Pakistan.

DISCUSSED WITHIN 'ECONOMY':

The 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 rising inflation was also discussed widely.

DISCUSSED WITHIN 'GOVERNANCE':

Most of the articles from this category discussed the governments' approach towards dealing with the current turmoil caused by the flooding. The articles critiqued the approach of the ruling authorities, saying that the flood relief efforts being done are not enough and the government needs to do more.

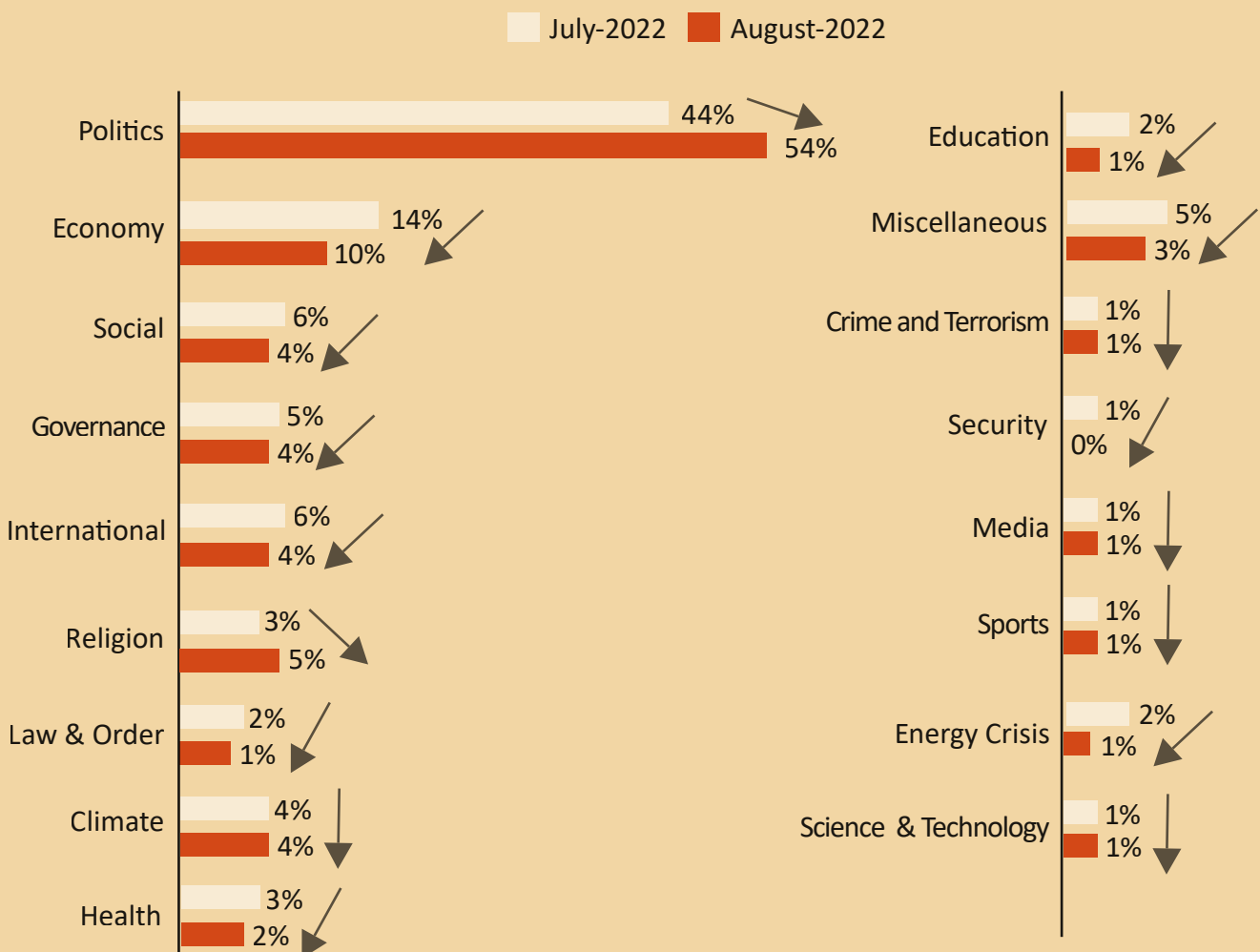
DISCUSSED WITHIN 'CLIMATE':

This category was primarily dominated by the climate crisis that the country has been undergoing: first with the intense heatwaves in May and subsequently the heavy rains and eventual flooding. The articles discussed the effects of climate change and wondered upon the steps needed to avert such calamities in the future..

IN COMPARISON WITH THE PREVIOUS ISSUE:

The most drastic changes from July 2022 to August 2022 occurred in the categories of 'Politics' and 'Economy.' While both the issues saw 'Politics' to be the dominating category, it saw a 10% increase from July to August. On the other hand, 'Economy' saw a 4% decrease in the number of articles published in August. The percentage of 'Social,' 'Governance,' 'International,' and 'Miscellaneous' decreased by 2% in August.

Figure 2: Comparison between July 2022 and August 2022

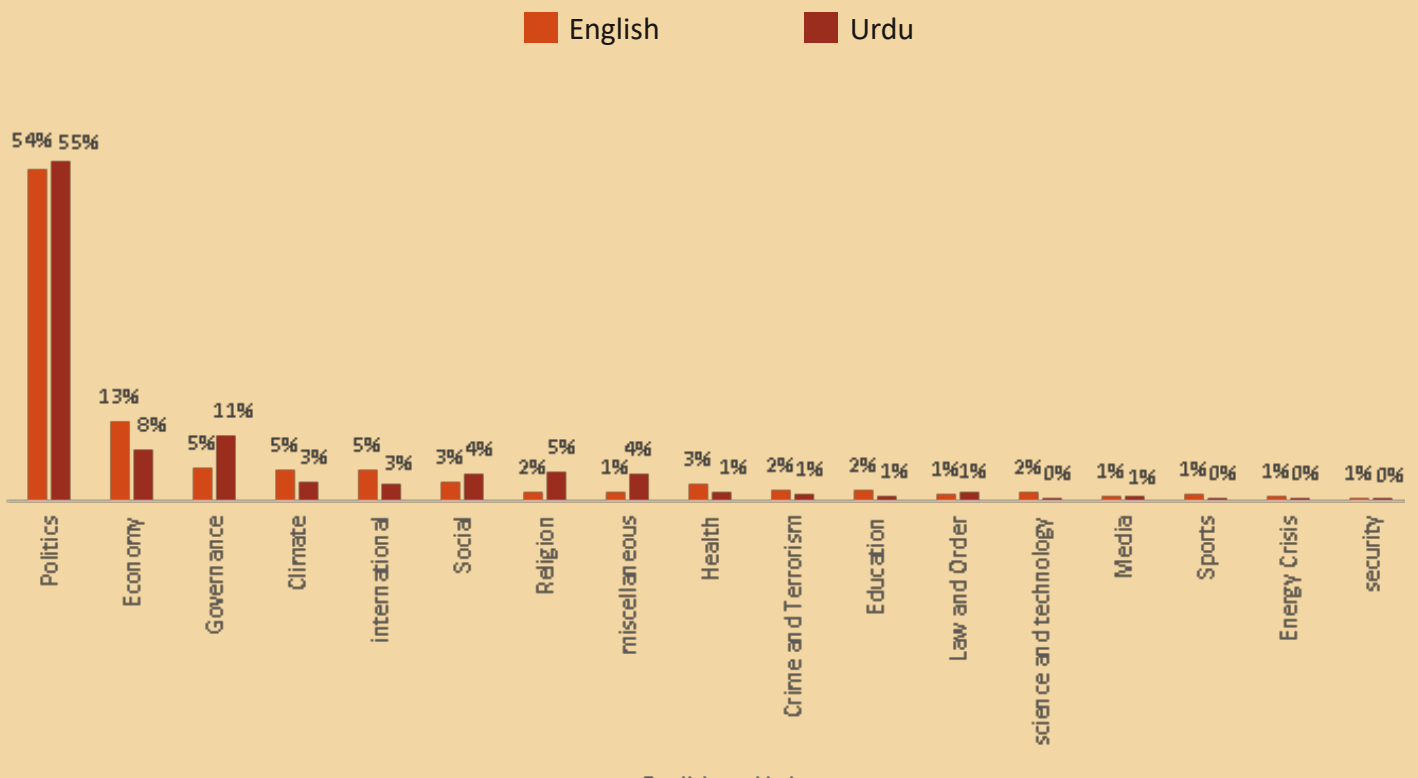


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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Urdu vs. English: ‘Politics’ was the most discussed category in both English and Urdu newspapers.

Almost 1500 opinion pieces in Urdu were analyzed and the results showed that 55% 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 13%. Urdu newspapers afforded 8% of their month’s column space to economic issues. There was a stark difference in the ‘Governance’ category between both the newspapers – English had 5% while Urdu had 11%.

Figure 3: Comparison between English and Urdu Newspapers August 2022



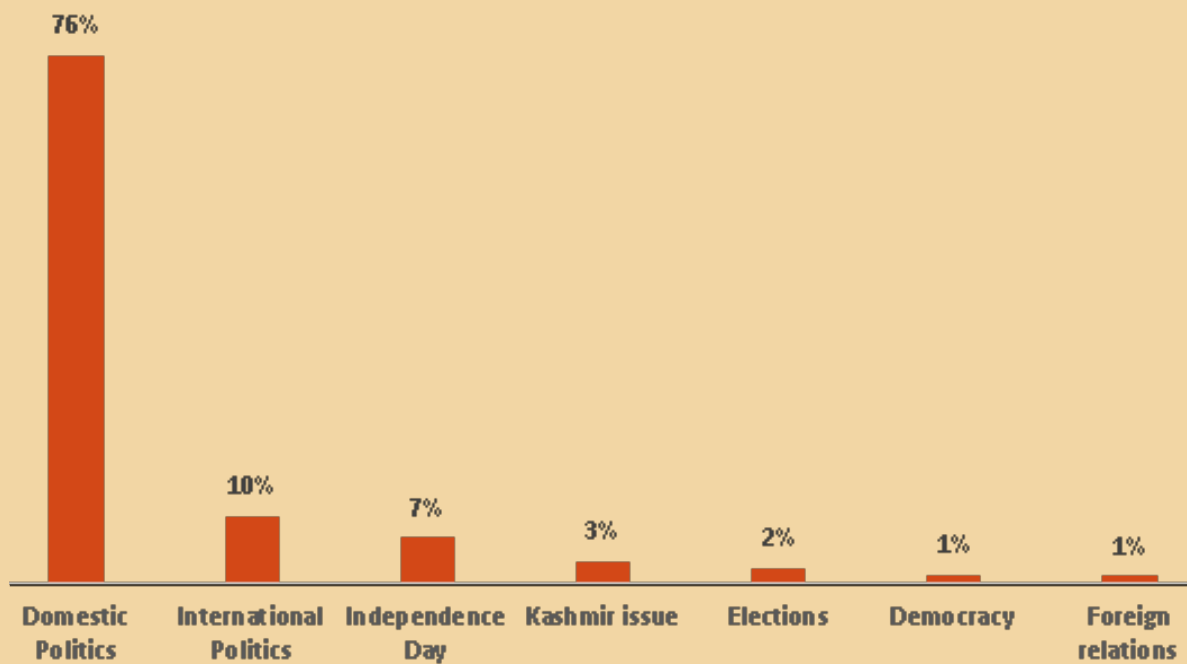
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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1361 articles from 7 English newspapers were used to obtain the results above. Of these, 54% were about politics. ‘Economy,’ ‘International,’ ‘Climate,’ all had 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,’ ‘Governance.’

SUBCATEGORIES WITHIN 'POLITICS'

From a total of 2920 articles, 1584 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on 'Domestic Politics' taking center stage, to articles on 'International Politics,' 'Independence Day,' 'Kashmir Issue,' 'Elections,' 'Democracy' and 'Foreign Relations'

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 ‘DOMESTIC ISSUES’:

This category made up almost one fourth of the articles in the ‘Politics’ category. Most of the articles revolved around the political situation of the country and how the Shahbaz Sharif government has been dealing with the various issues that keep on arising. Moreover, some articles also carried advice for the government on how to deal with the crisis.

DISCUSSED WITHIN ‘INTERNATIONAL POLITICS’:

The articles in this category shed light on the various international issues that have been going on in the world of politics. These include the Russia-Ukraine crisis and its impact on the global world order. Along with this, the Palestinian issue was discussed frequently. The situation in India with the BJP’s discriminatory policies also took up space. Moreover, the Taiwan issue, surrounding the political status of Taiwan was also a major topic of discussion.

DISCUSSED WITHIN ‘INDEPENDENCE DAY’:

The past August saw Pakistan celebrate 75 years of Independence. A large number of articles discussed the socio-political progress of the country, pointing out the successes and failures in the political arena. A few of the articles also talked about the future pathway for progress based on the past lessons.

DISCUSSED WITHIN ‘KASHMIR ISSUE’:

In this category, the opinion pieces shed light on the Kashmir issue, the numerous human rights violations that have been happening in the region and the need for Pakistan, along with the international community to put an end to the crisis.

DISCUSSED WITHIN ‘ELECTION’:

The opinion pieces concerning this category mostly focused on the by elections that have been happening in different districts.

DISCUSSED WITHIN ‘DEMOCRACY’:

1% of the total articles from the Politics category discussed Democracy. The articles talked about the current democratic situation in Pakistan, how the levels of democracy have increased/decreased and what Pakistan needs to do in the future for a stronger democracy

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 August **2022**. This data was obtained after reviewing **2,920** 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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