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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

July 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 MAY 2022

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In the 12 English and Urdu newspapers analyzed for July 2022 covering nearly 2800 opinion pieces, 'Politics', 'Economy', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 5th 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', 'International' and 'Governance'.

*An analysis of the content of **12** national newspapers consisting of a total of **2835** opinion articles/columns written by various columnists was conducted for July 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 44th 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?

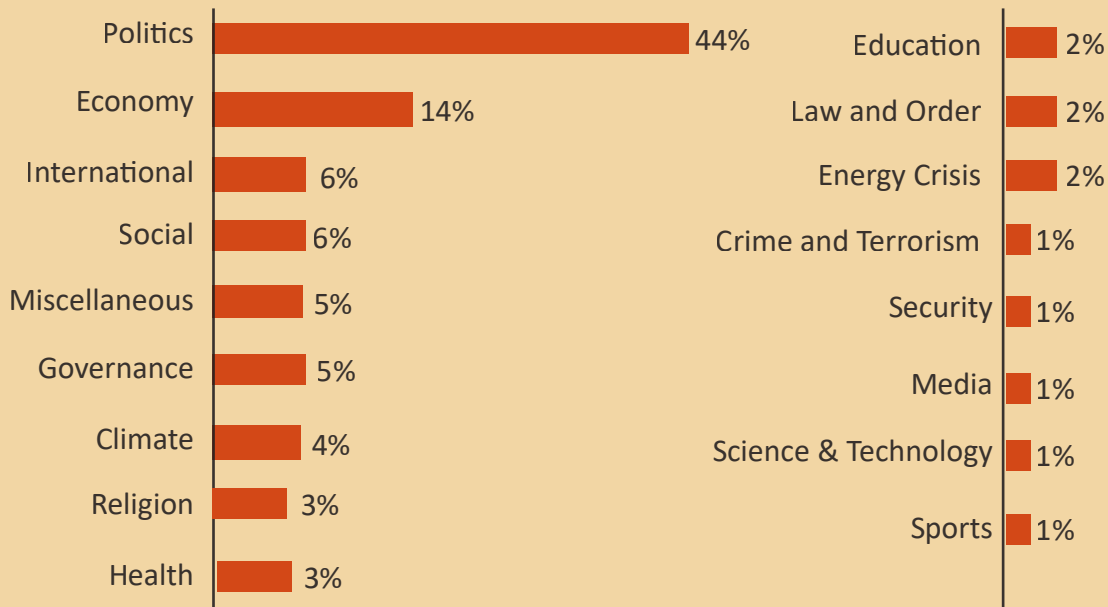
Out of the 12 newspapers, **5** were **Urdu** newspapers, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-Waqt, and **7** were **English** newspapers, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

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 a new category that has been introduced from this month's issue, called 'Science and Technology'

Politics received massive attention in July 2022 with 44% of opinion articles written during the month devoted to the topic. 'Economy' made up a significant 14%, 'International' occupied 6% of newspaper space while the 'Social' category also accounted for 6%. Articles relating to 'Security', 'Media' and, 'Sports' 'Science and Technology' and 'Crime and Terrorism' barely made up 1%. Similarly, 'Education', 'Law and Order', and 'Energy Crisis' received scarce attention - each generating a mere 2%. 'Health' and 'Religion' performed slightly better, 3% of the total share. While the 'Climate' category made up 4% of the share and 'Governance' made up 5%.

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 performance Shahbaz Sharif government along with critique of the previous government. A large number of articles also talked about International political issues like those in Afghanistan, Sri Lanka, Ukraine and their impact on Pakistan.

DISCUSSED WITHIN 'ECONOMY':

Economy accounted for the second largest share of newspaper space this July, 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.

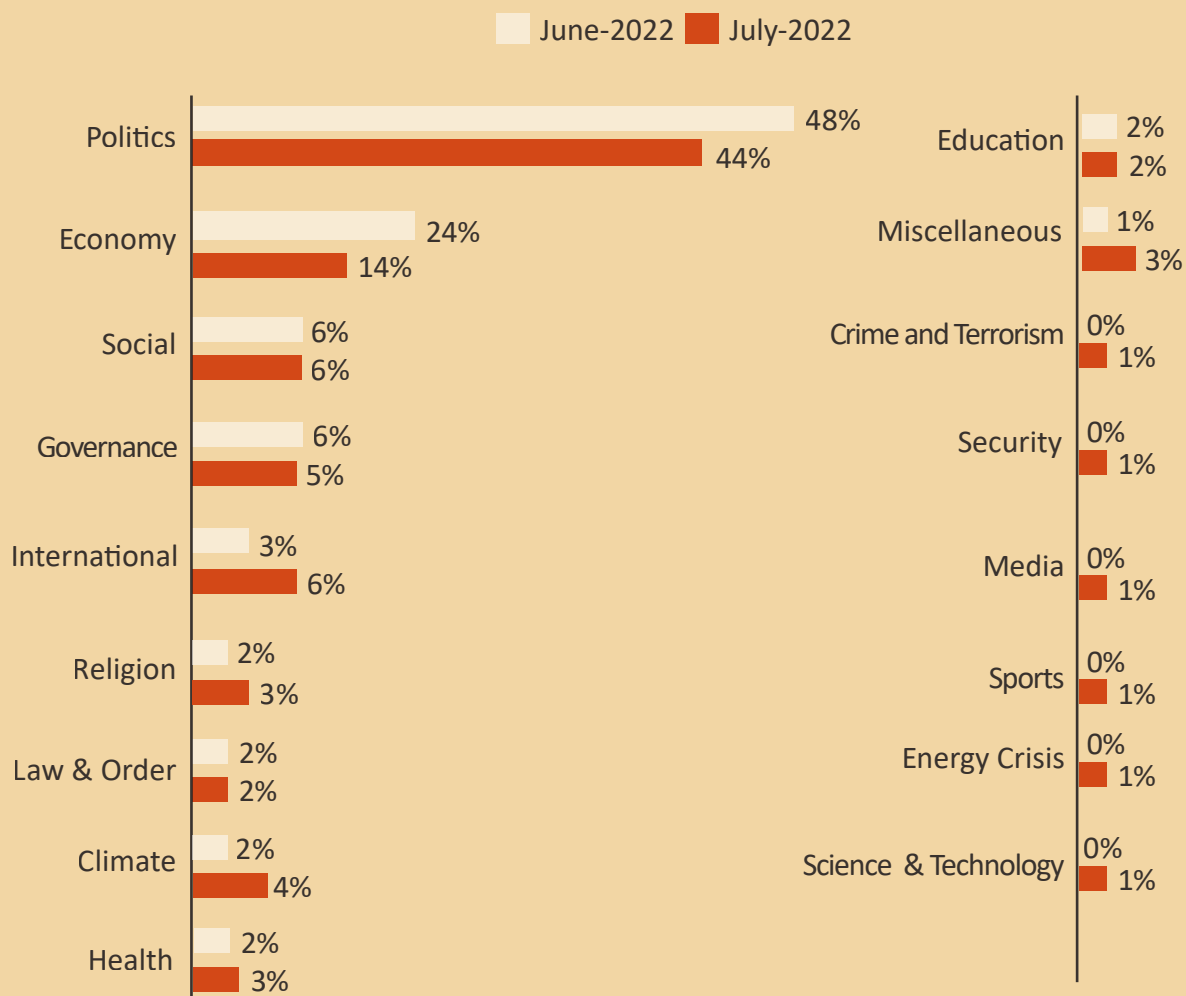
DISCUSSED WITHIN 'INTERNATIONAL':

This category was primarily dominated by debate over the various international issues including the human rights violations in Kashmir and Palestine. Moreover, this section also contained articles that discussed various international political issues and their impact on the global level.

IN COMPARISON WITH THE PREVIOUS ISSUE:

The most drastic changes from June 2022 to July 2022 occurred in the categories of 'Politics' and 'Economy.' While both the issues saw 'Politics' to be the dominating category, it saw an 4% decrease from June. On the other hand, 'Economy' saw a 10% decrease in the number of articles published in July. The percentage of 'International' however, increased by 6% in July, taking the third spot in July as compared to the fifth in June. 'Social' took over the fourth spot in June, after it stayed constant at 6% while 'Governance' decreased by 1% in July.

Figure 2: Comparison between June 2022 and July 2022

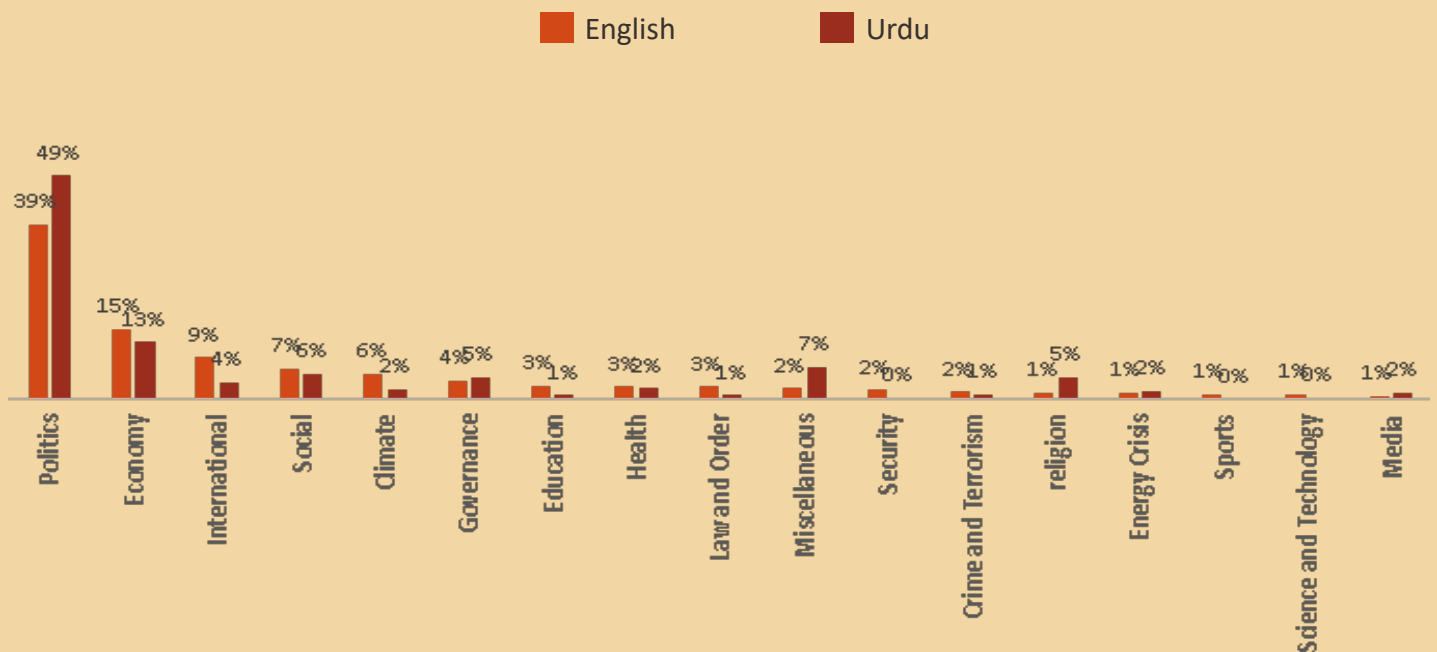


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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 49% 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 15%. Urdu newspapers afforded 13% of their month’s column space to economic issues. There was a stark difference in the ‘Miscellaneous’ category between both the newspapers – English had 2% while Urdu had 7%.

Figure 3: Comparison between English and Urdu Newspapers June 2022



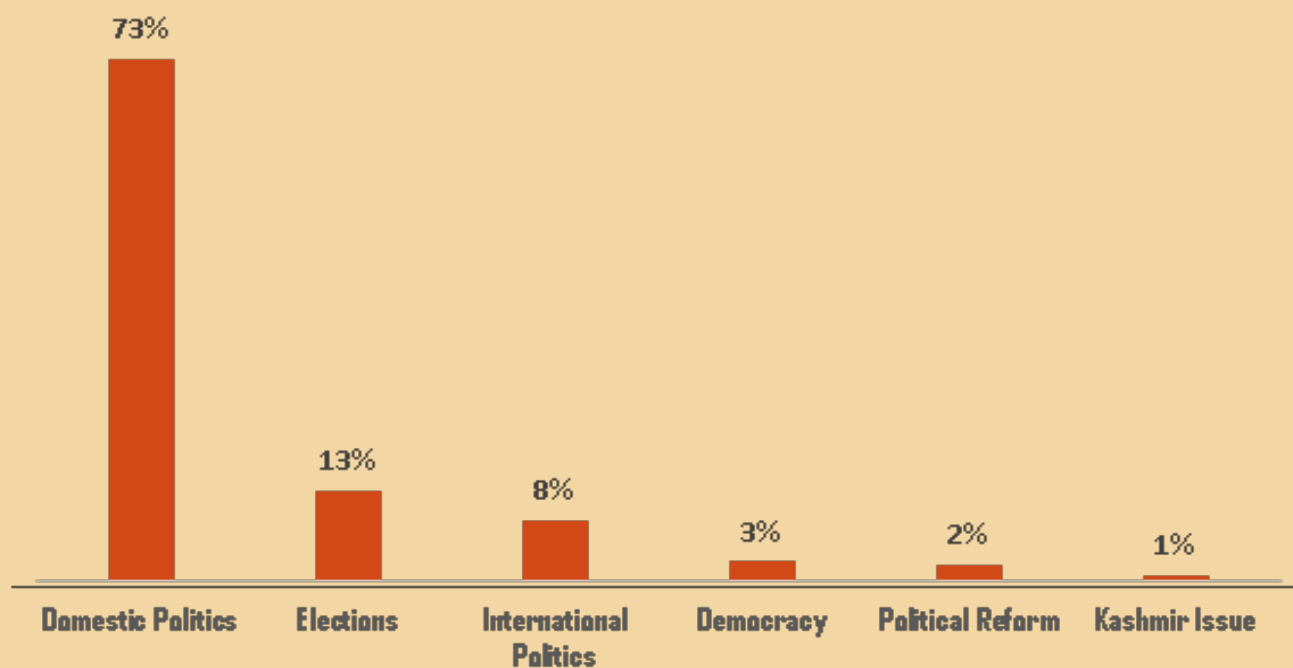
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

1338 articles from 7 English newspapers were used to obtain the results above. Of these, 39% were about politics. ‘Economy,’ ‘Social,’ ‘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,’ ‘Economy.’

SUBCATEGORIES WITHIN 'POLITICS'

From a total of 2835 articles, 1258 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,' 'Elections,' 'Democracy,' 'Political Reform' and 'Kashmir Issue'

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 ‘ELECTIONS’:

The opinion pieces concerning this category mostly focused on the by elections that happened in Punjab, discussing how PTI won. The articles also discussed the local government elections in Sindh.

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. Moreover, the situation in India with the BJP’s discriminatory policies also took up space.

DISCUSSED WITHIN ‘DEMOCRACY’:

3% 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.

DISCUSSED WITHIN ‘POLITICAL REFORM’:

The articles in this category discussed the need for political reforms in Pakistan, what political reforms the country can take up and whether or not they would be successful. Along with this, the articles also discussed the political reforms being pursued by the current government.

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.

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@galluppakistan.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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