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Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

October 2022

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

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

Islamabad, 1st December, 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 October 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 **2894** opinion articles/columns written by various columnists was conducted for October 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 47th 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?

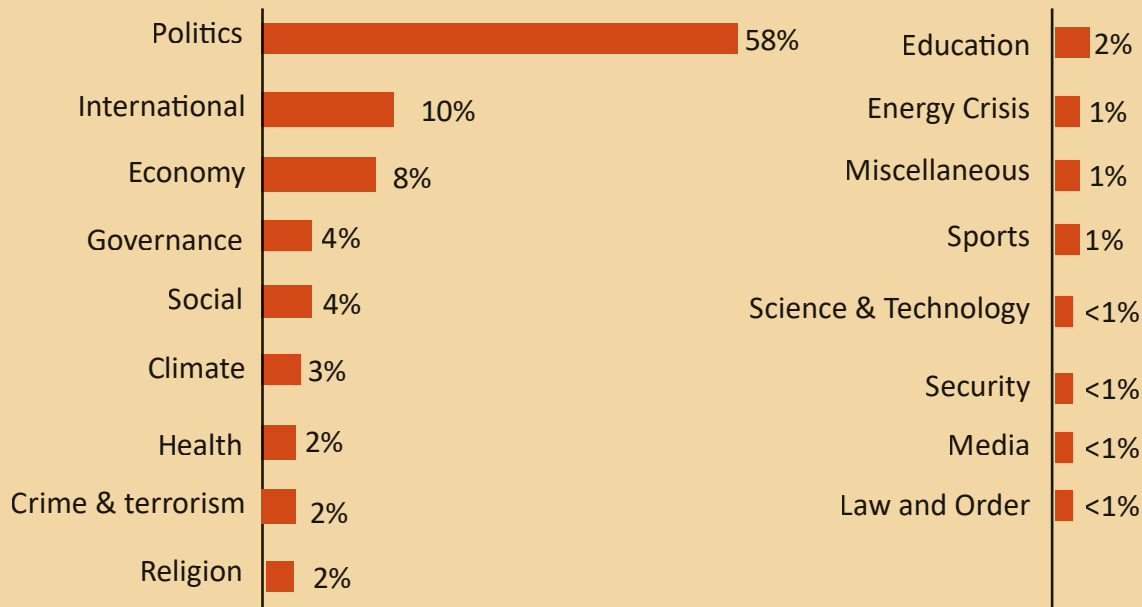
Out of the **12** newspapers, **5** were **Urdu newspapers**, namely Daily Pakistan, Daily Express, Daily Jang, Daily Khabrain and Nawa-i-Waqt, and **7** were **English newspapers**, namely The Express Tribune, Daily Times, Dawn, Pakistan Today, The Pakistan Observer, The Nation, and The News.

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 October 2022 with 58% of opinion articles written during the month devoted to the topic. 'International' made up a significant 10%, Economy made up 8%. 'Governance' occupied 4% of newspaper space while 'Social' also made up 4%. 'Climate' took up 3% of space, while 'Health', 'Crime and Terrorism', 'Religion' and 'Education' each contributed to 2% of newspaper space. 'Energy Crisis' 'Sports' 'Science and Technology' and 'Miscellaneous' made around 1% each while 'Security' 'Media' and 'Law and Order' took up less than 1% of space.

Figure 1: Main Topics Under Discussion in October 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 newspaper space this October, a characteristic result of the tumultuous political situation of the country. Most of the articles talked about the Shahbaz Sharif government, its policies and the activities of the opposition alongside Imran Khan and his calls for the long march. An enormous number of articles additionally discussed international political issues like the Afghan Taliban situation and the unrest in Kashmir, along with discussion on Indian right-wing politics.

DISCUSSED WITHIN 'ECONOMY':

Under this category, the opinion pieces talked about the various international issues taking place globally. Majority of the articles discussed the role of USA, China and Russia in the world order. Along with that many articles discussed the human rights violations in Kashmir and the political situation of the region.

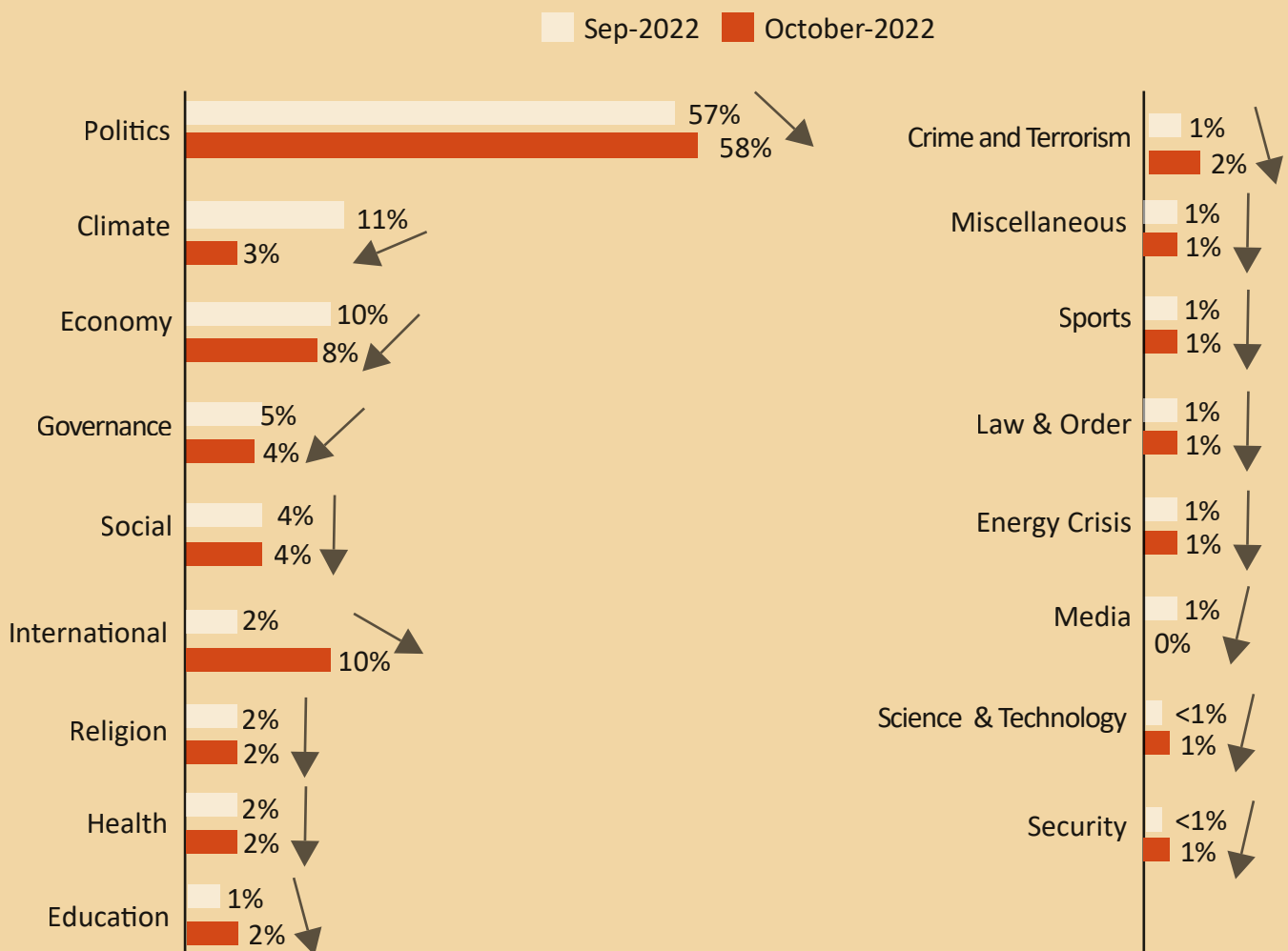
DISCUSSED WITHIN 'ECONOMY':

Most of the articles from this category discussed the governments' approach towards dealing with the economic crisis that the country has been facing. There was discussion on the IMF bailout and what that means for Pakistan. The economic future of Pakistan was another topic of discussion along with opinions on the return of Ishaq Dar.

IN COMPARISON WITH THE PREVIOUS ISSUE:

The most drastic changes from September 2022 to October 2022 occurred in the categories of 'International' and 'Climate.' While both the issues saw 'Politics' to be the dominating category. Climate decreased from 11% to 3% over the course of the month while 'International' increased by 8%. 'Economy' decreased by 2% while 'Governance' decreased by 1%. 'International' saw a little decrease as compared to last month. While 'Social' 'Health' 'Education' 'Sports' 'Law and Order' 'Energy Crisis' 'Media' 'and 'Security' remained the same in September and October.

Figure 2: Comparison between September 2022 and October 2022

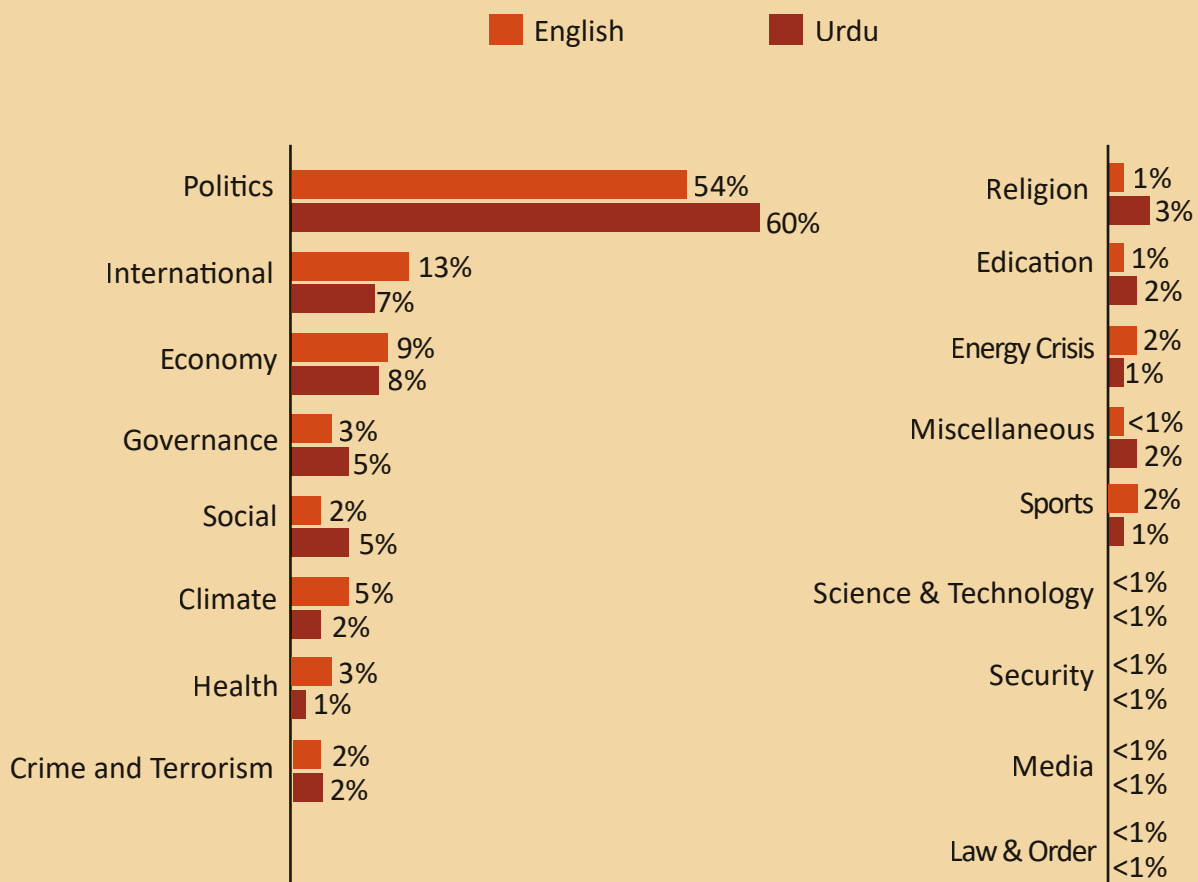


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

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

More than 1500 opinion pieces in Urdu were analyzed and the results showed that 60% of them centered around the subject of 'Politics'. The second largest category in English was International with 13% articles while in Urdu Economy came in second with 8% articles. The third largest category in Urdu newspapers was Governance and Social at 5% while in English newspapers the Climate category came in third with 5% articles.

Figure 3: Comparison between English and Urdu Newspapers October 2022



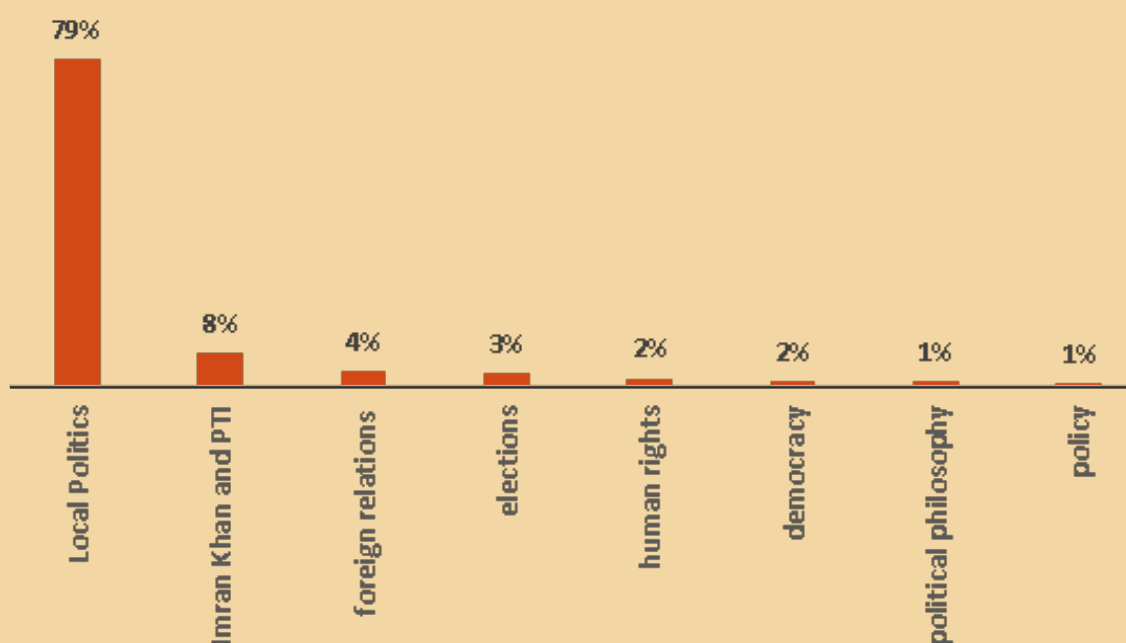
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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1332 articles from 7 English newspapers were used to obtain the results above. Articles in the 'International' 'Economy' 'Climate' and 'Health' category were higher in number in the English category, the rest of the categories were all the same or less than Urdu.

SUBCATEGORIES WITHIN 'POLITICS'

From a total of 2894 articles, 1897 fell within the category of 'Climate'. These articles spanned a broad range of topics – from discussions on 'Local Politics' 'Imran Khan and PTI' 'Foreign Relations' 'Elections' to 'Human Rights' 'Democracy' 'Political Philosophy' and 'Policy'

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 ‘LOCAL POLITICS’:

This category made up majority of the articles in this category. The articles discussed the various local political issues that the Shahbaz Sharif government has been dealing with.

DISCUSSED WITHIN ‘IMRAN KHAN AND PTI’:

Under this subcategory the articles discussed Imran Khan’s various calls for protests and long march, along with discussion on the court cases against him and his party members.

DISCUSSED WITHIN ‘FOREIGN RELATIONS’:

In this category, the opinion pieces shed light on Pakistan’s foreign relations, the efforts that the government has been doing to improve them along with advice on how to go about it.

DISCUSSED WITHIN ‘KASHMIR ISSUE’:

The opinion pieces concerning this category talked about the by elections that happened.

DISCUSSED WITHIN ‘HUMAN RIGHTS’:

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.

DISCUSSED WITHIN ‘POLITICAL PHILOSOPHY’:

The articles in this category discussed political concepts like populism, socialism and other ideologies in the political sphere, while trying to decipher what best fit the Pakistani political scenario.

DISCUSSED WITHIN ‘POLICY’:

1% of the articles discussed political policies on issues like citizenship and equality and carried advice on other policy matters.

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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