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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

November 2022 & December 2022

A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at approximately 6000 Newspaper columns and editorials

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TABLE OF CONTENTS

INTRODUCTION

1

MAIN TOPICS UNDER DISCUSSION

2

COMPARISON BETWEEN NOVEMBER AND DECEMBER 2022

6

URDU VS ENGLISH NEWSPAPER ANALYSIS

7

SUBCATEGORIES WITHIN POLITICS

9

THE RATIONALE BEHIND THIS CONTENT

14

CONTENT ANALYSIS OF NEWSPAPER ARTICLES PUBLISHED DURING NOVEMBER 2022 AND DECEMBER 2022

In the 12 English and Urdu newspapers analyzed for November and December 2022 covering more than 5800 opinion pieces, 'Politics' and 'Social,' 'International' and 'Economy' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 29th March 2023

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 **November 2022** in the mainstream media belonged to the categories: 'Politics', 'Social', and 'International.' While the main issues under discussion during **December 2022** in the mainstream media belonged to the categories: 'Politics', 'Social', and 'Economy.'*

*An analysis of the content of 12 national newspapers consisting of a total of **2912** opinion articles/columns for **November 2022** and **2928** opinion articles/columns written by various columnists for **December 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 48th 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.

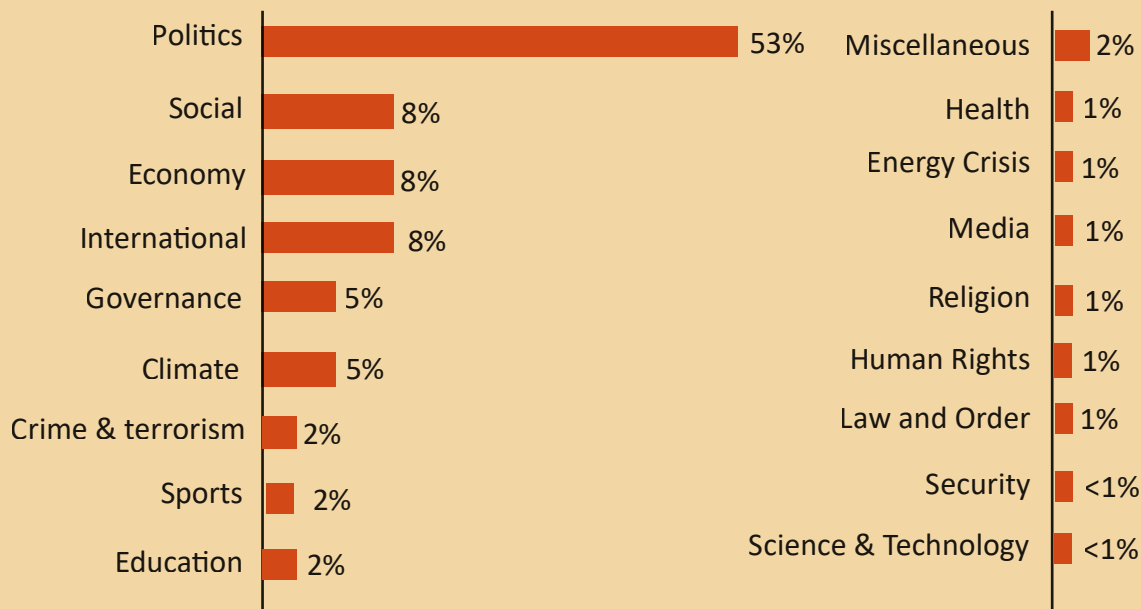
The topics discussed in these opinion articles/columns were categorized into **18** broad themes: 'Politics', 'Security', 'Media', 'Law and Order', 'Economy', 'Governance', 'International', 'Social', 'Sports', 'Health', 'Education', 'Religion', 'Climate', 'Crime and Terrorism', 'Energy Crisis', 'Miscellaneous' and 'Science and Technology' along with a newly added category of 'Human Rights'

NOVEMBER 2022:

Politics, dominated with Social, International and Economy taking priority over the rest while Science and Technology along with Security accounting for the least number of articles.

Politics received the most attention with 53% of all articles falling within the category. Social, International, and Economy, took up 8% of newspaper space each. Followed by these was Climate with 5% articles in November 2022, close behind it was Governance with 4% of articles. Sports, Crime and Terrorism, Education and Miscellaneous articles accounted for 2% each. Health, Religion, Law and Order, Media, Human Rights and Energy Crisis made up around 1% each while articles relating to Science and Technology and Security accounted for less than 1% of newspaper space.

Figure 1: Main Topics Under Discussion November 2022



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

DISCUSSED WITHIN 'POLITICS':

Political issues heavily dominated the newspaper space in November 2022. Most of the articles analyzed how the PDM government has been dealing with the crises emerging while a significant number of the articles shed light on the happenings of Imran Khan's Long March and its effect on the political sphere. A great number of articles also discussed the change in command of the COAS and what it meant for Pakistan and Pakistani politics.

DISCUSSED WITHIN 'SOCIAL':

Articles under this category discussed the various issues the society has been dealing with as a result of the economic and political turmoil that the country has been going through. The articles also talked about the global developments and what it meant for the Pakistani society. Moreover, the articles also criticized the society on losing its cultural values and suggested how to stay true to them.

DISCUSSED WITHIN 'INTERNATIONAL':

In this category, the articles talked about global issues ranging from the growing population, the Israel-Palestine issue, the Kashmir issue, the war in Ukraine, and the global influence of the activities of the superpowers.

DISCUSSED WITHIN 'ECONOMY':

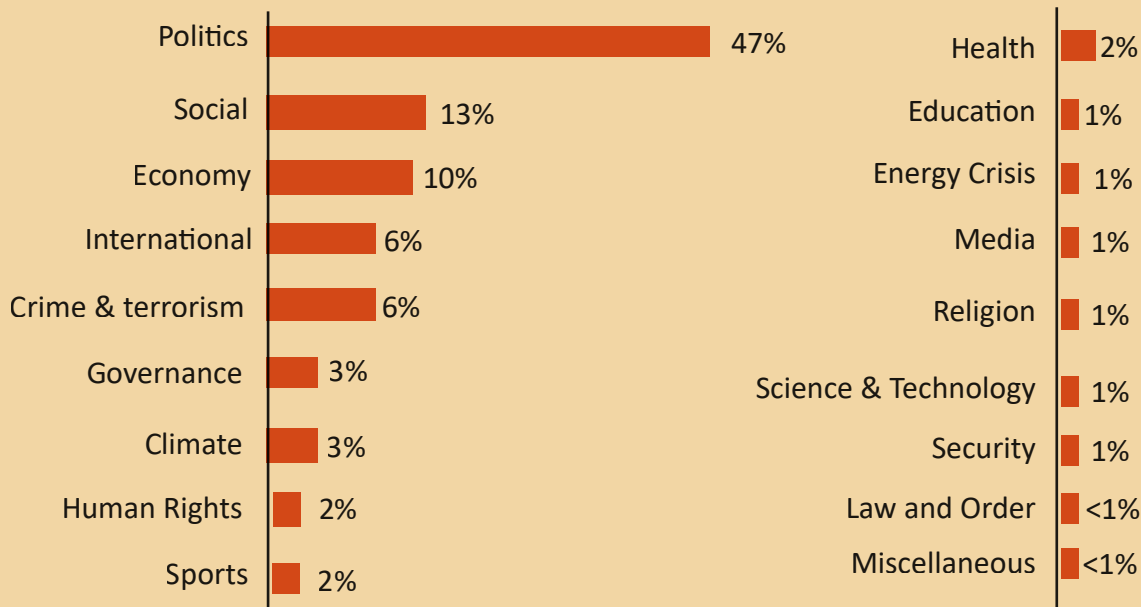
The articles in this category talked about the budding economic crisis. Many articles discussed the government's strategies toward economic policies and carried advice on how to best deal with the situation.

DECEMBER 2022

Politics, Social, and Economy took priority with International not far behind, while discussions related to Law and Order barely received coverage.

Politics received massive attention in December 2022 with 47% of opinion articles written during the month devoted to the topic. 'Social' made up a significant 13%, Economy made up 10%. 'International' occupied 6% of newspaper space while 'Crime and Terrorism' made up 6%. 'Governance' and 'Climate' took up 3% of space each, while 'Human Rights,' 'Sports,' and 'Health' were 2% each. 'Religion' and 'Education,' 'Energy Crisis,' 'Science and Technology' and 'Security' and 'Media' made up 1% each. Whereas 'Law and Order' and 'Miscellaneous' took up less than 1% of newspaper space.

Figure 2: Main Topics Under Discussion December 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 December, 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. An enormous number of articles additionally discussed international political issues like the unrest in Kashmir, along with discussion on Indian right-wing politics. Moreover, the change in command of the Army chief was discussed along with its implications on the country's political scenario.

DISCUSSED WITHIN 'SOCIAL':

Under this category, the opinion pieces talked about the various social issues that have risen due to the political and economic situation of the country. Many articles talked about the religious and cultural direction of the society along with society's deviance from it.

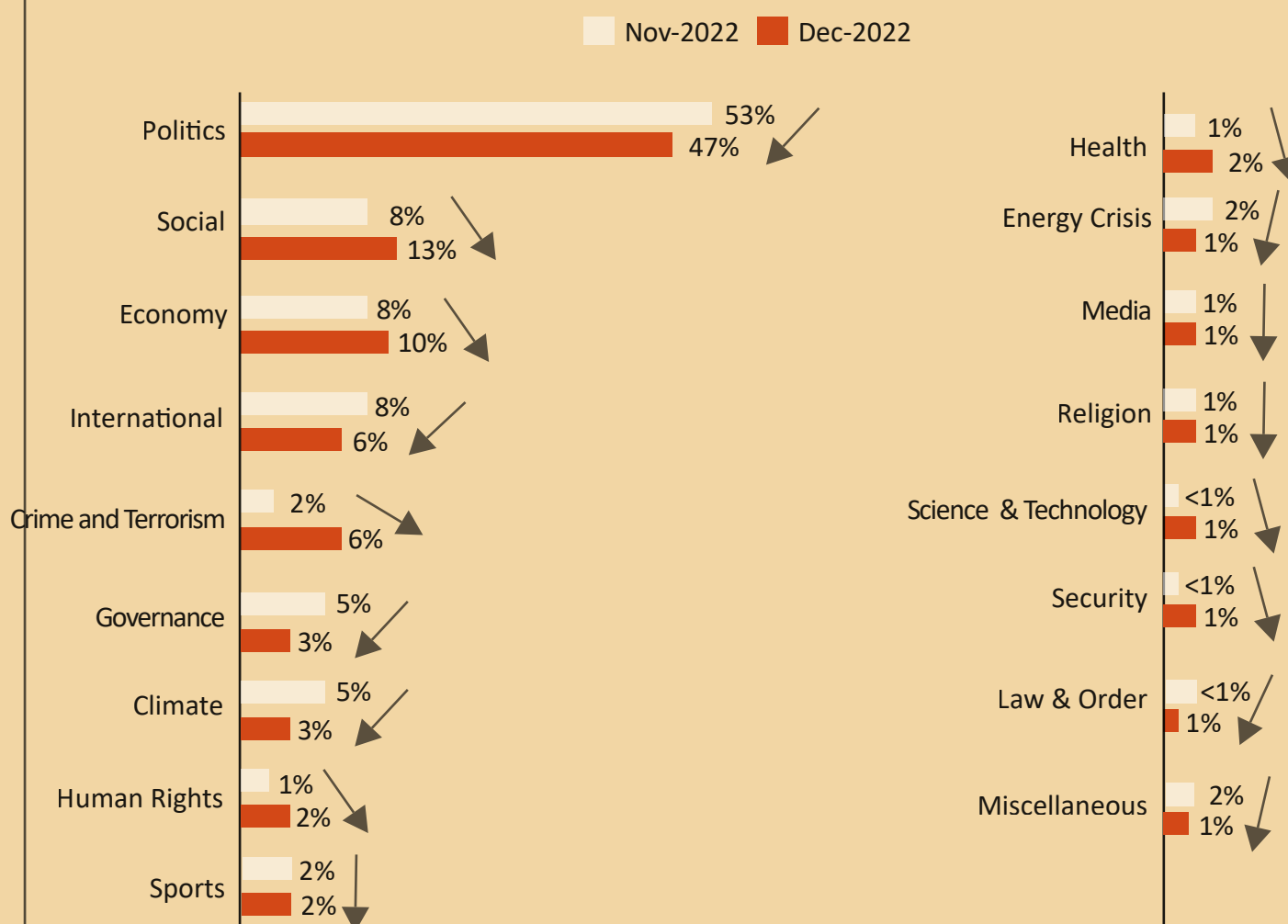
DISCUSSED WITHIN 'ECONOMY':

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.

COMPARISON BETWEEN NOVEMBER 2022 AND DECEMBER 2022

The most drastic changes from November 2022 to December 2022 occurred in the category of 'Politics.' While both the issues saw 'Politics' to be the dominating category. It decreased by 6% from November to December. 'Social' increased by 5% while 'International' decreased by 2% from November to December. 'Economy' however, increased by 2% while 'Crime and Terrorism' increased by 4%. Articles on 'Governance' and 'Climate' decreased by 2% from November to December. 'Human Rights' and 'Health' grew by 1% while 'Energy Crisis' 'Media' and 'Religion' remained the same.

Figure 3: Comparison between November 2022 and December 2022



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

Urdu vs. English: November 2022

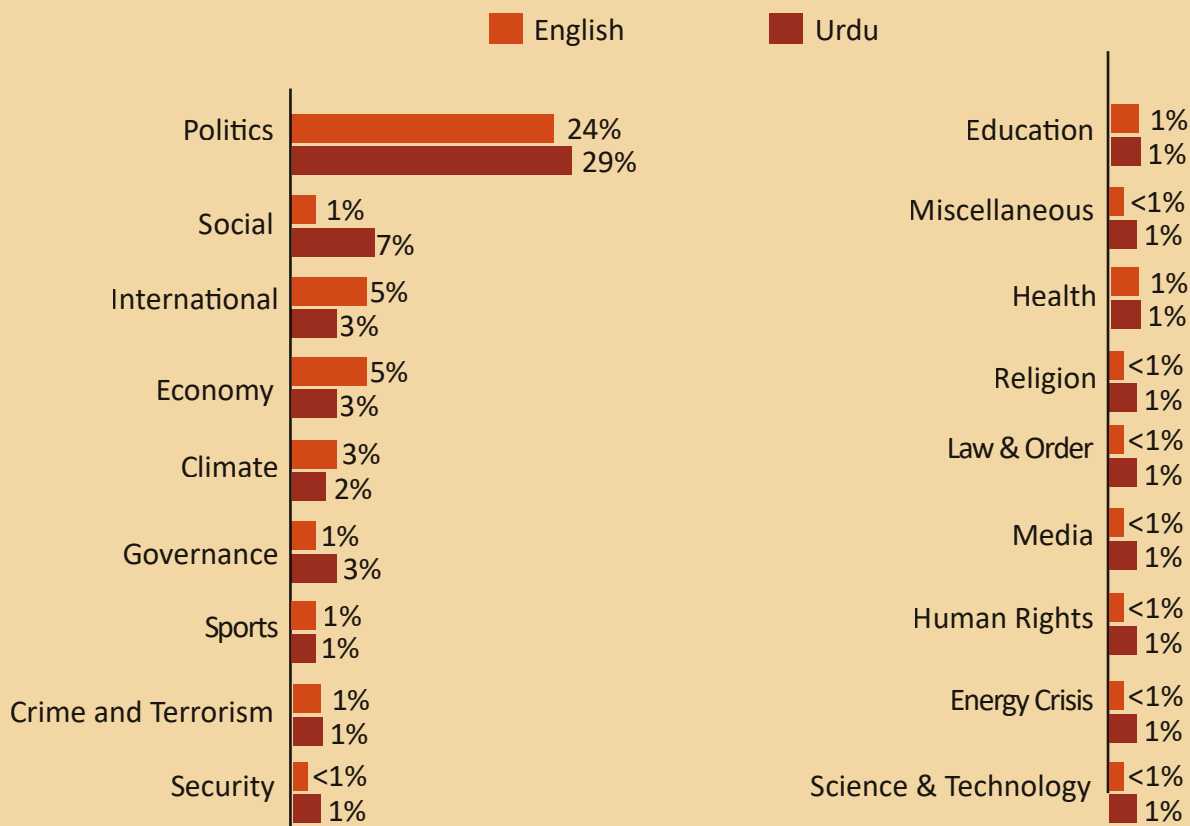
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The category of ‘Politics’ dominated both Urdu and English newspapers with a slight difference in the percentage of representation. In Urdu newspapers, it was higher with 29% as compared to 24% in English newspapers.

The categories which had a higher representation in Urdu newspapers were: Social – 7% in Urdu as compared to 1% in English, Governance – 3% in Urdu as compared to 1% in English and Religion with 1% in Urdu and less than 1% in English.

In English newspapers, the categories that had a higher share than in Urdu newspapers were: International with 5% as compared to 3% in Urdu, the same goes for articles falling in the ‘Economy’ category. Moreover, ‘Climate’ also occupied greater space in English newspapers with 3% as compared to 2% in Urdu.

Figure 4: Comparison between English and Urdu Newspapers November 2022



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

Urdu vs. English: December 2022

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

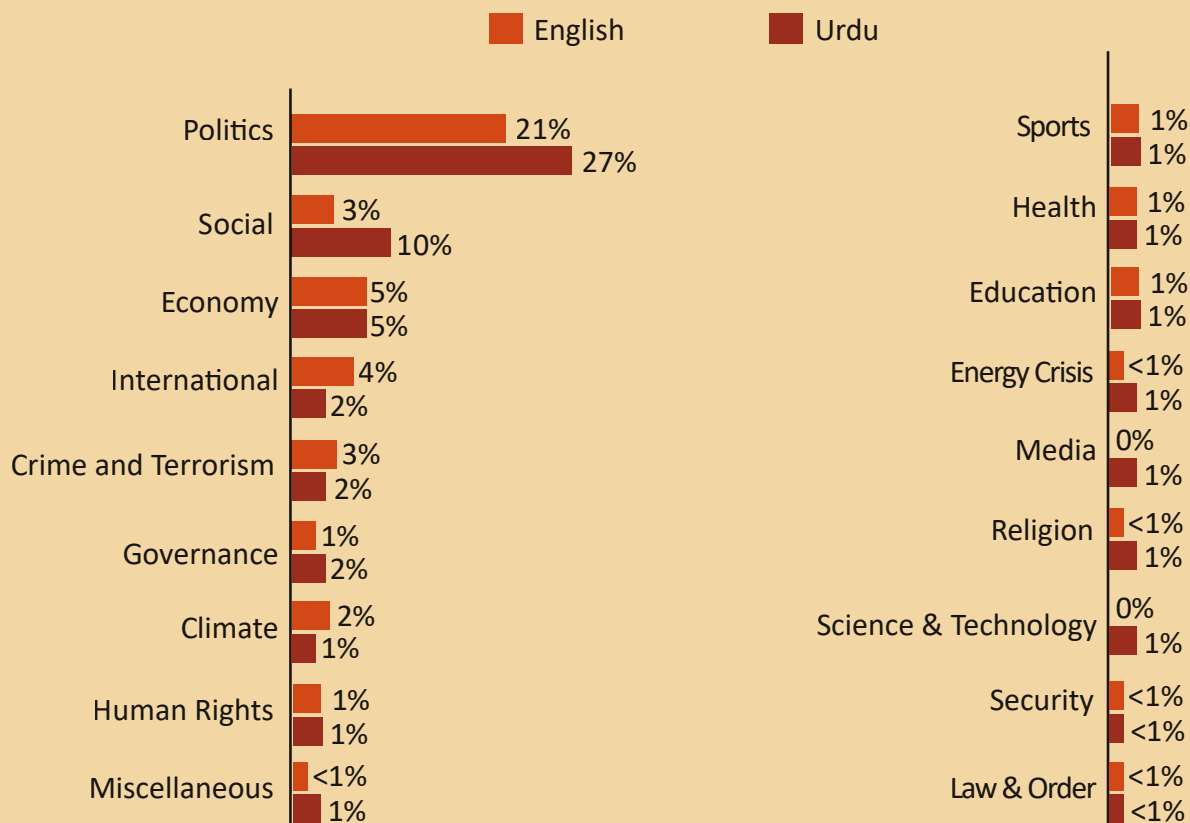
More than 1600 opinion pieces in Urdu were analyzed and the results showed that 27% of the content in them centered around the subject of ‘Politics’. While in the English newspapers the percentage of political opinion pieces came to 21%.

The second largest category of opinion pieces in Urdu was Social at 10% while in English newspapers, the ‘Social’ category consisted of 3% of the overall opinion pieces.

The third largest category in Urdu newspapers was ‘Economy’ with 5% opinion pieces. English newspapers had the same percentage of ‘Economy’ pieces as Urdu newspapers.

While all the other categories shared fairly the same percentage of space in both English and Urdu newspapers.

Figure 5: Comparison between English and Urdu Newspapers December 2022

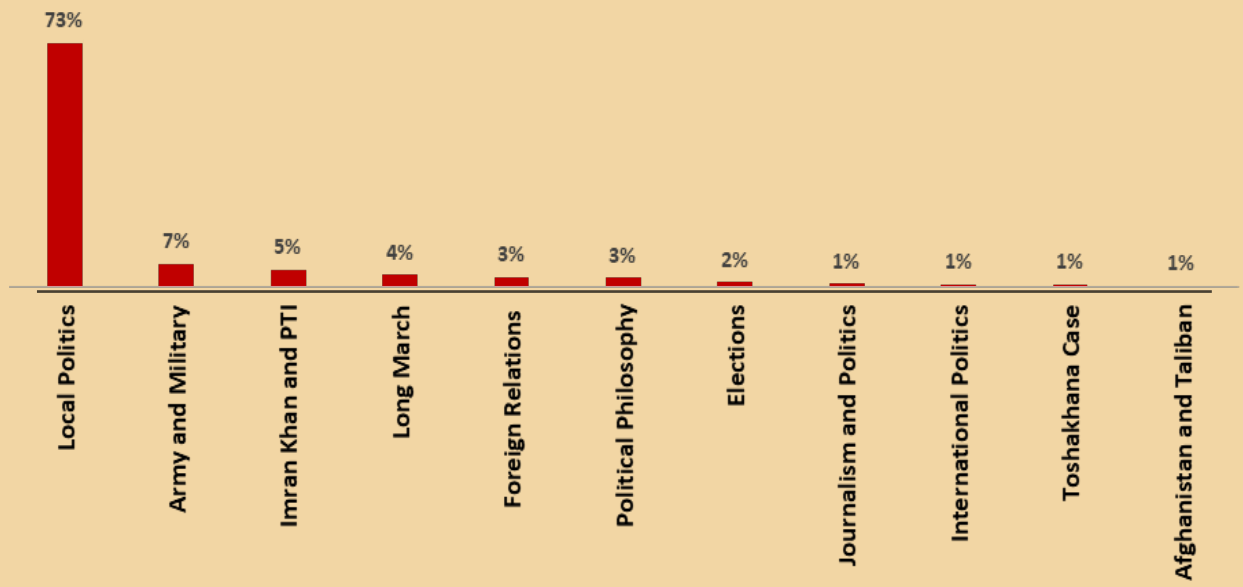


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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SUBCATEGORIES WITHIN 'POLITICS' (NOVEMBER)

From a total of 2912 articles, 1529 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on 'Local Politics' 'Imran Khan and PTI' 'Foreign Relations' 'Elections' to 'Political Philosophy' 'Jinnah's Pakistan' 'Army and military' and 'East Pakistan'

Figure 6: Subcategories within 'Politics' (November 2022)



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

DISCUSSED WITHIN ‘LOCAL POLITICS’:

Under this category, the articles discussed focused on the various political issues that the country has been facing and carried advice on how the government should deal with those issues.

DISCUSSED WITHIN ‘ARMY AND MILITARY’

Articles under this category talked about the retirement of General Bajwa and the consequent change of command in the highest military order. Moreover, the articles also discussed its implications on Pakistani politics.

DISCUSSED WITHIN ‘IMRAN KHAN AND PTI’

Imran Khan and PTI have been critical of the current PDM government and have been announcing plans for the future very frequently. Under this category, articles analyzed the politics of the former Prime Minister and his party.

DISCUSSED WITHIN ‘LONG MARCH’

Imran Khan’s long march was active in November 2022 and the articles under this category discussed the happenings of the March.

DISCUSSED WITHIN ‘FOREIGN RELATIONS’

Articles in this category discussed the various foreign tours that the PM has been carrying out and their impact on Foreign Relations. Moreover, articles also discussed the possibilities and challenges the country is facing in the sphere of Foreign Relations.

DISCUSSED WITHIN ‘POLITICAL PHILOSOPHY’

In this category, articles analyzed the local political context using the lens of political philosophy.

DISCUSSED WITHIN ‘ELECTIONS’

The opinion pieces concerning this category talked about the upcoming elections.

DISCUSSED WITHIN ‘JOURNALISM AND POLITICS’

The murder of Arshad Sharif took place in November and articles in this category centered around that.

DISCUSSED WITHIN ‘INTERNATIONAL POLITICS’

In this category, various international political issues that were related to Pakistan were discussed.

DISCUSSED WITHIN 'TOSHAKHANA CASE'

The proceedings of the infamous Toshakhana Case were discussed under this category.

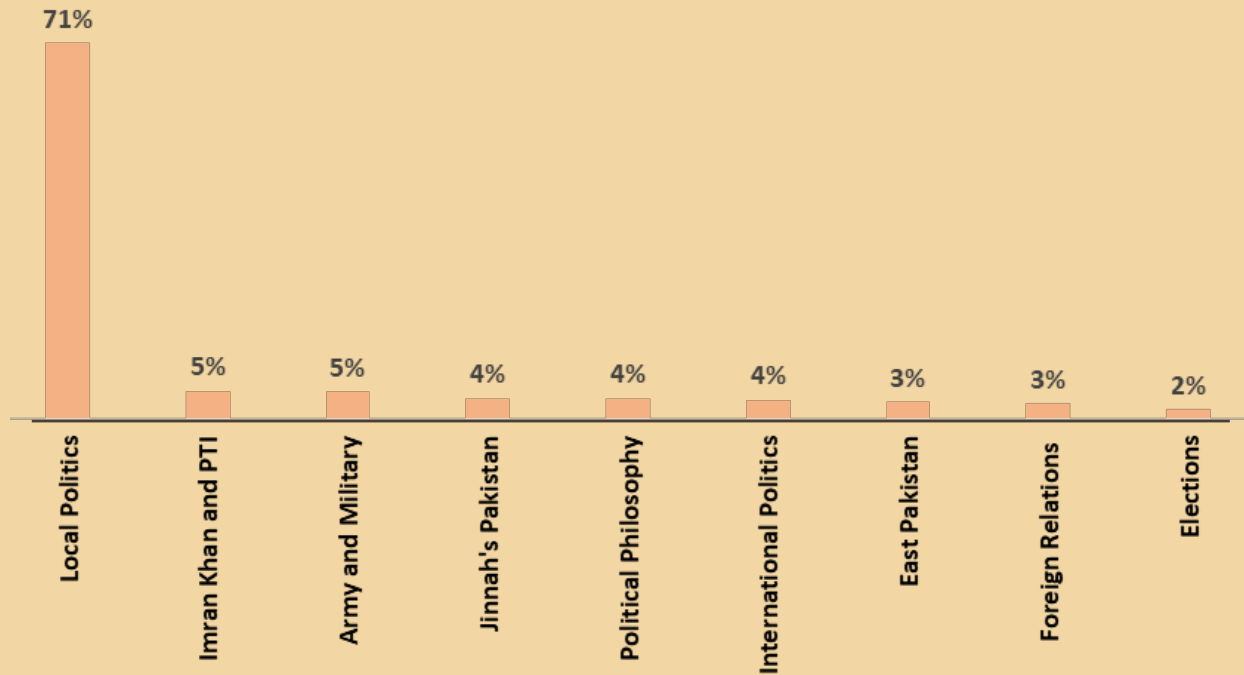
DISCUSSED WITHIN 'AFGHANISTAN AND TALIBAN'

The turmoil that has ensued as a result of the Taliban in Afghanistan was discussed under this category.

SUBCATEGORIES WITHIN 'POLITICS' (DECEMBER)

From a total of 2912 articles, 1529 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on 'Local Politics' 'Imran Khan and PTI' 'Foreign Relations' 'Elections' to 'Political Philosophy' 'Jinnah's Pakistan' 'Army and military' and 'East Pakistan'

Figure 7: Subcategories within 'Politics' (December 2022)



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 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 'ELECTIONS':

The opinion pieces concerning this category talked about the upcoming elections.

DISCUSSED WITHIN 'ARMY AND MILITARY':

5% of the total articles from the Politics category were opinion pieces discussing army or the military. Most of the articles talked about the change in command of the Army chief and what it means for Pakistan.

DISCUSSED WITHIN 'EAST PAKISTAN':

December 16th, 1971, was when the Fall of Dhaka happened and Pakistan lost its other half, East Pakistan. Articles under this category shed light on the events that led to the creation of Bangladesh, along with a critical analysis of the circumstances that surrounded its creation.

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 **November and December 2022**. This data was obtained after reviewing **5,840** 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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