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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

January 2023 & February 2023

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 5000 Newspaper columns
and editorials

Compiled by Mahnoor Naeem,
Research Executive at Gallup Pakistan

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CONTENT ANALYSIS OF NEWSPAPER ARTICLES PUBLISHED DURING JANUARY 2023 AND FEBRUARY 2023

In the 12 English and Urdu newspapers analyzed for January and February 2023 covering more than 5307 opinion pieces, 'Politics' and 'Social,' 'International' and 'Economy' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 18th April 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 **January 2023** in the mainstream media belonged to the categories: 'Politics', 'Economy', and 'International.' While the main issues under discussion during **February 2023** in the mainstream media belonged to the categories: 'Politics', 'Economy', and 'Social.'*

*An analysis of the content of **12** national newspapers consisting of a total of **2837** opinion articles/columns for **January 2023** and **2470** opinion articles/columns written by various columnists for **February 2023**. This is part of Gallup & Gilani Pakistan Media Research Division's initiative to empirically understand opinion leaders' views on national issues.*

This is the 49th 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:

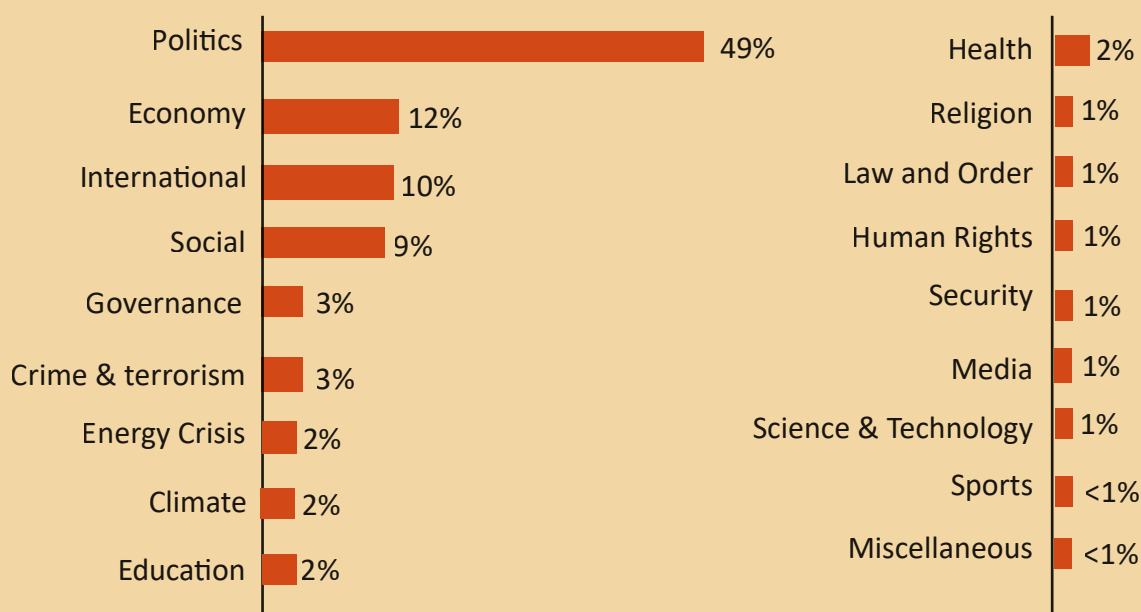
The topics discussed in these opinion articles/columns were categorized into 18 broad themes: 'Politics', 'Security', 'Media', 'Law and Order', 'Economy', 'Governance', 'International', 'Social', 'Sports', 'Health', 'Education', 'Religion', 'Climate', 'Crime and Terrorism', 'Energy Crisis', 'Miscellaneous'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

JANUARY 2023

Politics dominated with Economy, International and Social taking priority over the rest.

Politics received the most attention with 49% of all articles falling within the category. Economy followed with 12% articles. International took up 10% of newspaper space while Social articles made up 9% of the total articles. Governance, along with Crime and Terrorism accounted for 3% each of the total articles while Energy Crisis, Climate, Education and Health made up 2% each. While articles falling in the categories of: Religion, Law and Order, Human Rights, Security, Science and Technology and Sports accounted for 1% each. While articles falling in the categories of: Religion, Law and Order, Human Rights, Security, Science and Technology and Sports accounted for 1% each.

Figure 1: Main Topics Under Discussion January 2023



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 January 2023. Most of the articles analyzed how the PDM government has been dealing with the crises emerging. A significant number of articles discussed the by-elections while a great number of them shed light on the events of the past year and carried advice for 2023.

DISCUSSED WITHIN 'ECONOMY':

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

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. Moreover, the Geneva Conference was also discussed.

DISCUSSED WITHIN 'SOCIAL':

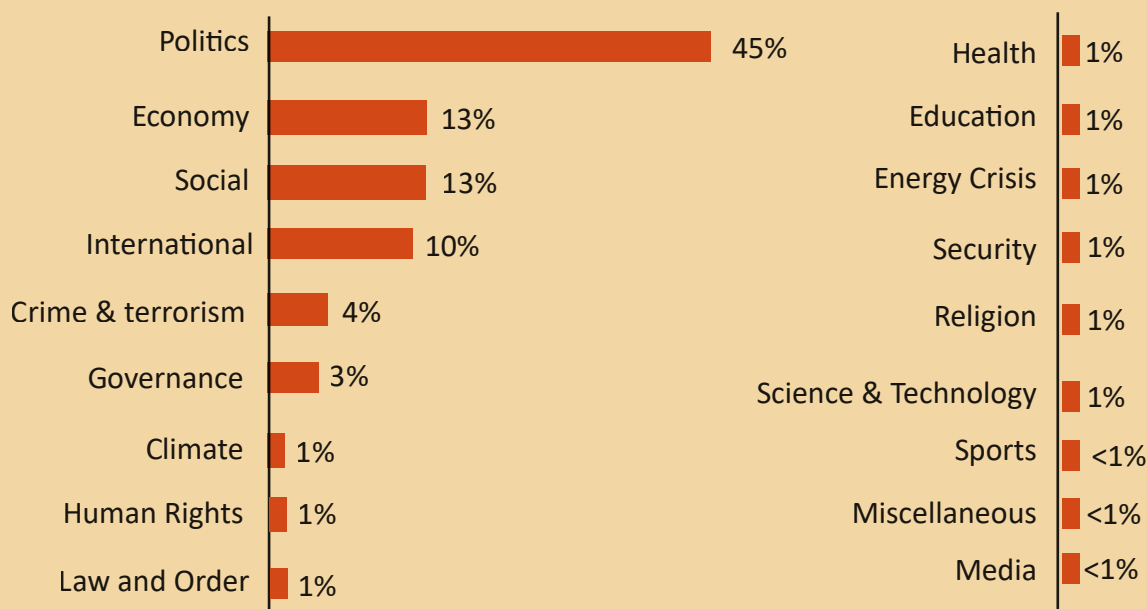
The articles also talked about the global developments and what it meant for the Pakistani society. Moreover, the articles also criticized the society on losing its cultural values and suggested how to stay true to them.

FEBRUARY 2023

Politics, Economy, and Social discussions took priority, while discussions related to Sports and Media barely received coverage.

Politics received the greatest attention in February 2023 with 45% of opinion articles written during the month devoted to the topic. 'Economy' and 'Social' made up a significant 13%, 'International' made up 10%. 'Crime and Terrorism' occupied 4% of newspaper space while 'Governance' made up 3%. 'Governance' and 'Climate' took up 3% of space each, while 'Human Rights,' 'Health,' 'Religion,' 'Education,' 'Energy Crisis,' 'Science and Technology' and 'Security' and 'Law and Order' made up 1% each. Whereas 'Media,' 'Sports,' and 'Miscellaneous' took up less than 1% of newspaper space.

Figure 2: Main Topics Under Discussion February 2023



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 February. 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 the involvement of the army and military in the political sphere.

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 talking with the IMF and what that means for Pakistan. Along with this, there was also discussion on the nation's debt and possibility of default.

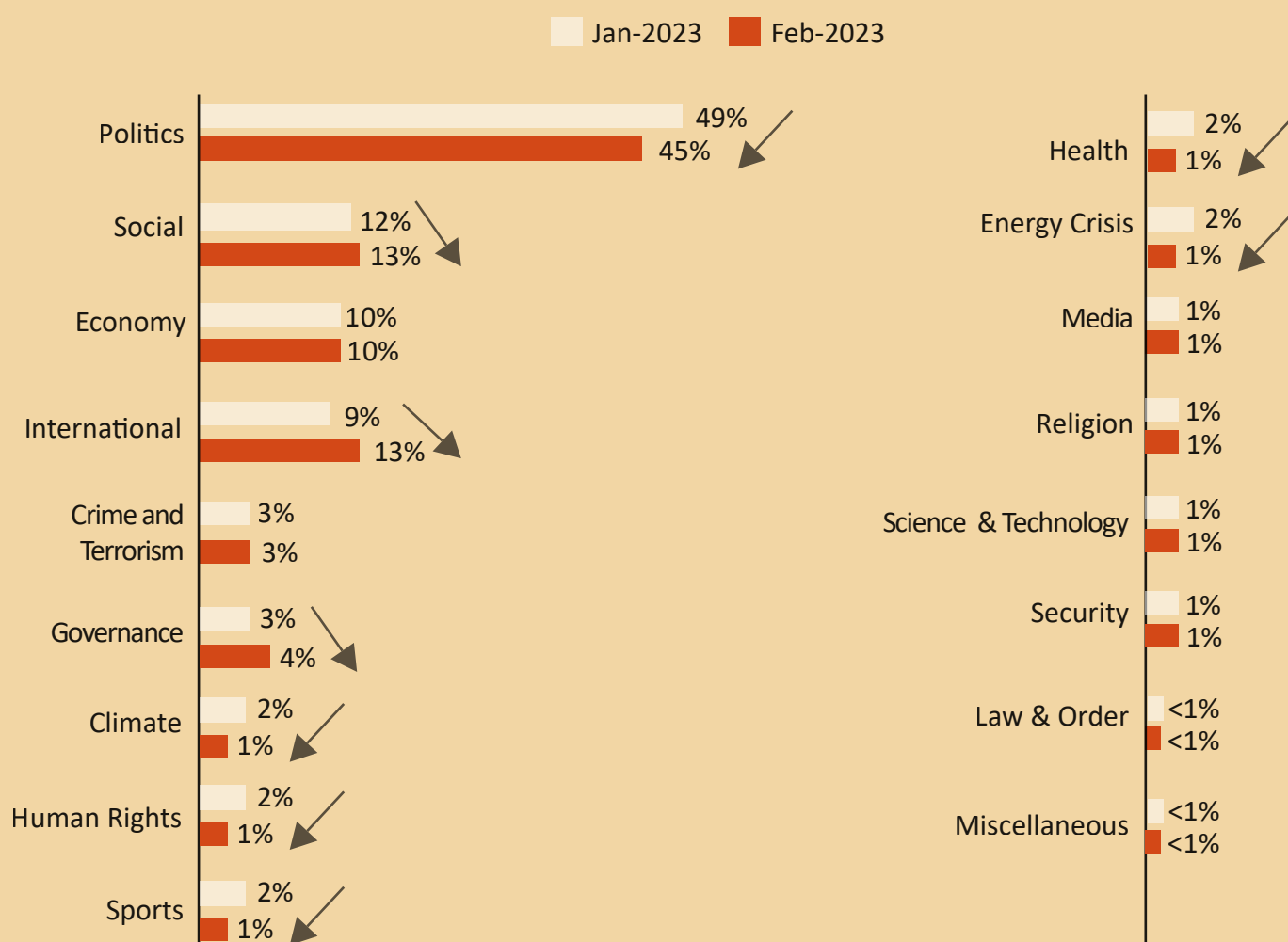
DISCUSSED WITHIN 'SOCIAL':

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.

COMPARISON BETWEEN JANUARY 2023 AND FEBRUARY 2023

While both the issues saw 'Politics' to be the dominating category, from January 2023 to February 'Politics' decreased by 4%. 'Social' on the other hand, increased by 4% from January to February. 'Economy' and 'Crime and Terrorism' increased by 1% over the course of the month. Articles on 'Energy Crisis,' 'Climate,' 'Education,' and 'Health' decreased from 2% each in January to 1% in February. All the other categories occupied similar shares of proportions in January and February.

Figure 3: Comparison between January 2023 and February 2022



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

Urdu vs. English

January 2023

‘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 27% as compared to 22% in English newspapers.

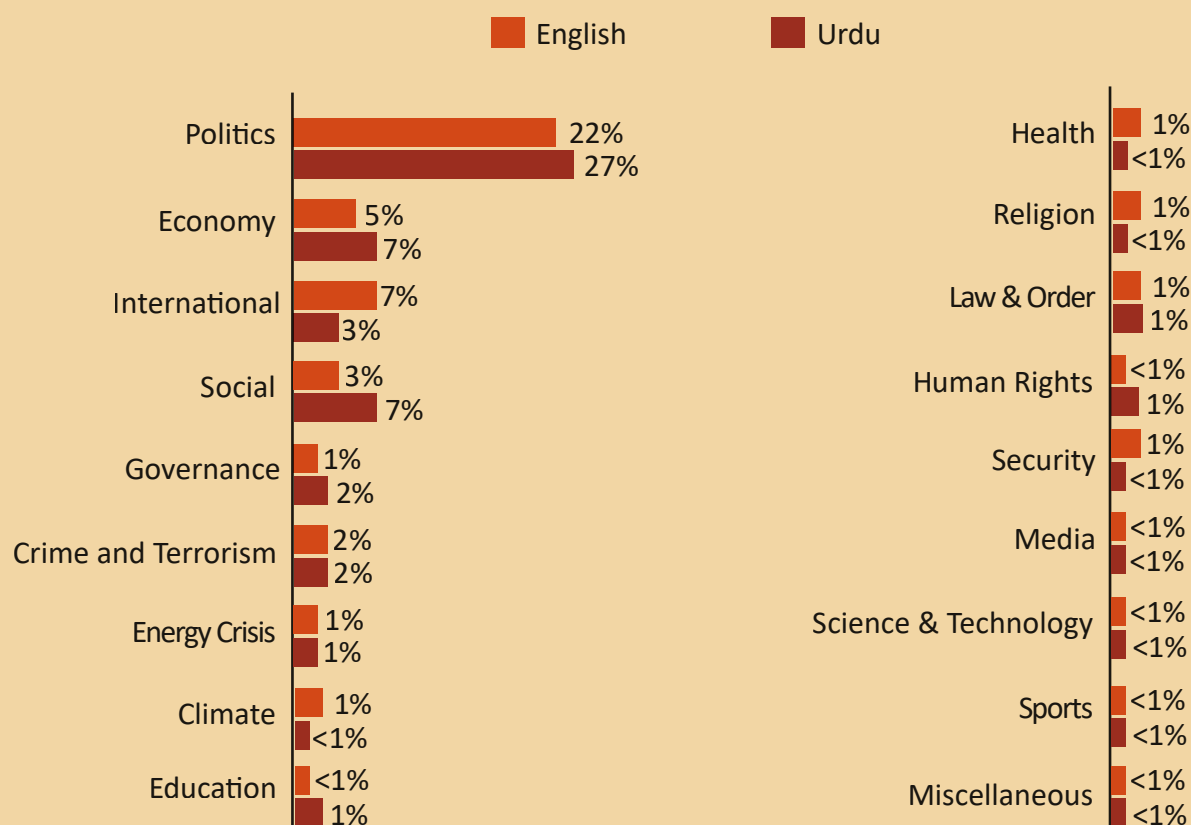
The categories which had a higher representation in Urdu newspapers were: Economy – 7% in Urdu as compared to 5% in English, Social – 7% in Urdu as compared to 3% in English and Governance with 2% in Urdu and less than 1% in English.

In English newspapers, the categories that had a higher share than in Urdu newspapers were: International with 7% as compared to 3% in Urdu, Moreover, ‘Climate’ also occupied greater space in English newspapers with 1% as compared to less than 1% in Urdu.

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

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

Figure 4: Comparison between English and Urdu Newspapers January 2023



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

Urdu vs. English: February 2023

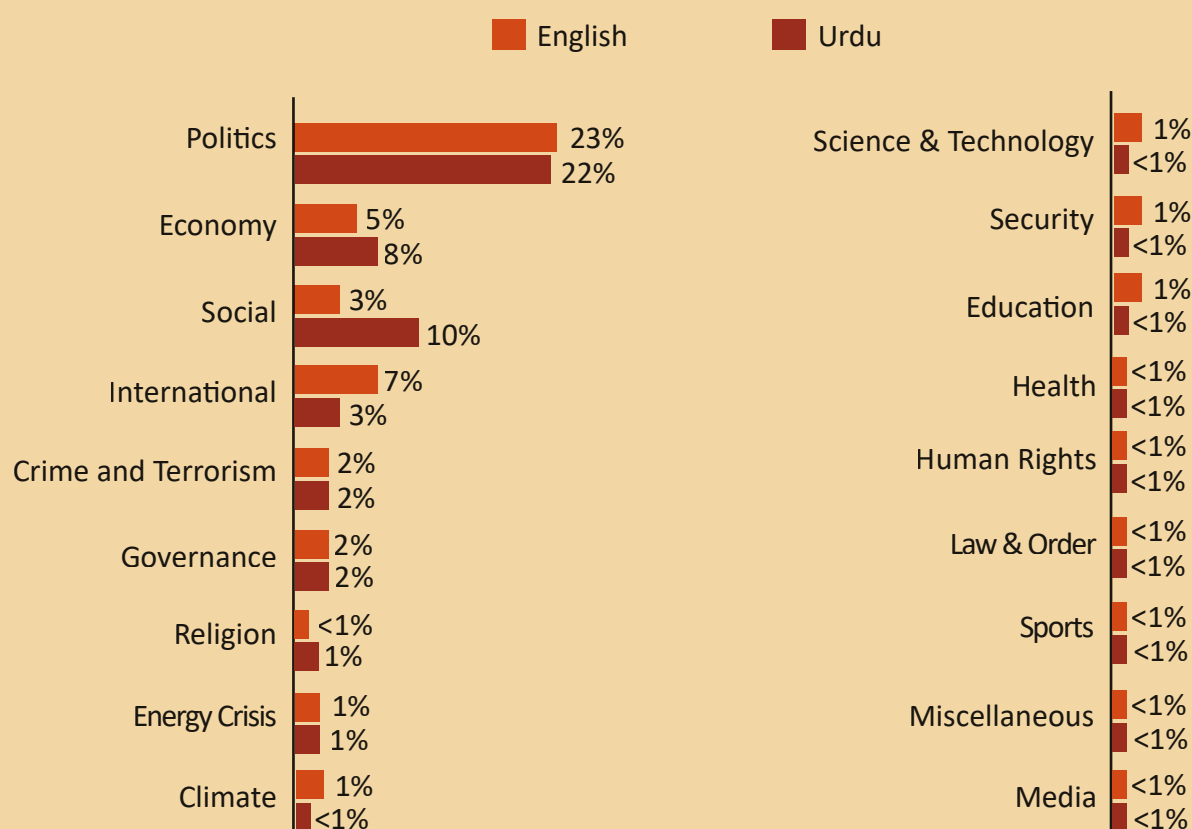
‘Politics’ was the most discussed category in both English and Urdu newspapers.

More than 1200 opinion pieces in Urdu were analyzed and the results showed that 22% of the content in them centered around the subject of ‘Politics’. While in the English newspapers the percentage of political opinion pieces came to 23%.

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 8% opinion pieces. English newspapers had the 5% of ‘Economy’ pieces.

Figure 5: Comparison between English and Urdu February 2023



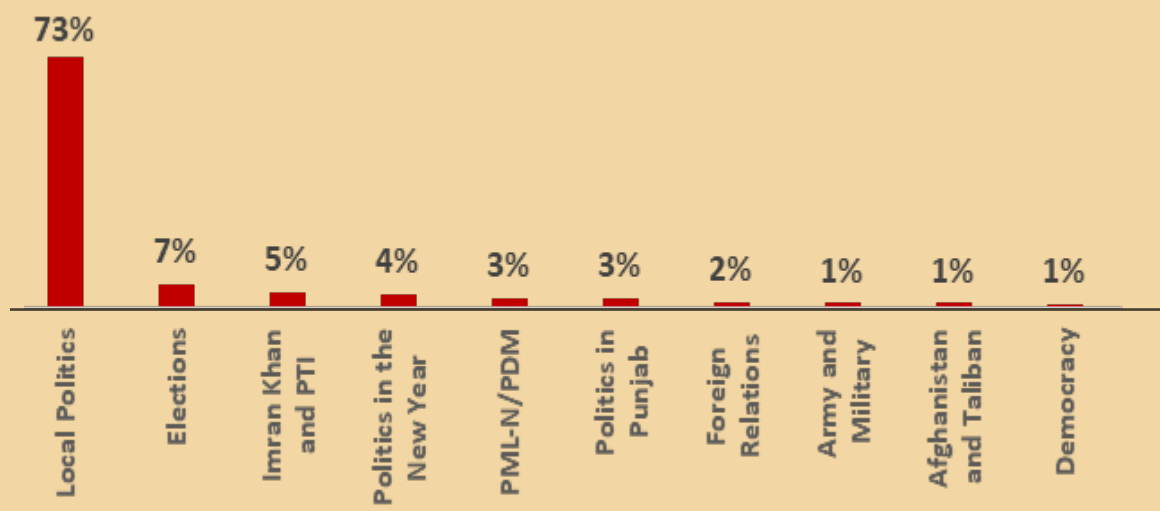
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

SUBCATEGORIES WITHIN 'POLITICS'

JANUARY 2023

From a total of 2837 articles, 1388 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 'Politics in the New Year' 'PML-N/PDM' 'Army and military' 'Afghanistana and Taliban' and 'Democracy.'

Figure 6: Subcategories within 'Politics' (January 2023)



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 ‘ELECTIONS’

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

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 ‘PML-N/PDM’

In this category, articles analyzed and criticized the politics of the government in power.

DISCUSSED WITHIN ‘POLITICS IN PUNJAB’

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 ‘ARMY AND MILITARY’

Articles under this category talked about the military exercise AMAN that took place in January and its implications on politics. Moreover, the articles also discussed the military's impact/involvement in the politics of the country.

DISCUSSED WITHIN ‘AFGHANISTAN AND TALIBAN’

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

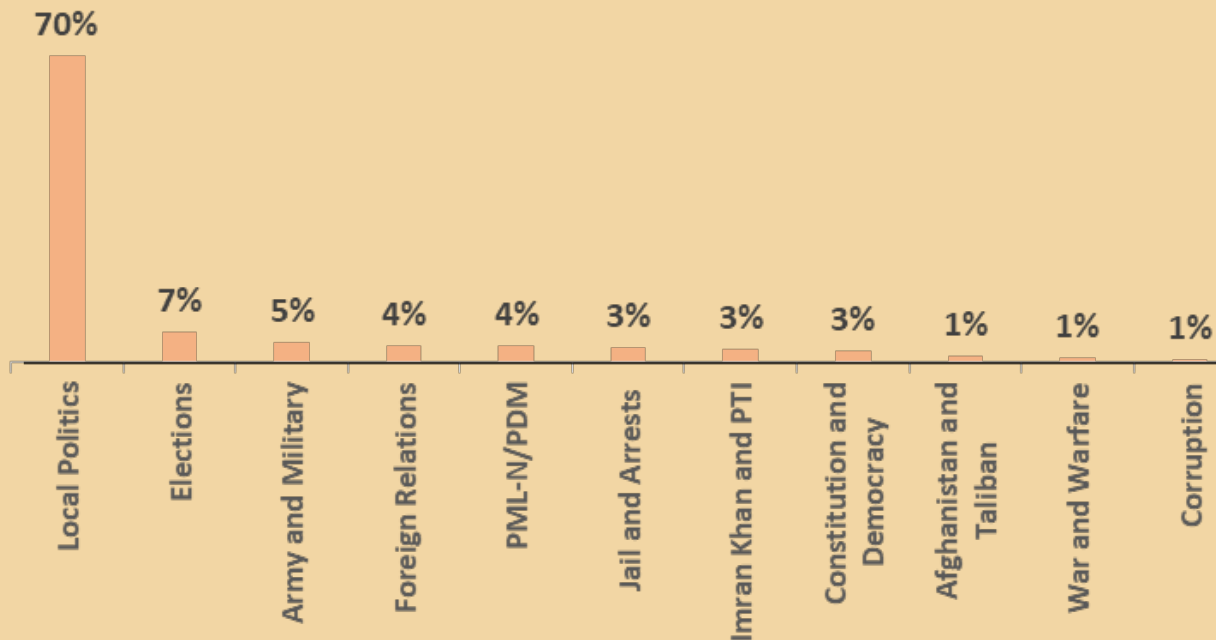
DISCUSSED WITHIN ‘DEMOCRACY’

Articles under this category discussed the situation of democracy in the country and carried advice on how to make it better.

SUBCATEGORIES WITHIN 'POLITICS' (FEBRUARY 2023)

From a total of 2470 articles, 1116 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 'PMLN-PDM' 'Jail and Arrests' 'Army and military' 'Constitution' 'War and Warfare' 'Democracy' and 'Corruption.'

Figure 7: Subcategories within 'Politics' (February 2023)



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 'ELECTIONS':

The opinion pieces concerning this category talked about the upcoming elections and concern regarding ensuring that they are free and fair.

DISCUSSED WITHIN 'ARMY AND MILITARY':

5% of the total articles from the Politics category were opinion pieces discussing the army or the military. These articles talked about the involvement of the army and military in the political affairs of the country.

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 'PML-N/PDM':

Under this category, articles discussed the various challenges being faced by the government in power and what is being done to deal with those challenges.

DISCUSSED WITHIN 'JAIL AND ARRESTS':

Articles in this category mainly discussed the 'Jail Bharo Tehreek' launched by PTI in February 2023. The movement is aimed at countering what the party considers an attack on their fundamental rights and the economic meltdown. The articles also talked about the subsequent arrests by the government of PTI leaders and supporters.

DISCUSSED WITHIN 'IMRAN KHAN AND PTI':

Under this subcategory the articles discussed political development in the PTI camp, along with Imran Khan's upcoming plans.

DISCUSSED WITHIN 'CONSTITUTION AND DEMOCRACY'

Constitutional amendments were discussed under this category, along with its implications for the situation of democracy in the country.

DISCUSSED WITHIN 'AFGHANISTAN AND TALIBAN'

Articles in this category discussed the developments in Afghanistan under the Taliban government and what it meant for Pakistan. Also, the articles discussed how to deal with the Taliban.

DISCUSSED WITHIN 'WAR AND WARFARE'

Under this category, articles discussed hybrid warfare, the possibility of a war and water wars/ warfare.

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 **January 2023 and February 2023**. 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

For any queries please contact:

Ms. Mahnoor Naeem

Phone: +92-51-2655630

Research Executive

E-mail: mahnoor@galluppakistan.com

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Contact Details:
Islamabad : +92 51 2655630
Email: isb@gallup.com.pk
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