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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

May 2023

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 2700 Newspaper columns
and editorials

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TABLE OF CONTENTS

INTRODUCTION

1

MAIN TOPICS UNDER DISCUSSION

2

COMPARISON BETWEEN APRIL AND MAY 2023

4

URDU VS ENGLISH NEWSPAPER ANALYSIS

5

SUBCATEGORIES WITHIN POLITICS

7

METAPHORS IN MEDIA

9

THE RATIONALE BEHIND THIS CONTENT

10

CONTENT ANALYSIS OF NEWSPAPER ARTICLES PUBLISHED DURING MAY 2023

In the 12 English and Urdu newspapers analyzed for May 2023 covering more than 2700 opinion pieces, 'Politics', 'Economy', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 26th July, 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 May 2023 in the mainstream media belonged to the categories: 'Politics', 'Economy', and 'International.'

An analysis of the content of 12 national newspapers consisting of a total of 2757 opinion articles/columns, written by various columnists was conducted for May 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 51st edition of this study. The previous 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:

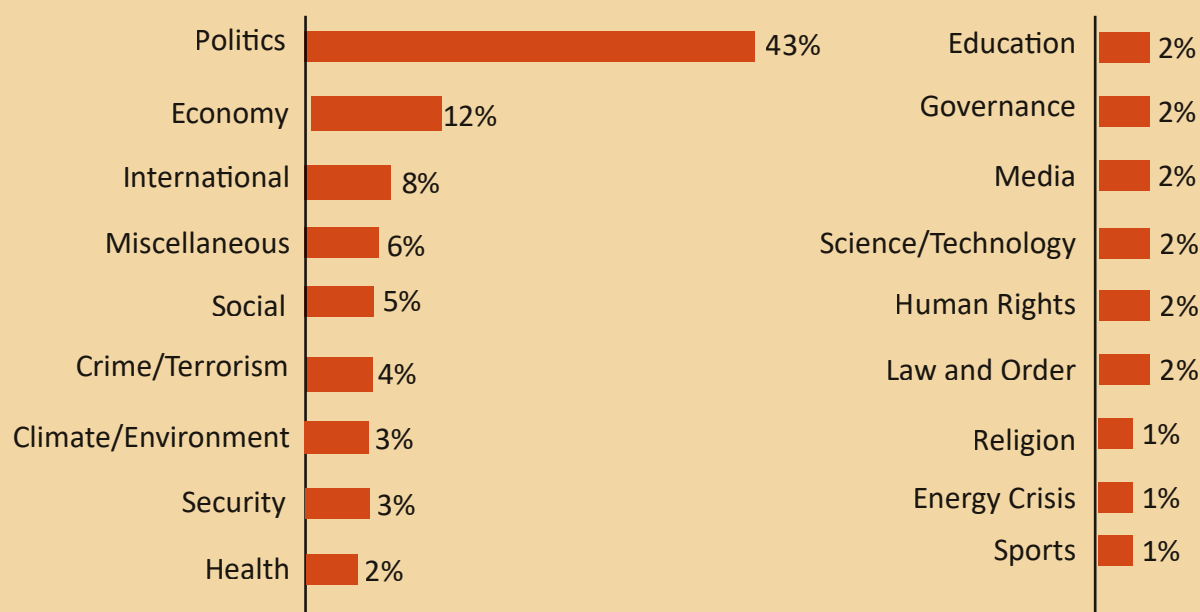
The topics discussed in these opinion articles/columns were categorized into 18 broad themes: 'Climate/Environment', 'Crime & Terrorism', 'Economy', 'Education', 'Energy Crisis', 'Governance', 'Health', 'Human Rights', 'International', 'Law & Order', 'Media', 'Miscellaneous', 'Politics', 'Religion',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

MAY 2023

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

Politics received the most attention with 43% of all articles falling within the category. Economy followed with 12% articles. International took up 8% of newspaper space while Miscellaneous articles made up 6% of the total. This was followed by Social articles making up 5% of the total, while articles on Crime/Terrorism accounted for 4%, and those pertaining to Climate/Environment and Security made up 3% each. Next, Health, Education, Governance, Media, Science & Technology, Human Rights and Law & Order each made up 2% of the total. While articles falling in the categories of Sports, Energy Crisis and Religion accounted for 1% or less each.

Figure 1: Main Topics Under Discussion May 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 May 2023. Most of the articles surrounded the political instability in the country, further worsened after the protests by citizens in support of PTI and Imran Khan against the display of violence by the state on May 9th 2023. The Army Act and speculations about potential martial law were also frequently discussed topics. Additionally, reports regarding audio leaks, local elections, legal matters, the G20 summit, the Kashmir issue, trade, and other agreements with neighboring countries were published.

DISCUSSED WITHIN 'ECONOMY':

The articles in this category talked about the deteriorating state of Pakistan's economy, leading to soaring inflation and a drastic increase in the US Dollar rate. Many articles referenced the rise in the country's debt and the subsequent dealings with the IMF regarding budgets.

DISCUSSED WITHIN 'INTERNATIONAL':

In this category, the articles talked about global issues ranging from the Russia-Ukraine War, to Turkey's presidential elections, China's politics, the unrest in the Middle East with a special focus on Palestine, Syria and Sudan. US politics and foreign relations along with the British coronation of King Charles III were also discussed.

DISCUSSED WITHIN 'MISCELLANEOUS':

The articles within this category discussed a range of topics including art and literature, personal anecdotes, narrations and life insights. While most were from the personal lives of the authors, some looked in-depth at the contexts of historically significant occasions. A large number of these articles were also biographical in nature, writing extensive character sketches of influential social and political personalities.

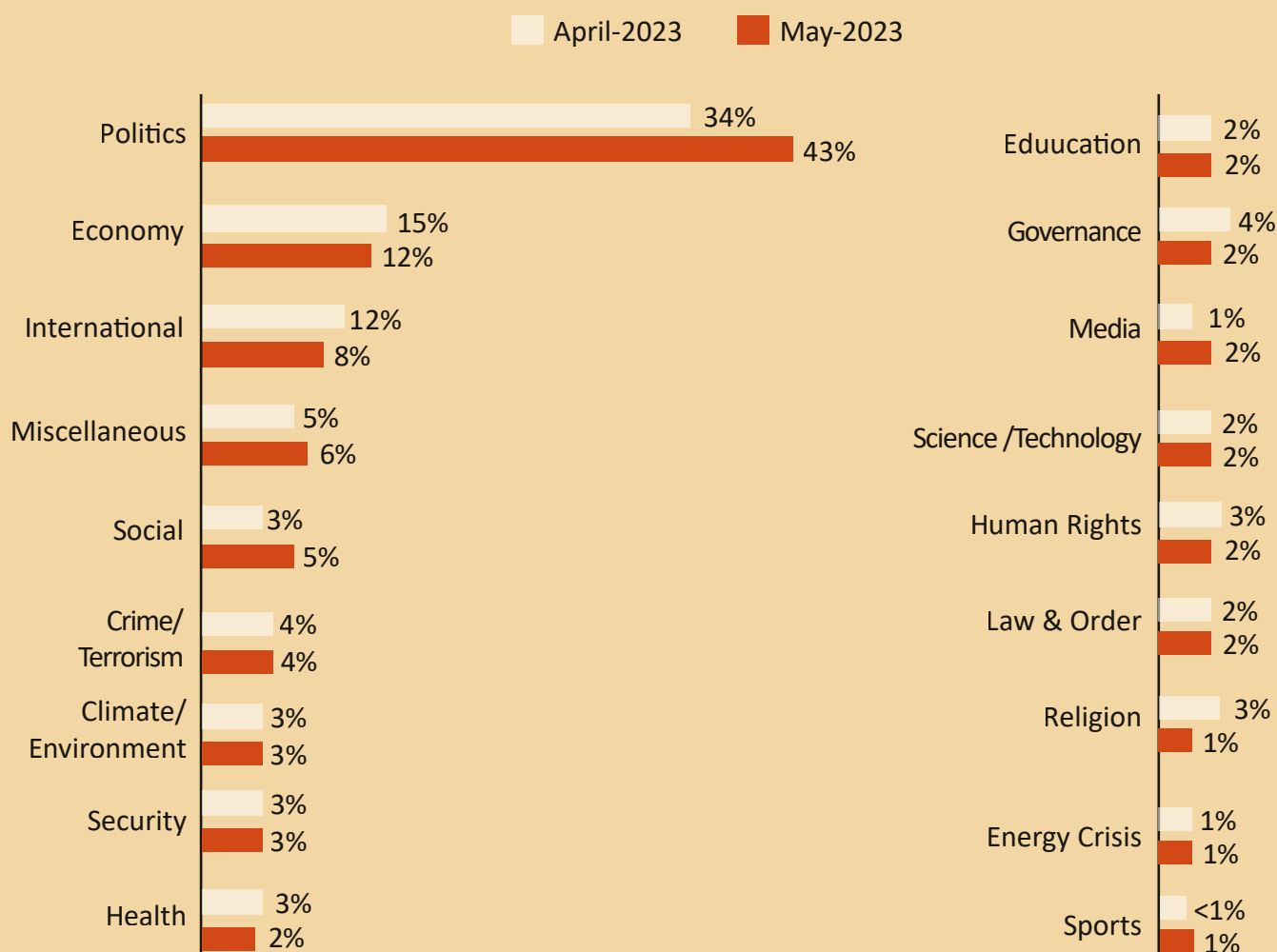
DISCUSSED WITHIN 'SOCIAL'

The articles within this category discussed subjects related to social welfare, including but not limited to gender equity and opportunity, youth development, and cultural norms. There was also mention of the importance of the bill regarding maternity and paternity leaves.

IN COMPARISON WITH PREVIOUS ISSUE

While 'Politics' was the dominating category, in both April 2023 and May 2023, the percentage of articles dedicated towards political topics increased by 9% from April to May, and those under 'Economy' and 'International' each decreased by 3% and 4% respectively. Articles under 'Miscellaneous', 'Media', and 'Sports' increased by 1% each, while those under 'Social' increased by 2%. Articles categorized under 'Health', and 'Human Rights' decreased by 1% each, and those under 'Governance' and 'Religion' decreased by 2% each. The categories of 'Crime/Terrorism', 'Climate/Environment', 'Security', 'Education', 'Science & Technology', 'Law & order', 'Energy Crisis' experienced little to no shift.

Figure 2: Comparison between April 2023 and May 2023



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

URDU VS ENGLISH NEWSPAPER ANALYSIS MAY 2023

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

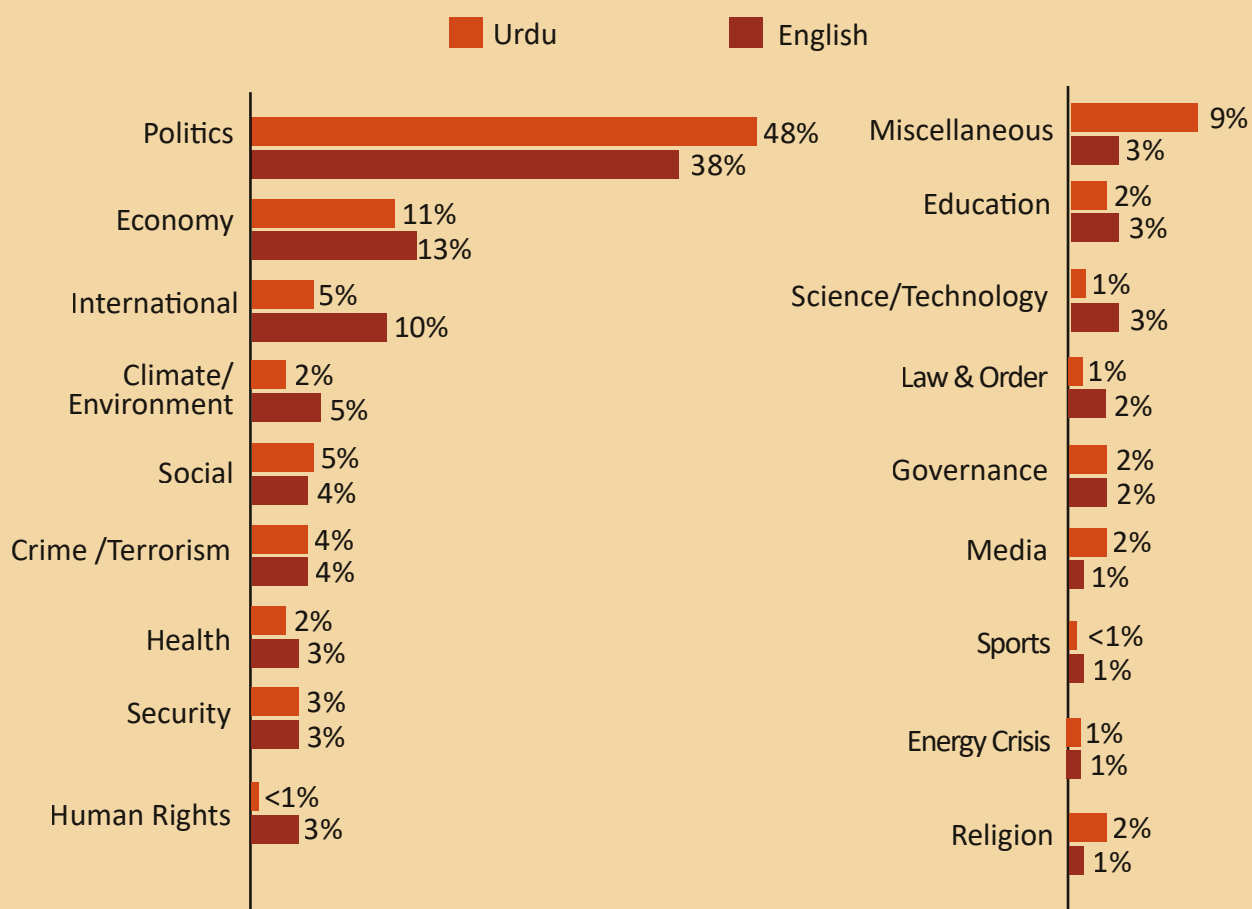
The category of ‘Politics’ dominated both Urdu and English newspapers with a significant difference in the percentage of representation. In Urdu newspapers, it was higher with 48% compared to 38% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were Social with 5% in Urdu compared to 4% in English, Miscellaneous making up almost 9% of Urdu newspapers while contributing only 3% to English articles, Media making up 2% of Urdu articles and 1% of those in English, and Religion with 2% Urdu articles and 1% English articles.

In English newspapers, the categories that had a much higher share compared to Urdu newspapers were Economy with 13% in English and 11% in Urdu, International with 10% English articles compared to only 5% Urdu, Climate/Environment which consisted of 5% English articles while making up 2% of the Urdu, Health – 3% English and 2% Urdu, Human Rights – 3% English articles compared to <1% Urdu ones, Education – with 3% English and 2% Urdu, and Science and Technology, which made up 3% of English articles but only 1% of Urdu articles.

As far as the rest of the themes go, they were present in both English and Urdu newspapers with similar percentages, but still in larger amounts in the former compared to the latter.

Figure 3: Comparison between English and Urdu Newspapers - May 2023



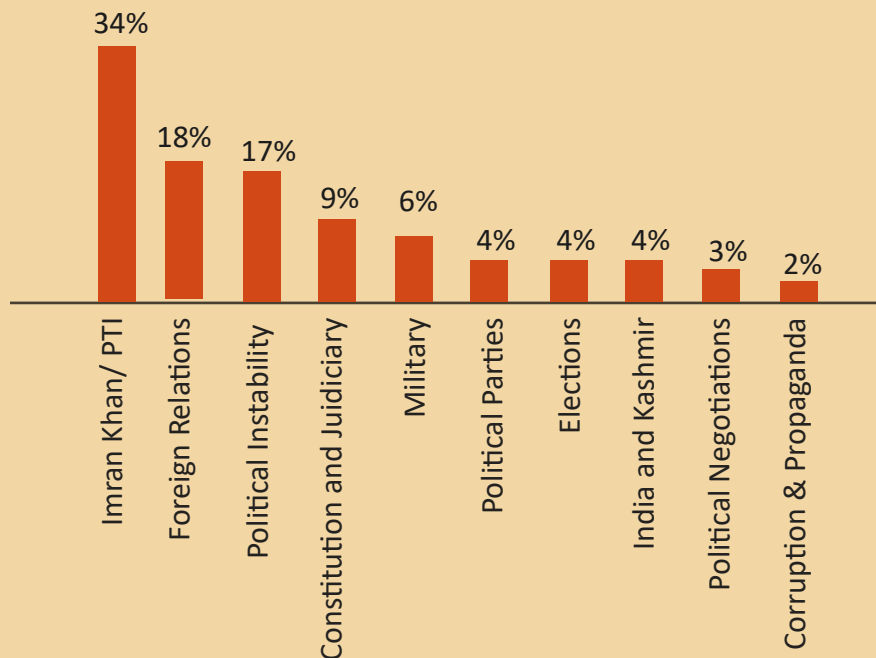
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
 (www.gallup.com.pk, www.gilanifoundation.com)

SUBCATEGORIES WITHIN 'POLITICS'

APRIL 2023

From a total of 2757 articles, 1187 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on 'PTI and Imran Khan', 'Foreign Relations', 'Political Instability', 'Constitution and Judiciary', 'Military' to 'Elections', 'Political Parties' and 'India and Kashmir'. While several of them also spanned into the categories of 'Political negotiations' and 'Corruption and Propaganda'.

Figure 4: Subcategories within 'Politics' May 2023



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

DISCUSSED WITHIN ‘IMRAN KHAN/PTI’

This topic dominated the political discourse in the newspaper articles in May 2023, with its primary point of focus being Imran Khan’s sudden arrest on 9th May and the series of extreme protests and uprisings by the supporters of PTI in reaction to the leader’s arrest. It also discussed the future and feasibility of Imran Khan as a possible leader for Pakistan for the upcoming elections.

DISCUSSED WITHIN ‘FOREIGN RELATIONS’

Articles within this category highlighted Bilawal Bhutto’s visit to India under the SCO summit. It also featured Pakistan’s relations with China, Russia, USA, India, Kashmir, Afghanistan, Iran and Palestine.

DISCUSSED WITHIN ‘POLITICAL INSTABILITY’

A large number of articles explored the overall weakening of political structure in the country on account of mass violent protests, increase in price of the US dollar, corruption, propaganda, provincial conflict, the neglect of Balochistan, and other challenges like failure of institutions and bureaucracy.

DISCUSSED WITHIN ‘CONSTITUTION AND JUDICIARY’

Articles within this category discussed the current deteriorating strength of the constitutional authority, and its legitimacy in Pakistan. More prominently, it discussed the Supreme Court’s role in the reversal of Imran Khan’s arrest and its position as a decisive entity in the workings of national politics and political parties within Pakistan.

DISCUSSED WITHIN ‘MILITARY’

Articles under this category discussed the rising role of the armed forces in political arenas and how this increasing involvement can have severe impacts on Pakistan’s democratic development over the years.

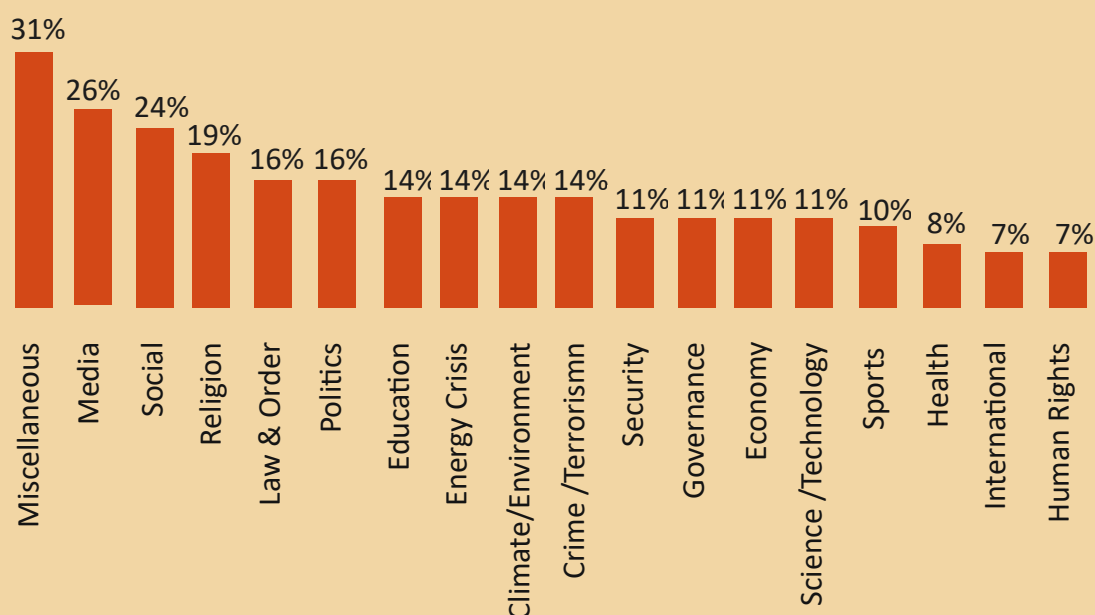
METAPHORS IN MEDIA

MAY 2023

This section will look at the titles of the news articles from various newspapers, to analyze how many used metaphors or other techniques to make the titles stand out. While a majority of them are straightforward and reflect the subject matter of the article (85%), 15% of the articles have titles that are either vague or metaphorical. Examples include, “Lynchistan”, “Supreme Mess”, “A Thirsty Cow”, “The street speaks” and “Relief galore”.

Of the metaphorically titled articles, the highest frequency was observed in articles categorized as Miscellaneous, where 31% had dramatic or indirect titles. This was followed by the categories of Media with 26%, Social with 24%, Religion with 19% and Law & Order with 16% with articles titles as such.

Figure 5: Metaphors in Newspaper Titles May 2023



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. Rojeh Sheikh at rojah@gallup.com.pk

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 **May 2023** and **April 2023**. This data was obtained after reviewing **2757** 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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