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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

June 2023

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 2500 Newspaper columns
and editorials

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CONTENT ANALYSIS OF NEWSPAPER ARTICLES PUBLISHED DURING JUNE 2023

In the 12 English and Urdu newspapers analyzed for June 2023 covering more than 2500 opinion pieces, 'Politics', 'Economy', and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 6th September, 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 June 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 **2,541** opinion articles/columns, written by various columnists, was conducted for **June 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 52nd 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:

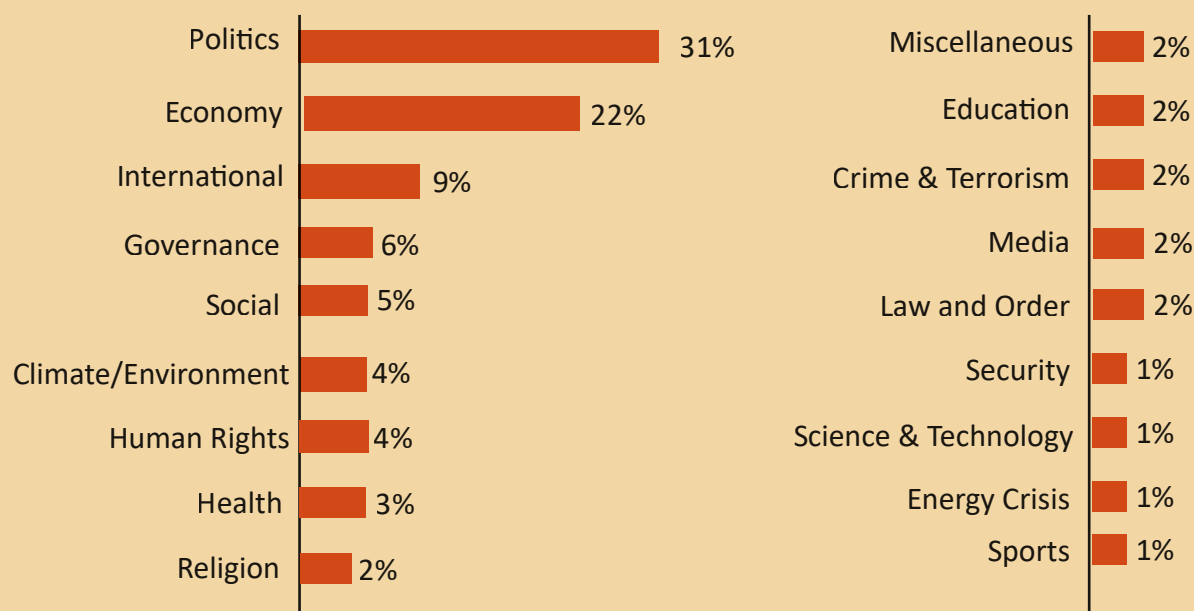
The topics discussed in these opinion articles/columns were categorized into 18 broad themes: 'Climate/Environment', 'Crime & Terrorism', 'Economy', 'Education', 'Energy Crisis', 'Governance', 'Health', 'Human Rights', 'International', 'Law & Order', 'Media', 'Miscellaneous', 'Politics', 'Religion',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

JUNE 2023

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

'Politics' received the most attention with 31% of all articles falling within the category. 'Economy' followed with 22% articles. 'International' took up 9% of newspaper space while 'Governance' articles made up 6% of the total. This was followed by 'Social' articles making up 5% of the total, while articles on 'Climate/Environment' and 'Human Rights' accounted for 4% each, and those pertaining to 'Health' made up 3%. Next, 'Religion', 'Miscellaneous', 'Education', 'Crime & Terrorism', 'Media', and 'Law & Order' each made up 2% of the total. While articles falling in the categories of 'Security', 'Science & Technology', 'Sports', and 'Energy Crisis' accounted for 1% each.

Figure 1: Main Topics Under Discussion June 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 June 2023. Most of the articles surrounded the political instability in the country relating to Imran Khan and PTI in light of the events of the May 9th 2023. Debates around the forthcoming Elections, and geo-political tensions between India and Pakistan especially over Kashmir, were also widely discussed. This was followed by Pakistan's global standing in terms of foreign policy with much talk around China and the outcomes of BRI.

DISCUSSED WITHIN 'ECONOMY':

The articles in this category talked about the deteriorating state of Pakistan's economy; soaring inflation and the rise in fuel prices, has led to an increasing emigration rate and a worsening illegal migration and trafficking crisis, (the dangerous illegality of which was spotlighted by the Greece boat disaster). A much talked about topic was the renewed IMF deal, and Shahbaz Sharif's role in brokering it, with many articles referencing the rise in the country's debt and the subsequent dealings with the IMF regarding budgets.

DISCUSSED WITHIN 'INTERNATIONAL':

In this category, the articles covered global issues ranging from the Russia-Ukraine War and Turkey's presidential elections, to the threat of China's global influence to the current order, and the unrest in the Middle East with a special focus on Palestine, Syria and Sudan. A highly covered event was the US reception of India's Prime Minister, as well as the criticism it garnered.

DISCUSSED WITHIN 'GOVERNANCE':

The articles within this category discussed a range of topics including road safety, the transport crisis, water supply issues, and declining wheat yields. There was much coverage and debate around the pension reforms, as well as the extensive developmental projects being green lit not only under CPEC and BRI but also by local governments

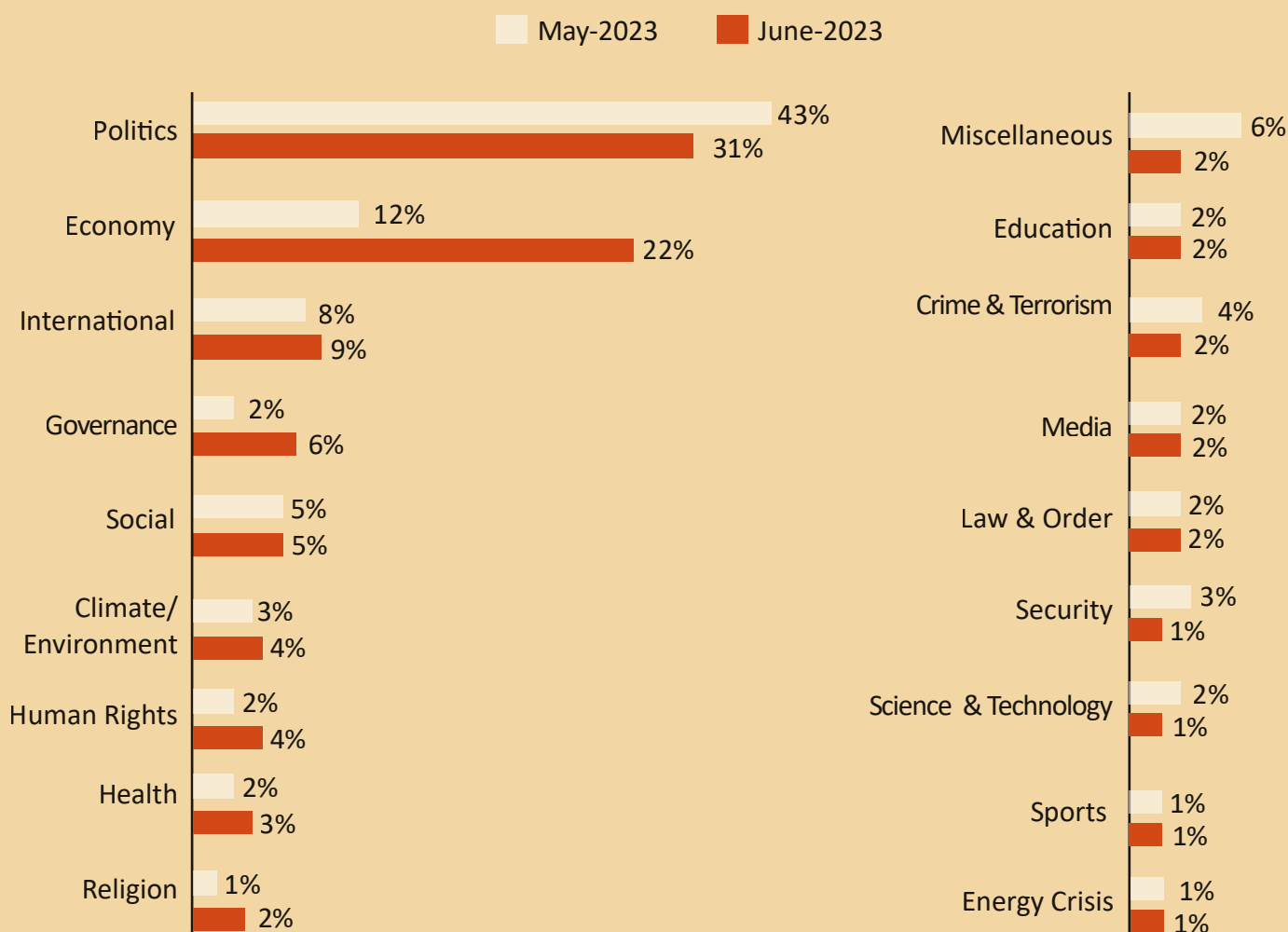
DISCUSSED WITHIN 'SOCIAL'

The articles within this category discussed subjects related to social welfare, including but not limited to the thriving diaspora, Pakistan's migration paradox, youth empowerment, and cultural norms. There was notable mention of the Greece boat disaster and the Titan sub implosion, and the juxtaposition they present, highlighting the widening gap within the Pakistani social classes.

IN COMPARISON WITH PREVIOUS ISSUE

While 'Politics' was the dominating category, in both May 2023 and June 2023, the percentage of articles dedicated towards political topics decreased by 12% from May to June, while those under 'Economy' and 'International' each increased by 10% and 1% respectively. Articles under 'Governance' increased by 4%, those under 'Human Rights' increased by 2%, and those under 'Climate/Environment', 'Health', and 'Religion' increased by 1% each. Meanwhile articles under 'Miscellaneous' decreased by 4%, those under 'Crime and Terrorism', and 'Security' decreased by 2% each. And those under 'Science & Technology' decreased by 1%. The categories of 'Social', 'Education', 'Media', 'Law & order', 'Sports', and 'Energy Crisis' experienced little to no shift.

Figure 2: Comparison between May 2023 and June 2023



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

URDU VS ENGLISH NEWSPAPER ANALYSIS JUNE 2023

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

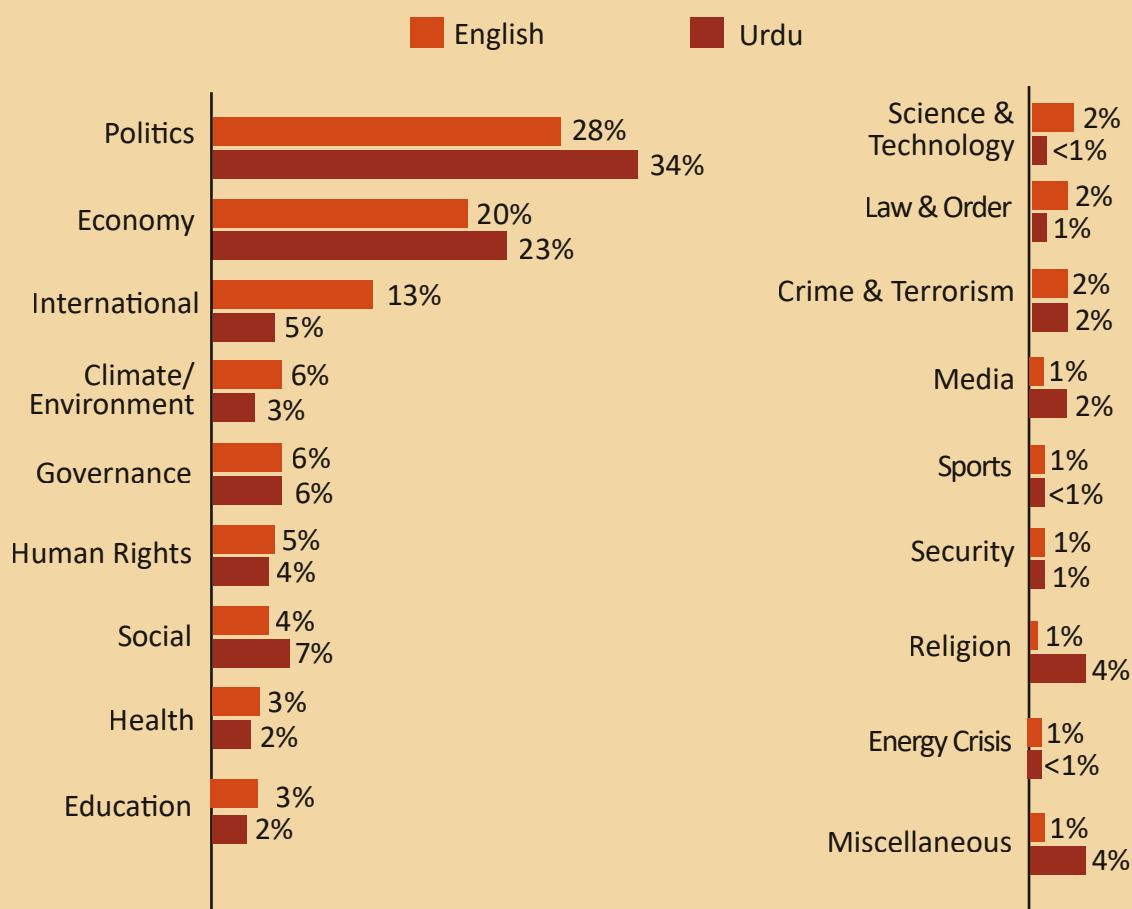
The category of ‘Politics’ dominated both Urdu and English newspapers with a slightly higher representation in Urdu newspapers at 34% of all op-ed content, compared to 28% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were ‘Economy’ with 23% in Urdu, compared to 20% in English, ‘Social’ making up 7% of Urdu newspapers content while contributing only 4% in English ones, ‘Media’ making up 2% of Urdu articles and 1% of those in English, and ‘Religion’ with 4% Urdu articles and 1% English articles, and ‘Miscellaneous’ making up 4% of the content in Urdu newspapers, and less than 1% in English.

Categories that had a higher share in English newspapers compared to Urdu newspapers were ‘International’, with 13% English articles compared to only 5% Urdu, ‘Climate/Environment’, which consisted of 6% English articles while making up 3% of the Urdu ones, and ‘Science & Technology’ with 2% in English and less than 1% in Urdu. The categories of ‘Human Rights’ (5%), ‘Health’ (3%), ‘Education’ (3%), ‘Law & Order’ (2%), ‘Sports’ (1%), ‘Energy Crisis’ (1%), all had a 1% or nearly 1% higher representation amongst English newspapers compared to Urdu newspapers.

The rest of the themes were present in both English and Urdu newspapers with similar percentages.

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



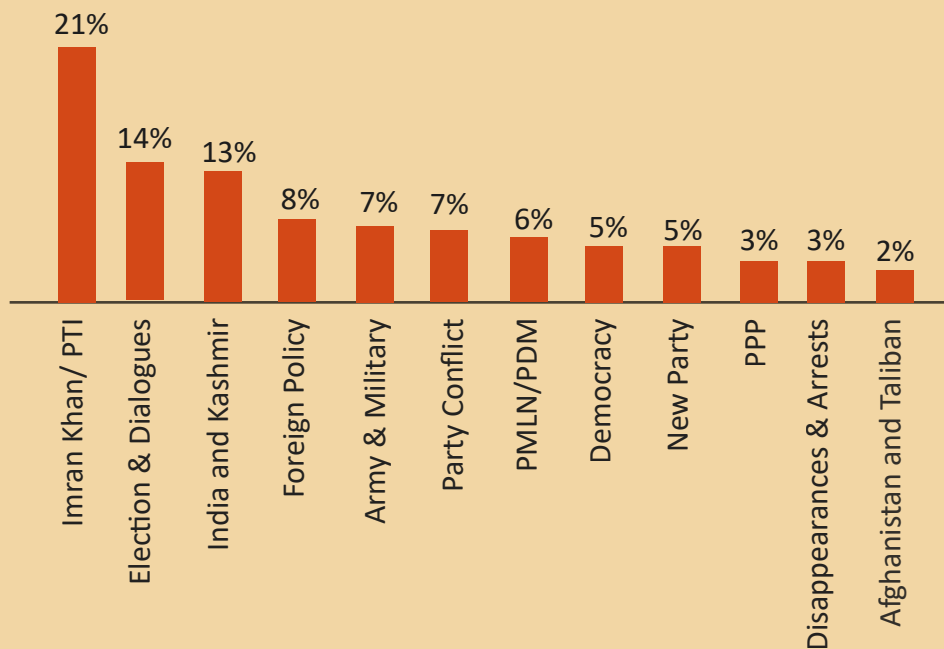
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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SUBCATEGORIES WITHIN 'POLITICS'

JUNE 2023

From a total of 2541 articles, 776 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on 'Imran Khan and PTI', 'Election & Dialogues', 'India and Kashmir', and 'Foreign Policy', to 'Army and Military', 'Party Conflict', 'PML-N/PDM', 'Democracy', and 'New Party'. Several of them also veered into the categories of 'PPP', 'Disappearances & Arrests', and 'Afghanistan and Taliban'.

Figure 4: Subcategories within 'Politics' June 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 June 2023, with its primary point of focus being the aftermath of Imran Khan’s tenure as Prime Minister and subsequent removal. Discussions around the instances of 9th May continued, as well as the lessons to be learned from the former PTI government.

DISCUSSED WITHIN ‘ELECTIONS & DIALOGUES’

Articles within this category discussed the upcoming Pakistan general elections as well as local level elections. The topic of the election schedule, and the uncertainty surrounding it, was widely discussed.

DISCUSSED WITHIN ‘INDIA AND KASHMIR’

A large number of articles explored Narendra Modi’s visit to the US, and the implications of US-India ties on the region, especially in light of the G20 summit. Instances of violations and firing along the LoC in Kashmir, and the growing tension on the issue were also covered.

DISCUSSED WITHIN ‘FOREIGN POLICY’

Articles within this category discussed the Pakistan’s diplomatic and trade ties with foreign countries, and the significance of Pak-China ties in view of the burgeoning geopolitical value of CPEC and the BRI, as well as its possible negative consequences. It also featured Pakistan’s relations with Russia, USA, Azerbaijan, Iraq and Uzbekistan among other nations.

DISCUSSED WITHIN ‘ARMY AND MILITARY’

Articles under this category discussed the rising role of the armed forces in Pakistan’s political arenas, particularly the disciplining of individuals involved in/linked to the incidents of May 9th, 2023.

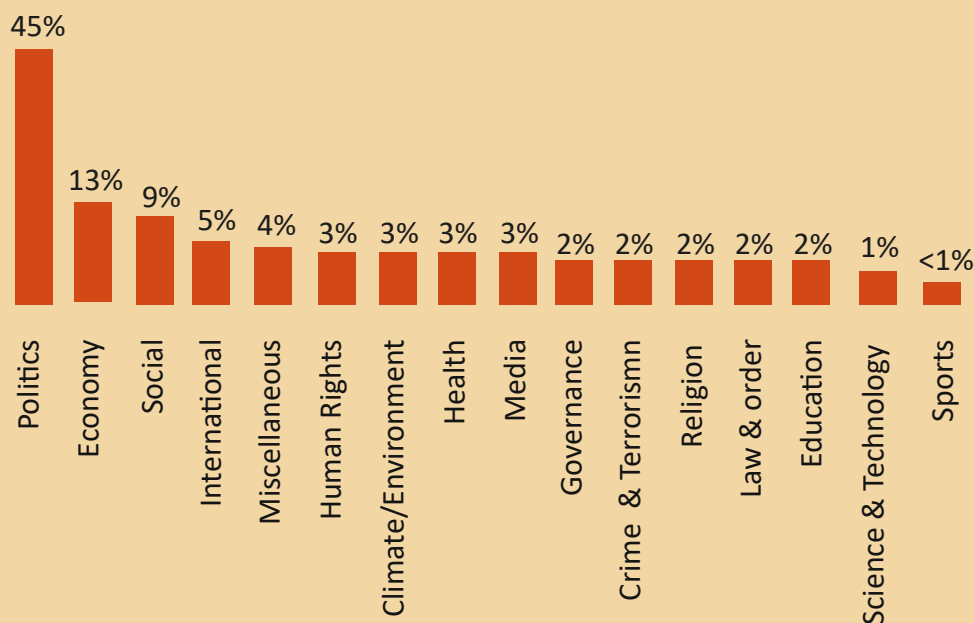
METAPHORS IN MEDIA

JUNE 2023

This section will look at the titles of the news articles from various newspapers, to analyze how many used metaphors or other language tools and wordplay to make the titles stand out. While a majority of them are straightforward and reflect the subject matter of the article (90%), 10% of the articles have titles that are either vague or metaphorical. Examples include, “Wings of wax”, “The Emperor has no clothes”, “قسمت کا دھنی نواز شریف”, “Mission monsoon”, “تمام جانور برابر ہیں”, “On debt row”, “موم کے پروں والے سورج سے دور رہیں”, and “The fruit of the poisoned tree”.

Within the ‘Metaphoric Titles’ category in June 2023, the highest proportion of articles were related to ‘Politics’ taking up 45% of the share of the articles having dramatic or indirect titles. This was followed by the categories of ‘Economy’ with 13% of total articles titled as such, ‘Social’ with 9%, ‘International’ with 5% and ‘Miscellaneous’ articles with 4% metaphorical titles.

Figure 5: Metaphors in Newspaper Titles June 2023



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

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 **June 2023**. This data was obtained after reviewing **2,541** 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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