

Edition # 53
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

July 2023

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

Compiled by Rojah Sheikh
Research Executive at Gallup Pakistan

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 JULY 2023

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

Islamabad, 9th October, 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 July 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 **2,509** opinion articles/columns, written by various columnists, was conducted for **July 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 53rd 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. **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:

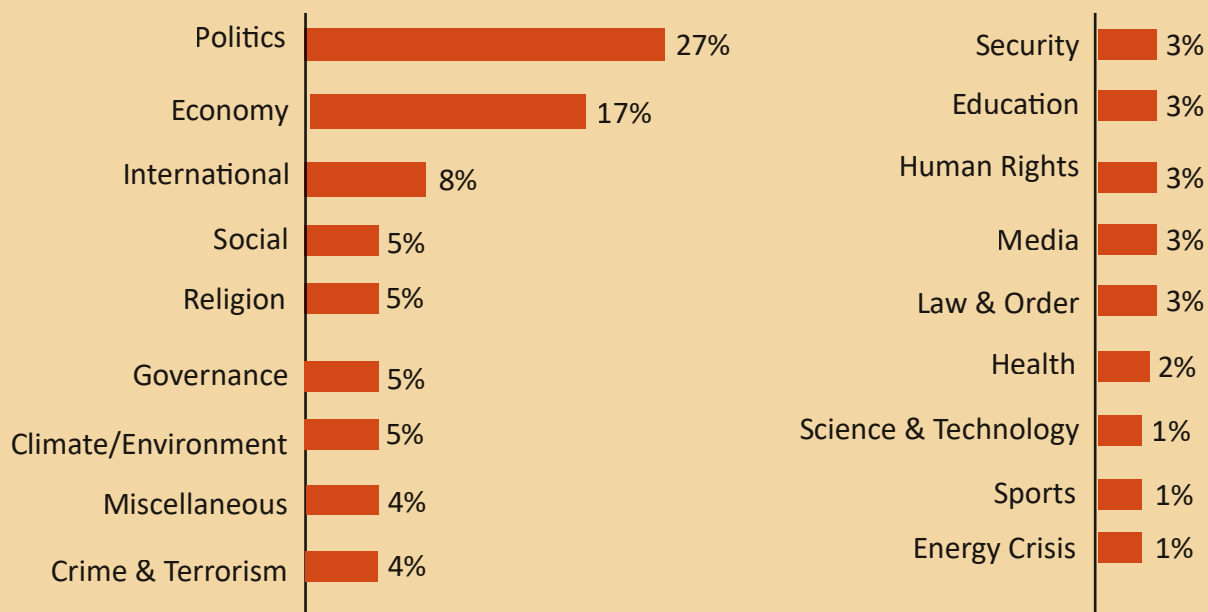
The topics discussed in these opinion articles/columns were categorized into 18 broad themes: 'Climate/Environment', 'Crime & Terrorism', 'Economy', 'Education', 'Energy Crisis', 'Governance', 'Health', 'Human Rights', 'International', 'Law & Order', 'Media', 'Miscellaneous', 'Politics', 'Religion',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

JULY 2023

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

'Politics' received the most attention, with 27% of all articles falling within this category. 'Economy' followed with 17% articles. 'International' took up 8% of newspaper space while 'Social' articles made up 5% of the total. This was followed by 'Religion', 'Governance', and 'Climate/Environment' articles also making up 5% each, while 'Miscellaneous' articles made up 4% of the total. Those pertaining to 'Security', 'Education', 'Human Rights', 'Media', and 'Law & Order' made up 3% each. Next, 'Health' made up 2% of the total, while articles falling in the categories of 'Science & Technology', 'Sports', and 'Energy Crisis' accounted for 1% each.

Figure 1: Main Topics Under Discussion July 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 July 2023. Most of the articles surrounded the upcoming elections, and the political tensions with neighboring country India, its foreign policy, and the Kashmir issue. There was also much debate surrounding the political crisis in the country, Imran Khan, PTI, the 9th May incident, and then the Cypher revelations. There were also discussions around the military's involvement in politics, and the performance of the caretaker government.

DISCUSSED WITHIN 'ECONOMY':

The articles in this category talked about the deteriorating state of Pakistan's economy, and soaring inflation especially in light of the renewed IMF agreement and the effect its stipulations have on the ordinary citizen- – including but not limited to rising fuel prices. Another greatly discussed topic was the 10-year anniversary of CPEC, and the global as well as national impact of the Belt and Road Initiative.

DISCUSSED WITHIN 'INTERNATIONAL':

In this category, the articles covered global issues ranging from the conflict in Sudan, and the Russia-Ukraine War, to the strained US-China relations in the race for global influence, as well as the global debate around religious insensitivity versus freedom of speech. There was also discussion around the emerging significance of Central and South Asia at the global stage.

DISCUSSED WITHIN 'SOCIAL':

This category generally discussed subjects related to marriage, parenting, as well as growing concern around infanticide. There was notable mention of the Greece boat disaster and its connection to illegal migrations as a result of economic instability in the country. Furthermore, discussions around the Titan sub implosion highlight the widening gap within the Pakistanis social classes.

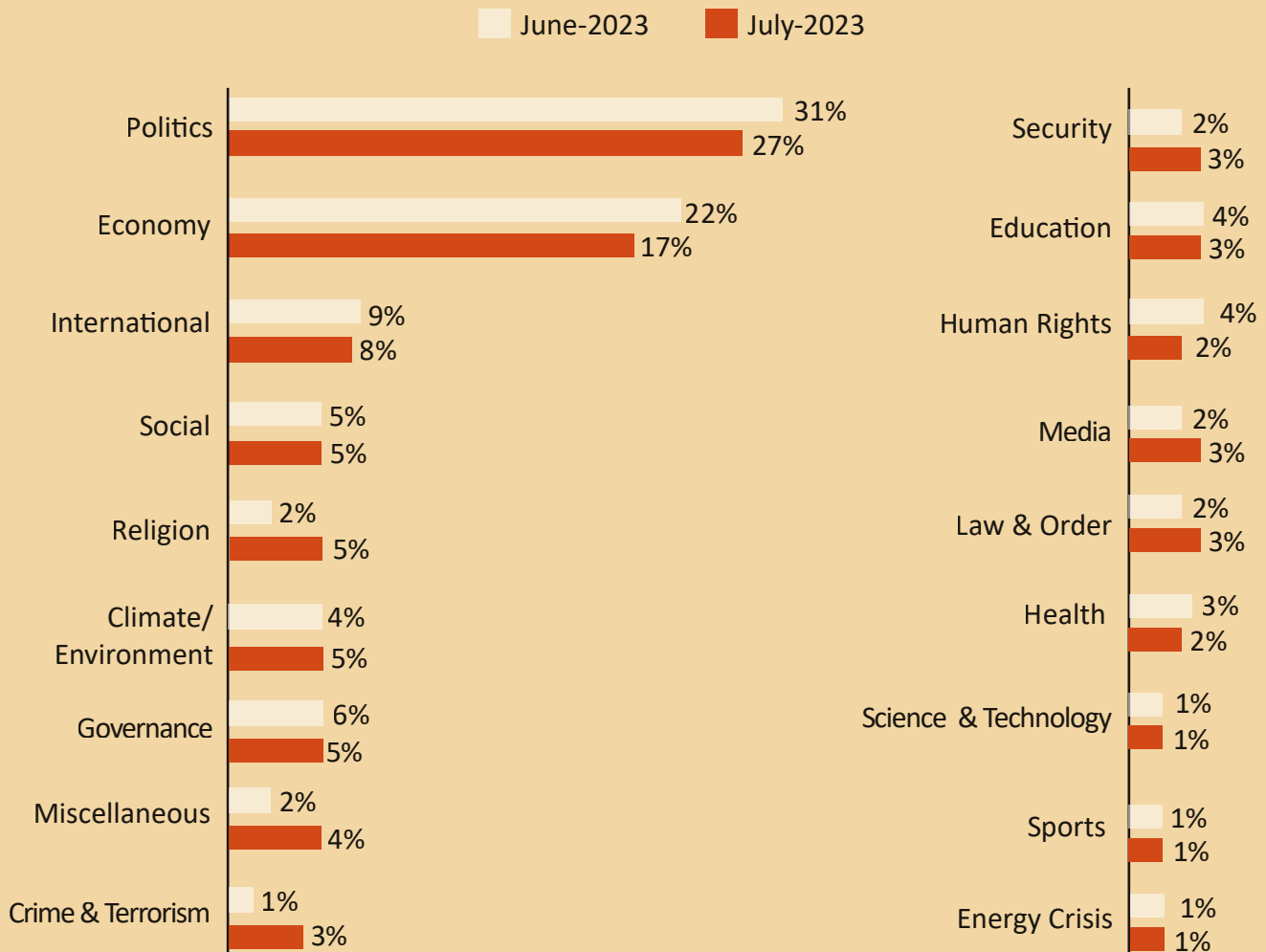
DISCUSSED WITHIN 'RELIGION':

July saw a global debate around Islamophobia, when there was a case in Sweden of the Holy Quran being burned. Likewise, there was considerable discussion coverage in Pakistani newspapers on the matter as well. The latter part of the month also saw dialogue around Ashura, and the lessons from Karbala.

IN COMPARISON WITH PREVIOUS ISSUE

While 'Politics' was the dominating category, in both June 2023 and July 2023, the percentage of articles dedicated towards political topics decreased by 4% from June to July, while those under 'Economy' and 'International' each decreased by 5% and 1% respectively. Articles under 'Religion' increased by 3%, those under 'Miscellaneous', 'Crime & Terrorism', and 'Security' increased by 2% each, and those under 'Climate/Environment', 'Education', 'Media', and 'Law & Order' increased by 1% each. Meanwhile articles under 'Governance', 'Human Rights', and 'Health' decreased by 1% each. The categories of 'Social', 'Science & Technology', 'Sports', and 'Energy Crisis' experienced little to no shift.

Figure 2: Comparison between June 2023 and July 2023



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

URDU VS ENGLISH NEWSPAPER ANALYSIS JULY 2023

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

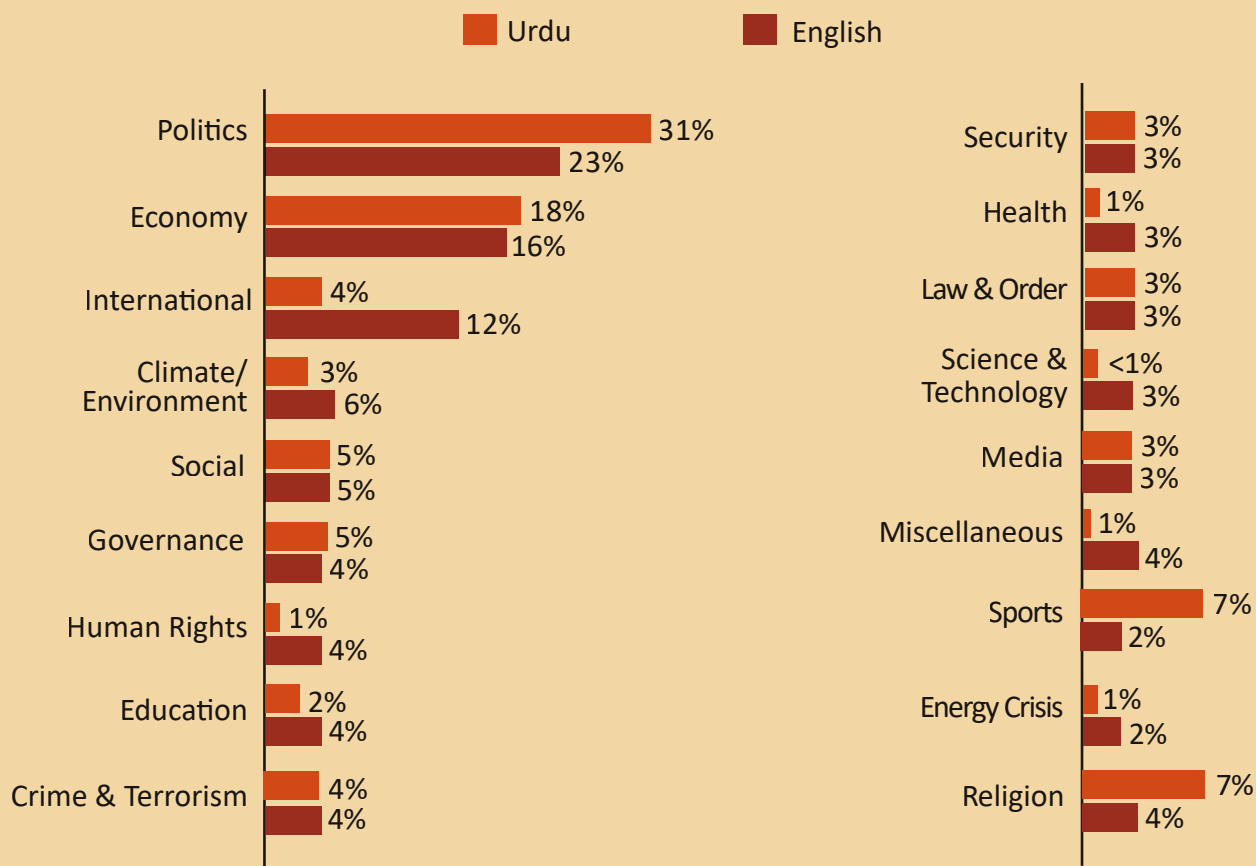
The category of ‘Politics’ dominated both Urdu and English newspapers with a slightly higher representation in Urdu newspapers at 31% of all op-ed content, compared to 23% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were ‘Economy’ with 18% in Urdu, compared to 16% in English, ‘Governance’ making up 5% of Urdu newspapers content while contributing only 4% in English ones, ‘Religion’ making up 7% of Urdu articles and 4% of those in English, and ‘Miscellaneous’ making up 7% of the content in Urdu newspapers, and 2% in English.

Categories that had a higher share in English newspapers compared to Urdu newspapers were ‘International’, with 12% English articles compared to only 4% Urdu, ‘Climate/Environment’, which consisted of 6% English articles while making up 3% of the Urdu ones, and ‘Human Rights’ with 4% in English and 1% in Urdu. The categories of ‘Education’ (4%), ‘Health’ (3%), ‘Science & Technology’ (3%) all had a 2% or nearly 2% higher representation amongst English newspapers compared to Urdu newspapers. ‘Sports,’ meanwhile, had a 1% higher representation in English newspapers compared to Urdu newspapers.

The rest of the themes of ‘Social’, ‘Crime & Terrorism’, ‘Media’, ‘Security’, ‘Law & Order’, ‘Media’, and ‘Energy Crisis’ had similar representation across both English and Urdu newspapers.

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



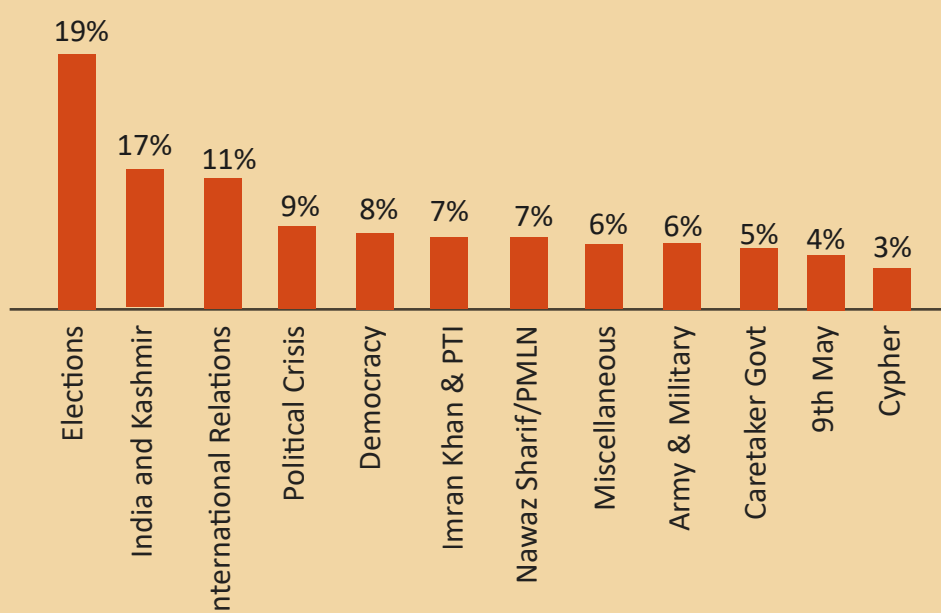
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
 (www.gallup.com.pk, www.gilanifoundation.com)

SUBCATEGORIES WITHIN 'POLITICS'

JULY 2023

From a total of 2509 articles, 677 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on the upcoming 'Elections', 'Imran Khan and PTI', 'India and Kashmir', and 'International Relations', to 'Army and Military', 'Party Conflict', 'Nawaz Sharif/PML-N', 'Democracy', and 'Political Crisis'. Several of them also veered into the categories of 'Caretaker Government', '9th May', 'Cypher', and 'Miscellaneous'.

Figure 4: Subcategories within 'Politics' July 2023



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

DISCUSSED WITHIN 'ELECTIONS'

Articles within this category discussed the upcoming Pakistan general elections. The topic of the election schedule, and the uncertainty surrounding it, was widely discussed amid growing uncertainty and skepticism.

DISCUSSED WITHIN 'INDIA & KASHMIR'

There was continued discourse around Narendra Modi's visit to the US, and the implications of US-India ties on the region, especially in light of the SCO summit, and membership into BRICS being opened up. Furthermore, instances of violations and firing along the LoC in Kashmir were reported alongside coverage of the situation in Manipur.

DISCUSSED WITHIN 'INTERNATIONAL RELATIONS'

Articles within this category featured dialogue around Pakistan's relations with USA, China, Afghanistan, the Kingdom of Saudi Arabia, Ukraine, and Iran among others, discussing Pakistan's diplomatic and trade ties with foreign countries, and balancing neutrality amidst the complex global scenario.

DISCUSSED WITHIN 'POLITICAL CRISIS'

There has been ongoing discussion around the political climate of the country, with the caretaker government coming into power, and the economic distress the country has found itself in. Articles within this category discuss the instability, in terms of institutional perceptions, recent law amendments, and possibilities to overcome the country's problems.

DISCUSSED WITHIN 'DEMOCRACY'

As the date for the upcoming elections approaches, there has been discussions around whether or not the principles of democracy have been upheld in the past, and whether they will in the future. There was also discourse on the dynastic nature of political parties in Pakistan, and the importance of devolution of power,

METAPHORS IN MEDIA

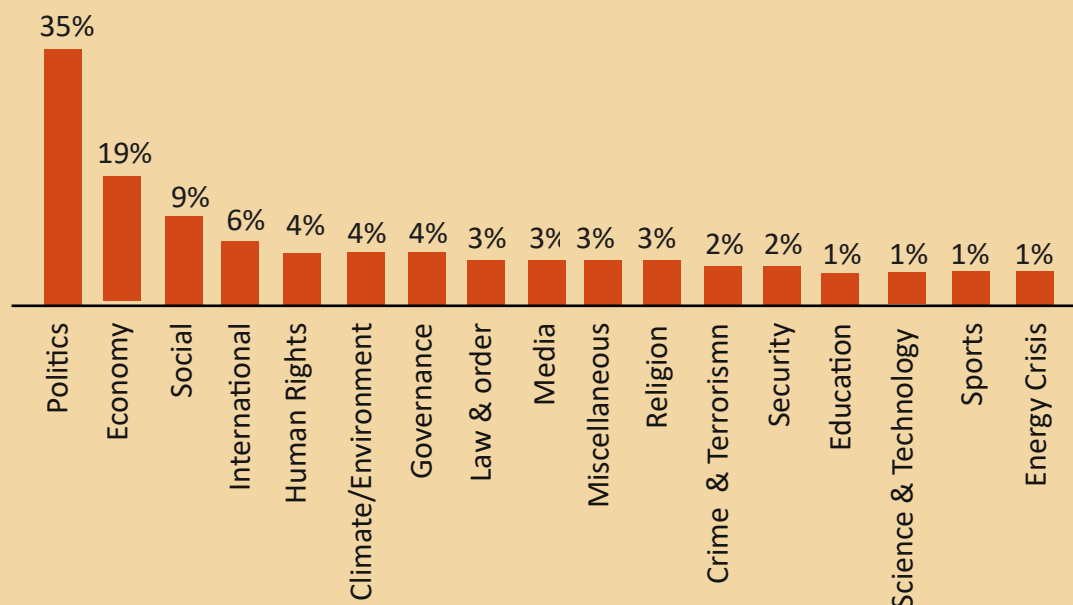
This section will look at the titles of the news articles from various newspapers, to analyze how many used metaphors or other language tools and wordplay to make the titles stand out.

JULY 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 (92%), 8% of the articles have titles that are either vague or metaphorical. Examples include, “The World in Dunderland”, “IMF’s raging bulls”, “Pardon my French”, “پہٹے ہوئے جوتے اور بے داغ دستار”, “Eat, pray, cancel”, “سمجھوتستان”, “Baptizing the Democracy”, “بجلی کا بل یا جادو کی چھڑی”, and “Forensics of an unusual election”.

Within the ‘Metaphoric Titles’ category in July 2023, the highest proportion of articles were related to ‘Politics’ taking up 35% of the share of the articles having dramatic or indirect titles. This was followed by the categories of ‘Economy’ with 19% of total articles titled as such, ‘Social’ with 9%, ‘International’ with 6%, and ‘Human Rights’ articles with 4% metaphorical titles.

Figure 5: Metaphors in Newspaper Titles July 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 **July 2023**. This data was obtained after reviewing **2,509** 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.

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

For more survey data on social and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Rojeh Sheikh

Phone: +92-51-2655630

Research Executive

E-mail: rojeh@gallup.com.pk

Gallup & Gilani

P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association.

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