

Edition # 54
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

***August, September and
October 2023***

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 7,900 Newspaper columns
and editorials

Compiled by Rojah Sheikh
Research Executive at Gallup Pakistan

TABLE OF CONTENTS

INTRODUCTION

1

MAIN TOPICS UNDER DISCUSSION

2

COMPARISON WITH PREVIOUS ISSUES

8

URDU VS ENGLISH NEWSPAPER ANALYSIS

10

SUBCATEGORIES WITHIN POLITICS

16

METAPHORS IN MEDIA

23

THE RATIONALE BEHIND THIS CONTENT

25

CONTENT ANALYSIS OF NEWSPAPER ARTICLES PUBLISHED DURING AUGUST & SEPTEMBER 2023

1

In the 12 English and Urdu newspapers analyzed for August, September, and October 2023 covering over 7,900 opinion pieces, 'Politics' and 'Economy,' and 'International' issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 29th January, 2024

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 August, September and October 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 **2,677** opinion articles/ columns for **August 2023**, **2,520** opinion articles/columns written by various columnists for **September 2023**, and **2,721** opinion articles for **October 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 54th 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:

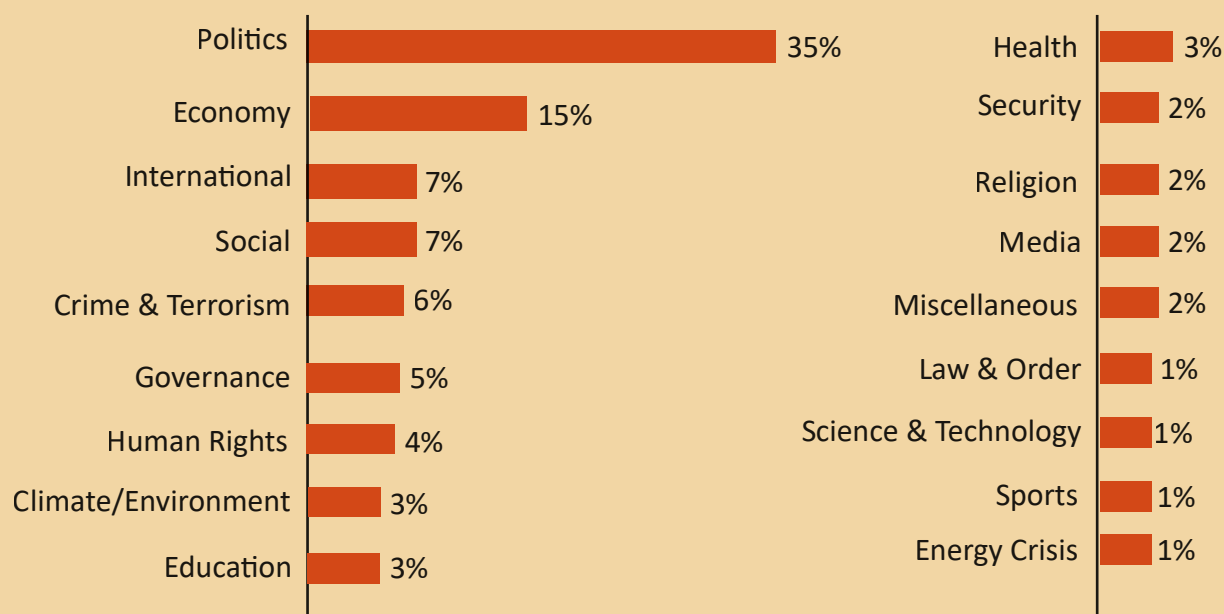
The topics discussed in these opinion articles/columns were categorized into 18 broad themes: 'Climate/Environment', 'Crime & Terrorism', 'Economy', 'Education', 'Energy Crisis', 'Governance', 'Health', 'Human Rights', 'International', 'Law & Order', 'Media', 'Miscellaneous', 'Politics', 'Religion',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

AUGUST 2023

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

'Politics' received the most attention, with 35% of all articles falling within this category. 'Economy' followed with 15% articles. 'International' took up 7% of newspaper space, the same as 'Social' articles. This was followed by articles on 'Crime & Terrorism', which made up 6% of the total, 'Governance' accounting for 5% and then 'Human Rights' articles which made up 4% of the total. Those pertaining to 'Climate/Environment', 'Education', and 'Health' made up 3% each. Next, those relating to 'Security', 'Religion', 'Media', and 'Miscellaneous' made up 2% each, while articles falling in the categories of 'Law & Order', 'Science & Technology', 'Sports', and 'Energy Crisis' accounted for 1% each.

Figure 1: Main Topics Under Discussion August 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 August 2023. Most of the articles spoke about issues around India and Kashmir, the upcoming elections, and the current caretaker government. There was also much discussion regarding the political crisis faced by the country as well as coverage of the three major political parties PTI, PML-N and PPP. As well as discussions around the military's involvement in politics, censorship in media and Pakistan's foreign relations.

DISCUSSED WITHIN 'ECONOMY':

The articles in this category talked about the deteriorating state of Pakistan's economy, and soaring inflation, taxes, and energy costs. Another greatly discussed topic was the 10-year anniversary of CPEC, and the development projects taken under the Belt and Road initiative, as well as the prospective trade to be facilitated by it.

DISCUSSED WITHIN 'INTERNATIONAL':

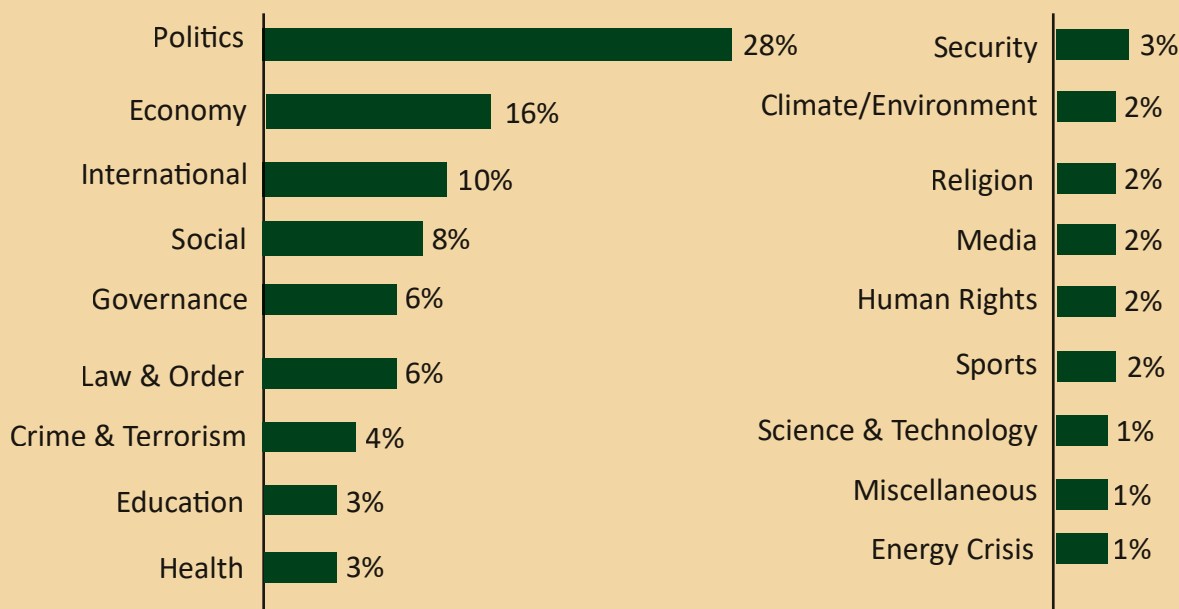
In this category, the articles covered global issues as well as development in the international community in light of CPEC, and BRI. There was coverage of the anticipated G20 summit, as well as debate around the expansion of the BRICS. There was also discussion over the strained US-China relations in the race for global influence, as well as Saudi-Israel relations under Netanyahu amidst tension in the Middle East. On the lighter side, there was also coverage for the successful moon landing of Chandrayaan 3.

SEPTEMBER 2023

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

‘Politics’ received the most attention, with 28% of all articles falling within this category. ‘Economy’ followed with 16% articles. ‘International’ took up 10% of newspaper space while ‘Social’ articles made up 8% of the total. This was followed by ‘Governance’ and ‘Law & Order’ making up for 6% each, and ‘Crime & Terrorism’ articles which made up 4% of the total. Those pertaining to ‘Education’, ‘Health’, and ‘Security’ made up 3% each. Next, ‘Climate/Environment’, ‘Religion’, ‘Media’, ‘Human Rights’, and ‘Sports’ made up 2% of the total, while articles falling in the categories of ‘Science & Technology’, ‘Energy Crisis’, and ‘Miscellaneous’ accounted for 1% each.

Figure 2: Main Topics Under Discussion September 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 September 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, especially with respect to the caretaker government.

DISCUSSED WITHIN 'ECONOMY':

The articles in this category talked about the deteriorating state of Pakistan's economy, discussing the circular debt trap, prospect of carbon markets, recovering the value of the rupee, and Pakistan's role in Central Asian Trade. Another topic greatly discussed was the regional development under BRI and CPEC, and the potential of tourism. There was also coverage on the Iran-Pakistan gas pipeline project, and discourse around the Sugar mafia.

DISCUSSED WITHIN 'INTERNATIONAL':

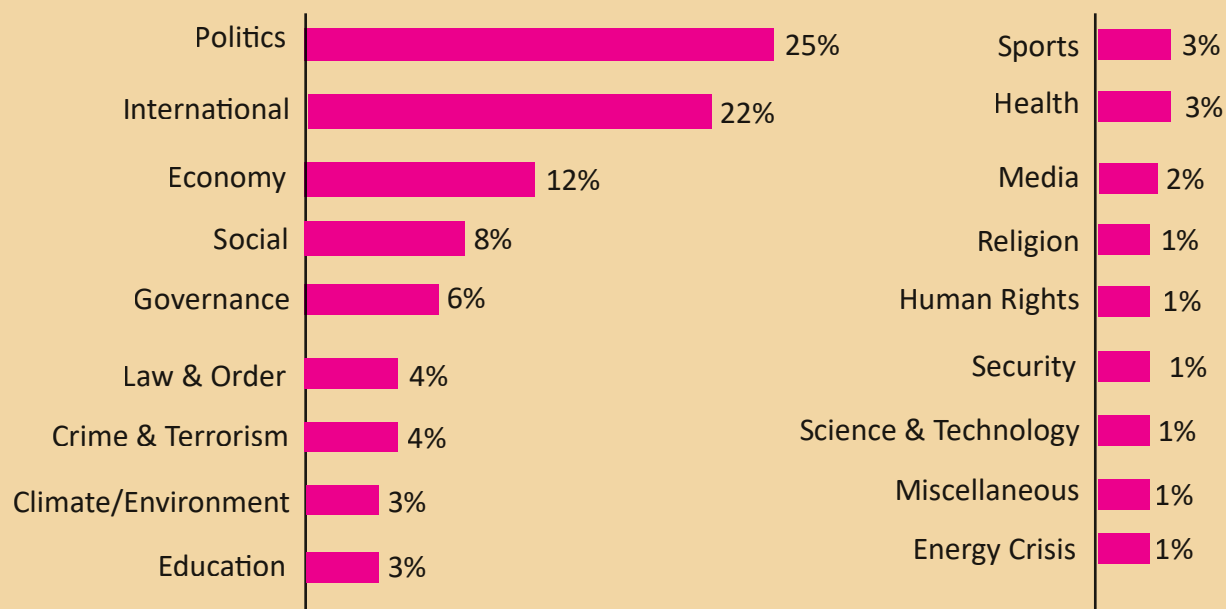
In this category, the articles covered global issues like strained diplomatic relations between US and China, as well as Saudia Arab and Israel, the ongoing Russia-Ukraine War. Numerous articles covered the strained Canda-India ties over the killing of Sikh leader Nijjar as well as development in the international community in light of CPEC, and BRI.

OCTOBER 2023

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

‘Politics’ received the most attention, with 25% of all articles falling within this category. ‘International’ followed with 22% articles. ‘Economy’ took up 12% of newspaper space while ‘Social’ articles made up 8% of the total. This was followed by ‘Governance’ at 6%, ‘Law & Order’ and ‘Crime & Terrorism’ making up for 4% each. Those pertaining to ‘Climate/Environment’, ‘Education’, ‘Sports’, and ‘Health’ made up 3% each. Next, ‘Media’ took up 2%, and ‘Religion’, ‘Human Rights’, ‘Security’, ‘Science & Technology’, and ‘Miscellaneous’ accounted for 1% each.

Figure 3: Main Topics Under Discussion October 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 October 2023. Most of the articles surrounded the delayed elections, and the political tensions with neighboring country India, its foreign policy, and the Kashmir issue. There was also coverage of the greatly celebrated return of PML-N leader Nawaz Sharif, much debate surrounding dynastic nature of political parties in Pakistan.

DISCUSSED WITHIN 'ECONOMY':

The articles in this category covered at large the Israel-Palestine conflict, and its implications towards greater unrest in the Middle East, as well as biased coverage observed across mainstream media especially when compared to the Russia-Ukraine war, and call for peace. Other topics under discussion were Turkiye's centennial, US-India diplomatic tensions, and China's growing stake in global trade.

DISCUSSED WITHIN 'INTERNATIONAL':

The articles in this category talked about the economic crisis that Pakistan is facing on multiple levels, including but not limited to inflation, surge in water prices, limited supply of gas, and large-scale tax evasion. There was also coverage of the introduction of EVs into the market, and the prospective scope of international trade under BRI for Pakistan

IN COMPARISON WITH PREVIOUS ISSUE

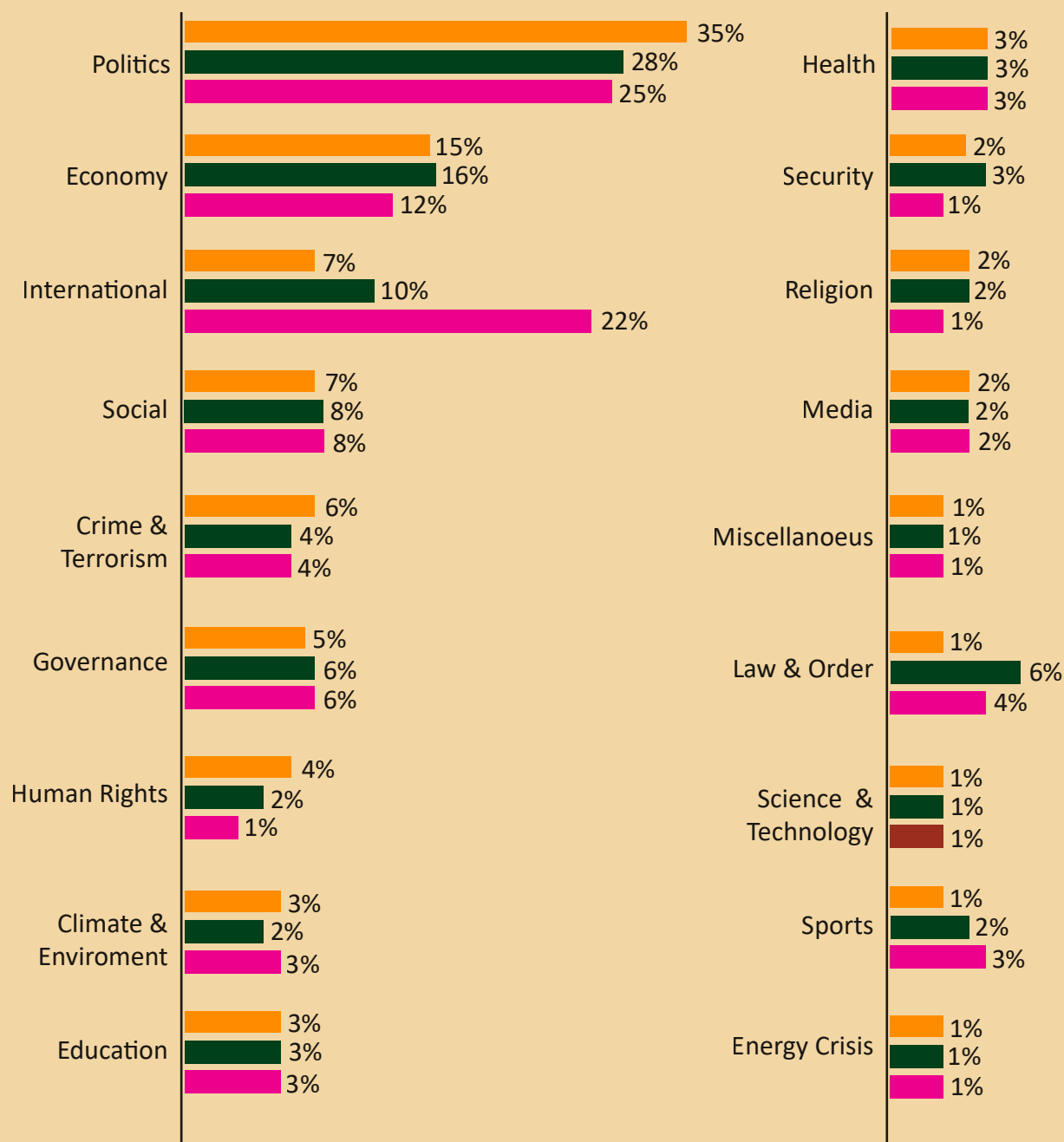
While 'Politics' was the dominating category, in all three months, the percentage of articles dedicated towards political topics decreased by 7% from August to September 2023, and then a further 3% from September to October 2023.

While those under 'Economy' fluctuated between 16% in September 2023 - being the highest, to 12% in October 2023 - being the lowest. Articles opined related to 'International' saw a steady rise from August to October 2023, having increased. 'Social' articles took up the same proportion varying only between 7% to 8% across all three months.

Other categories like 'Crime & Terrorism', 'Governance', 'Climate/Environment', 'Education', 'Health', 'Security', 'Religion', 'Media', 'Miscellaneous', 'Science & Technology', 'Sports' and 'Energy Crisis' also saw little to no variation having deviated between 1% – 2% in terms of proportion across all months. The only other exceptions being 'Human Rights', showing a steady decline from 4% in August 2023 to 1% in October 2023, and 'Law & Order' fluctuating between 6% in September 2023 – being the highest and 1% in August 2023 – being the lowest.

Figure 4: Comparison between Aug, Sep and Oct 2023

August-2023 September-2023 October-2023



URDU VS ENGLISH NEWSPAPER ANALYSIS

AUGUST 2023

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

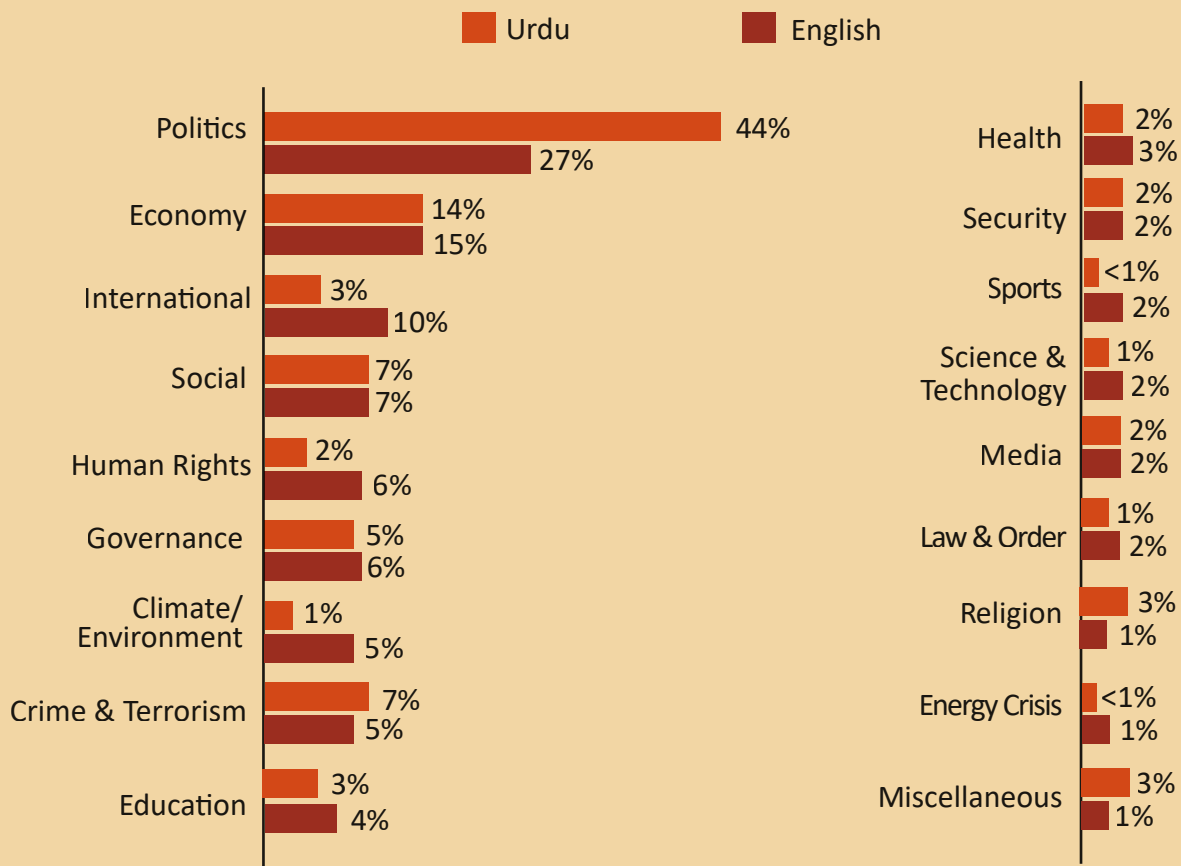
The category of ‘Politics’ dominated both Urdu and English newspapers with a slightly higher representation in Urdu newspapers at 44% of all op-ed content, compared to 27% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were ‘Miscellaneous’ with a 2% higher representation in Urdu newspapers in comparison to English newspapers, as well as ‘Crime & Terrorism’, ‘Media’, and ‘Religion’ each of which had a 1% higher proportion in Urdu.

Numerous categories had a higher share in English newspapers compared to Urdu newspapers, this was most stark in the coverage of ‘International’ with a 7% higher representation, followed by ‘Climate/Environment’, and ‘Human Rights’ each of which had 4% greater representation in English newspapers compared to their Urdu counterparts. Other categories were ‘Sports’ with a 2% higher coverage in English, and ‘Economy’, ‘Governance’, ‘Education’, ‘Health’, ‘Science & Technology’, and ‘Energy Crisis’, all of which only had a 1% greater coverage compared to Urdu newspapers.

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

Figure 5: Comparison between English and Urdu Newspapers - August 2023



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

URDU VS ENGLISH NEWSPAPER ANALYSIS

SEPTEMBER 2023

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

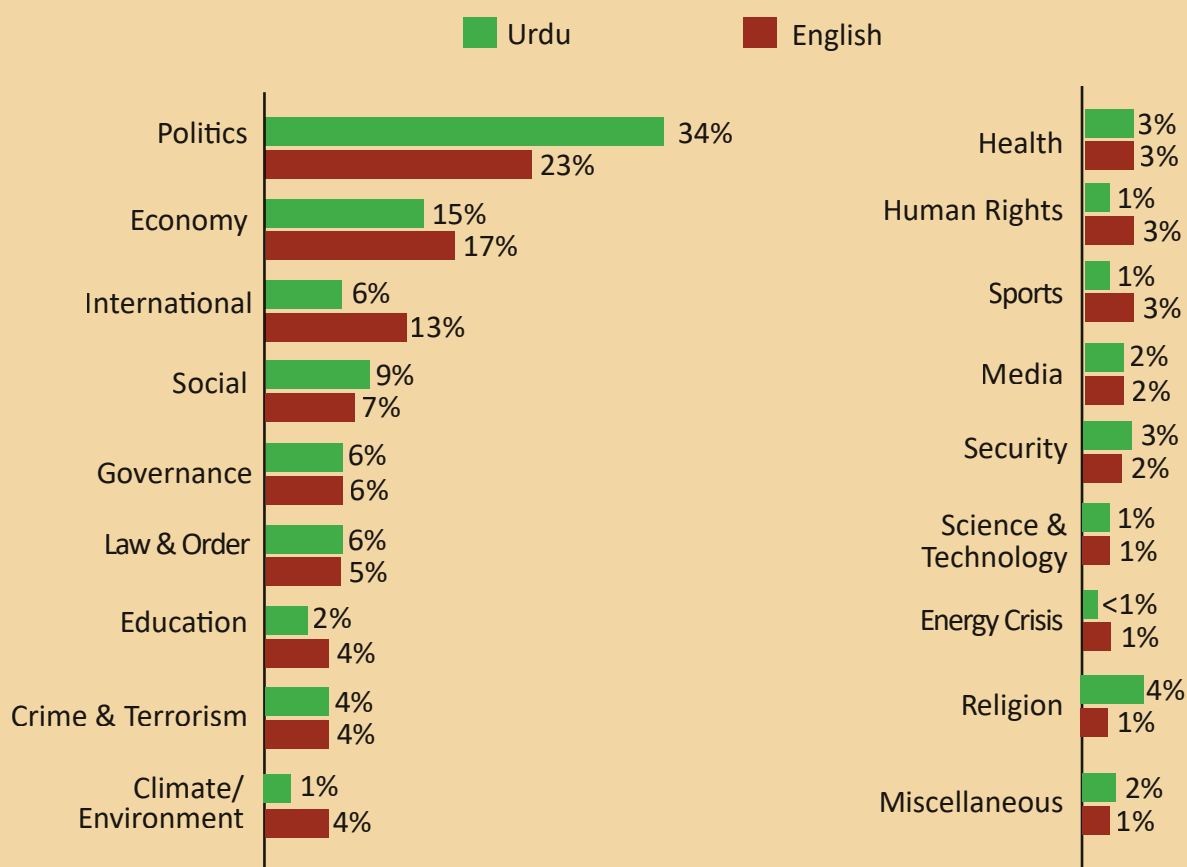
The category of ‘Politics’ dominated both Urdu and English newspapers with a slightly higher representation in Urdu newspapers at 34% of all op-ed content, compared to 23% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were ‘Religion’ with a 3% higher representation in Urdu newspapers in comparison to English newspapers, ‘Social’, and ‘Miscellaneous’ with 2% higher coverage each, as well as ‘Law & Order’, and ‘Security’ each of which had a 1% higher proportion in Urdu.

Numerous categories had a higher share in English newspapers compared to Urdu newspapers, this was most stark in the coverage under ‘International’ with a 8% higher representation, followed by ‘Climate/Environment’, and ‘Human Rights’ each of which had 3% greater representation in English newspapers compared to their Urdu counterparts. Other categories were ‘Economy’, and ‘Education’ with a 2% higher coverage in English, ‘Sports’, and ‘Science & Technology’ both of which only had a 1% greater coverage compared to Urdu newspapers.

The rest of the themes of ‘Governance’, ‘Crime & Terrorism’, ‘Media’, and ‘Science & Technology’ had similar representation across both English and Urdu newspapers.

Figure 6: Comparison between English and Urdu Newspapers - September 2023



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

URDU VS ENGLISH NEWSPAPER ANALYSIS

OCTOBER 2023

‘International’ was the most discussed category in English newspapers, while ‘Politics’ dominated Urdu newspapers.

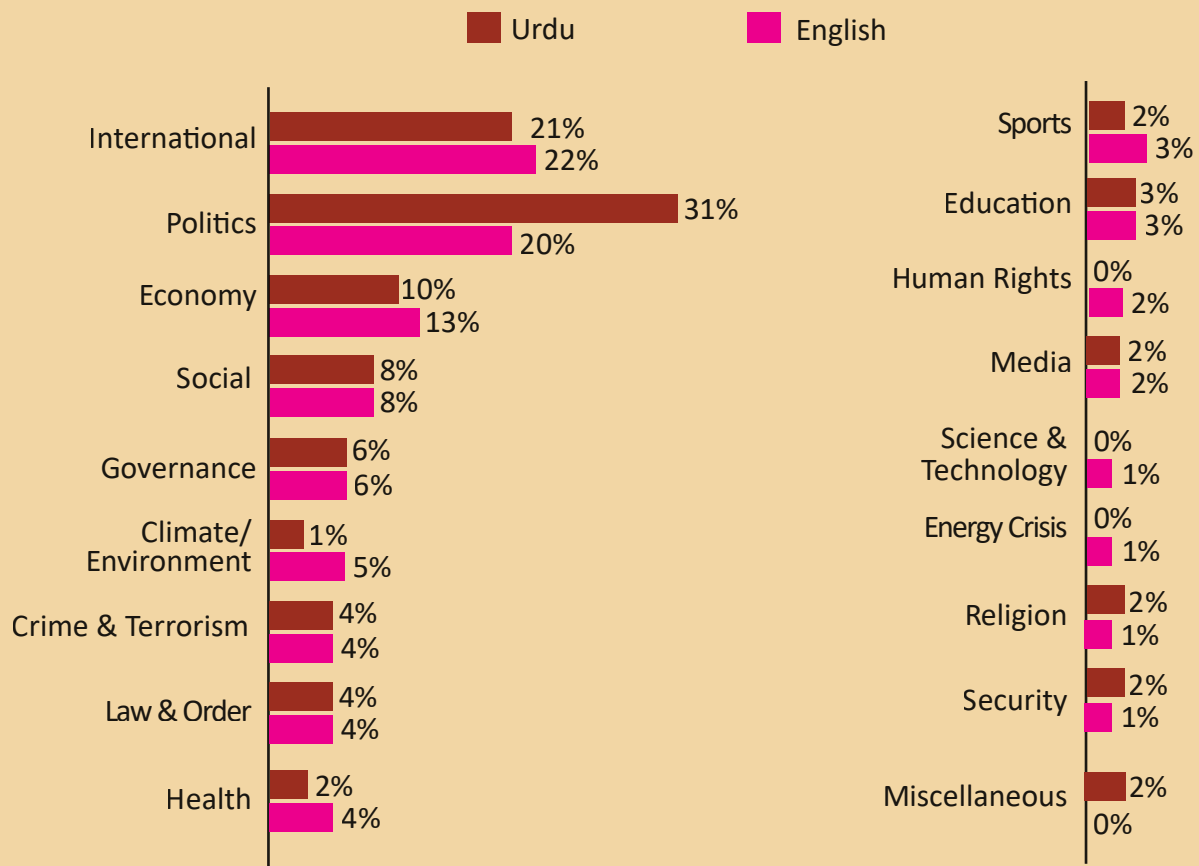
The category of ‘Politics’ dominated Urdu newspapers with a share of 31% of all op-ed content, compared to 20% in their English counterparts. In contrast, the category of ‘International’ was the most discussed topic in English newspapers accounting for nearly a quarter (22%) of all op-ed content, compared to a corresponding 21% in their Urdu counterparts.

Other categories which had a higher representation in Urdu newspapers were ‘Miscellaneous’ with a 2% higher representation in Urdu newspapers in comparison to English newspapers, ‘Security’ and ‘Religion’ each had a 1% higher proportion in Urdu.

Numerous categories had a higher share in English newspapers compared to Urdu newspapers, this was most stark in the coverage under ‘Economy’ and ‘Climate/Environment’ each with a 4% higher representation, followed by ‘Health’, and ‘Human Rights’ each of which had 2% greater representation in English newspapers compared to their Urdu counterparts. Other categories were ‘Sports’, and ‘Science & Technology’ both of which only had a 1% greater coverage compared to Urdu newspapers.

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

Figure 7: Comparison between English and Urdu Newspapers - October 2023



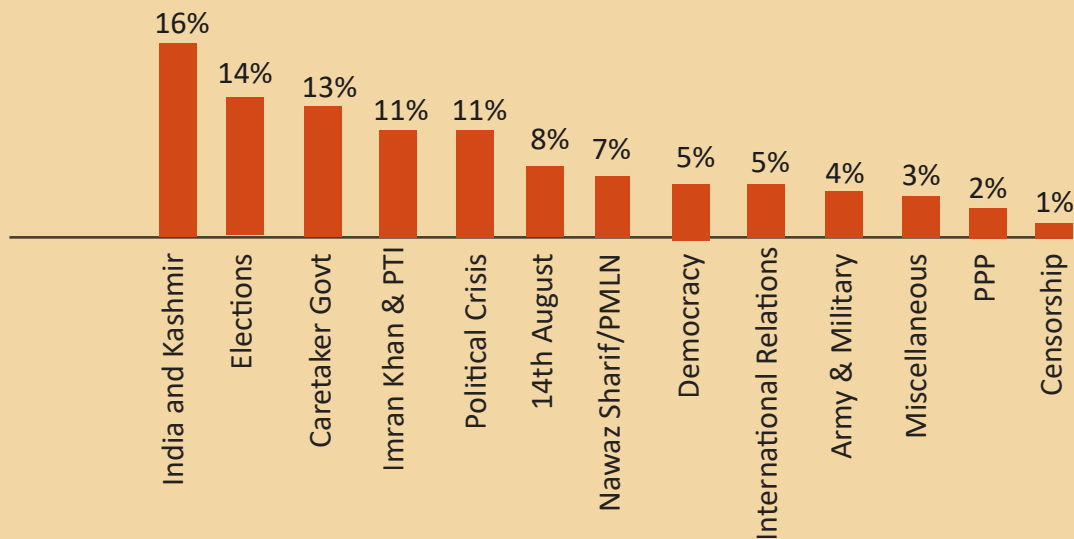
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
 (www.gallup.com.pk, www.gilanifoundation.com)

SUBCATEGORIES WITHIN 'POLITICS'

AUGUST 2023

From a total of 2,677 articles, 942 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on the upcoming 'India and Kashmir', 'Elections', 'Caretaker government', 'PTI/Imran Khan', 'Political crisis' etc. Several of them also veered into the categories of 'Army & Military', 'PPP', 'Censorship', and 'Miscellaneous'.

Figure 8: Subcategories within 'Politics' August 2023



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

DISCUSSED WITHIN 'INDIA AND KASHMIR'

There was continued coverage around instances of violations and firing along the LoC in Kashmir, alongside coverage of the situation in Manipur, and 15th August being deemed as a “Black Day for minorities”. Articles also discussed India’s continued onslaught of disinformation as an attempt to sabotage CPEC, along with BJP’s anti-Pakistan and anti-Muslim rhetoric.

DISCUSSED WITHIN 'ELECTIONS'

Articles within this category discussed the upcoming Pakistan general elections, and ECP’s progress on the matter. Many articles covered Pakistan’s need for a democratic, fair and effective election, and the anxiety surrounding the uncertainty of the election schedule. Some articles also discussed previous elections which proved to be turning points in the country’s history.

DISCUSSED WITHIN 'CARETAKER GOVERNMENT'

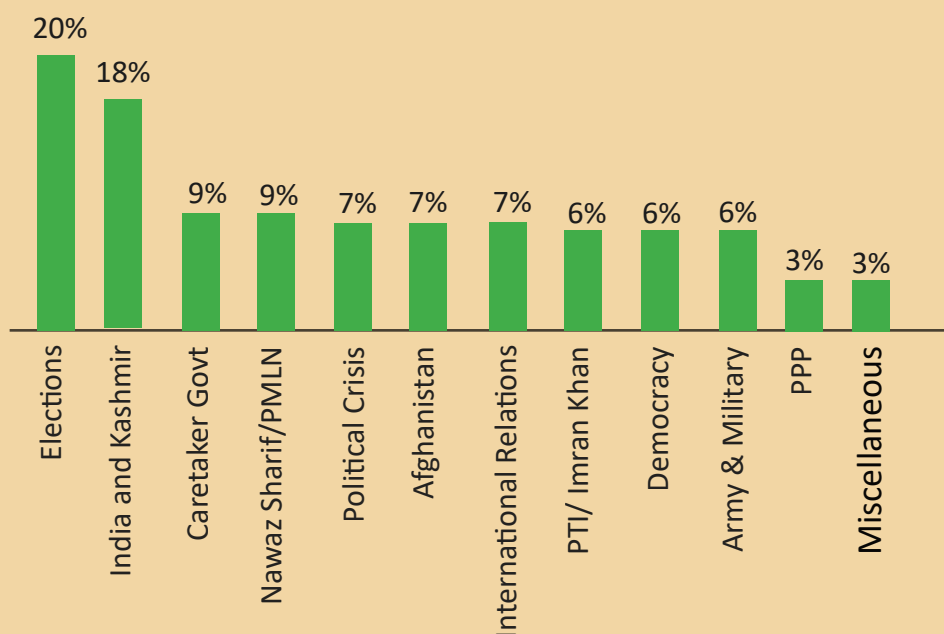
Articles within this category took a closer look at the caretaker government setup, the initiatives undertaken by them, identifying key areas of action for the interim government, as well as criticizing their performance thus far.

SUBCATEGORIES WITHIN 'POLITICS'

SEPTEMBER 2023

From a total of 2520 articles, 716 fell within the category of 'Politics.' These articles spanned a broad range of topics – from discussions on the upcoming 'Elections', 'India and Kashmir', and 'Caretaker Government' to 'Political Crisis', 'Democracy' and 'Army and Military'. Several of them also veered into the categories of 'Foreign Relations', and coverage for individual parties and political figures such as 'PML-N/ Nawaz Sharif', 'PTI/Imran Khan' and 'PPP', as well as 'Miscellaneous'.

Figure 9: Subcategories within 'Politics' September 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, amidst great chaos and confusion regarding the delayed timeline, non-compliance with the constitution, and the electoral gender gap.

DISCUSSED WITHIN 'INDIA & KASHMIR'

There was continued discourse around India's state terrorism against Muslims with a rise in Hindutva rhetoric, India's stance in the G20 summit as well as continued coverage on the Kashmir dispute and the situation of violence in Manipur.

DISCUSSED WITHIN 'CARETAKER GOVERNMENT'

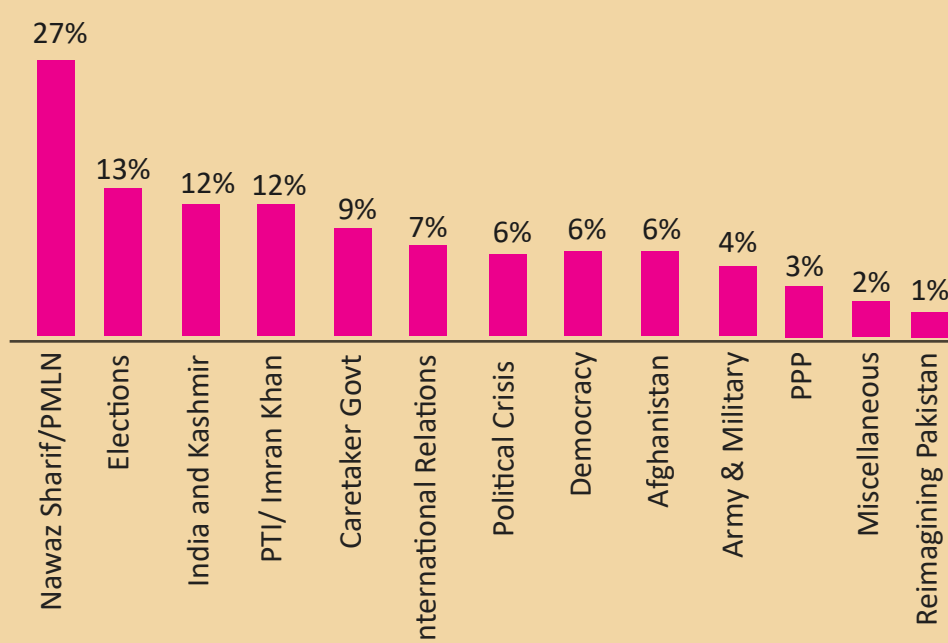
Articles within this category took a closer look at the challenges being faced by the current caretaker government, their involvement in issues beyond their mandate, and plans for economic recovery, in parallel to the facilitation of the upcoming elections

SUBCATEGORIES WITHIN 'POLITICS'

OCTOBER 2023

From a total of 2721 articles, 681 fell within the category of 'Politics.' These articles spanned a broad range of topics, from discussions on the upcoming 'Elections', to the major political parties and their leaders like 'PML-N/Nawaz Sharif', 'PTI/Imran Khan', and 'PPP', as well as 'India and Kashmir', 'International Relations', and 'Reimagining Pakistan'. Several of them also veered into the categories of 'Afghanistan', 'Political Crisis', and 'Miscellaneous'.

Figure 10: Subcategories within 'Politics' October 2023



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

DISCUSSED WITHIN 'PML-N/NAWAZ SHARIF'

Articles within this category discussed the greatly celebrated return of renowned politician Nawaz Sharif, and how that will affect the political standing of PML-N in the upcoming elections. Articles also discussed the dynastic nature of political parties such as PML-N, and the need for reform in order to evolve for the betterment of the country.

DISCUSSED WITHIN 'ELECTIONS'

Articles within this category primarily discussed the delay in the expected general elections. The topic of the election schedule, the showdown of political giants Nawaz Sharif and Imran Khan amidst much crisis, and whether or not the elections will be able to correct the course of the country. There were also discussions around the need for a new party to emerge

DISCUSSED WITHIN 'INDIA & KASHMIR'

There was continued discourse around the occupation of Kashmir, attacks in Manipur, with some light also turned towards the Pulwama incident, and comparatives drawn between Kashmir and Palestine. There were discussions on the upcoming elections in India, possible collusion between BJP and ECI, the international perception of India.

METAPHORS IN MEDIA

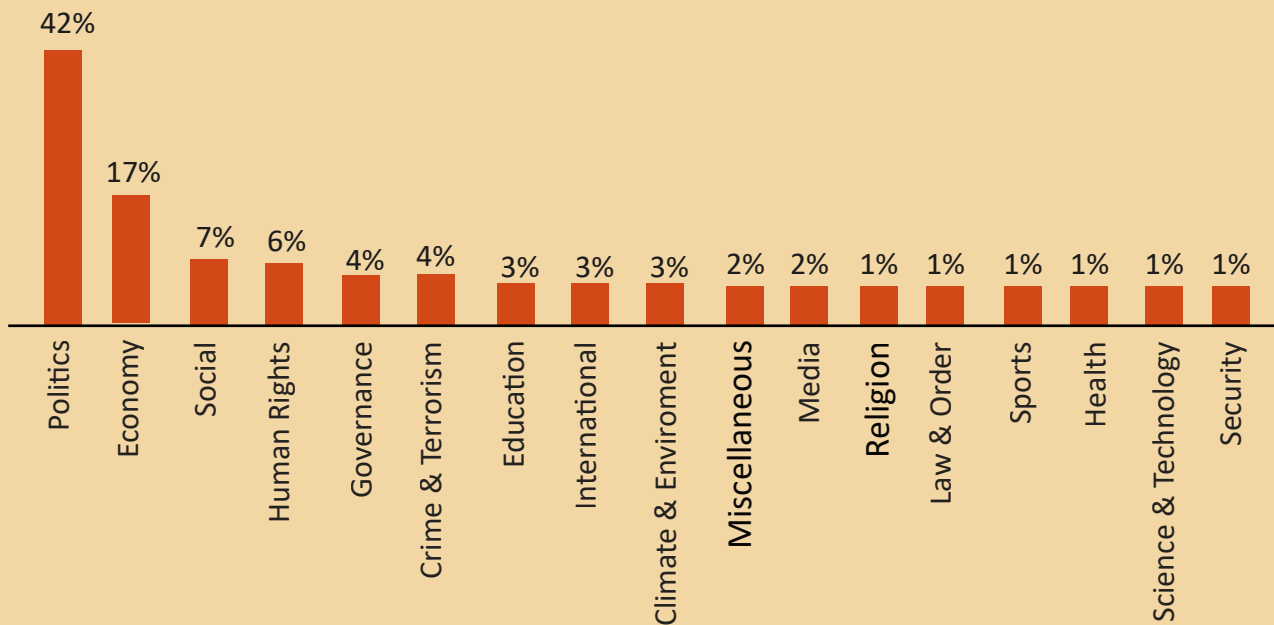
This section will look at the titles of the news articles from various newspapers, to analyze how many used metaphors or other language tools and wordplay to make the titles stand out.

AUGUST 2023

While a majority of them are straightforward and reflect the subject matter of the article (89%), 11% of the articles have titles that are either vague or metaphorical. Examples include, “The World in Dunderland”, “IMF’s raging bulls”, “Pardon my French”, “پھٹے 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 August 2023, the highest proportion of articles were related to ‘Politics’ taking up 42% of the share of the articles having dramatic or indirect titles. This was followed by the categories of ‘Economy’ with 17% of total articles titled as such, ‘Social’ with 7%, and ‘Human Rights’ with 6% metaphorical titles.

Figure 11: Metaphors in Media August 2023



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

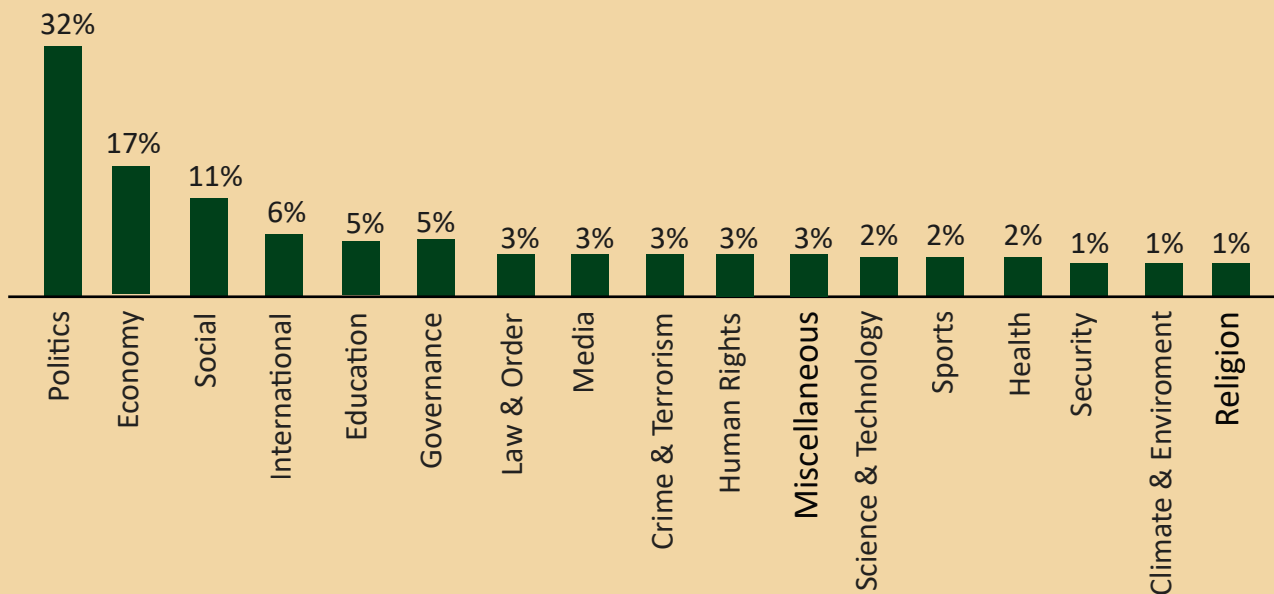
METAPHORS IN MEDIA

SEPTEMBER 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 (91%), 9% of the articles have titles that are either vague or metaphorical. Examples include, “Stirrings of Life”, “Camp David politics”, “زندہ درگور کرتی مہنگائی کا علاج”, “Caretakers in the dock”, “واچ ڈاگ”, “Career guidance: a unicorn”, “ایک عالم جو بیمار دلوں کا مسیحا تھا”, etc.

Within the ‘Metaphoric Titles’ category in September 2023, the highest proportion of articles were related to ‘Politics’ taking up 32% of the share of the articles having dramatic or indirect titles. This was followed by the categories of ‘Economy’ with 17% of total articles titled as such, ‘Social’ with 11%, ‘International’ with 6%, and ‘Education’ articles with 5% metaphorical titles.

Figure 12: Metaphors in Media September 2023



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

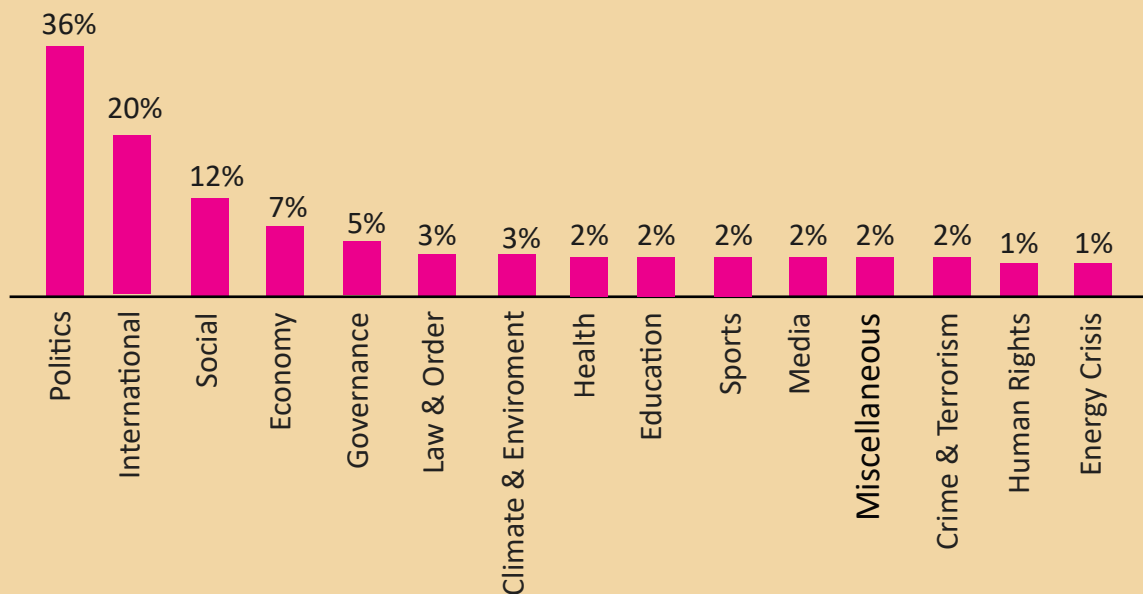
METAPHORS IN MEDIA

OCTOBER 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, “The jinx continues”, “Armageddon Creeps on”, “سکرپٹ کا آخری سوال”, “Assault on the State of Kosher”, “دیوار گریہ”, “All hail the king”, “بے اعتباری اور بے اعتمادی کا موسم”, etc.

Within the ‘Metaphoric Titles’ category in October 2023, the highest proportion of articles were related to ‘Politics’ taking up 36% of the share of the articles having dramatic or indirect titles. This was followed by the categories of ‘International’ with 20% of total articles titled as such, ‘Social’ with 12%, ‘Economy’ with 7%, and ‘Governance’ articles with 5% metaphorical titles.

Figure 13: Metaphors in Media October 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 **August - October 2023**. This data was obtained after reviewing **7,919** 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