

Edition # 55
Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

***November December, 2023,
and Januray 2024***

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 8000 Newspaper columns
and editorials

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Table of Contents

INTRODUCTION	3
MAIN TOPICS UNDER DISCUSSION	4
IN COMPARISON WITH PREVIOUS ISSUE	8
URDU VS ENGLISH NEWSPAPER ANALYSIS.....	10
THE RATIONALE BEHIND THIS CONTENT	15

Content Analysis of Newspaper Articles Published During November, December (2023) and January (2024)

In the 12 English and Urdu newspapers analyzed for November, December (2023), and January 2024 covering over 8035 opinion pieces, ‘Politics’ and ‘Economy,’ and ‘International’ issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 19th April, 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 November, December (2023) and January (2024) 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 **2,570** opinion articles/ columns for **November 2023**, **2691** opinion articles/columns written by various columnists for **December 2023**, and **2,2776** opinion articles for **January 2024**. This is part of Gallup & Gilani Pakistan Media Research Division’s initiative to empirically understand opinion leaders’ views on national issues.

This is the 55th edition of this study. The previous editions (dating back to 2015) can be accessed at the following link: <https://www.gallup.com.pk/search/Newspaper%20Content%20Analysis>

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.

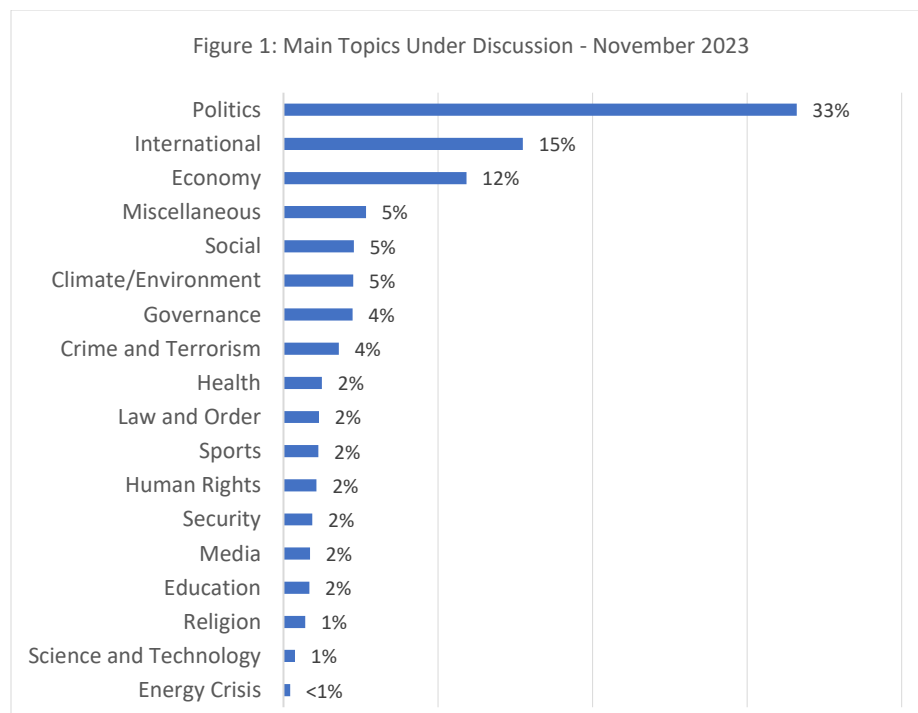
MAIN TOPICS UNDER DISCUSSION

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’.

NOVEMBER 2023

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

‘Politics’ received the most attention, with 33% of all articles falling within this category. ‘International’ followed with 15% articles. ‘Economy’ took up 12% of newspaper space, with ‘Social’ taking up 5%. This was followed by articles on ‘Climate/Environment’, which also made up 5% of the total content, and then ‘Governance’ articles which made up 4% of the total. Those pertaining to ‘Crime and Terrorism’ made up 4%, while ‘Health’, ‘Law and Order’, ‘Sports’, ‘Human Rights’, ‘Security’, ‘Media’ and ‘Education’ made up 2% each. Next, those relating to ‘Religion’, and ‘Science and Technology’ made up 1% each, while articles falling in the categories of ‘Energy Crisis’ accounted for less than 1%. Around 5% of the articles fell in the ‘Miscellaneous’ category.



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 November 2023. Most of the articles spoke about issues around the upcoming elections, Nawaz Sharif’s return and foreign relations. 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. There were also discourse surrounding bilateral relations with countries like India and Afghanistan, the latter following the decision to send back Afghan refugees.

DISCUSSED WITHIN ‘INTERNATIONAL’

In this category, an overwhelming majority of the articles covered the Israel-Palestine conflict and the ongoing genocide in Gaza. There was discussion around the West’s involvement in this conflict, and China’s relations with the United States. Some light was also shed on riots in India, as well as the development taking places in China and Middle East surrounding BRI.

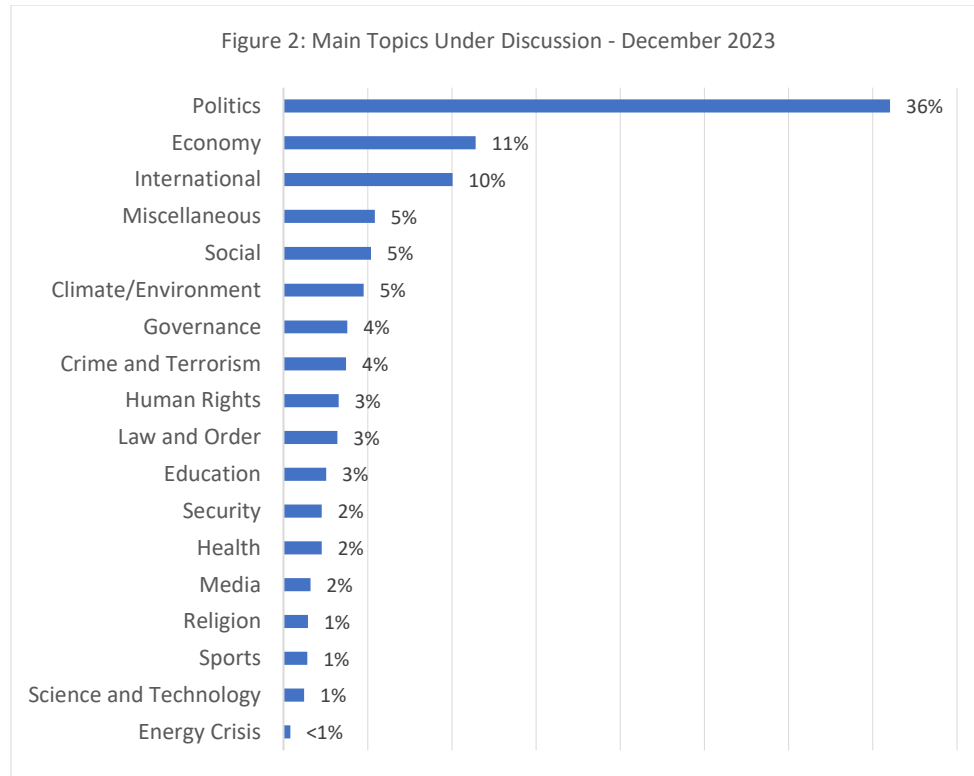
DISCUSSED WITHIN ‘ECONOMY’

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 rising international debt, and the involvement of IMF in Pakistan’s monetary policy. The attention also shifted to policy, with articles about green economy, IT growth, and tax reforms offering some hope in an otherwise economically bleak month.

DECEMBER 2023

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

‘Politics’ received the most attention, with 36% of all articles falling within this category. ‘Economy’ followed with 11% articles. ‘International’ took up 10% of newspaper space while ‘Social’ and ‘Climate/Environment’ articles each made up 5% of the total. This was followed by ‘Governance’ and ‘Crime and Terrorism’ making up for 5% each, and ‘Human Rights’, ‘Law and Order’ and ‘Education’ articles which made up 3% of the total each. Those pertaining to ‘Security’, ‘Health’, and ‘Media’ made up 2% each. Next, ‘Religion’, ‘Sports’, and ‘Science and Technology’ made up 1% of the total, while articles falling in the category of ‘Energy Crisis’ accounted for less than 1%. ‘Miscellaneous’ articles made up around 5% of the total articles.



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 December 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 protests in Balochistan, PTI’s grievances and relations with Afghanistan.

DISCUSSED WITHIN ‘ECONOMY’

The articles in this category talked about the deteriorating state of Pakistan’s economy, discussing the rising debt, deterioration of the Pakistani currency, and rising electricity prices. Another topic greatly discussed was the regional development under BRI and CPEC, and the agricultural modernization. There was also coverage on export strategy, and discourse around the stock exchange and IMF.

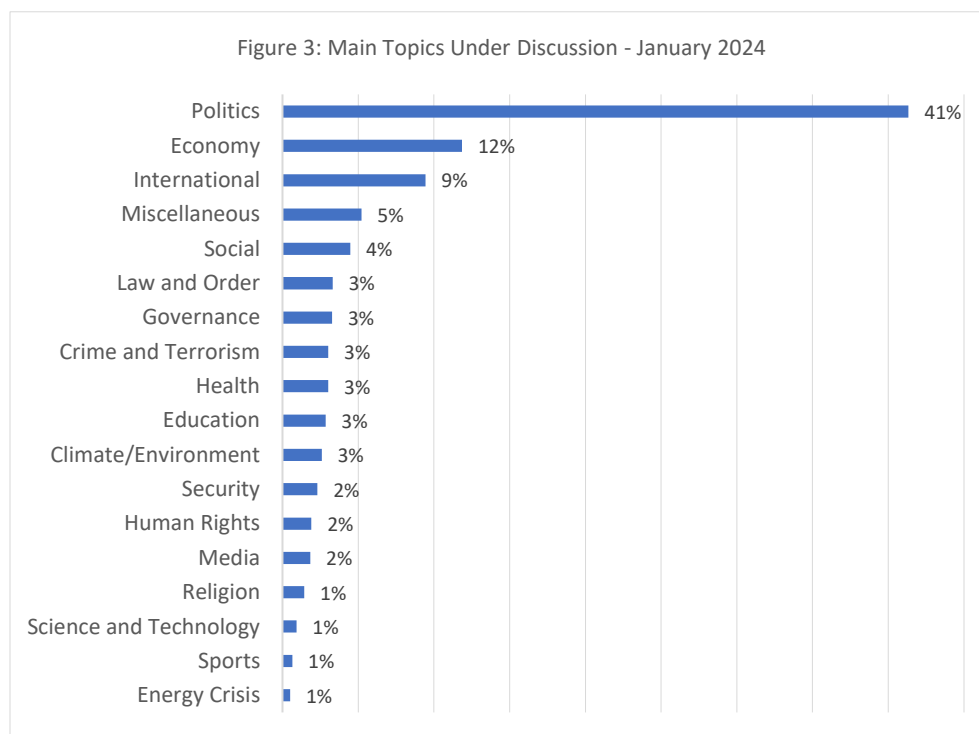
DISCUSSED WITHIN ‘INTERNATIONAL’

In this category, the majority of articles covered Israel’s ongoing genocide in Palestine, Ukraine’s war with Russia, and the involvement of the United States and China in Middle Eastern geopolitics. There was also discussion around the UNSC resolution for a ceasefire in Gaza and the ramifications of continued violence.

JANUARY 2024

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

‘Politics’ received the most attention, with 41% of all articles falling within this category. ‘Economy’ followed with 12% articles. ‘International’ took up 9% of newspaper space while ‘Social’ articles made up 4% of the total. This was followed by ‘Law and Order’, ‘Governance’, ‘Crime and Terrorism’, ‘Health’, ‘Education’ and ‘Climate and Environment’ at 3% each. Those pertaining to ‘Security’, ‘Human Rights’ and ‘Media’ made up 2% each. Next, ‘Religion’, ‘Science and Technology’, ‘Sports’ and ‘Energy Crisis’ each made up 1% of the total articles. Around 5% of the articles fell in the ‘Miscellaneous’ category.



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 2024. Most of the articles surrounded the upcoming elections, and the political tensions with neighboring countries Iran and India, and the Kashmir issue. There was also coverage of the strained relationship with Afghanistan, and the political turbulence in Balochistan. Discourse surrounding PTI, PML-N and PPP was also prevalent in January 2024.

DISCUSSED WITHIN ‘ECONOMY’

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 electricity prices, limited supply of gas, and large-scale tax evasion. There were also opinion pieces sharing hope for the upcoming year amidst those that presented bleak views about the agricultural sector and privatization woes.

DISCUSSED WITHIN ‘INTERNATIONAL’

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 of observed across mainstream media, and call for peace. Other topics under discussion were geopolitics in the Middle East, South Africa’s case in the International Court of Justice, and the involvement of China, Iran and the United States in the Middle East.

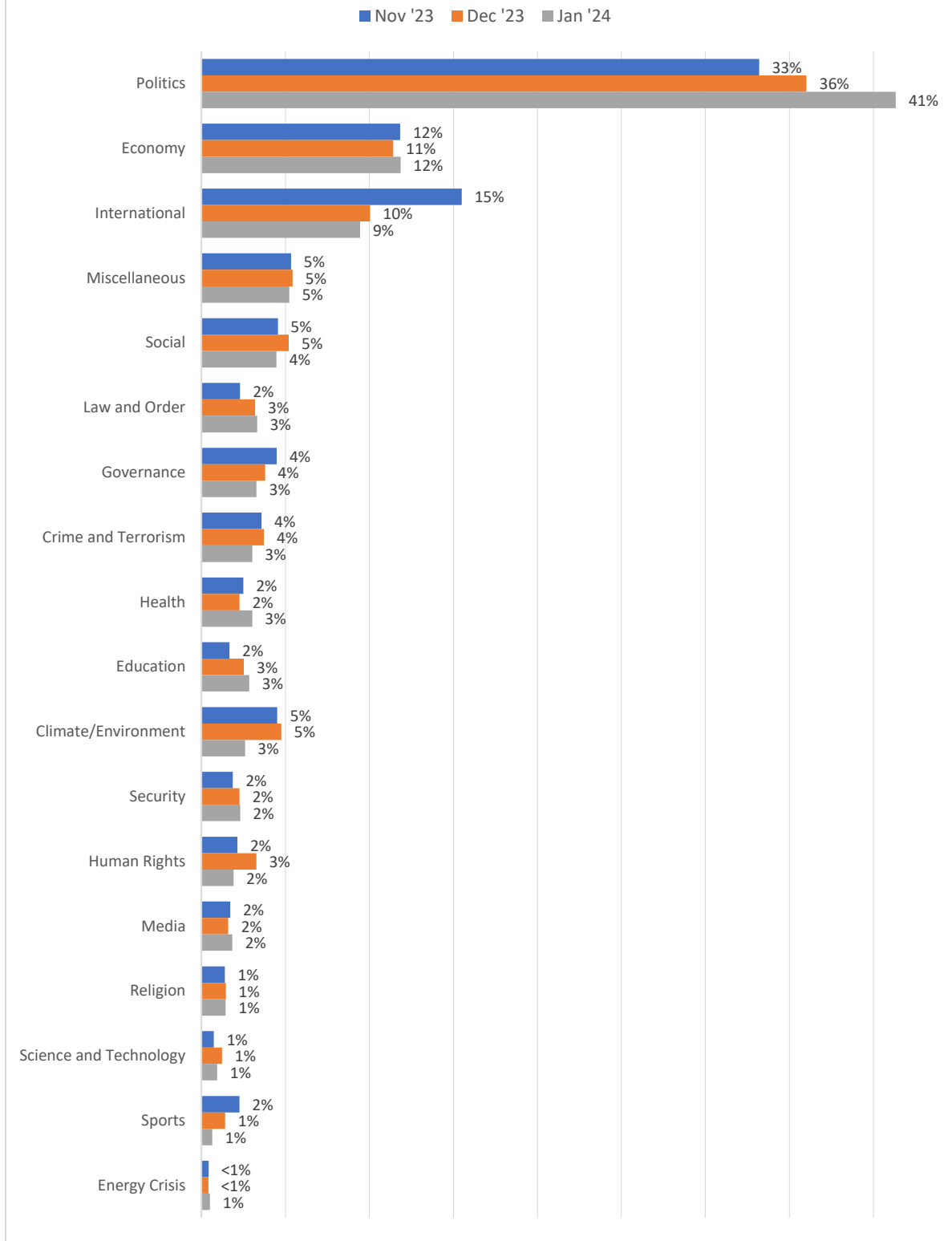
IN COMPARISON WITH PREVIOUS ISSUE

While ‘Politics’ was the dominating category, in all three months, the percentage of articles dedicated towards political topics decreased by 3% from November to December 2023, and then a further 5% from December to January 2024.

Articles under ‘Economy’ did not see much fluctuation, decreasing from 12% in November to 11% in December 2023, and staying at 12% for January 2024. Articles opined related to ‘International’ saw a steady decline from November 2023 to January 2024, from 15% to 9%. ‘Social’ articles took up the same proportion varying only between 4% to 5% 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 ‘Climate/Environment’, showing a steady decline from 5% in November 2023 to 3% in January 2024.

Figure 4: Comparison between Nov, Dec & Jan



Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy

(www.gallup.com.pk, www.gilanifoundation.com)

URDU VS ENGLISH NEWSPAPER ANALYSIS

NOVEMBER 2023

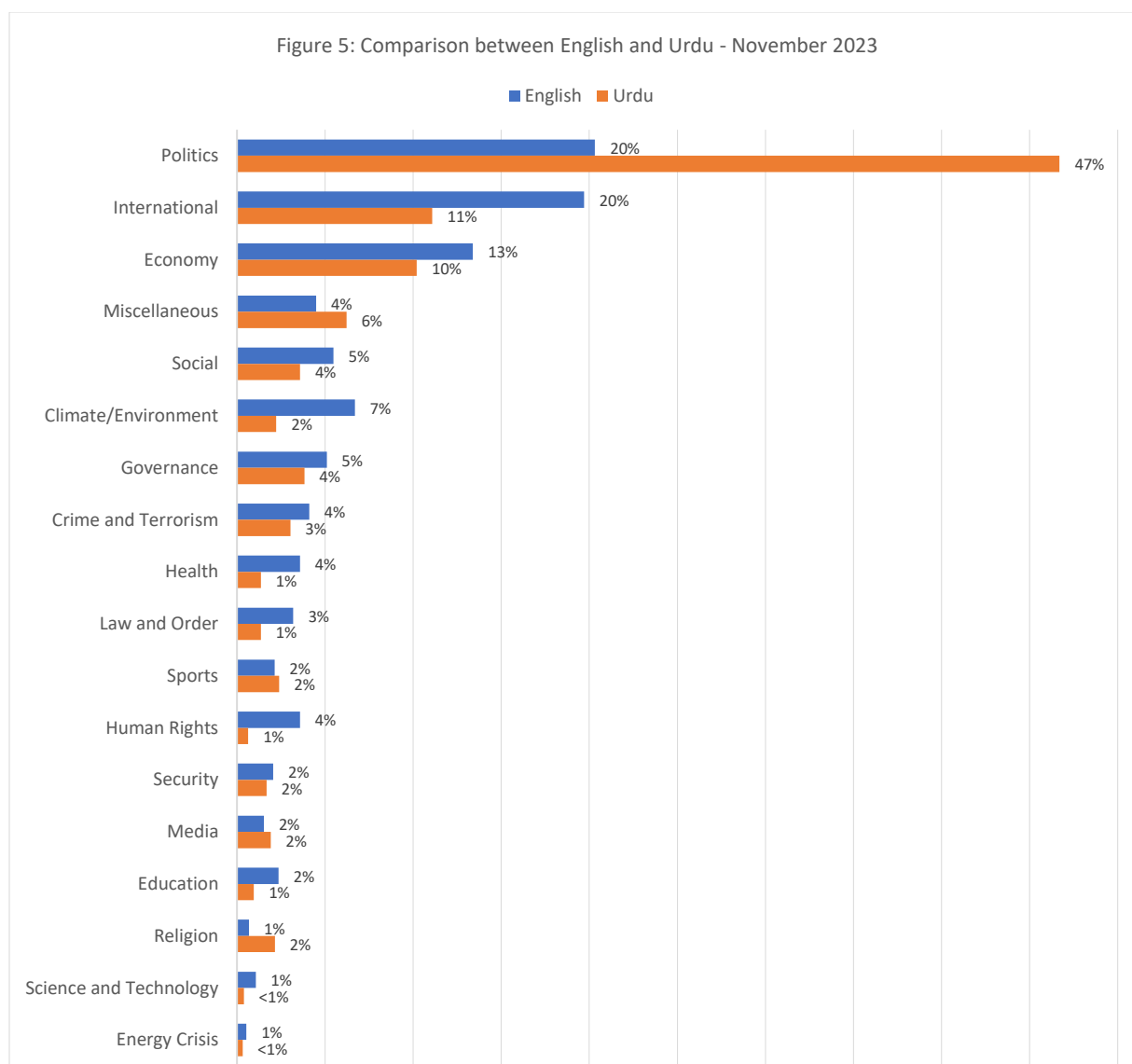
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The category of ‘Politics’ dominated both Urdu and English newspapers with a slightly higher representation in Urdu newspapers at 47% of all op-ed content, compared to 20% in English newspapers.

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

Numerous categories had a higher share in English newspapers compared to Urdu newspapers, this was most stark in the coverage of ‘International’ with a 9% higher representation, followed by ‘Climate/Environment’ which had 5% and ‘Economy’, ‘Health’ and ‘Human Rights’, which had 3% greater representation in English newspapers. Other categories were ‘Law and Order’, with a 2% higher coverage in English, and ‘Crime and Terrorism’, ‘Education’, ‘Science and Technology’ and ‘Energy Crisis’, all of which only had a 1% greater coverage compared to Urdu newspapers.

The rest of the themes of ‘Security’ and ‘Media’ had similar representation across both English and Urdu newspapers.



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

DECEMBER 2023

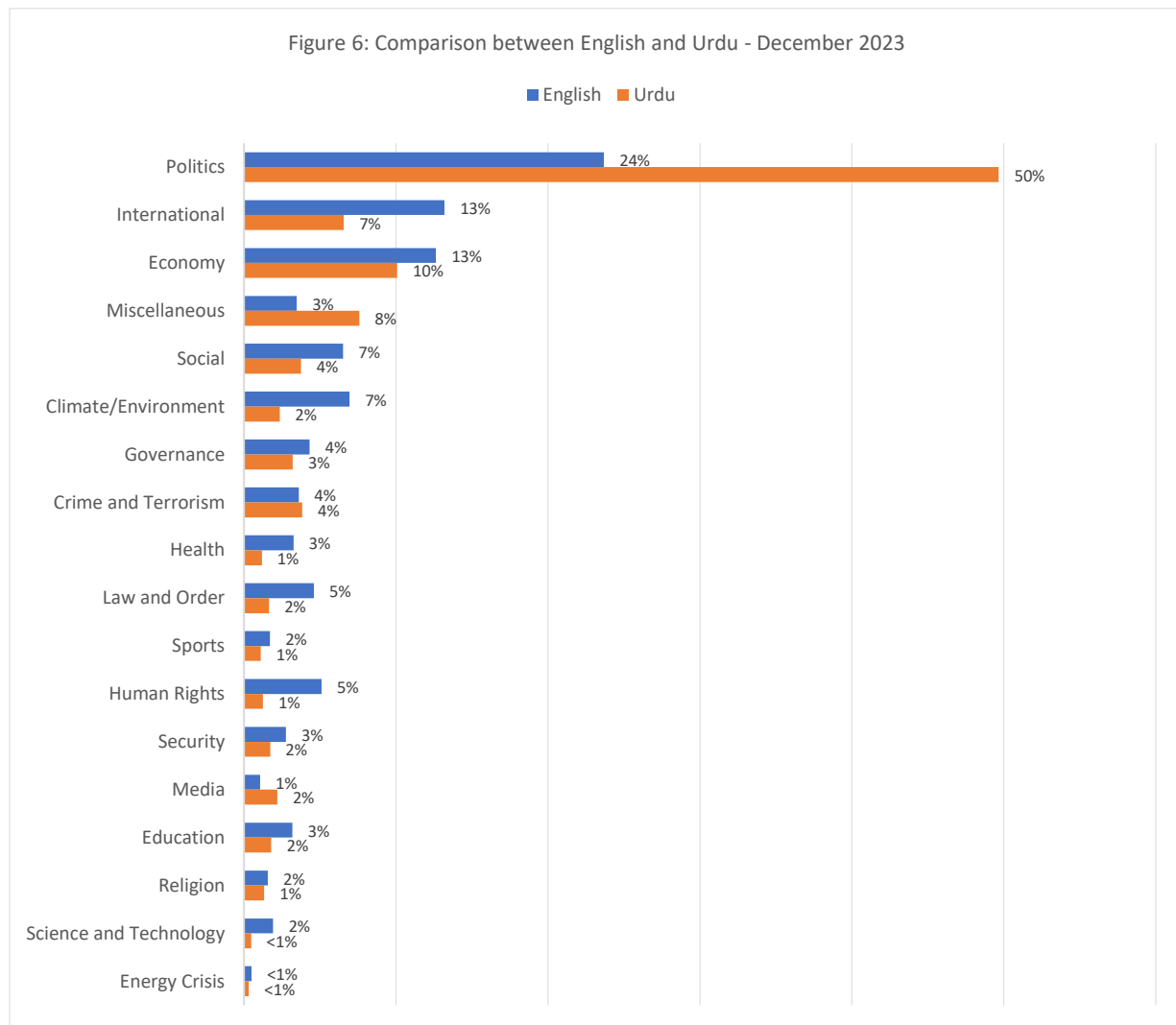
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The category of ‘Politics’ dominated both Urdu and English newspapers with a significantly higher representation in Urdu newspapers at 50% of all op-ed content, compared to 24% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were ‘Miscellaneous’ with a 5% higher representation in Urdu newspapers in comparison to English newspapers, and ‘Media’ with 1% higher coverage in Urdu newspapers.

Numerous categories had a higher share in English newspapers compared to Urdu newspapers, this was most stark in the coverage under ‘International’ with a 6% higher representation, followed by ‘Climate/Environment’ which had 5% and ‘Human Rights’ which had 4% higher representation in English newspaper. ‘Economy’, ‘Law and Order’ and ‘Social’ had 3% greater representation in English newspapers compared to their Urdu counterparts. Other categories were ‘Health’, and ‘Science and Technology’ with a 2% higher coverage in English, ‘Sports’, ‘Governance’, ‘Security’, ‘Education’ and ‘Religion’ only had a 1% greater coverage compared to Urdu newspapers.

The rest of the themes of ‘Crime & Terrorism’ and ‘Energy Crisis’ had similar representation across both English and Urdu newspapers.



Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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JANUARY 2024

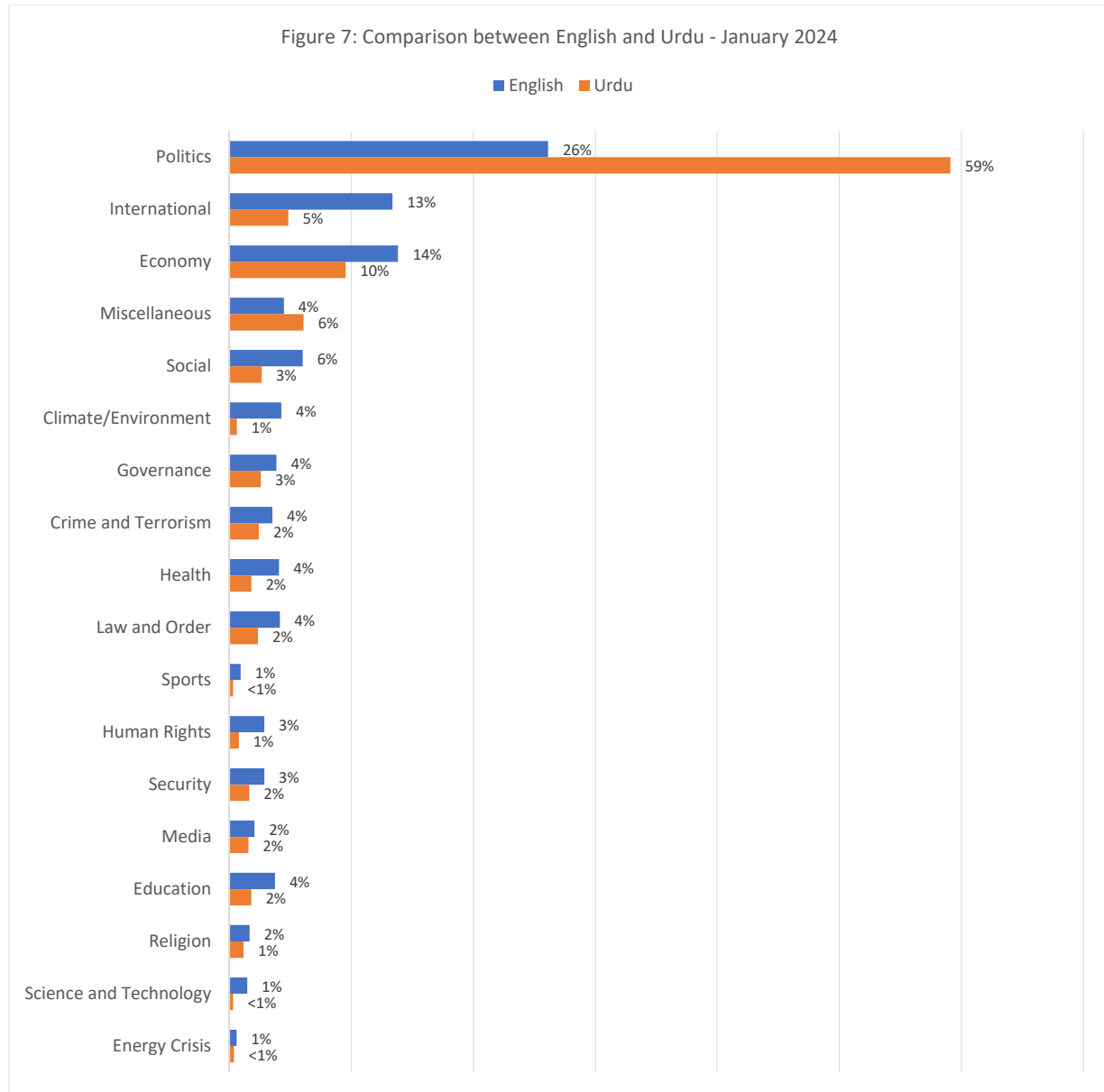
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The category of ‘Politics’ dominated both Urdu and English newspapers with a significantly higher representation in Urdu newspapers at 59% of all op-ed content, compared to 26% in English newspapers.

Another category which had a higher representation in Urdu newspapers was ‘Miscellaneous’ with a 2% higher representation in Urdu newspapers in comparison to English newspapers.

Numerous categories had a higher share in English newspapers compared to Urdu newspapers, this was most stark in the coverage under ‘International’ with 8% higher representation, followed by ‘Economy’ which had 4% and ‘Social’ and ‘Climate/Environment’, each of which had 3% higher representation in English newspaper. ‘Crime and Terrorism’, ‘Health’, ‘Law and Order’, ‘Human Rights’, and ‘Education’ had 2% greater representation in English newspapers compared to their Urdu counterparts. Other categories were ‘Governance’, ‘Sports’, ‘Security’, ‘Religion’, ‘Science and Technology’ and ‘Energy Crisis’ with a 1% higher coverage in English.

The theme of ‘Media’ had similar representation across both English and Urdu newspapers.



Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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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. Zainab Khan at zainab@gallup.com.pk

THE RATIONALE BEHIND THIS CONTENT

Bilal Ijaz Gilani, Executive Director of Gallup Pakistan 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 the opinion leaders/ shapers are 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 helps 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 **November 2023-January 2024**. This data was obtained after reviewing 8035 **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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