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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

February 2024

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 February (2024)

In the 12 English and Urdu newspapers analyzed for February 2024 covering over 2500 opinion pieces, ‘Politics’ and ‘Economy,’ and ‘International’ issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 31st May, 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 February (2024) in the mainstream media belonged to the categories ‘Politics’, ‘International’, and ‘Economy.’

An analysis of the content of **12** national newspapers consisting of a total of **2,571** opinion articles/ columns written by various columnists for **February 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 56th 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.

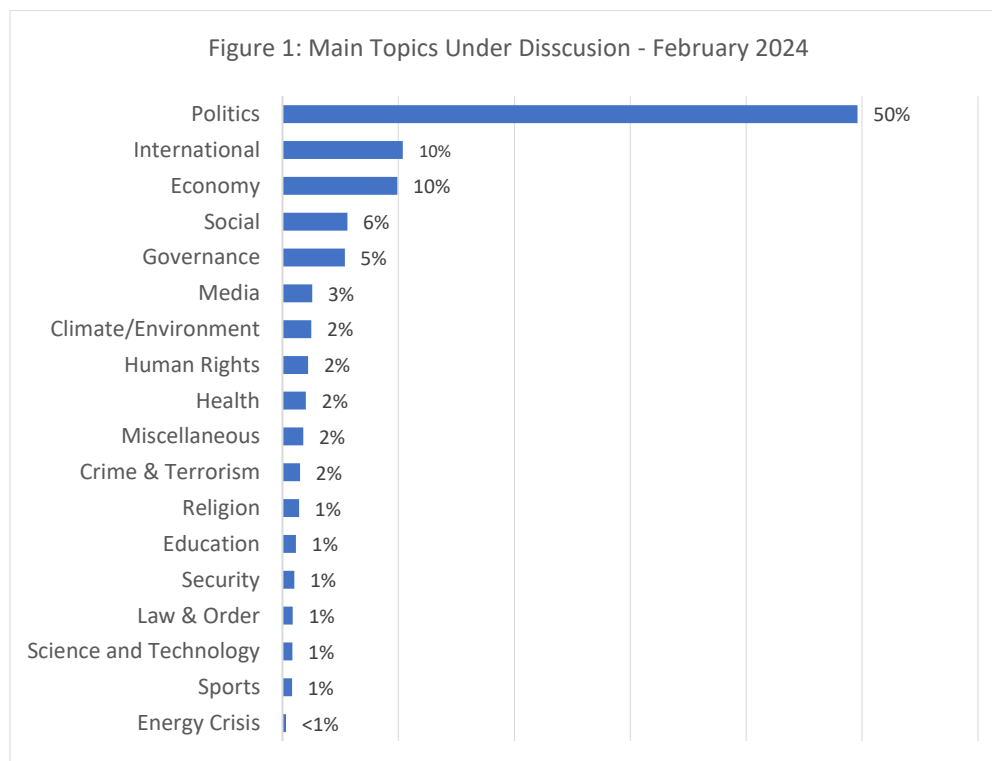
MAIN TOPICS UNDER DISCUSSION

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’.

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

‘Politics’ received the most attention, with 50% of all articles falling within this category. ‘Economy’ followed with 10% articles. ‘International’ took up 10% of newspaper space, with ‘Social’ taking up 6%. This was followed by articles on ‘Governance’, which made up 5% of the total content, and then ‘Media’ articles which made up 3% of the total. Those pertaining to ‘Climate/Environment’, ‘Human Rights’, ‘Crime and Terrorism’, ‘Miscellaneous’ and ‘Health’ also made up 2%, while, ‘Religion’, ‘Education’, ‘Security’, ‘Law and Order’, ‘Science and Technology’ and ‘Sports’ made up 1% each. Next, relating to, ‘Energy Crisis’ accounted for less than 1%.



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 February 2024. Most of the articles spoke about issues around the ongoing elections, political governance, and foreign relations. There was also much discussion regarding the political crisis due to the delay in election results and rigging allegations made by PTI's leadership. There was also discourse surrounding bilateral relations with countries like Iran, India and Afghanistan. Furthermore, The Kashmir issue grabbed attention due to the observance of Kashmir day on 5th February.

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’

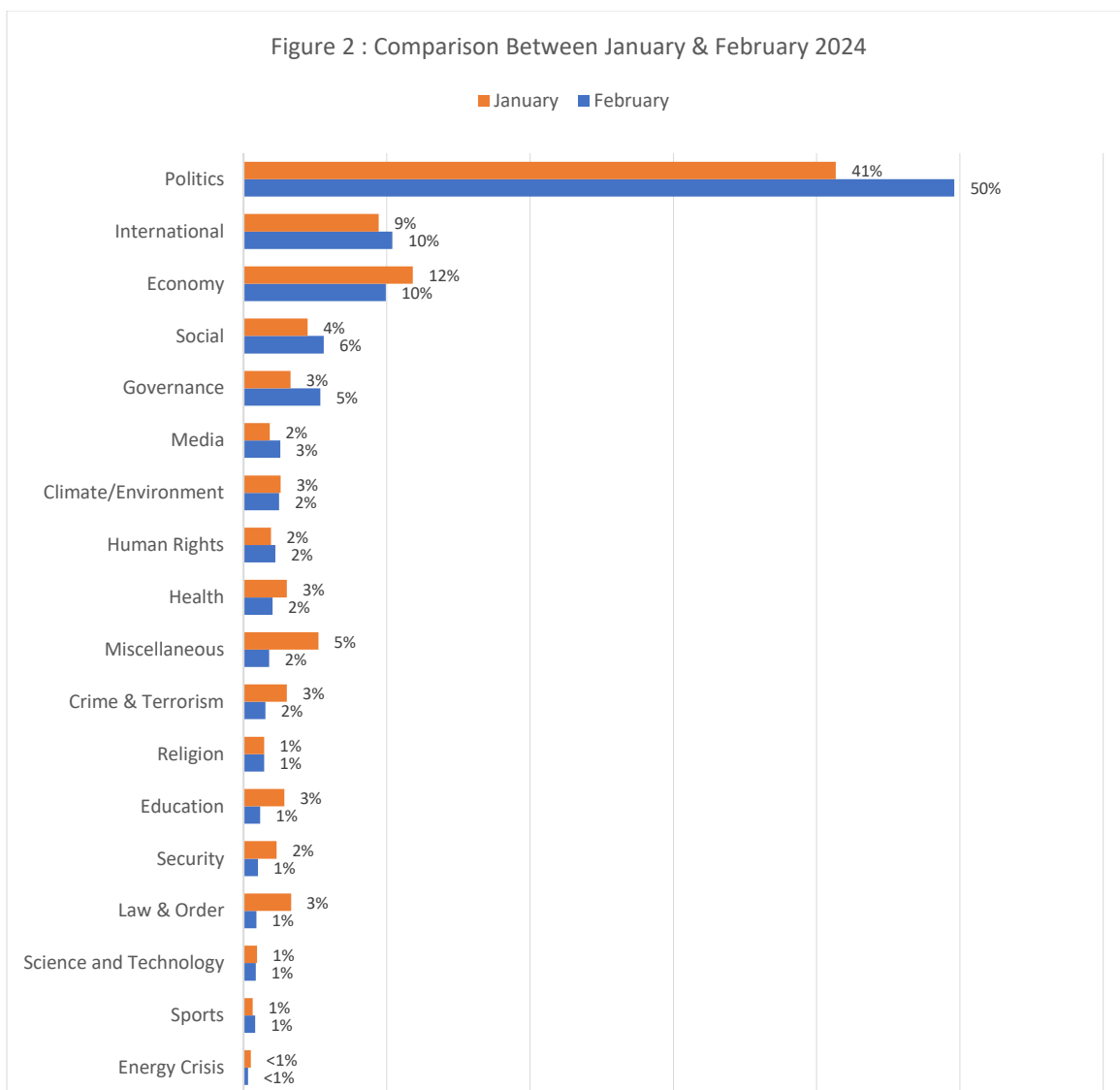
The articles in this category talked about the deteriorating state of Pakistan's economy, and soaring inflation, taxes, and energy costs. Another greatly discussed topic was the rising international debt, and the involvement of IMF in Pakistan's monetary policy. The attention also shifted to policy, with articles about green economy, IT growth, and tax reforms offering some hope in an otherwise economically bleak month. Furthermore, numerous articles also discussed the economic challenges for upcoming government and their possible solutions.

IN COMPARISON WITH PREVIOUS ISSUE

While ‘Politics’ was the dominating category in both months, the percentage of articles dedicated towards political topics increased by 9% from January to February 2024. The reason behind this substantial rise was most likely the coverage of the ongoing developments in the general elections at the time.

Articles related to ‘International’ remained relatively constant during both January and February 2024, at 9% and 10% respectively. Articles under ‘Economy’ did not see much fluctuation, decreasing from 12% in January to 10% in February 2024. ‘Social’ articles took up the same proportion varying only between 4% to 6% across the months. While ‘Miscellaneous’ shows a gradual decrease from 5% in January to 2% in February.

Other categories like ‘Media’, ‘Climate/Environment’, ‘Human Rights’, ‘Health’, ‘Crime and Terrorism’, ‘Religion’, ‘Education’, ‘Security’, ‘Law & Order’, ‘Science & Technology’, ‘Sports’ and ‘Energy Crisis’ also saw little to no variation having deviated between 1% – 2% in terms of proportion across both the months. The only other exceptions being ‘Governance’, showing a gradual rise from 3% in January to 5% in February 2024.



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

URDU VS ENGLISH NEWSPAPER ANALYSIS

FEBRUARY 2024

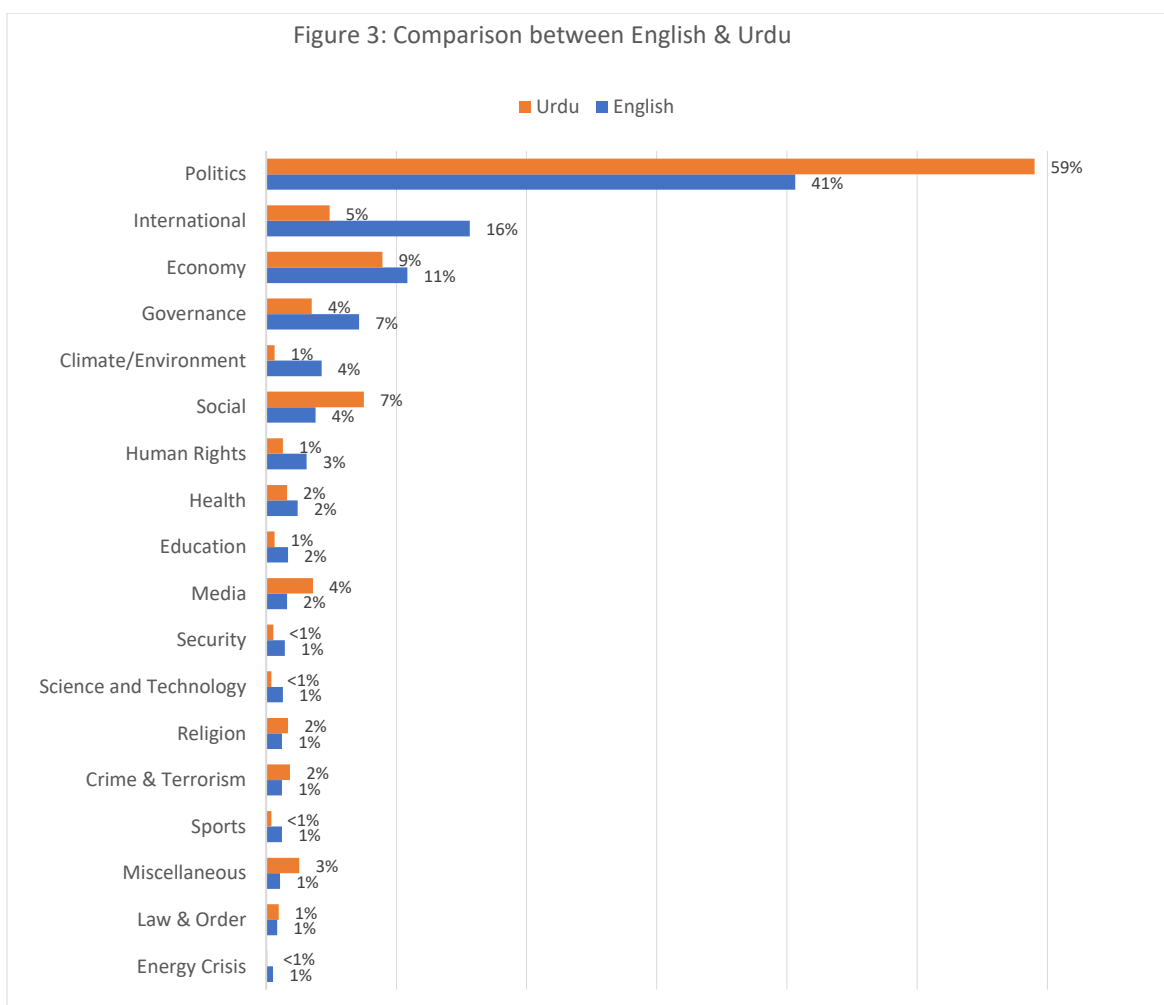
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The category of ‘Politics’ dominated both Urdu and English newspapers with a slightly higher representation in Urdu newspapers at 59% of all op-ed content, compared to 41% in English newspapers.

Other categories which had a higher representation in Urdu newspapers were ‘Social’ with a 3% higher representation, ‘Media’ and ‘Miscellaneous’ with a 2% 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 11% higher representation, followed by ‘Climate/Environment’ and ‘Governance’ which had 3% and ‘Economy’, and ‘Human Rights’, which had around 2% greater representation in English newspapers.

The rest of the themes of ‘Education’, ‘Security’, ‘Science & Technology’, ‘Religion’ ‘Crime & Terrorism’, ‘Sports’, ‘Law and Order’ and ‘Energy Crisis’, all had nearly identical coverage across both Urdu and English Newspapers.

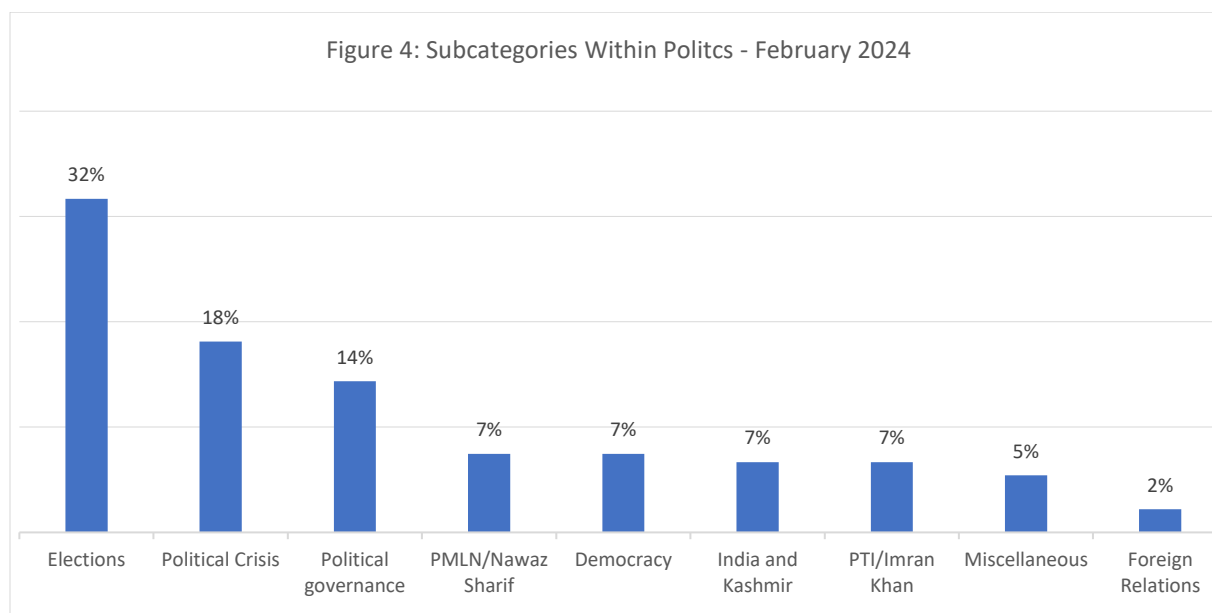


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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SUBCATEGORIES WITHIN ‘POLITICS’

February 2024

From a total of 2572 articles, 1276 fell within the category of ‘Politics.’ These articles spanned a broad range of topics – from discussions on ‘Elections’ 2024 ‘Imran Khan and PTI’, ‘Political Crisis’, ‘Political Governance’, ‘Nawaz Sharif and PMLN’, ‘Democracy’, ‘India and Kashmir’ and ‘Foreign Relations’. Several of them also belonged to the ‘Miscellaneous’.



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

Discussed within ‘Elections’

This topic dominated the political discourse in the newspapers in February 2024; the spotlight was firmly on the ongoing elections in Pakistan. The discussions primarily revolved around the various pre-election events, including notable orders issued by the Supreme Court and the Election Commission of Pakistan, predictions about election results, and concerns over potential delays in announcing results. Allegations of rigging was also a prominent topic of discussion.

Discussed within ‘Political Crisis’

Articles within this category covered a wide range of topics surrounding political crises, particularly regarding election results and disputes among political parties, notably PTI. There was significant discussion regarding the formation of coalitions and the establishment of a new government. This period witnessed intense debates and negotiations as parties worked to address the challenges and uncertainties stemming from the election outcomes.

Discussed within ‘Political Governance’

A large number of articles explored political governance matters, such as the National Assembly sessions, where newly elected members took their oaths. These sessions were pivotal for discussing solutions to the country's economic and political challenges. Additionally, there was extensive coverage on the formation of the cabinet, indicating significant focus on shaping the government's direction and policies.

Discussed within ‘Nawaz Sharif / PMLN’

Articles within this category covered a wide range of topics, highlighted the future prospects of Nawaz Sharif and the pivotal role of PMLN in the government formation process. They delved into the challenges and opportunities facing PMLN as it navigates the path to leadership. Discussions revolved around potential strategies and alliances that could shape the party's trajectory in the evolving political landscape.

Discussed within ‘Democracy’

Multiple articles emphasized the successful execution of the general elections and its positive impact on bolstering democracy in Pakistan. They underscored the significance of the electoral process in strengthening democratic values and institutions. Moreover, they highlighted the importance of every citizen's vote in shaping the future direction of the country, emphasizing the fundamental role of participation in a democratic society.

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 **February 2024**. This data was obtained after reviewing **2571 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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