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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

March 2024

A monthly series from Gallup & Gilani Pakistan Media Research Wing looking at more than 2700 Newspaper columns and editorials

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Table of Content

INTRODUCTION	3
MAIN TOPICS UNDER DISCUSSION	4
IN COMPARISON WITH PREVIOUS ISSUE	5
URDU VS ENGLISH NEWSPAPER ANALYSIS	7
SUBCATEGORIES WITHIN 'POLITICS'	9
THE RATIONALE BEHIND THIS CONTENT	11

Content Analysis of Newspaper Articles Published During March (2024)

In the 12 English and Urdu newspapers analyzed for March 2024 covering over 2700 opinion pieces, ‘Politics’, ‘Economy,’ and ‘International’ issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 10th June, 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 March (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 **2,732** opinion articles/ columns written by various columnists for **March 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 57th 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.

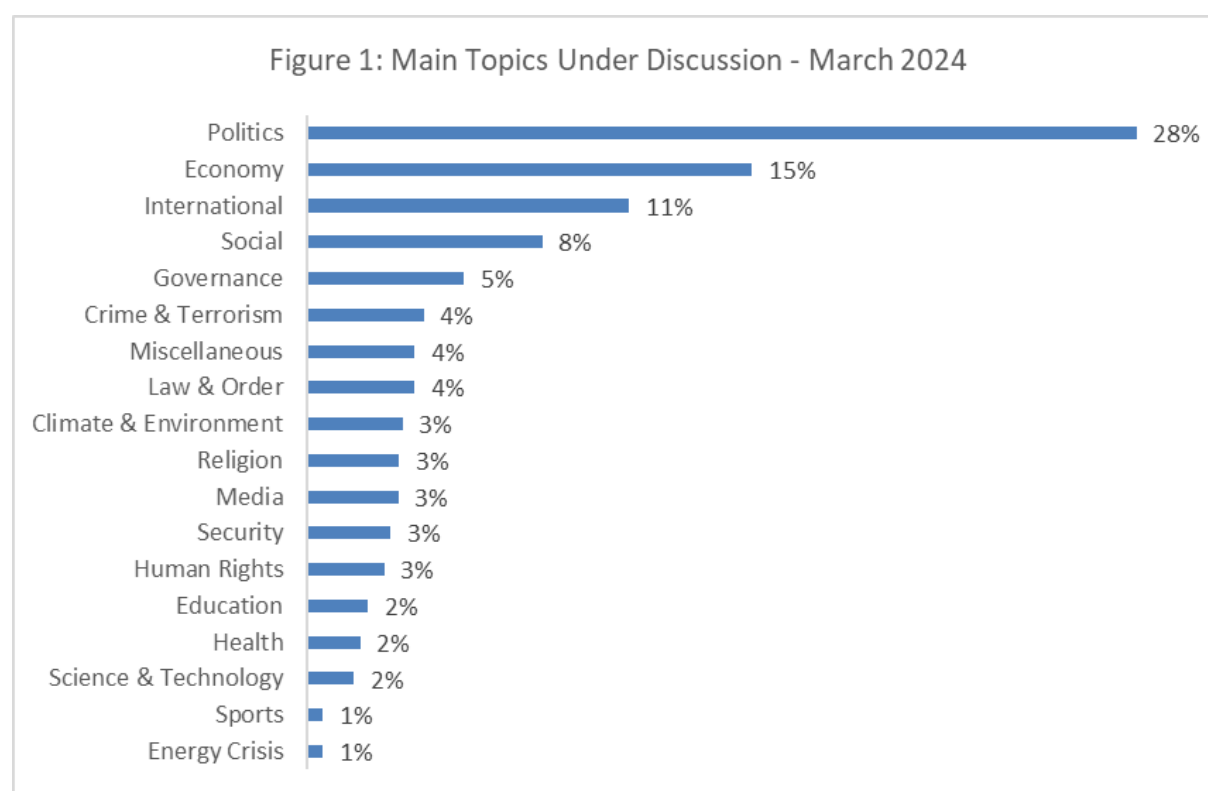
MAIN TOPICS UNDER DISCUSSION

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’.

MARCH 2024

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

‘Politics’ gathered the most attention, comprising 28% of all articles. Following closely was ‘Economy’ at 15%. ‘International’ occupied 11% of newspaper space, with ‘Social’ at 8%. ‘Governance’ constituted 5% of the total content, succeeded by ‘Crime & Terrorism’, ‘Miscellaneous’, and ‘Law & Order’ each at 4%. Articles concerning ‘Climate & Environment’, ‘Religion’, ‘Media’, ‘Security’, and ‘Human Rights’ accounted for 3% each. ‘Education’, ‘Health’, and ‘Science & Technology’ made up 2% each. Lastly, ‘Sports’ and ‘Energy Crisis’ were represented by 1% each.



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

DISCUSSED WITHIN ‘POLITICS’

In March 2024, political matters commanded significant attention in the newspapers. The focus was primarily on political governance, encompassing discussions on the formation of new government structures, cabinet appointments, and governmental policies, both domestic and foreign. Notably, there was extensive coverage of the elections in India, particularly in relation to India and Kashmir. Additionally, there were discussions regarding bilateral relations, notably with countries such as Iran, India, and Afghanistan. The future trajectories of political entities like the PDM and other parties, as well as the prospects of Imran Khan and the PTI, were also subjects of considerable discourse.

DISCUSSED WITHIN ‘ECONOMY’

Articles within this category addressed the declining condition of Pakistan's economy, highlighting issues such as escalating inflation, taxes, and energy expenses. A significant focus was placed on the mounting international debt and the implementation of new monitoring policies by the IMF in Pakistan. Additionally, there was attention directed towards policy discussions, exploring potential solutions to the economic crisis. Amidst the challenges, there were discussions on the growth of the IT sector and tax reforms, offering glimpses of hope during an economically challenging period. Furthermore, numerous articles delved into the economic hurdles facing the new government and explored potential strategies for addressing them.

DISCUSSED WITHIN ‘INTERNATIONAL’

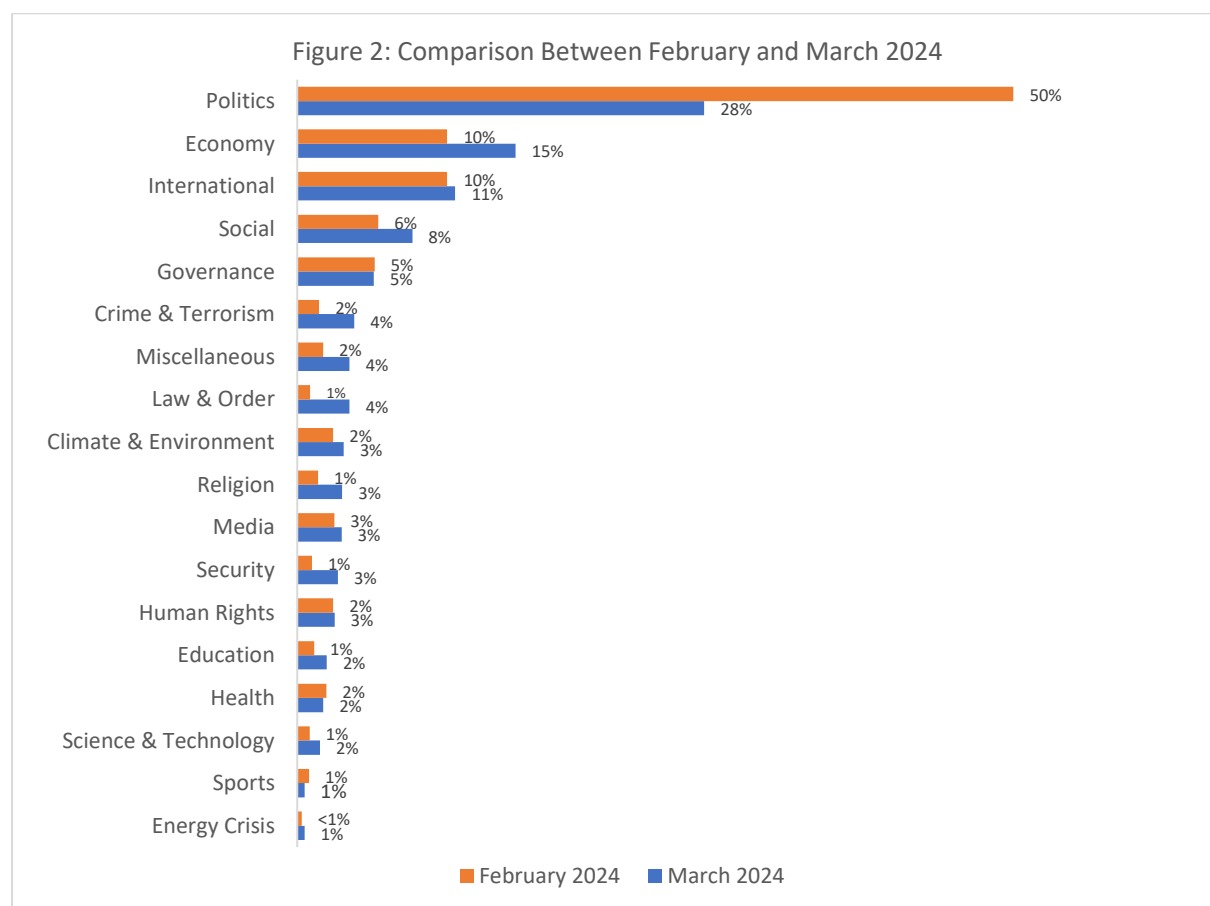
The dominant theme in this category revolved around the Israel-Palestine conflict and the ongoing crisis in Gaza, with a significant number of articles dedicated to these subjects, particularly addressing issues of genocide. Discussions also revolved around the involvement of Western nations in this conflict and the evolving dynamics of China's relationship with the United States. Additionally, there were analyses of the upcoming US presidential elections in 2024, focusing on the policies of both Trump and Biden. Furthermore, attention was given to riots in India, as well as developments in China and the Middle East concerning the Belt and Road Initiative (BRI).

IN COMPARISON WITH PREVIOUS ISSUE

While ‘Politics’ maintained its dominance as the leading category in both months, there was a notable 22% decrease in the percentage of articles dedicated to political topics from February to March 2024. This decline can be attributed to the resolution of issues surrounding elections and their results, which previously contributed to much of the coverage.

Conversely, articles concerning the ‘Economy’ experienced a gradual increase from 10% in February, to 15% in March 2024. The ‘International’ category saw minimal fluctuation, rising from 10% in February, to 11% in March 2024. ‘Social’ articles maintained a consistent proportion, ranging from 6% to 8% across both months. Similarly, ‘Governance’ and ‘Media’ remained steady at 5% and 3%, respectively.

Other categories such as ‘Crime & Terrorism’, ‘Miscellaneous’, ‘Climate & Environment’, ‘Religion’, ‘Security’, ‘Human Rights’, ‘Education’, ‘Health’, ‘Science & Technology’, ‘Sports’, and ‘Energy Crisis’ showed little to no variation, with proportions fluctuating between 1% and 2% across both months. The exception was ‘Law & Order’, which exhibited an increase of 3% from February 2024 to March 2024.



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

URDU VS ENGLISH NEWSPAPER ANALYSIS

MARCH 2024

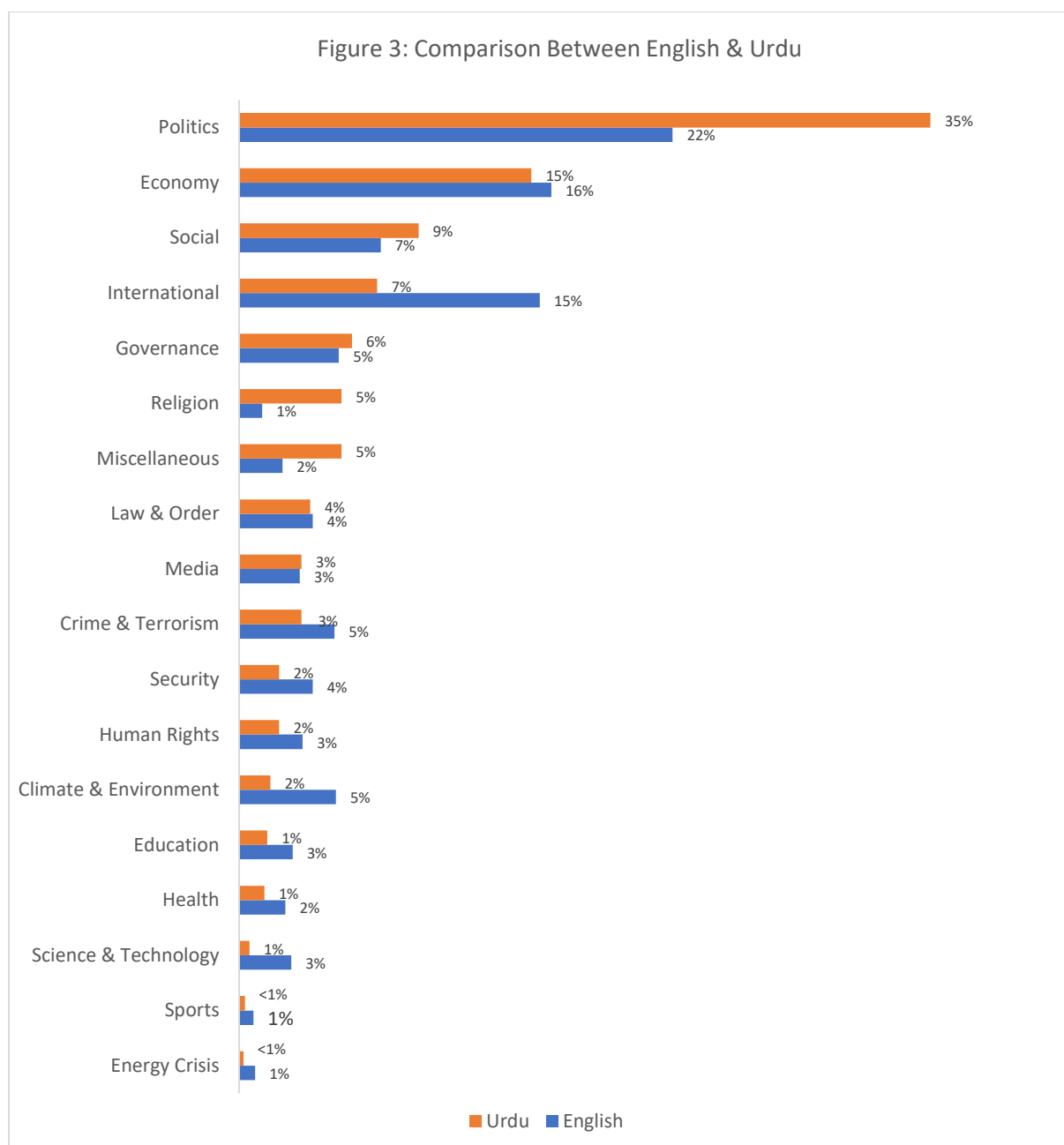
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The ‘Politics’ category predominated in both Urdu and English newspapers, with slightly higher representation in Urdu newspapers, accounting for 35% of all op-ed content, compared to 22% in English newspapers.

Additionally, several other categories exhibited higher representation in Urdu newspapers. ‘Social’ had a 2% higher representation, while ‘Miscellaneous’ and ‘Religion’ showed 3% and 4% higher representation, respectively, in Urdu newspapers compared to English.

Conversely, several categories had a greater share in English newspapers than in Urdu newspapers. This contrast was particularly evident in the coverage in the ‘International’ category, which had an 8% higher representation in English newspapers. Following closely was ‘Climate & Environment’ with a 3% difference, and ‘Crime & Terrorism’, ‘Security’, ‘Education’, and ‘Science & Technology’, which exhibited around a 2% higher representation in English newspapers.

The remaining themes, including ‘Economy’, ‘Governance’, ‘Law & Order’, ‘Media’, ‘Human Rights’, ‘Health’, ‘Sports’, and ‘Energy Crisis’, showed nearly identical coverage or only a 1% variation in coverage across Urdu and English newspapers.

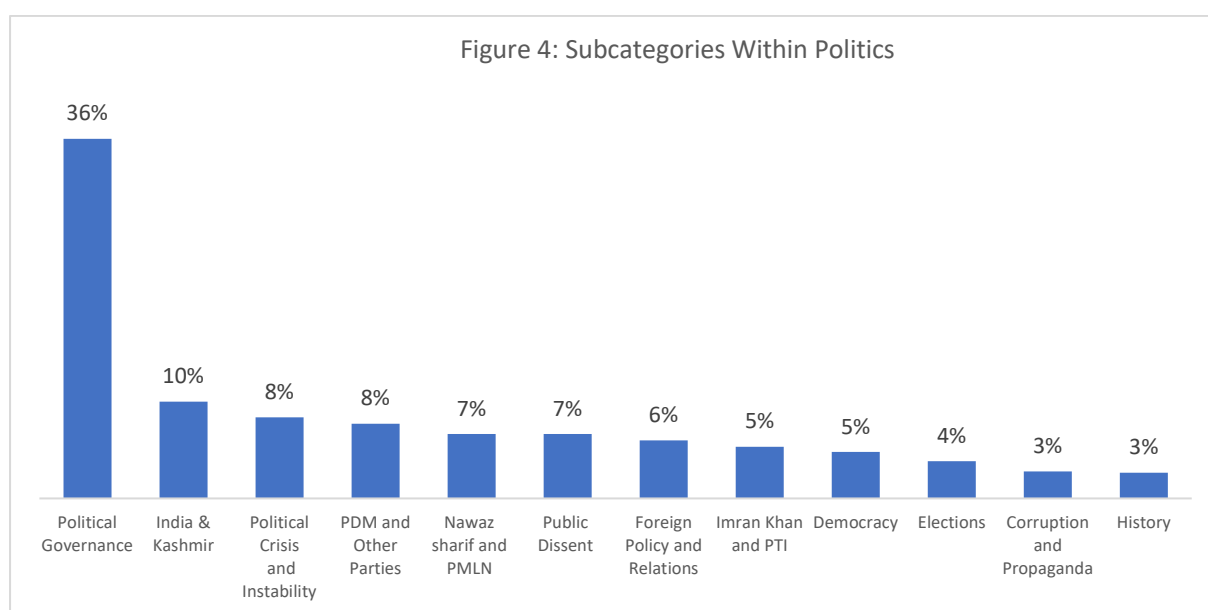


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
www.gallup.com.pk, www.gilanifoundation.com)

SUBCATEGORIES WITHIN ‘POLITICS’

March 2024

From a total of 2733 articles, 767 fell within the category of ‘Politics.’ These articles spanned a broad range of topics – from discussions on ‘Political Governance’, ‘India & Kashmir’, ‘Political Crisis and Instability’, ‘PDM and Other Parties’. Other discussed topics were ‘Nawaz Sharif and PMLN’, ‘Public Dissent’, PMLN’, ‘Foreign Policy and International Relations’, ‘Imran Khan, PTI’, ‘Democracy’, ‘Elections’, ‘Corruption, Propaganda’ and ‘History’



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

Discussed within ‘Political Governance’

In March 2024, 'Political Governance' emerged as the focal point of political discussions in newspapers. The primary focus was on pivotal events such as the formation of the new government and cabinet, proceedings within the national assembly sessions, and the array of challenges facing the new government. Amidst these discussions, considerable attention was devoted to exploring potential solutions to address these challenges and navigate the complexities of governance.

Discussed within ‘India & Kashmir’

Within the thematic category of ‘India & Kashmir,’ newspapers extensively covered various facets related to the elections in India. Discussions encompassed Prime Minister Modi's campaign strategies, the anticipated effects of the new Indian government on Pakistan-India relations, and the ongoing issue of Kashmir. Moreover, attention was dedicated to analyzing how the election outcomes could impact the situation in Kashmir.

Discussed within ‘Political Crisis and Instability’

In a significant focus within the category of ‘Political Crisis and Instability’ newspapers delved into the aftermath of the elections, particularly analyzing allegations made by opposition parties, notably the PTI. Articles extensively covered concerns surrounding electoral integrity, including discussions on allegations of rigged elections and doubts raised by the opposition regarding the Election Commission of Pakistan and its handling of the electoral process.

Discussed within ‘PDM and Other parties’

Within the particular category of 'PDM and Other Parties,' newspapers extensively covered a diverse array of topics surrounding political dynamics. Articles focused on the meetings between political leaders, notably highlighting discussions between Zardari and leaders of other parties within the PDM. Analysis delved into the convergence and divergence of interests among these political entities, exploring their collective stance on key issues such as the presidency being from the PPP.

Discussed within ‘Nawaz Sharif and PMLN’

Under the category of ‘Nawaz Sharif and PMLN’, newspapers extensively examined the future trajectory of Nawaz Sharif as a political figure. The central focus of discussions revolved around whether Nawaz Sharif would ever reclaim the position of Prime Minister, and the dynamics surrounding his decision to endorse Shahbaz Sharif as a potential candidate for Prime Minister. Additionally, there was speculation regarding the role of Maryam Nawaz in the political future of the Sharif family

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 **March 2024**. This data was obtained after reviewing **2732 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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