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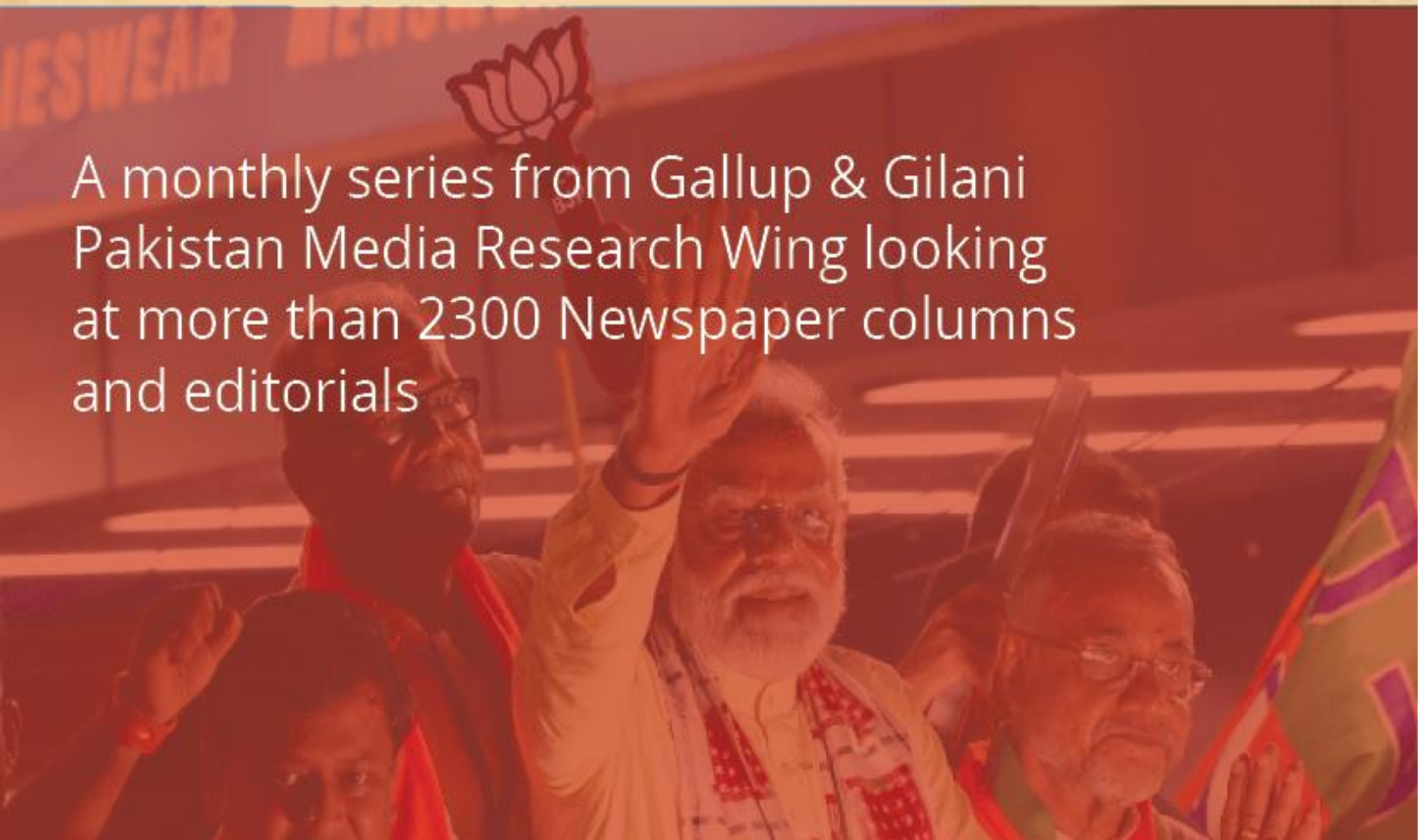
GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

April 2024

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 2300 Newspaper columns
and editorials



Content Analysis of Newspaper Articles Published During April (2024)

In the 12 English and Urdu newspapers analyzed for April 2024 covering over 2300 opinion pieces, ‘Politics’, ‘International,’ and ‘Economy’ 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 April 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 **2,324** opinion articles/ columns written by various columnists for **April 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 58th 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, and **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

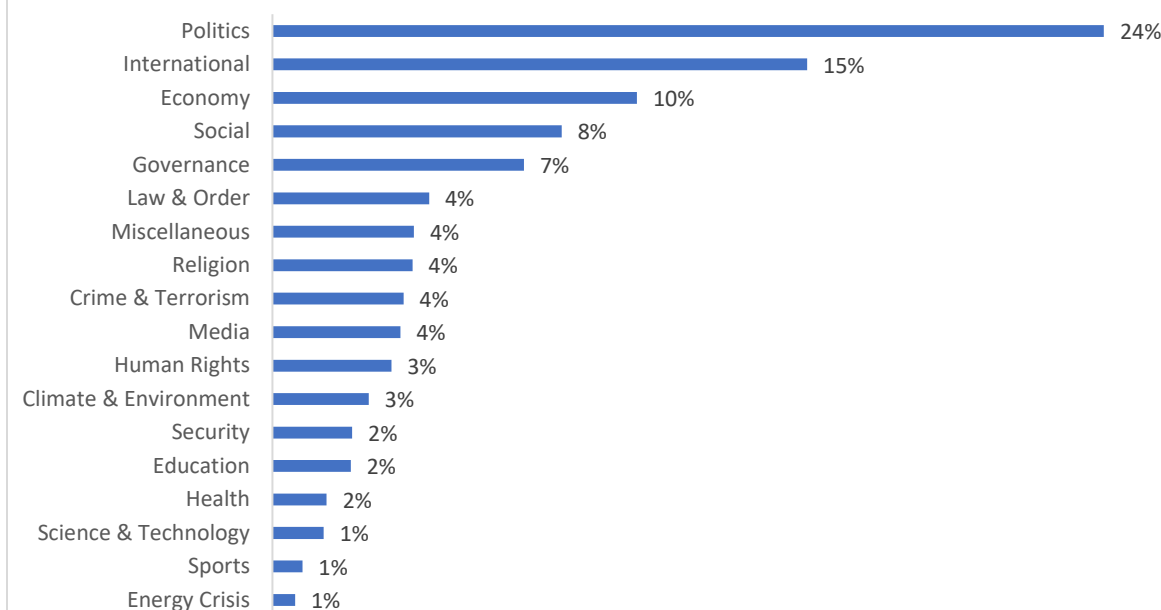
The topics discussed in these opinion articles/columns were categorized into 18 broad themes: ‘Climate/Environment’, ‘Crime & Terrorism’, ‘Economy’, ‘Education’, ‘Energy Crisis’, ‘Governance’, ‘Health’, ‘Human Rights’, ‘International’, ‘Law & Order’, ‘Media’, ‘Miscellaneous’, ‘Politics’, ‘Religion’,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

APRIL 2024

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

‘Politics’ gathered the most attention, comprising 24% of all articles. Following was ‘International’ at 15% ‘Economy’ occupied 10% of newspaper space, with ‘Social’ at 8%. ‘Governance’ constituted 7% of the total content, succeeded by ‘Law & Order’, ‘Miscellaneous’, ‘Religion’, ‘Crime & Terrorism’, and ‘Media’ each at 4%. Articles concerning ‘Human Rights’, and ‘Climate & Environment’ accounted for 3% each. ‘Security’, ‘Education’ and ‘Health’, made up 2% each. Lastly, ‘Science & Technology’, ‘Sports’ and ‘Energy Crisis’ were represented by 1% each.

Figure 1: Main Topics Under Discussion April-2024



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

DISCUSSED WITHIN ‘POLITICS’

In April 2024, political matters dominated newspaper headlines, with a primary focus on foreign relations and governance. Extensive coverage was given to the elections in India, including their implications for regional dynamics and relations with Kashmir. Additionally, the discourse included the ongoing political crisis, characterized by post-election conflicts among political parties and challenges in forming a stable government. The rift between coalition partners also received significant attention. Furthermore, debates emerged around leadership issues and governance strategies. Op-eds explored the future of prominent political figures, including Imran Khan and Nawaz Sharif, as well as their potential impact on the political landscape.

DISCUSSED WITHIN ‘INTERNATIONAL’

Within the international category, op-eds in April 2024 predominantly focused on several key issues. There was considerable discussion about the upcoming U.S. elections and their potential impact on global geopolitics, particularly in the Asian region. The ongoing rivalry between the U.S. and China was a major topic, with analyses of how this tension could affect Asian geopolitics. Additionally, there were in-depth examinations of international relations, including the role of the United Nations and recent resolutions. The evolving situation in the Israel-

Palestine conflict, including discussions around the genocide and violation of human rights, also featured prominently in the commentary

DISCUSSED WITHIN ‘ECONOMY’

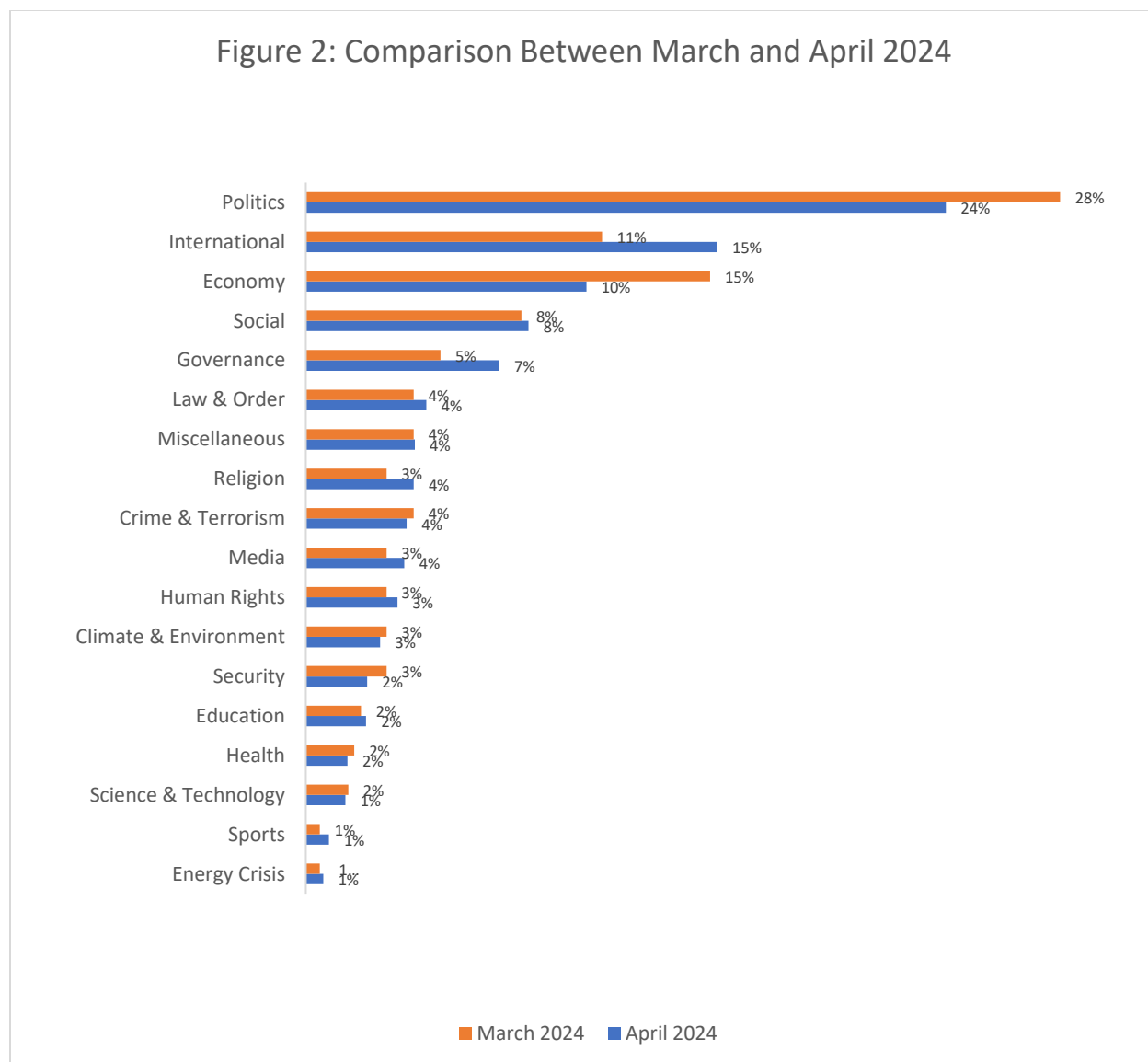
In the Economy section, April 2024’s opinion pieces concentrated on the Fiscal Year 2024-2025 budget and tax reforms, with a particular emphasis on their implications for businesses. The IMF program was prominently featured, alongside analyses of the effects of escalating inflation and public unrest. The discourse also explored foreign investment flows, trends in the stock exchange, and dynamics of import-export activities.

IN COMPARISON WITH PREVIOUS ISSUE

While ‘Politics’ continued to be the dominant category in both months, there was a slight 4% decrease in the share of articles focused on political topics from March to April 2024. In contrast, the ‘International’ category saw a steady rise, increasing from 11% in March to 15% in April. The ‘Economy’ category experienced minimal change, declining from 15% in March to 10% in April.

‘Social’ articles remained stable at 8% throughout both months. ‘Governance’ saw a modest 2% increase, while ‘Law & Order,’ ‘Miscellaneous’ and ‘Crime & Terrorism’ held steady at 4%. ‘Human Rights’ and ‘Climate & Environment’ each accounted for 3%, and ‘Education’ and ‘Health’ each represented 2%. Both ‘Sports’ and ‘Energy Crisis’ maintained a consistent 1% share across the two months. Categories such as ‘Religion’, ‘Media’ and ‘Security’ exhibited minimal fluctuation, with their proportions varying between 1% in both months.

Figure 2: Comparison Between March and April 2024



Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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URDU VS ENGLISH NEWSPAPER ANALYSIS

APRIL 2024

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

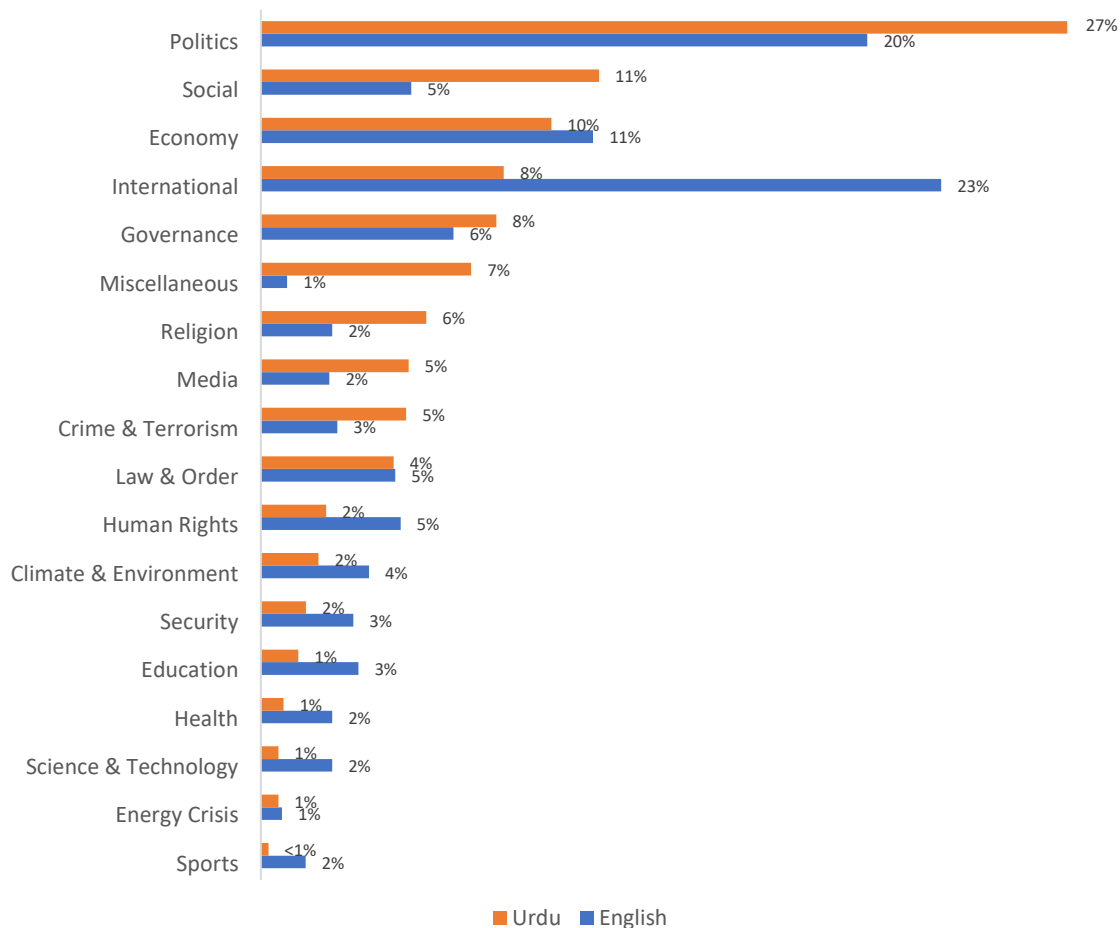
The ‘Politics’ category dominated op-ed content in both Urdu and English newspapers, with a slightly higher presence in Urdu newspapers, where it constituted 27% of all op-eds compared to 20% in English newspapers.

Several other categories also had greater representation in Urdu newspapers. 'Social' articles were 6% more prevalent, 'Governance' showed a 2% increase, and 'Miscellaneous' had a 6% higher share. 'Religion' was 4% more represented, while 'Media' and 'Crime & Terrorism' were 3% and 2% more prevalent, respectively, in Urdu newspapers compared to their English counterparts.

Conversely, certain categories had a larger share in English newspapers. The 'International' category had a 15% greater representation, 'Human Rights' followed closely with a 3% higher representation, while 'Climate & Environment' and 'Education' each showed a 2% higher share in English newspapers.

Other themes, such as 'Economy', 'Security', 'Health', 'Science & Technology', 'Energy Crisis' and 'Sports,' exhibited only a 1% variation in coverage between Urdu and English newspapers.

Figure 3: Comparison Between English & Urdu

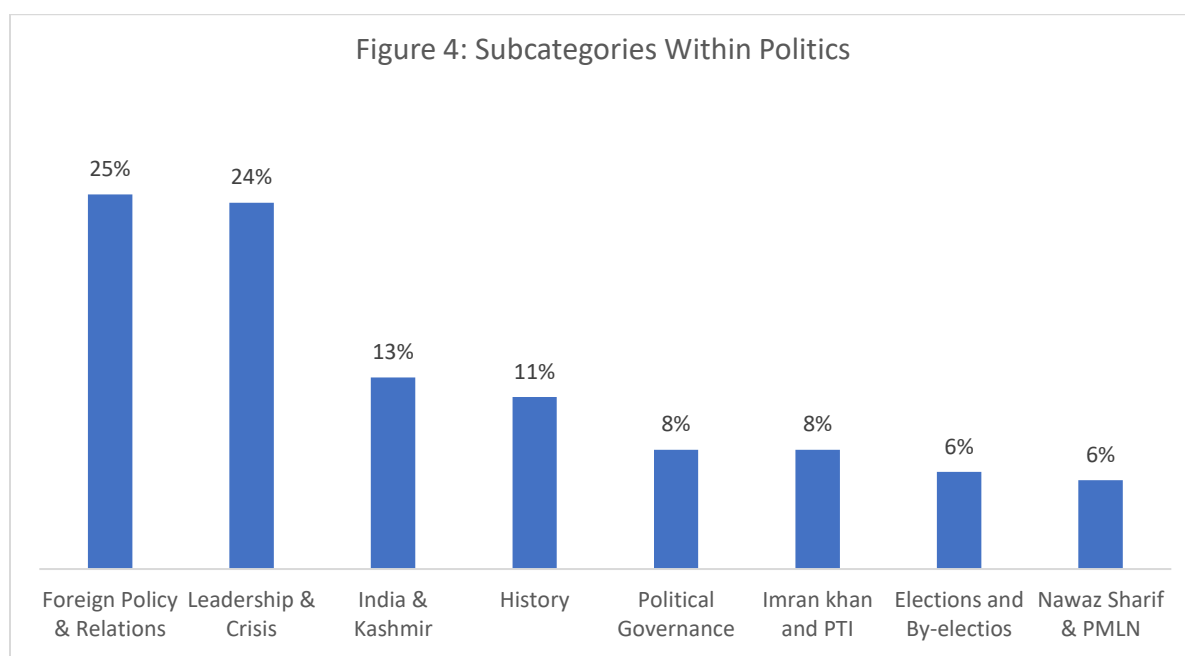


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
www.gallup.com.pk, www.gilanifoundation.com

SUBCATEGORIES WITHIN ‘POLITICS’

April 2024

From a total of 2324 articles, 552 fell within the category of ‘Politics.’ These articles spanned a broad range of topics – from discussions on ‘Foreign policy & Relations’, ‘Leadership & Crisis’, ‘India & Kashmir’, ‘History’. Other discussed topics were ‘Political Governance’, ‘Imran Khan, PTI’, ‘Elections and by-Elections’, and ‘Nawaz Sharif & PMLN’



Source: Newspaper Content Analysis by Gallup & Gillani Pakistan Media Research Consultancy
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Discussed within ‘Foreign policy & Relations’

In April 2024, in the foreign policy and relations category, significant focus was placed on Pakistan's interactions with neighboring countries, especially Iran and Afghanistan. The recent visit of the Iranian President to Pakistan was a major discussion point, highlighting its impact on bilateral ties, economic agreements, and regional stability. Additionally, attention was given to the PML-N government's relationship with China, particularly regarding the China-Pakistan Economic Corridor (CPEC). The analysis covered the progress and challenges of CPEC projects and the strategic importance of this partnership for Pakistan's economic and geopolitical positioning.

Discussed within ‘Leadership & Crisis’

In the leadership and crisis category, the focus was on the political rift over election results, highlighting the deep divisions between parties. Discussions also centered on disagreements regarding new policies, reflecting ongoing tensions and conflicting perspectives on governance. The analysis covered how these disputes are shaping the political landscape and influencing leadership dynamics amid the current crisis.

Discussed within ‘India & Kashmir’

In the India and Kashmir category, the focus was on the Indian elections and the strategies of the Modi government to secure its position. Discussions centered on how the election results might impact relations between India and Pakistan, exploring potential shifts in diplomatic dynamics and their implications for the Kashmir issue. The analysis delved into how electoral outcomes could influence regional stability and bilateral relations.

Discussed within ‘History’

In the History category, the primary focus was on Zulfikar Ali Bhutto's era, in light of his death anniversary on 4th April . Discussions extensively covered his political impact and legacy, reflecting on key events and policies from his tenure. Additionally, the category explored other significant historical political developments, providing a broader context to understand Bhutto's influence and the historical narrative of the period.

Discussed within ‘Political Governance’

In the Political Governance category, the focus was on the new policies introduced and the recent National Assembly sessions, including the debates and decisions made. The analysis also covered the actions and initiatives of provisional chief ministers, examining their impact on governance and regional administration. The discussions provided insights into how these elements are shaping the current political landscape and influencing policy implementation.

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. Rojah Sheikh at rojah@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 **April 2024**. This data was obtained after reviewing **2324 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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