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Since Year 2015



GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

May 2024

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 2600 Newspaper columns
and editorials

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Content Analysis of Newspaper Articles Published During May (2024)

In the 12 English and Urdu newspapers analyzed for May 2024 covering over 2600 opinion pieces, ‘Politics’, ‘International,’ and ‘Economy’ issues dominated the space (GALLUP & GILANI PAKISTAN)

Islamabad, 6th November, 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 May 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 **2,692** opinion articles/ columns written by various columnists for **May 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 59th 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.

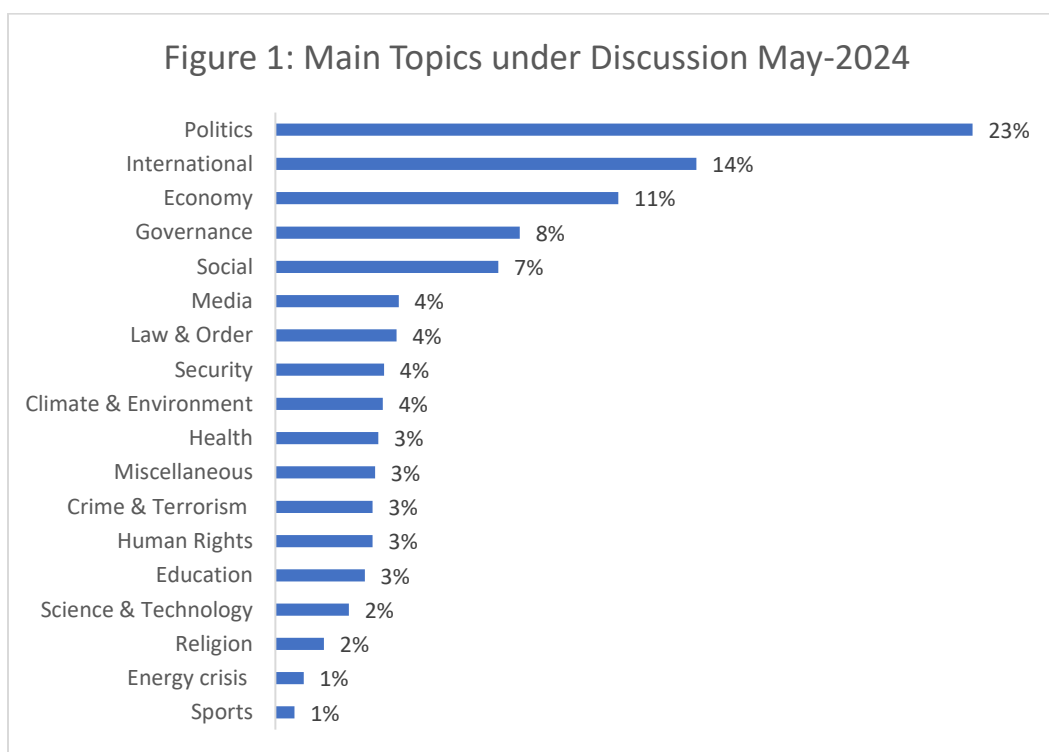
MAIN TOPICS UNDER DISCUSSION

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’.

MAY 2024

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

‘Politics’ gathered the most attention, comprising 23% of all articles. Following was ‘International’ at 14% ‘Economy’ occupied 11% of newspaper space, with ‘Governance’ at 8%. ‘Social’ constituted 7% of the total content, succeeded by ‘Media’, ‘Law & Order’, ‘Security’ and ‘Climate & Environment’, at 4%. Articles concerning ‘Health’, ‘Miscellaneous’, ‘Crime & Terrorism’, ‘Human Rights’ and ‘Education’ accounted for 3% each. ‘Science & Technology’ and ‘Religion’ comprised 2% each. Lastly, ‘Energy Crisis’ and ‘Sports’ 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 May 2024, political matters dominated newspaper headlines, with a primary focus on issues and steps regarding political governance. Extensive coverage was given to the elections in India, including their implications for regional dynamics and relations with Kashmir. Additionally, discussions highlighted conflicts among political parties and the challenges of 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’

In May, op-eds in the international category primarily focused on the dynamics between great powers and their stances on ongoing conflicts. A significant portion of the discussion revolved around the U.S.-China rivalry, with analyses exploring how this tension might reshape geopolitical landscapes in Asia. Additionally, there was substantial commentary on the upcoming U.S. elections and their potential implications for global relations. In-depth examinations of international relations, including the role of the United Nations and recent resolutions, were also prominent. Furthermore, the evolving situation in the Israel-Palestine conflict, particularly discussions surrounding human rights violations and genocide, received considerable attention in these analyses.

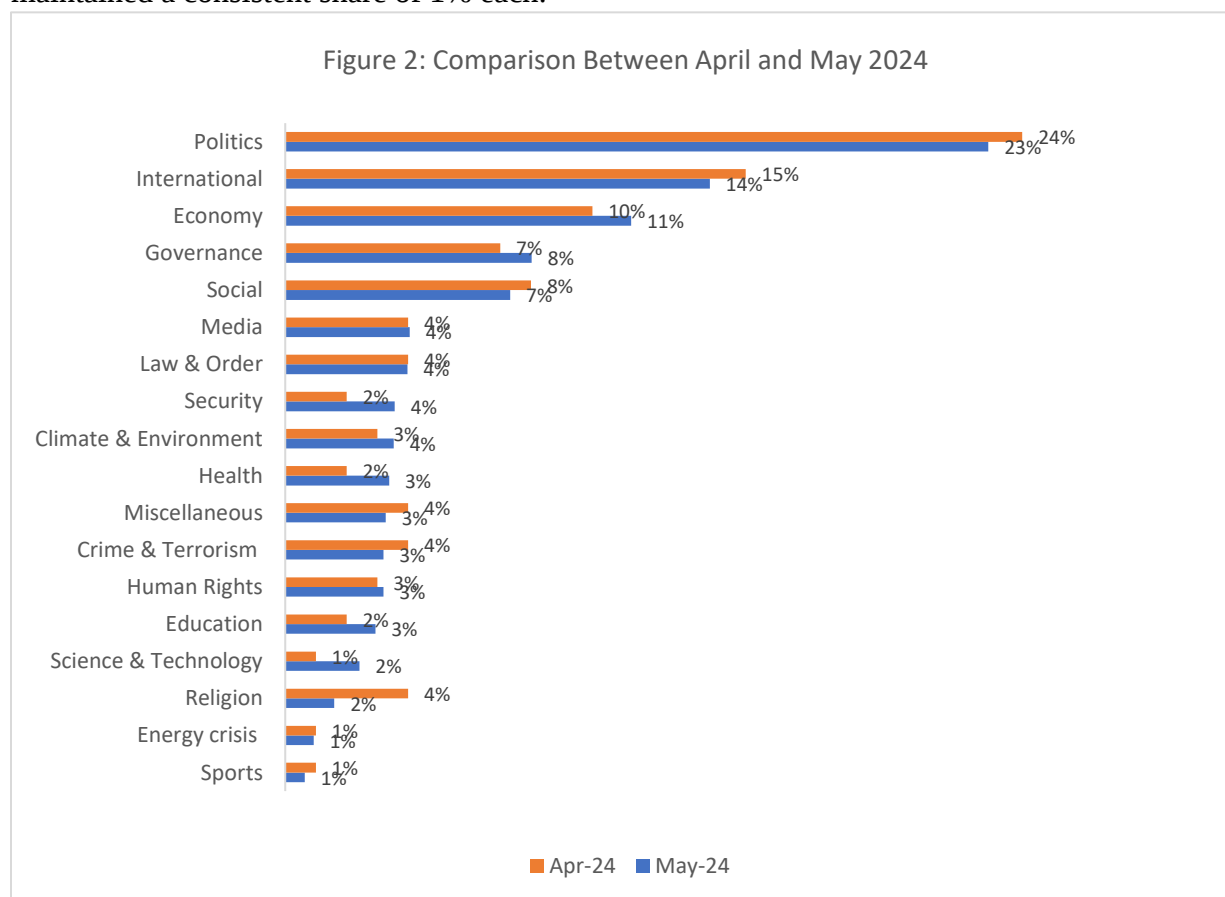
DISCUSSED WITHIN ‘ECONOMY’

In the Economy section, opinion pieces from May 2024 focused on the Fiscal Year 2024-2025 budget and tax reforms, highlighting their impact on businesses. The IMF program was a key topic, along with discussions on the ramifications of rising inflation and public unrest. The strategies the government is considering to tackle the economic crisis were also explored. Additionally, the commentary examined foreign investment flows, stock market trends, and the dynamics of import-export activities.

IN COMPARISON WITH PREVIOUS ISSUE

While ‘Politics’ remained the dominant category in both months, there was a slight 1% decrease in the share of articles focused on political topics from April to May 2024. In contrast, the ‘International’ category experienced a slight decline of 1% from April to May. The ‘Economy’ category also saw minimal change, increasing from 10% in April to 11% in May.

‘Governance’ experienced a modest rise of 1%, while ‘Social’ saw a drop of 1%. Both ‘Media’ and ‘Law & Order’ remained stable at 4%. ‘Security’ recorded a 2% gain, and ‘Climate & Environment,’ ‘Health,’ ‘Education,’ and ‘Science & Technology’ each saw an uptick of 1% over the month. In contrast, ‘Crime & Terrorism’ fell by 1%, and ‘Religion’ dropped by 2%. ‘Human Rights’ accounted for 3% across both months, while ‘Energy Crisis’ and ‘Sports’ maintained a consistent share of 1% each.



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

URDU VS ENGLISH NEWSPAPER ANALYSIS

May 2024

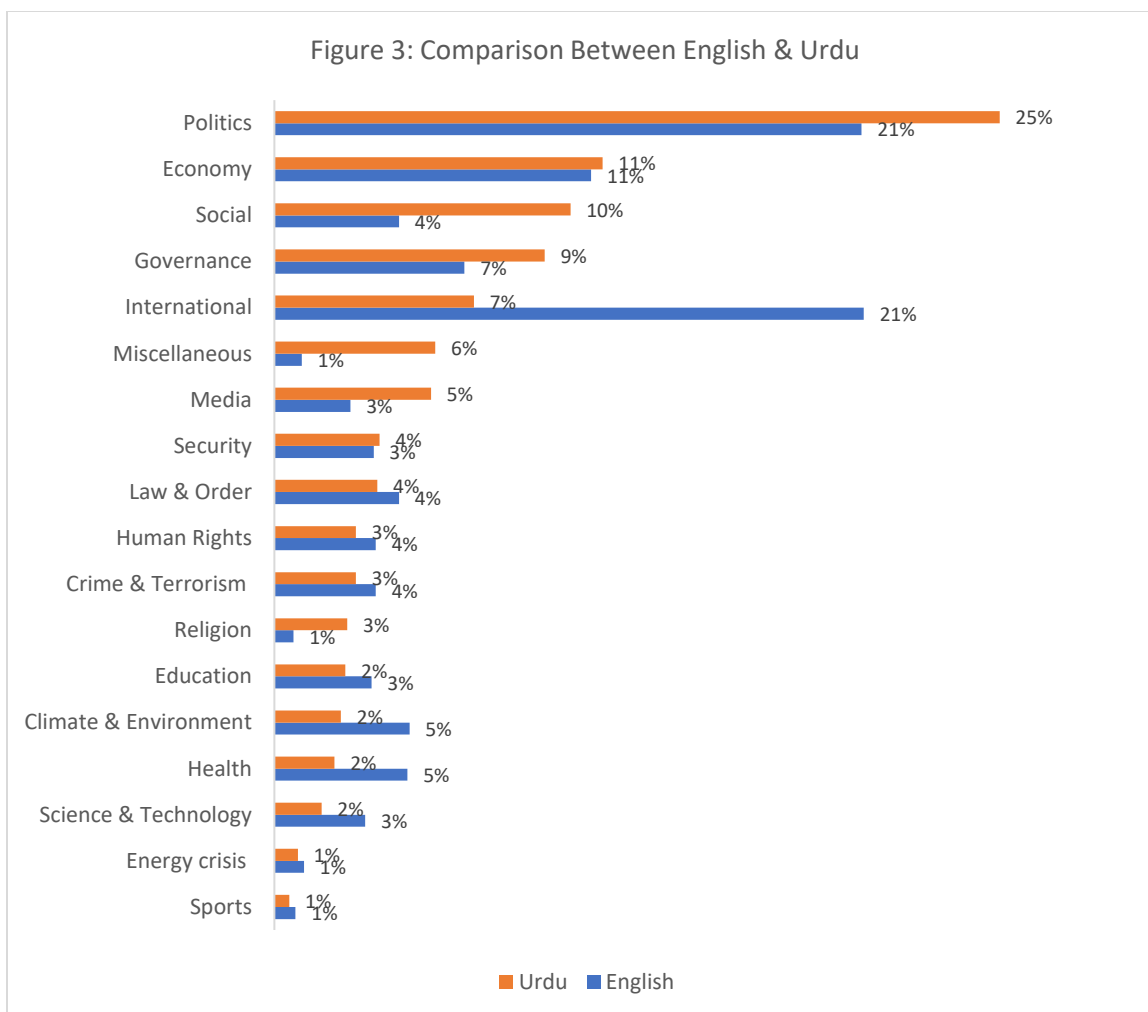
‘Politics’ was the most discussed category in both English and Urdu newspapers.

The ‘Politics’ category dominated op-ed content in both Urdu and English newspapers, with a slightly higher presence in Urdu newspapers, where it constituted 25% of all op-eds compared to 21% in English newspapers.

Several other categories also had greater representation in Urdu newspapers. ‘Social’ articles were 6% more prevalent, ‘Governance’ saw a 2% increase, and ‘Miscellaneous’ had a 5% higher share. Meanwhile, ‘Media’ was 2% more prevalent in Urdu newspapers compared to their English counterparts.

Conversely, certain categories had a larger share in English newspapers. The ‘International’ category had a 14% greater representation, ‘Climate & Environment’ and ‘Health’ followed closely with a 3% higher representation, in English newspapers.

Other themes, such as ‘Economy’, ‘Security’, ‘Law & Order’, ‘Human Rights’, ‘Crime & Terrorism’, ‘Education’, ‘Science & Technology’, ‘Energy Crisis’ and ‘Sports,’ exhibited only a 1% to no variation in coverage between Urdu and English newspapers.

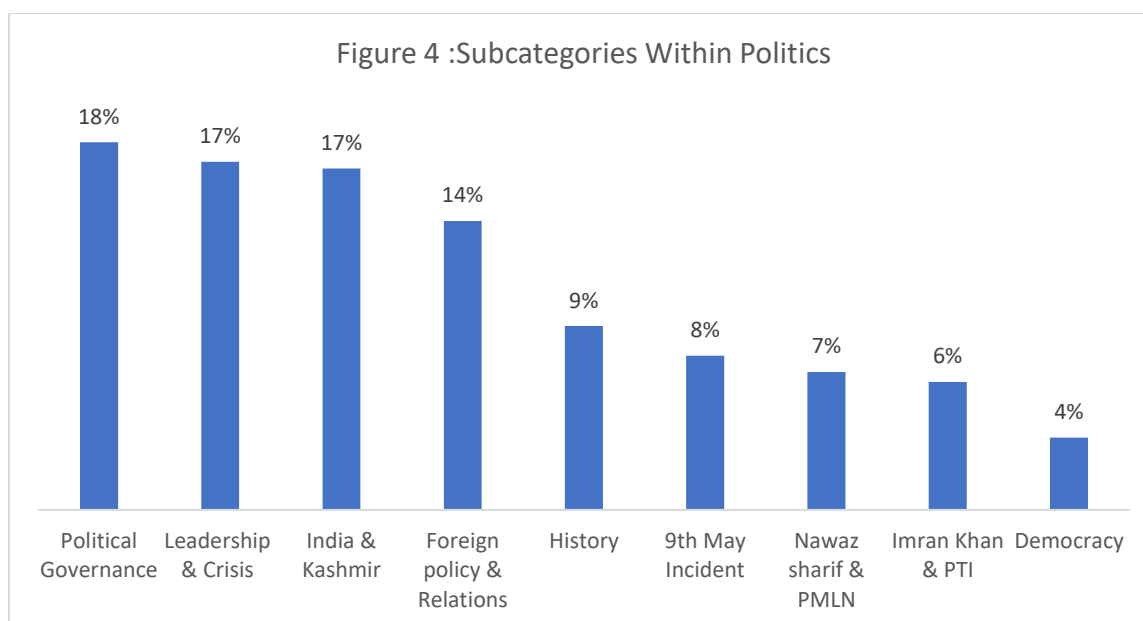


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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SUBCATEGORIES WITHIN ‘POLITICS’

May 2024

From a total of 2692 articles, 617 fell within the category of ‘Politics.’ These articles spanned a broad range of topics – from discussions on ‘Political Governance’, ‘Leadership & Crisis’, ‘India & Kashmir’, and ‘History’. Other discussed topics were ‘9th May Incident’, ‘Nawaz Sharif & PMLN’, ‘Imran Khan & PTI’, and ‘Democracy’



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

Discussed within ‘Leadership & Crisis’

In the leadership and crisis category, the emphasis was on political rifts, showcasing the significant divisions between parties. Conversations also revolved around disagreements over new policies, illustrating the ongoing tensions and differing views on governance. The analysis explored how these conflicts are impacting the political landscape and affecting leadership dynamics during the current crisis.

Discussed within ‘India & Kashmir’

In the India and Kashmir category, the focus was on the Indian elections and the Modi government's strategies to maintain its position. Discussions highlighted how the election results could affect relations between India and Pakistan, examining potential changes in diplomatic dynamics and their implications for the Kashmir issue. The analysis explored how these electoral outcomes might impact regional stability and bilateral relations.

Discussed within ‘Foreign Policy & Relations’

In May 2024, the foreign policy and relations category highlighted Pakistan's interactions with neighboring countries, particularly Iran and Afghanistan. The recent death of the Iranian President was a key discussion point, emphasizing its effects on regional politics. Additionally, the relationship between the PML-N government and China received attention, especially concerning the China-Pakistan Economic Corridor (CPEC). The analysis examined the progress and challenges of CPEC projects and the strategic significance of this partnership for Pakistan's economic and geopolitical positioning.

Discussed within 'History'

In the 'History' category, the focus was on Pakistan's electoral history, examining how elections have evolved over time and what has remained consistent. This category also covered various political figures and their historical significance, providing insights into their roles and contributions to the country's political landscape.

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. Ayesha Sarfraz at ayesha.sarfraz@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 **May 2024**. This data was obtained after reviewing **2692 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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