

Edition # 61
Since Year 2015

Gallup & Gilani
P A K I S T A N
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

April-May 2025

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

Compiled by Aisha Aamir
Research Executive at Gallup Pakistan

Table of Contents

INTRODUCTION	3
MAIN TOPICS UNDER DISCUSSION.....	4
URDU VS ENGLISH NEWSPAPER ANALYSIS	6
SUBCATEGORIES WITHIN 'INTERNATIONAL'	7
THE RATIONALE BEHIND THIS CONTENT	9

Content Analysis of Newspaper Articles Published During April-May (2025)

In the 12 English and Urdu newspapers analyzed between 20th April and 26th May 2025, Gallup & Gilani Pakistan's Media Research Division reviewed 2,314 opinion pieces (columns and editorials). These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

As with previous months, India-Pakistan Conflict, Foreign Relations, and Miscellaneous Topics emerged as the most discussed themes. The geopolitical environment, particularly in light of renewed tensions along the eastern borders, contributed to the spike in focus on Indo-Pak affairs.

Islamabad, 11th June, 2025

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 20th April and 26th May 2025 in the mainstream media were centered around India-Pakistan Conflict, Foreign Relations, and Miscellaneous topics.

An analysis of the content of 12 national newspapers, consisting of a total of 2,314 opinion articles/columns, is part of Gallup & Gilani Pakistan Media Research Division's initiative to empirically understand opinion leaders' views on national issues.

This is the 61st 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, 4 were Urdu newspapers: Jang, Express, Nawa-i-Waqt, and Daily Pakistan; and 8 were English newspapers: The News, The Nation, Dawn, The Express Tribune, Business Recorder, Daily Times, and Pakistan Today.

MAIN TOPICS UNDER DISCUSSION

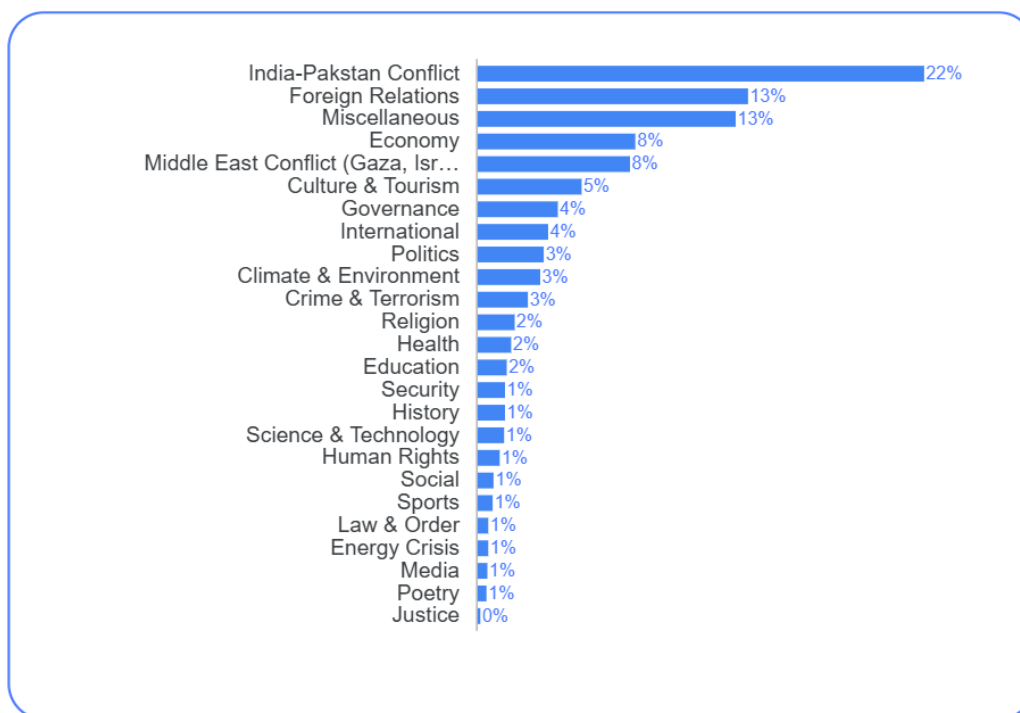
Among the 25 pre-defined categories, *India-Pakistan Conflict* saw a renewed uptick, comprising 22% of the total articles. This may be attributed to rising diplomatic tensions, border tensions and military actions during the month, as well as narratives surrounding national security, regional posturing, and historical grievances.

Foreign Relations and *Miscellaneous* issues followed closely at 13% each. The former category included not only bilateral ties with countries like China, the US, and Afghanistan but also coverage of multilateral forums and diplomatic visits. The *Miscellaneous* category included reflections on societal norms, culture, and non-political editorials.

Economy (9%) continued to occupy a significant portion of the editorial space, with ongoing concerns around inflation, debt repayments, and IMF negotiations.

In comparison to April, there was also a modest rise in content on *Climate & Environment* (4%), likely due to extreme weather events reported during the month. Similarly, *Culture & Tourism* (7%) appeared more prominently, possibly due to travel season and coverage of local festivals and events.

Main Topics Under Discussion - May 2025



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

WORD CLOUD INSIGHTS – THEMATIC FOCUS ACROSS TOP 5 CATEGORIES

India-Pakistan Conflict

The conflict remained the dominant theme, illustrated by frequent use of terms such as Pakistan, India, Pahalgam, War, Military, and Kashmir. Articles focused on border skirmishes, ceasefire violations, and historical grievances, emphasizing both strategic and humanitarian dimensions. Words like treaty, aggression, and response highlight the intensity and complexity of this ongoing issue.

Foreign Relations

The content centered on Pakistan's global positioning, with terms like policy, China, US, ceasefire, and regional recurring prominently. Editors addressed the challenges of diplomacy, international peace efforts, and foreign alliances.

Economy

Frequent mentions of inflation, budget, crisis, and IMF underscored anxieties about economic management and structural reform. Writers expressed concern over fiscal stability and the economic wellbeing of the population.

Middle East Conflict

The situation in Gaza and Israel drew strong editorial attention, with words such as Palestine, support, and Muslim indicating emotional and ideological solidarity. Articles highlighted humanitarian concerns and called for greater regional unity.

Miscellaneous Themes

This category covered social issues, cultural norms, and community dynamics. Although thematically broad, it reflects an ongoing public interest in non-political societal development.

Collectively, the word cloud illustrates a month marked by geopolitical intensity, and economic challenges.

Themes Covered in Top 5 Categories



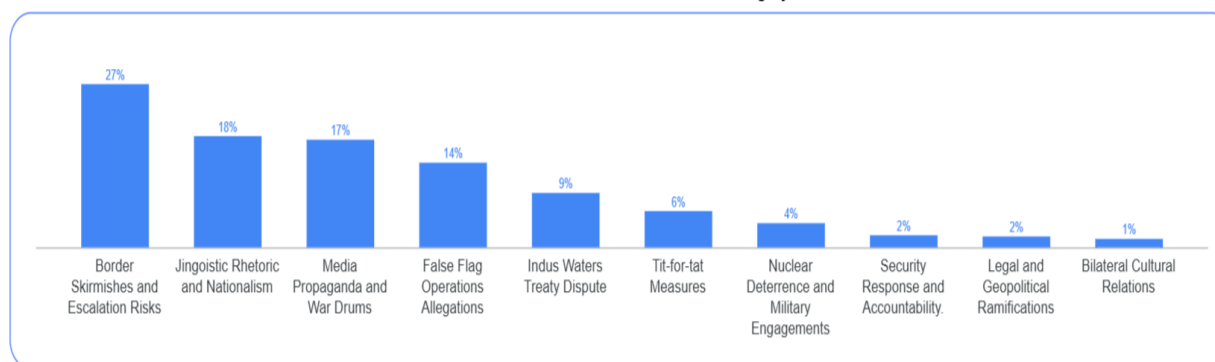
DISCUSSED WITHIN ‘INDIA-PAKISTAN CONFLICT’

The India-Pakistan Conflict remained the single largest category by volume in May 2025, accounting for **22% of total coverage**. Within this category, the following sub-themes emerged:

- **Border Skirmishes & Escalation Risks (27%)** were the most dominant, as tensions flared over reported ceasefire violations and troop mobilizations.
- **Ideological Rhetoric and Nationalism (18%)** was also highly present, with numerous articles invoking patriotic themes, historical grievances, and comparisons between national identities.
- **Media Propaganda and War Drums (17%)**: Writers critiqued how Indian media outlets were framing conflict narratives, often accusing Pakistan of fueling hostility.
- **False Flag Allegations (14%)** also re-emerged, particularly in op-eds discussing covert operations or claims of manipulated incidents.
- **Indus Waters Treaty Dispute (9%), Military Engagements and Nuclear Deterrence (4%)** reflected ongoing tensions over both tangible and symbolic strategic matters.

This granular breakdown helps identify not just how much was written, but what specifically was emphasized—providing deeper insight into the public narrative formation.

Themes Covered in India-Pak Conflict Category



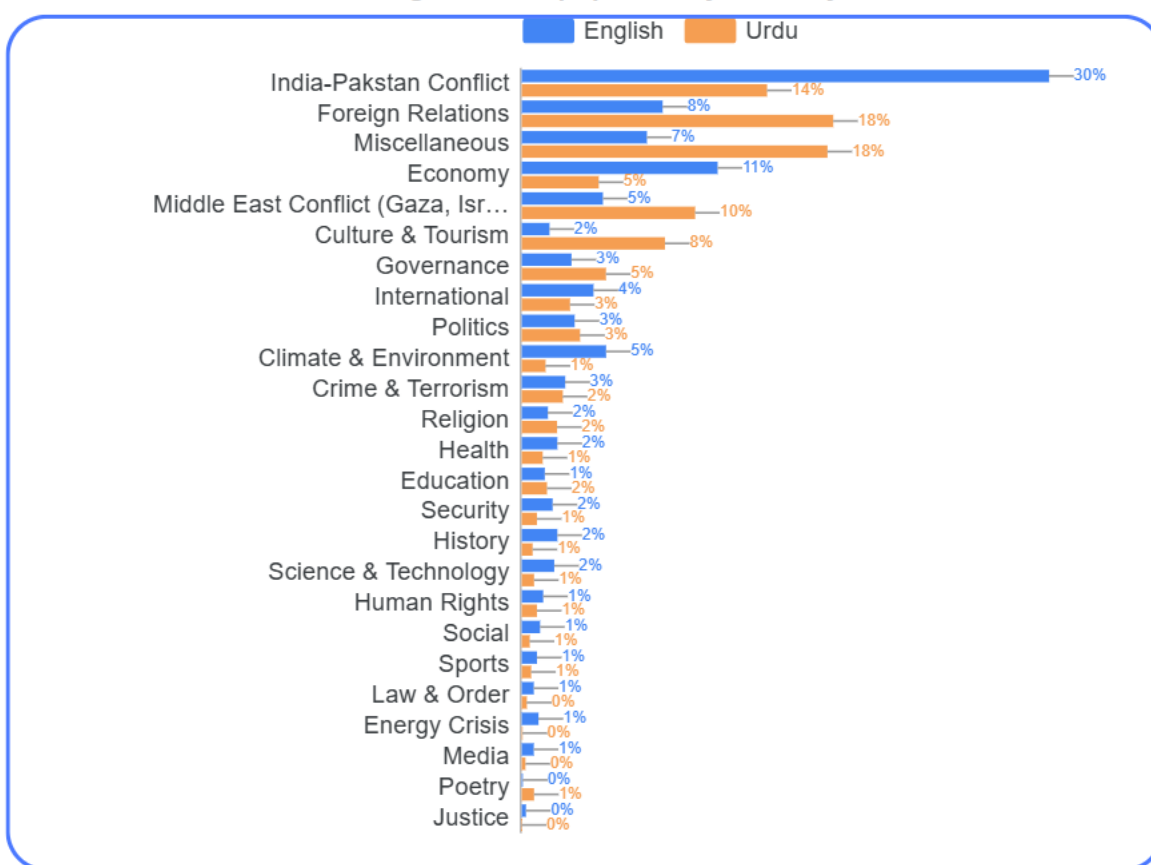
URDU VS ENGLISH NEWSPAPER ANALYSIS

As has been observed consistently in past editions, the editorial tone and subject focus vary noticeably between Urdu and English press. This month:

- English newspapers continued to focus more on geopolitics, including the India-Pakistan Conflict (30%), and Economy (11%). Their audiences, often comprising the policymaking and urban elite classes, were also exposed to detailed articles on topics such as Middle East affairs, international diplomacy, and climate change.
- Urdu newspapers, meanwhile, presented a broader mix of religious, social, and local concerns, with a higher percentage of articles under Foreign Relations (18%), Miscellaneous (18%), and India-Pakistan Conflict (14%) and Middle East Conflict (10%). These outlets tend to speak to a wider, more general public and often integrate ideological, geopolitical and cultural viewpoints within their political commentary.

This divide in focus often reflects not only audience expectations but also editorial priorities and institutional alignments.

Urdu vs English Newspaper Analysis - May 2025



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

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. Aisha Aamir at aisha.aamir@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 **20th April to 26th May 2025**. This data was obtained after reviewing **2,314 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.

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

For more survey data on social and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Aisha Aamir

Phone: +92-51-2655630

Research Executive

E-mail: aisha.aamir@gallup.com.pk

Gallup & Gilani

P A K I S T A N

Affiliated with Gallup International

Pakistan's Foremost Social Research Lab

Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association.

Contact Details:

Islamabad : +92 51 2655630

Email: isb@gallup.com.pk

www.gallup.com.pk