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Gallup & Gilani
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Pakistan's Foremost Social Research Lab

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

August 2025

A monthly series from Gallup & Gilani
Pakistan Media Research Wing looking
at more than 2000+ Newspaper columns
and editorials

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Content Analysis of Newspaper Articles Published During August 2025

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed 2,057 opinion pieces (columns and editorials). These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

As in previous months, Politics, Culture & Tourism & Economy, dominated editorial attention.

Islamabad, 19th September 2025

INTRODUCTION

According to the Monthly Newspaper Content Analysis Research Study conducted by Gallup & Gilani Pakistan under the supervision of Executive Director Bilal I. Gilani, the key themes discussed in mainstream print media during August 2025 centered on Politics, Culture & Economy, Climate & Environment, and Foreign Relations.

An analysis of 12 national newspapers—comprising 2,057 opinion columns/editorials—is part of the Media Research Division's effort to empirically understand opinion leaders' views on national issues.

This is the 64th edition of the study. Previous editions (since 2015) are available at: <https://www.gallup.com.pk/search/Newspaper%20Content%20Analysis>

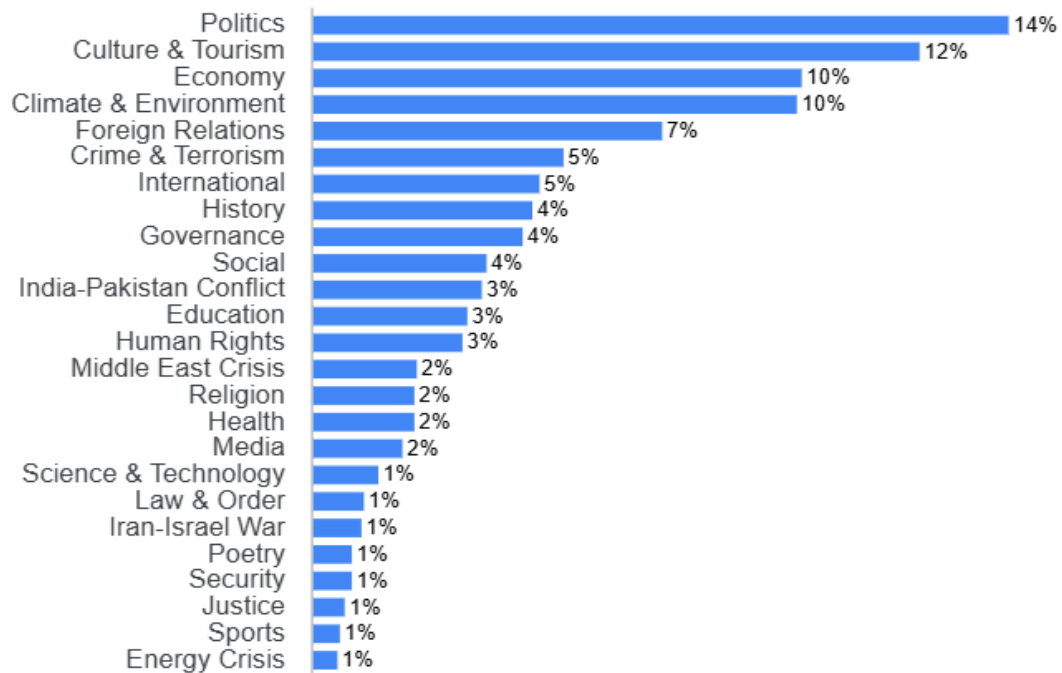
Which Newspapers Have Been Analyzed?

Urdu: *Jang, Express, Nawa-i-Waqt, Daily Pakistan*

English: *The News, The Nation, Dawn, The Express Tribune, Business Recorder, Daily Times, Pakistan Today, Pakistan Observer*

Main Topics Under Discussion (August 2025)

August 2025 focused on Politics (14%), followed by Culture & Tourism (12%). Significant attention was also given to Economic Affairs (10%) and Climate Change & Environment (10%). Other notable themes included Foreign Relations (7%), Crime & Terrorism (5%), and International Issues (5%). Discussions also covered History (4%), Governance (4%), and Social Affairs (4%). Topics such as the India-Pakistan Conflict (3%), Education (3%), and Human Rights (3%) received moderate attention. Less focus was observed on Middle East Crisis (2%), Religion (2%), Health (2%), and Media (2%). Meanwhile, themes like Science & Technology, Law & Justice, Iran-Israel Conflict, Poetry, Security, Justice, Sports, and Energy Crisis each accounted for just 1% of the discussion.



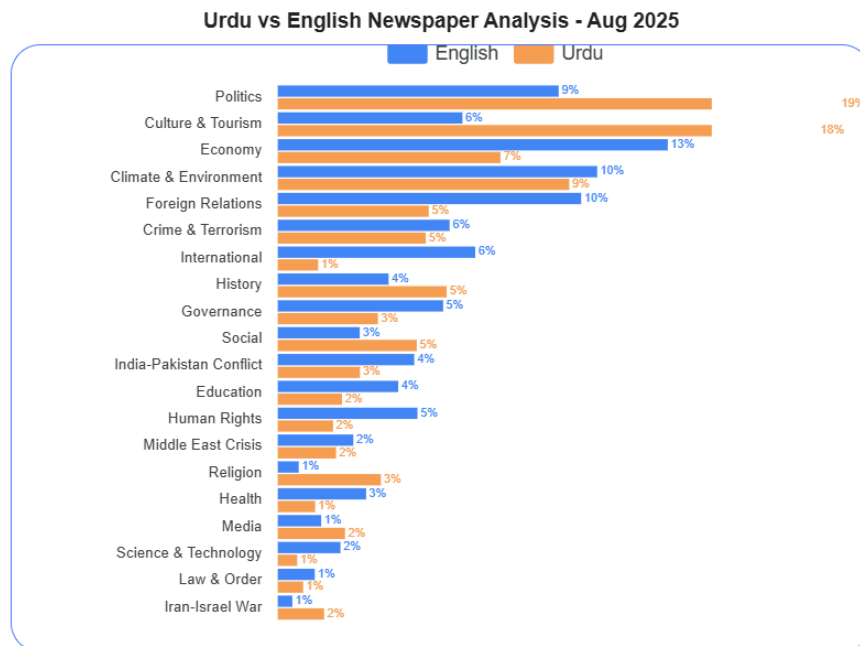
Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

Urdu vs English Newspaper Analysis (August 2025)

Clear differences emerge between English and Urdu coverage. Politics dominated Urdu content with 19% compared to 9% in English, while Culture and Tourism also held a larger share in Urdu at 18% against 6% in English. The Economy was discussed more in English with 13% compared to 7% in Urdu, and Climate and Environment registered 10% in English versus 9% in Urdu. Foreign Relations showed an equal level of attention with 10% in both languages. Crime and Terrorism received 6% in English and 5% in Urdu, while international issues were more prominent in English at 6% compared to just 1% in Urdu.

History accounted for 5% in Urdu and 4% in English, whereas Governance was evenly split at 5% in both. Social issues drew more attention in Urdu at 5% compared to 3% in English. The India–Pakistan Conflict was slightly higher in English at 4% than in Urdu at 3%. Education received 4% coverage in English and 2% in Urdu, while Human Rights were emphasized more in English at 5% compared to 2% in Urdu.

The Middle East Crisis was given equal importance at 2% in both languages, while Religion appeared more in Urdu at 3% than in English at 1%. Health coverage was also higher in Urdu at 3% versus 1% in English. Media issues were discussed 2% in Urdu and 1% in English. Science and Technology had a 2% share in English but only 1% in Urdu. Finally, Law and Order appeared at 1% in Urdu only, while the Iran–Israel War accounted for 2% in Urdu and 1% in English.

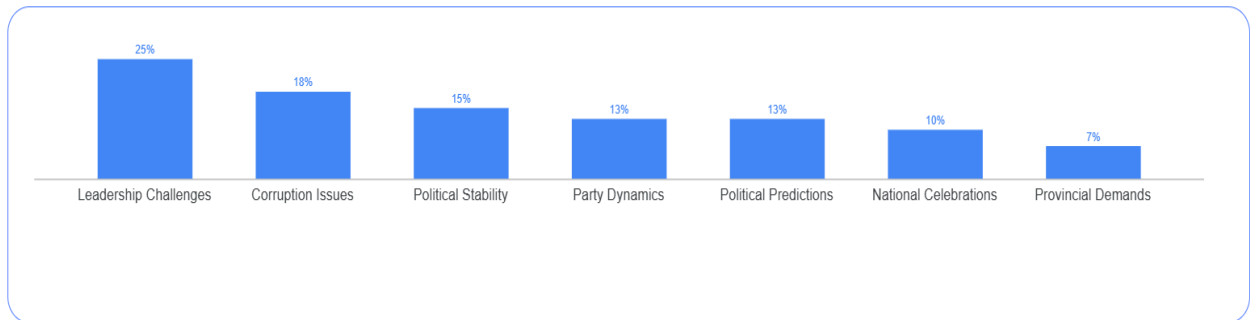


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
www.gallup.com.pk, www.gilanifoundation.com

SUBCATEGORIES WITHIN ‘Politics (Aug 2025)

Within the Politics category, Leadership Challenges made up the largest share at 25%. Corruption Issues followed with 15%, while Political Stability also stood at 15%. Party Dynamics and Political Predictions each accounted for 13%. National Celebrations were highlighted in 10% of political coverage, while Provincial Demands were at 7%.

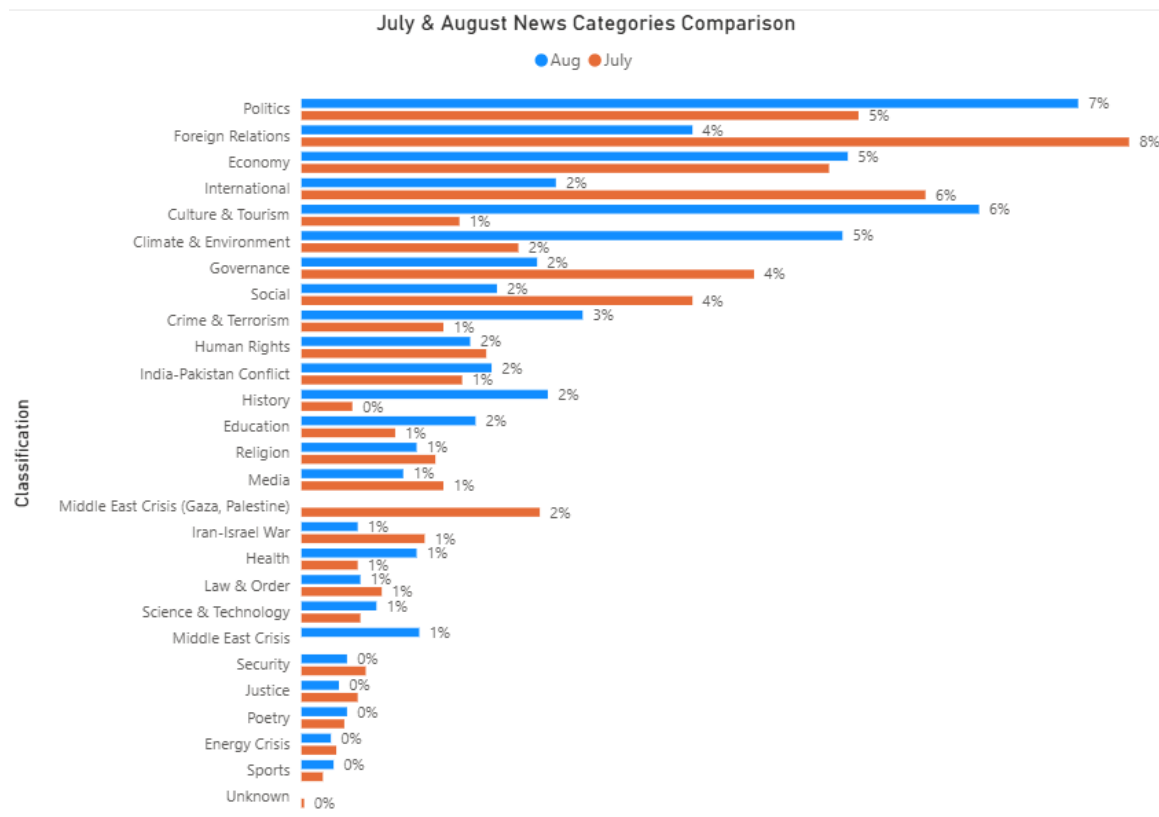
Themes Covered in Politics Category



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

July and August 2025 News Classification Comparison:

In July and August news classification, Foreign Relations received the highest coverage at 8% in July and 4% in August. Politics followed with 7% in July and 5% in August. International news accounted for 6% in July and 2% in August. Culture & Tourism also stood at 6% in July and 1% in August. Economy made up 5% in July and 2% in August, while Climate & Environment contributed 5% in July and 2% in August. Governance recorded 4% in July and 2% in August, and Crime & Terrorism stood at 4% in July and 1% in August. Education coverage was 2% in July and 1% in August, with Human Rights also at 2% in July and less than 1% in August. History was covered at 2% in July and less than 1% in August, while India–Pakistan Conflict accounted for 2% in July. The Middle East Crisis (Gaza, Palestine) was also at 2% in July. Social Issues were at 2% in July and less than 1% in August. Religion recorded 1% in July and less than 1% in August. Health stood at 1% in July and 1% in August. Iran–Israel War made up 1% in both July and August. Law & Order, Science & Technology, and Middle East Crisis (general) each stood at 1% in July. Media was also at 1% in July. Coverage for Security, Justice, Poetry, Energy Crisis, and Sports each stood at less than 1% in July.



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

THE RATIONALE BEHIND THIS CONTENT

Bilal Ijaz Gilani, Executive Director of Gallup Pakistan and Chief Editor of this series, explains:

“The aim of this series is to understand how agenda-setting unfolds in mainstream media. With sustained monthly tracking, we analyze how Urdu and English op-ed pages respond to changing current affairs, and how themes move between TV talk shows and newspapers. We also explore differences in background and influence between media opinion leaders. The overarching goal is to empirically understand Pakistan’s media—which has grown rapidly in size, audience and public legitimacy (and therefore soft power). We hope these studies support a constructive, evidence-based conversation among media practitioners on improving quality and outreach.”

This study was released by Gilani Foundation and carried out by Gallup & Gilani Pakistan, the Pakistani affiliate of Gallup International. The August 2025 analysis covers 2,057 op-eds across 12 newspapers.

About Gilani Research Foundation

Gilani Research Foundation is a not-for-profit public service project providing social-science research to students, academia, policymakers, and citizens in Pakistan and worldwide. It is headed by **Dr. Ijaz Shafi Gilani**, who pioneered opinion polling in Pakistan and founded Gallup Pakistan in 1980. Dr. Gilani (Ph.D., MIT) has taught at leading universities in Pakistan and abroad and is Chairman of Gallup & Gilani Pakistan.

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For more survey data, visit: www.gallup.com.pk

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