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Gallup & Gilani
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Pakistan's Foremost Social Research Lab

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

July 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 July 2025

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed 2,032 opinion pieces (columns and editorials). These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

As in previous months, Governance, the Middle East Crisis (Gaza, Palestine, Israel), Economy, and Foreign Relations dominated editorial attention.

Islamabad, 30th July 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 July 2025 centered on Governance, Middle East Crisis, Economy, and Foreign Relations, alongside society-focused topics.

An analysis of 12 national newspapers—comprising 2,032 opinion columns/editorials—is part of the Media Research Division's effort to empirically understand opinion leaders' views on national issues.

This is the 63rd 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?

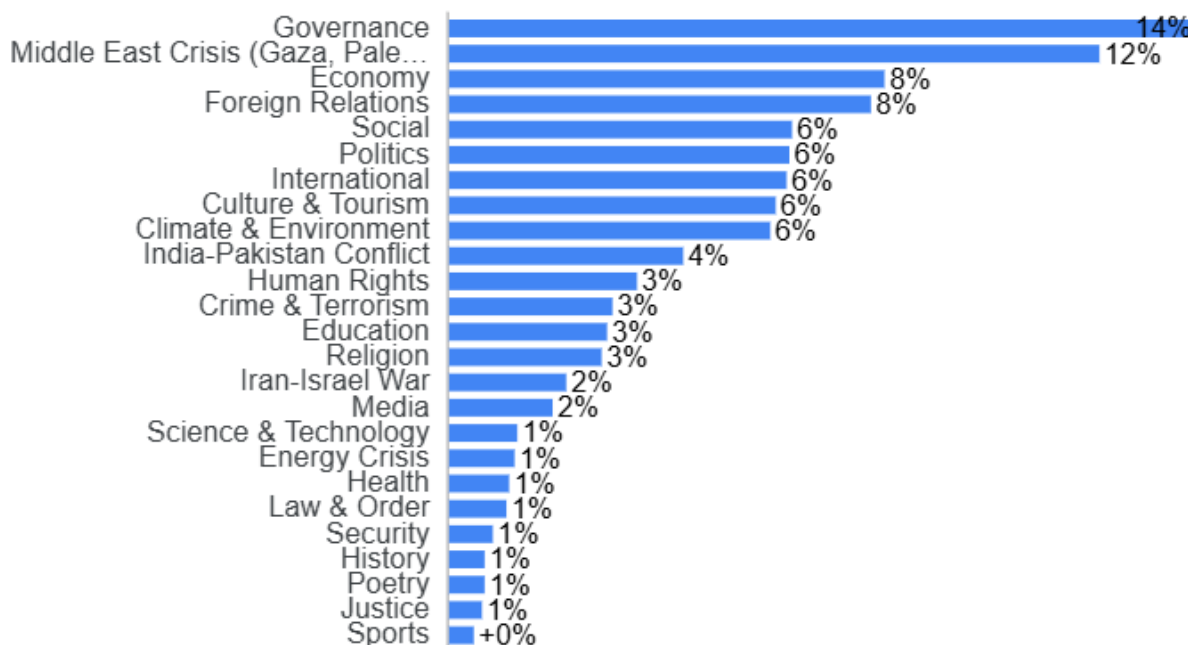
Urdu: *Jang, Express, Nawa-i-Waqt, Daily Pakistan*

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

MAIN TOPICS UNDER DISCUSSION (July 2025)

In July 2025, the dominant theme in Pakistani newspapers was Governance, which accounted for 14% of all op-eds and editorials. The Middle East Crisis (Gaza, Palestine, Israel) followed closely with 12%, reflecting strong attention to regional instability. The Economy (8%) and Foreign Relations (8%) also remained at the forefront of national debate. Other notable areas included Social issues (6%), Politics (6%), and International affairs (6%), showing a balanced interest in both domestic and global concerns. Meanwhile, Culture and Tourism (6%) and Climate & Environment (6%) highlighted the softer yet important aspects of public discourse.

Issues of India–Pakistan conflict (4%), Human Rights (3%), and Crime & Terrorism (3.00%) were also part of the conversation, alongside Education (2%), Religion (3%), and the Iran–Israel War (2%). Topics like Media (2%), Science & Technology (1%), Energy Crisis (1%), and Health (1%) received modest coverage. Finally, areas such as Law & Order (1%), Security (1%), History (1%), Poetry (1%), Justice (1%), and Sports (<1%) were discussed at smaller yet significant levels, reflecting the diversity of editorial priorities.



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

Word-Cloud Insights (Top 5 Categories)

- **Governance:** Recurrent focus on government performance, institutional effectiveness, and policy delivery.
- **Middle East Crisis:** Gaza/Palestine–Israel developments remained central, with strong references to humanitarian concerns and geopolitical alignments.
- **Economy:** Inflation, budget, fiscal consolidation, and IMF-related discourse dominated economic commentary.
- **Foreign Relations:** Regional diplomacy, alliances, and Pakistan’s global positioning featured prominently.
- **Social:** Social cohesion, public values, and community issues rounded out the top five.



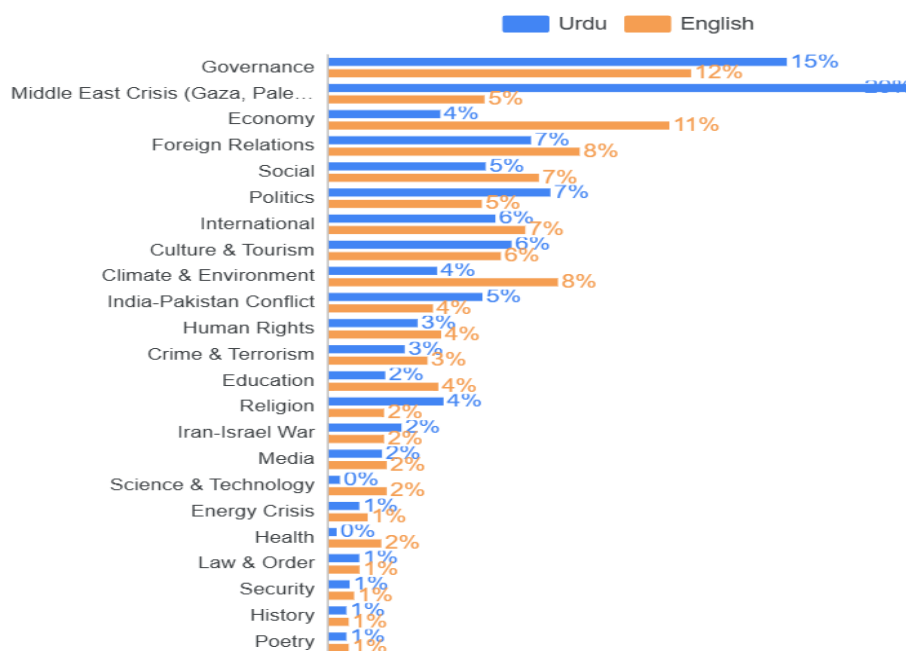
URDU VS ENGLISH NEWSPAPER ANALYSIS (July 2025)

Clear differences persist between Urdu and English editorial agendas. Governance received 15% coverage in Urdu newspapers compared to 12% in English. The Middle East Crisis dominated Urdu coverage with 25% (the highest single share in Urdu) while it stood at only 5% in English. The economy accounted for 4% of Urdu content versus 11% in English. Foreign Relations were discussed in 7% of Urdu papers and 8% of English. Social issues had a 5% share in Urdu against 7% in English. Politics too reflected 5% in Urdu versus 7% in English. International topics occupied 6% in Urdu and 7% in English. Culture and Tourism made up 5% of Urdu and 6% of English coverage. Climate and Environment registered 4% in Urdu versus 8% in English.

The India–Pakistan Conflict received 5% attention in Urdu papers compared to 4% in English. Human Rights appeared in 3% of Urdu and 4% of English content. Crime and Terrorism held 3% in both Urdu and English. Education accounted for 2% in Urdu against 4% in English. Religion was 2% in Urdu versus 4% in English. Coverage of the Iran–Israel War was equal at 2% in both Urdu and English. Media issues held 2% in Urdu and 2% in English. Science and Technology had no coverage (0%) in Urdu but 2% in English.

The Energy Crisis was discussed 1% in both Urdu and English. Health had 0% in Urdu but 2% in English. Law and Order, Security, and History each stood at 1% in both Urdu and English. Poetry also occupied 1% in both languages. Justice was not covered in Urdu (0%) but had 1% in English. Similarly, Sports was absent in Urdu (0%) but present at 1% in English.

In summary, Urdu pages were disproportionately focused on the Middle East and governance, while English pages emphasized the economy, climate, and policy-heavy foreign affairs.

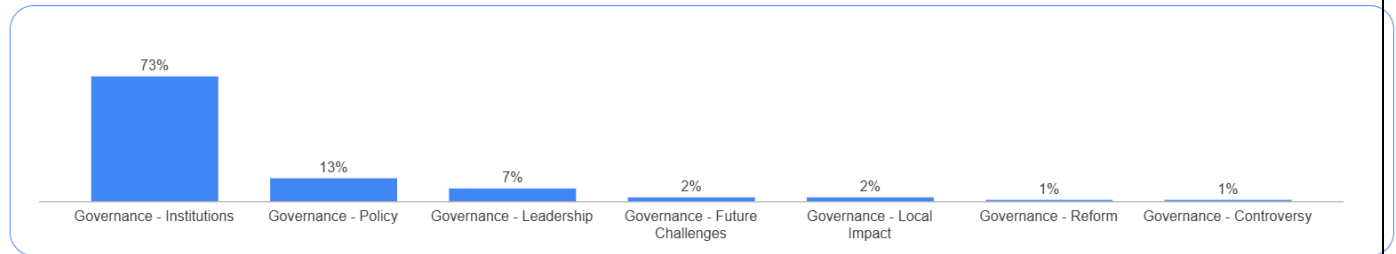


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
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SUBCATEGORIES WITHIN ‘Governance (July 2025)’

Within the Governance coverage for July 2025, most of the discussion was centered on governance-linked diplomacy. A large majority of the commentary (73%) focused on institutions, while policy accounted for 13% and leadership for 7%. Smaller shares went to future challenges (2%), Governance Impact on Society & Public Affairs (2%), reform (1%), and Governance Controversies on Policies, Accountability & Public Trust (1%).

Themes Covered in Governance Category



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 July 2025 analysis covers **2,032** 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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