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Gallup & Gilani
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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

September 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 September 2025

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed 1855 opinion pieces (columns and editorials). These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

This month, Climate & Environment, the Economy, Foreign Relations, and Culture & Tourism dominated editorial attention.

Islamabad, 22nd October 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 September 2025 centered on Climate & Environment, Economy, Foreign Relations, and Culture & Tourism.

An analysis of 12 national newspapers—comprising 1855 opinion columns/editorials—is part of the Media Research Division's effort to empirically understand opinion leaders' views on national issues.

This is the 65th edition of the study. Previous editions (since 2015) are available at: <https://www.gallup.com.pk/search/Newspaper%20Content%20Analysis>

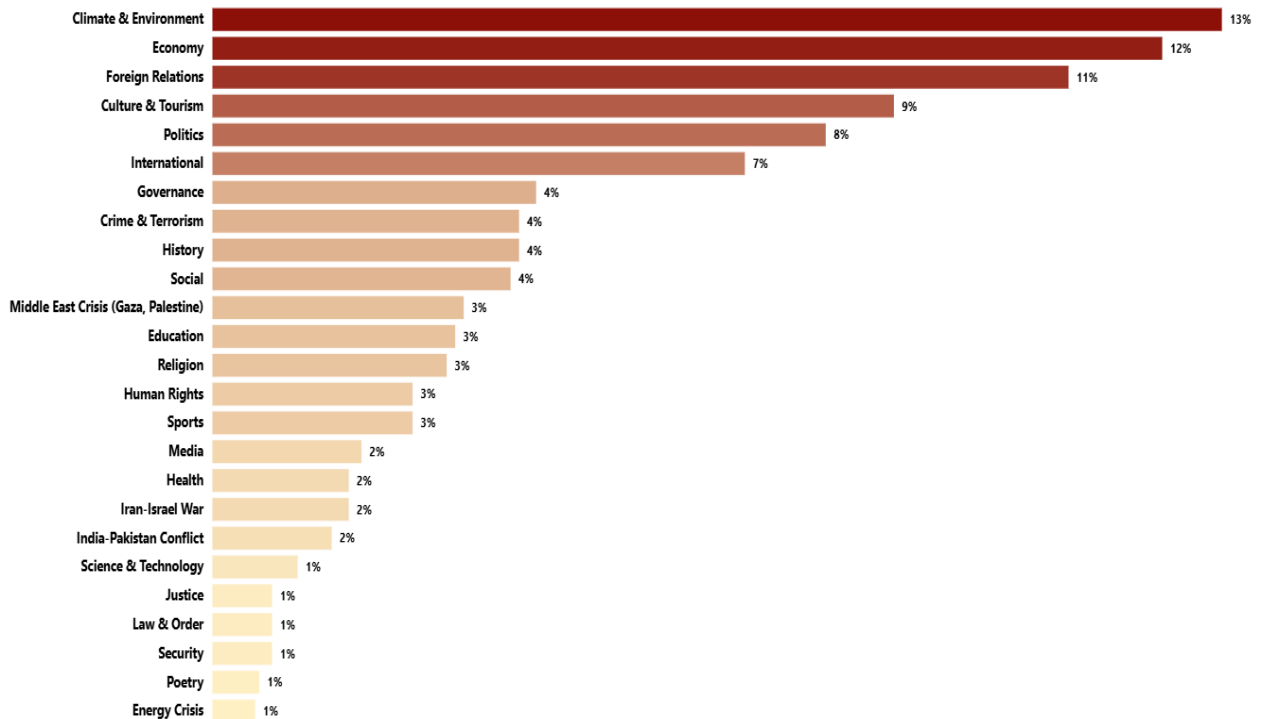
Which Newspapers Have Been Analyzed?

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*

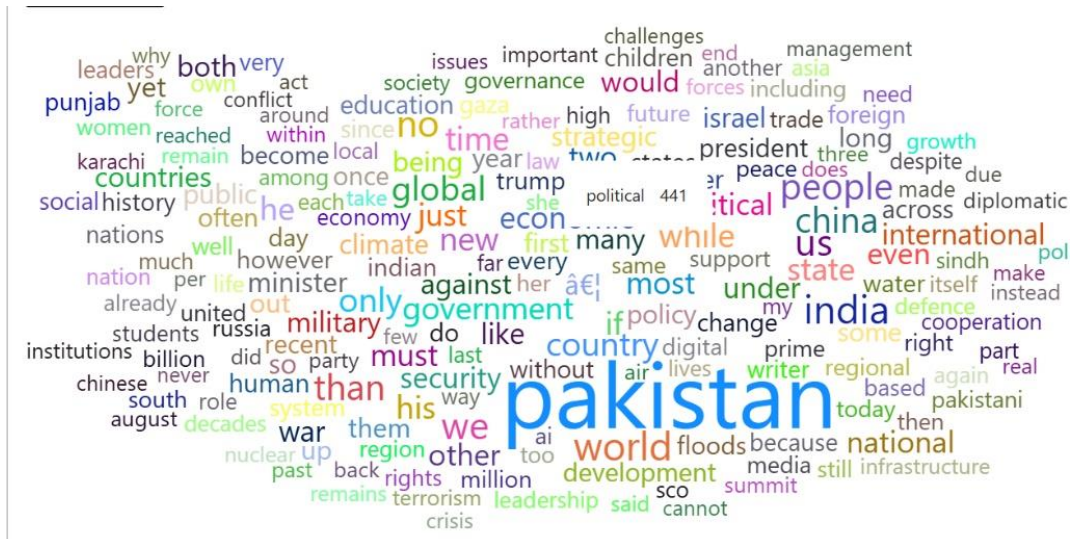
Main Topics Under Discussion (September 2025)

The analysis of opinion pieces across the 12 national newspapers revealed a clear hierarchy of editorial attention during September 2025. Climate & Environment topped the discussion, accounting for 13% of the coverage. Economy was the second most discussed theme at 12%, closely followed by Foreign Relations at 11%. Culture & Tourism captured 9% of the space, while Politics received 8%. International Issues accounted for 7%. Other notable themes included Governance, Crime & Terrorism, History, and Social Affairs, which each received 4% attention. Topics like the Middle East Crisis, Human Rights, Sports, Education, Health, and Religion each stood at 3%. Finally, the India-Pakistan Conflict, Iran-Israel War, and Media were each covered in 2% of the articles, with remaining issues like Law & Order, Poetry, Security, Science & Technology, Justice, and Energy Crisis making up the final 1% shares.



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

The analysis of the word-cloud reveals the dominant narratives steering print media coverage in September 2025. The core focus is centered on Pakistan, with Politics and Governance themes prominent, highlighted by strong appearances of government, military, and leadership, suggesting continuous internal debate over institutional roles and ongoing challenges and crisis. Foreign Relations occupies a major space, driven by the frequent mention of key global players like India, China, and the US, underscoring discussions on global strategy, regional security, and international diplomatic ties. Furthermore, the Economy and Development are clearly important topics, indicated by words like economy, development, growth, and trade. Finally, the high visibility of climate, floods, and water confirms the media's strong and sustained focus on environmental disasters, climate resilience, and resource management following recent events.

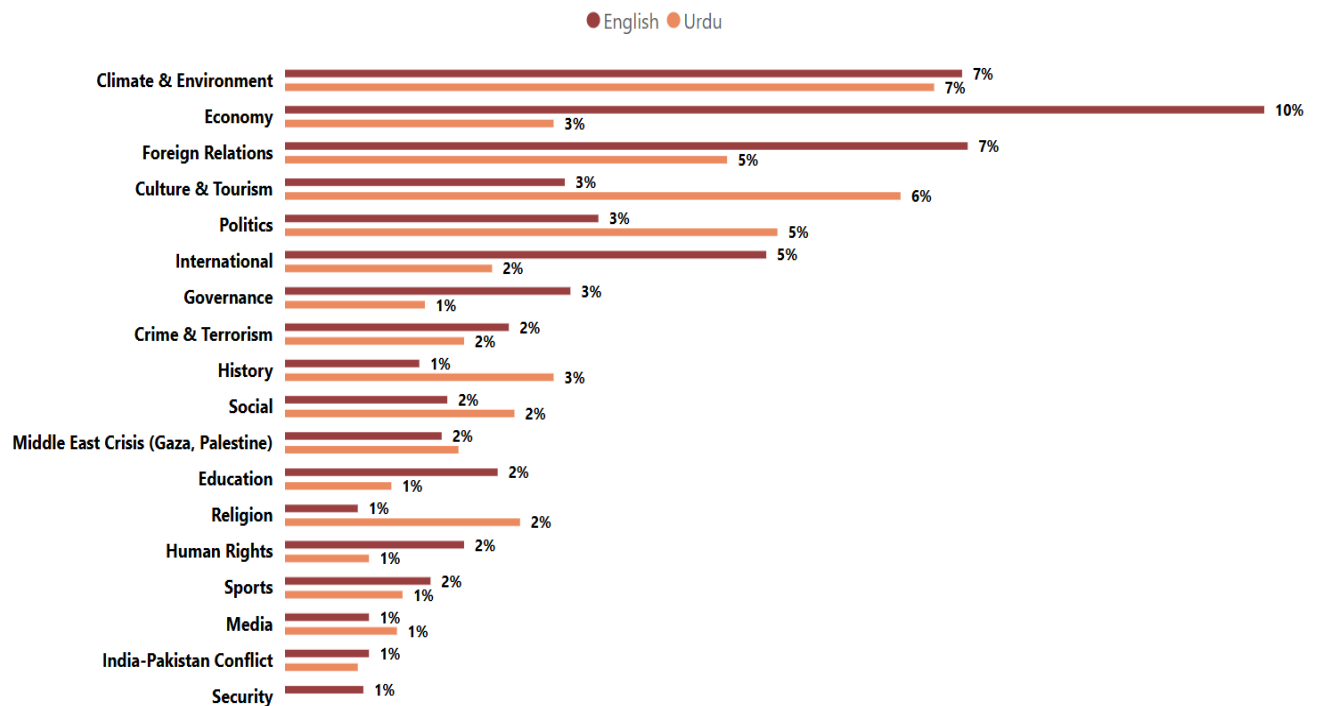


Source: Newspaper Content Analysis by Gallup & Gilani Pakistan Media Research Consultancy
(www.gallup.com.pk, www.gilanifoundation.com)

Urdu vs English Newspaper Analysis (September 2025)

Clear differences emerge between English and Urdu coverage. The Economy dominated English newspapers, accounting for 10% of total coverage, while receiving only 3% in Urdu. Foreign Relations followed with 7% in English compared to 5% in Urdu. Climate & Environment received equal and strong attention in both languages at 7% each.

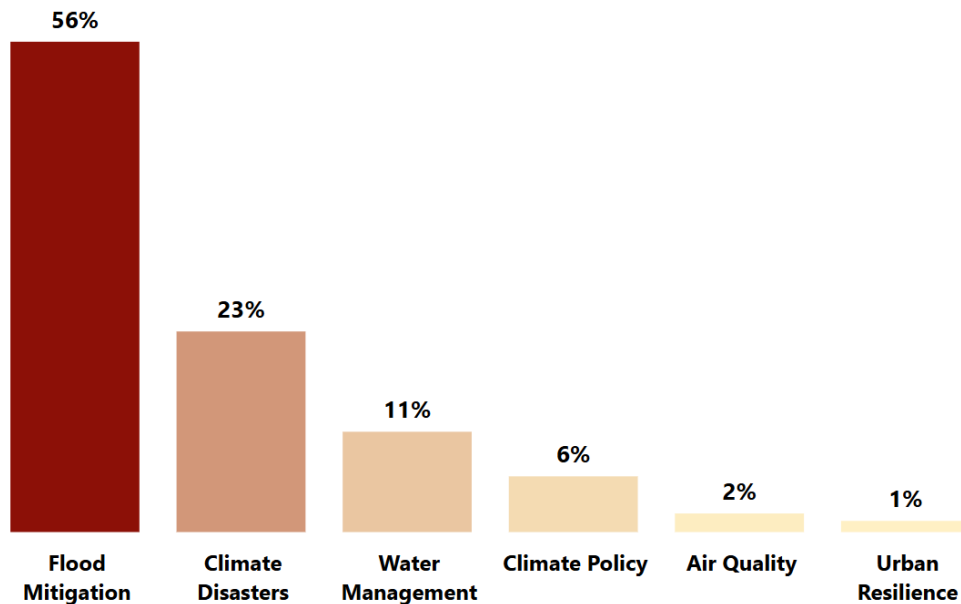
Conversely, Politics commanded a larger share in Urdu at 5%, compared to 3% in English. International Issues were covered in English newspapers at 5%, 2% in Urdu newspapers. Governance appeared more frequently in English (3%) than in Urdu (1%).



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

SUBCATEGORIES WITHIN ‘Climate & Environment’ (September 2025)

Within the Climate & Environment category, the focus was overwhelmingly dominated by disaster response and management. Flood Mitigation made up the largest share at 56%, indicating it was the most urgent and widely discussed environmental topic. Climate Disasters followed as the second largest sub-theme, accounting for 23% of the coverage. Water Management was the third most significant theme, comprising 11%. Topics related to future planning and air quality were far less discussed: Climate Policy accounted for 6%, Air Quality for 2%, and Urban Resilience for 1%.



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

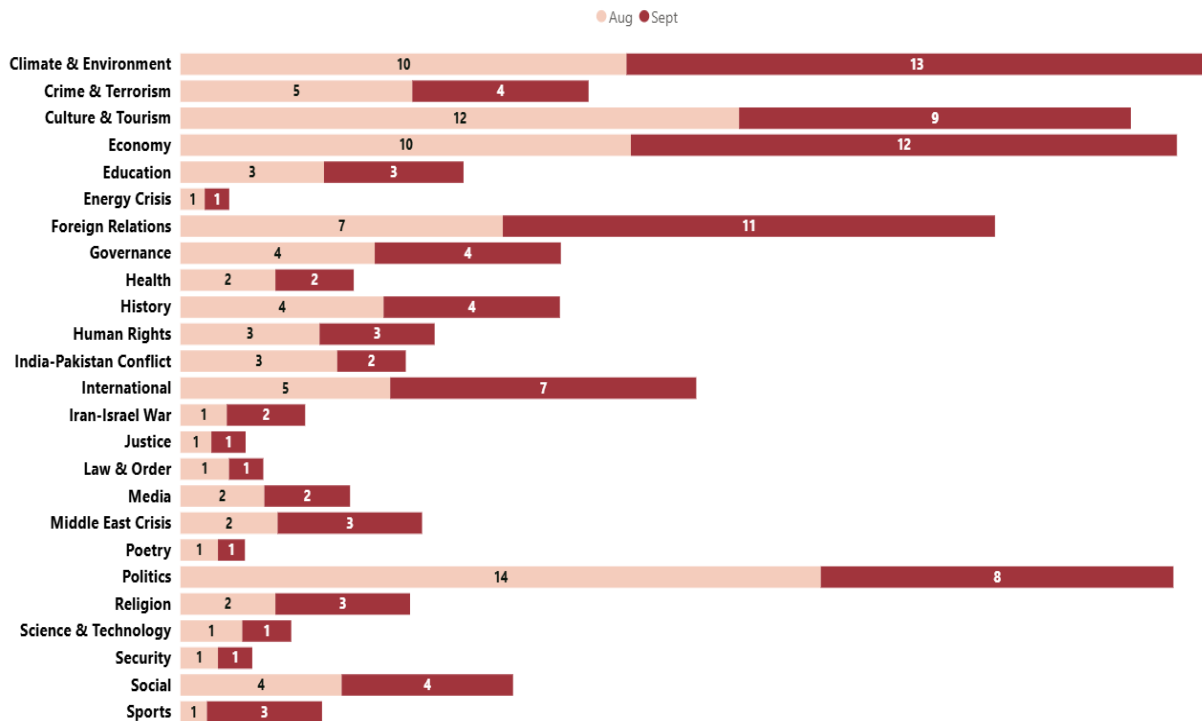
Main Topics Under Discussion: August vs. September 2025

The classification of news coverage shows notable shifts in media priorities between August and September 2025. Climate & Environment became the most covered topic overall, rising from 10% in August to 13% in September. Politics, which dominated in August at 14%, saw a sharp decline to 8% in September. Economy coverage also increased, moving from 10% in August to 12% in September, while Foreign Relations rose from 7% to 11%.

Culture & Tourism experienced a decline, dropping from 12% in August to 9% in September. Education remained stable at 3% across both months. International Affairs saw a modest rise from 5% in August to 7% in September.

Crime & Terrorism coverage decreased slightly from 5% in August to 4% in September. Governance, History, and Social held steady at 4% across both months.

Meanwhile, Religion rose from 2% in August to 3% in September, and the Middle East Crisis (Gaza, Palestine) also increased from 2% to 3%. Topics such as Energy Crisis, Health, Human Rights, India-Pakistan Conflict, Iran-Israel War, Justice, Law & Order, Poetry, Science & Technology, and Security each registered minimal but stable coverage, ranging between 1% and 2% across both months.



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 September 2025 analysis covers 1855 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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