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Since Year 2015

Gallup & Gilani
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GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

October 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 October 2025

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed **1725 opinion pieces (columns and editorials)**. These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

This month, **Economy, Politics and Foreign Relation** dominated editorial attention.

Islamabad, 27 November 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 **October 2025** centered on Economy, Politics Foreign Relation, and Culture & Tourism.

An analysis of **12** national newspapers—comprising **1725** opinion columns/editorials—is part of the Media Research Division's effort to empirically understand opinion leaders' views on national issues.

This is the **66th** edition of the study. Previous editions (since 2015) are available at:

<https://www.gallup.com.pk/search/Newspaper%20Content%20Analysis>

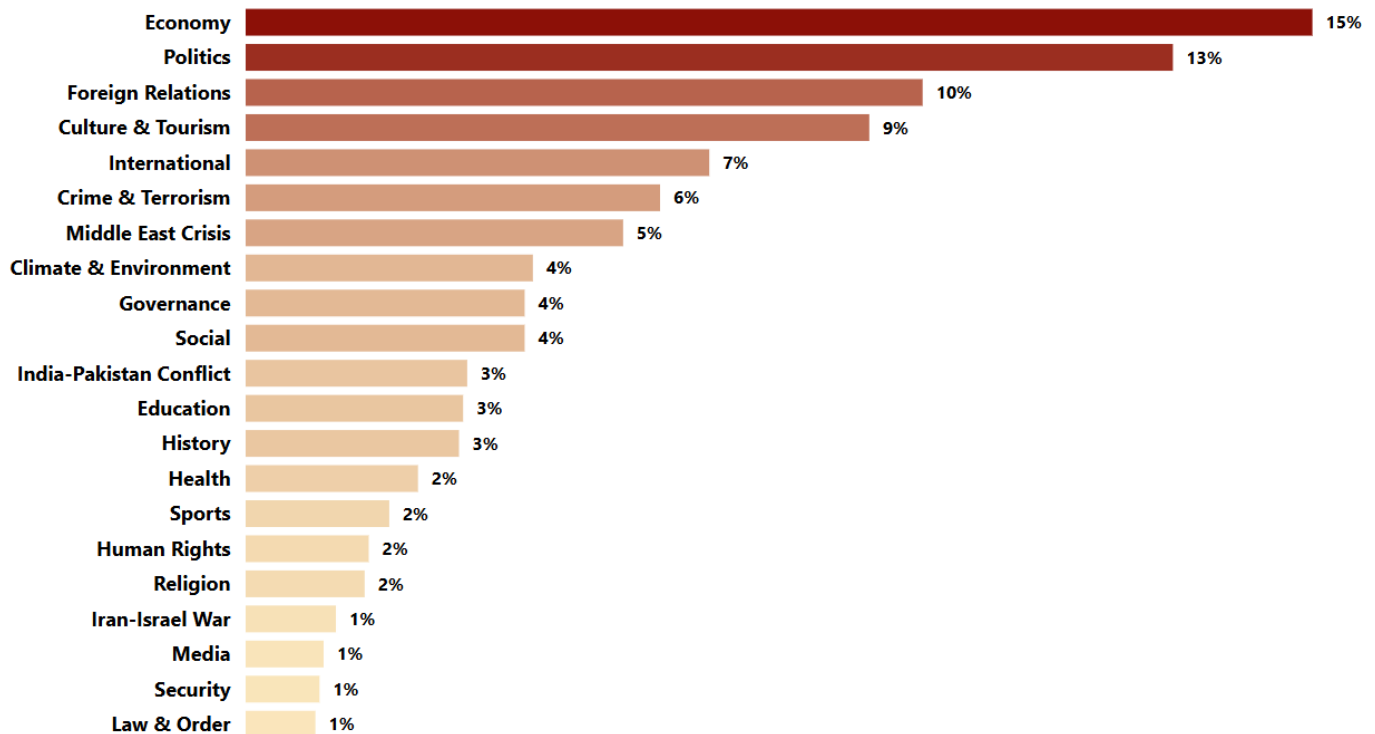
Which Newspapers Have Been Analyzed?

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 (October 2025)

The analysis of opinion pieces across the 12 national newspapers revealed a clear hierarchy of editorial attention during October 2025. The Economy topped the discussion, accounting for 15% of the coverage. Politics was the second most discussed theme at 13%, followed by Foreign Relations at 10%. Culture & Tourism captured 9% of the space, while International Issues received 7%. Crime & Terrorism accounted for 6%. Middle East Crisis was discussed in 5% of the articles. Other notable themes, which each received 4% attention, included Climate & Environment, Governance, and Social issues. Topics that stood at 3% each were the India-Pakistan Conflict, Education, and History. Finally, Health, Sports, Human Rights, and Religion each accounted for 2% of the discussion. The remaining issues, including the Iran-Israel War, Media, Security, and Law & Order, each made up the final 1% shares.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

(www.gallup.com.pk; www.gilanifoundation.com; <https://gallupakistandigitalanalytics.com>)

Word-Cloud Insights (Top 5 Categories)

The analysis of the word-cloud reveals the dominant narratives steering print media coverage in October 2025. The core focus is clearly centered on Pakistan, with Politics and Governance themes highly prominent, highlighted by strong appearances of government, military, state, system, and leaders. This underscores continuous internal debate over institutional roles, political stability, and the need for change. Foreign Relations occupies a major space, driven by the frequent mention of key global powers like the US, China, and India, along with significant regional security concerns related to Afghanistan and terrorism. The prominence of Israel and Gaza further confirms the intense focus on the Middle East Crisis. Furthermore, the Economy and Development are recurring topics, indicated by words like economic, new development, and growth. Finally, climate, floods, and water confirm the media's sustained interest in environmental issues, despite a broader focus on political and economic crises.



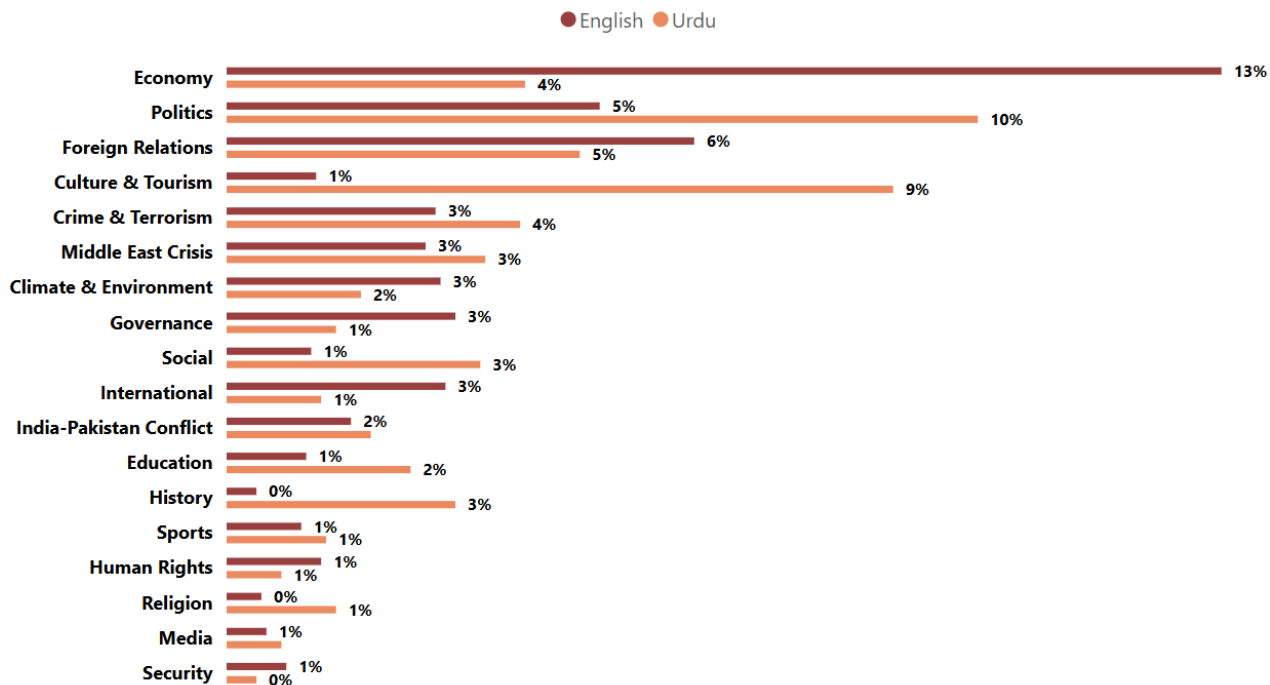
Urdu vs English Newspaper Analysis (October 2025)

Clear differences emerge between English and Urdu coverage. The Economy dominated English newspapers, accounting for 13% of total coverage, while receiving only 4% in Urdu. Foreign Relations followed with 6% in English compared to 5% in Urdu.

Conversely, Politics commanded a significantly larger share in Urdu at 10%, compared to 5% in English. Culture & Tourism also received far greater coverage in Urdu at 9% compared to 1% in English. Crime & Terrorism was more prominent in Urdu at 4% compared to 3% in English. History received much greater attention in Urdu at 3% compared to 0% in English.

Topics that received relatively equal coverage across both languages include the Middle East Crisis (3% in both) and International Issues (3% in both). Governance appeared more frequently in English (3%) than in Urdu (1%). Climate & Environment was covered more in English (3%) than in Urdu (2%).

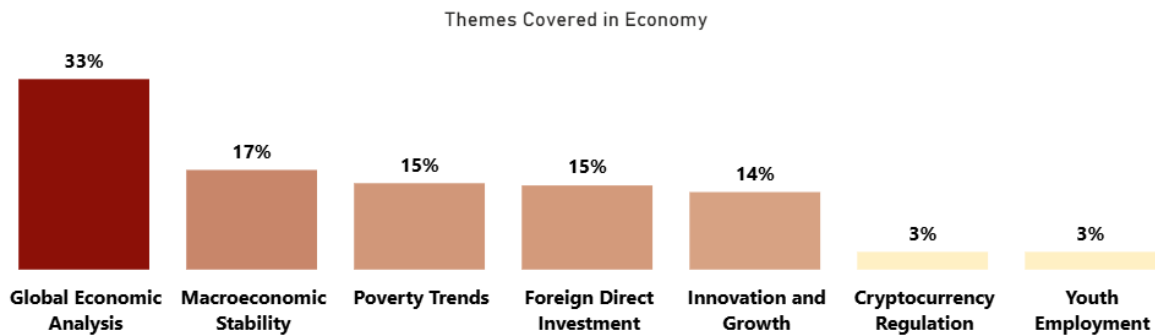
Other topics that received lower, but distinct, coverage include Social (3% Urdu vs. 1% English), India-Pakistan Conflict (2% Urdu vs. 1% English), Education (2% English vs. 1% Urdu), and Human Rights (1% in both). Meanwhile, Sports, Religion (0% in English vs. 1% in Urdu), Media received 1% in both English and Urdu, and Security received 1% coverage in English and 0% in Urdu.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics (www.gallup.com.pk; www.gilanifoundation.com; <https://galluppakistandigitalanalytics.com>)

SUBCATEGORIES WITHIN ‘Economy’ (October 2025)

Within the Economy category, the focus was overwhelmingly dominated by broad international and stability concerns. Global Economic Analysis made up the largest share at 33%, indicating it was the most urgent and widely discussed economic topic. Macroeconomic Stability followed as the second largest sub-theme, accounting for 17% of the coverage. Poverty Trends and Foreign Direct Investment (FDI) were equally significant, both comprising 15% each. Innovation and Growth was also a major discussion point at 14%. Topics related to niche or specific issues were far less discussed: Cryptocurrency Regulation and Youth Employment each accounted for only 3% of the coverage.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

(www.gallup.com.pk; www.gilanifoundation.com; <https://galluppakistandigitalanalytics.com>)

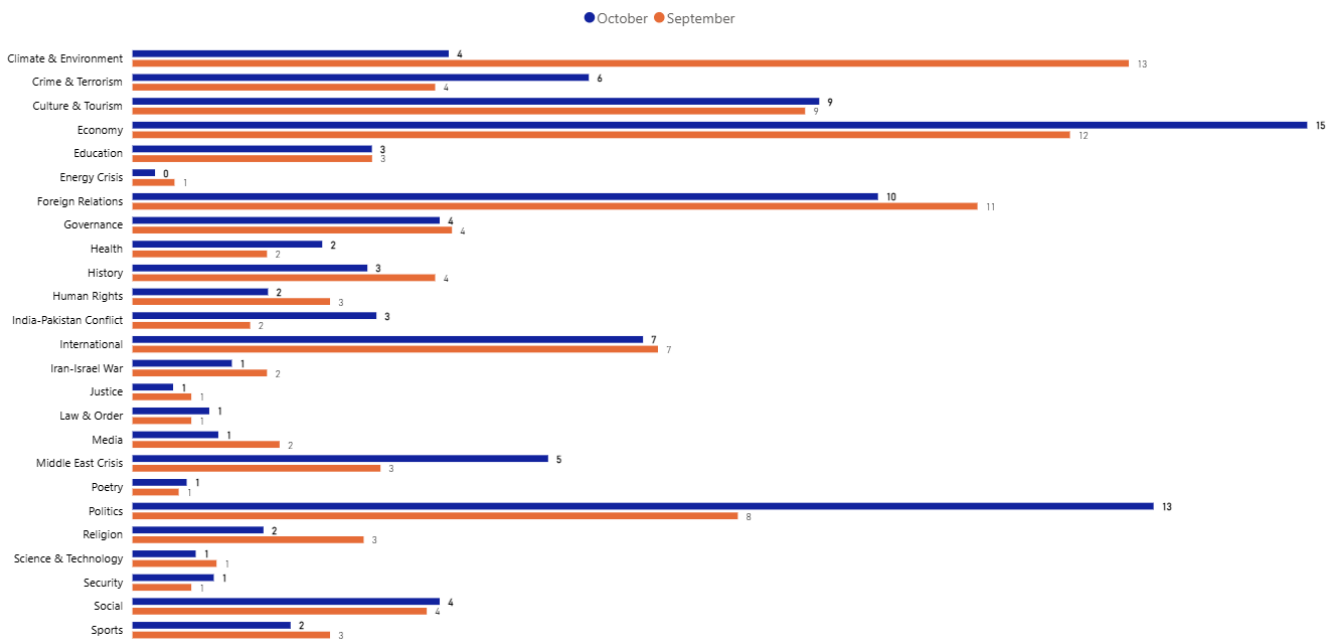
Main Topics Under Discussion: September vs. October 2025

The classification of news coverage shows notable shifts in media priorities between September and October 2025. The Economy became the most covered topic in October, rising significantly from 12% in September to 15% in October. Politics also saw a sharp increase, jumping from 8% in September to 13% in October. Conversely, Climate & Environment saw the largest drop, falling from 13% in September to only 4% in October.

Foreign Relations coverage declined slightly from 11% in September to 10% in October. Culture & Tourism remained stable, holding steady at 9% across both months. International Affairs also showed consistent coverage at 7% in both months.

Middle East Crisis saw a minor increase, rising from 3% in September to 5% in October. Crime & Terrorism also increased, moving from 4% in September to 6% in October. Governance remained stable, holding at 4% across both months.

Topics that remained stable or registered minimal change include Education (3% in both months), History (dropped from 4% to 3%), Human Rights (dropped from 3% in September and 2% in October), India-Pakistan Conflict Increased to 3% in October from 2% in September. Health (stable at 2% in both months), Iran-Israel War Dropped to 1% in October from 2% in September. Justice (stable at 1% in both months), Law & Order (stable at 1% in both months), Media (dropped from 2% to 1%), Poetry (stable at 1% in both months), and Energy Crisis (1% in September and 0% in October).



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

(www.gallup.com.pk; www.gilanifoundation.com; <https://galluppakistandigitalanalytics.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 October 2025 analysis covers **1725** 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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