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Since Year 2015

Gallup & Gilani
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Pakistan's Foremost Social Research Lab

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

December 2025

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

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Table of Contents

- INTRODUCTION – 3
- MAIN TOPICS UNDER DISCUSSION – 4
- URDU VS ENGLISH NEWSPAPER ANALYSIS – 6
- SUBCATEGORIES WITHIN ‘FOREIGN RELATIONS’ – 7
- THE RATIONALE BEHIND THIS CONTENT – 9

Content Analysis of Newspaper Articles Published During December 2025

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed **2682 opinion pieces (columns and editorials)**. These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

This month, **Politics, Social** and **Culture & Tourism** dominated editorial attention.

Islamabad, 14 January 2026

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 **December 2025** centered on Politics, Economy, Culture & Tourism, and Social.

An analysis of **12** national newspapers—comprising **2682** opinion columns/editorials—is part of the Media Research Division's effort to empirically understand opinion leaders' views on national issues.

This is the **68th** 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*

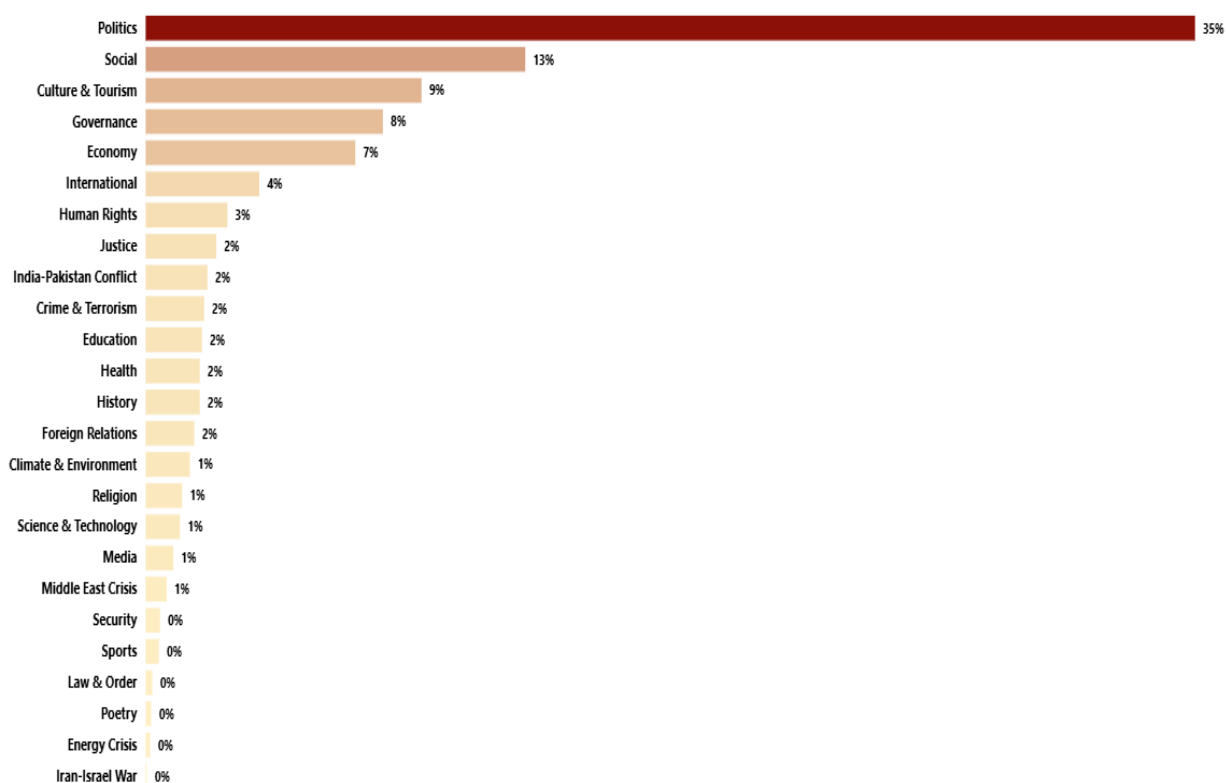
English: *The News, The Nation, Dawn, The Express Tribune, Business Recorder, Daily Times, Pakistan Today, Pakistan Observer*

Main Topics Under Discussion (December 2025)

The analysis of opinion pieces across the 12 national newspapers revealed a clear hierarchy of editorial attention. **Politics** topped the discussion, commanding **35%** of the coverage. The second most prominent theme was **Social** at **13%**, followed closely by **Culture & Tourism** at **9%**. Moving down the hierarchy, **Governance** captured **8%** of the space, while the **Economy** received **7%**, and **International** topics accounted for **4%**.

The next tier of subjects included **Human Rights** at **3%**. Topics that garnered **2%** attention each were **Justice**, **India-Pakistan Conflict**, **Crime & Terrorism**, **Education**, **Health**, **History**, and **Foreign Relations**.

Finally, **Climate & Environment**, **Religion**, **Science & Technology**, **Media** and **Middle East Crisis** each made up **1%** of the coverage. The remaining issues, including the **Middle East Crisis**, **Security**, **Sports**, **Law & Order**, **Poetry**, **Energy Crisis**, and the **Iran-Israel War**, were discussed in **<1%** of the articles.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

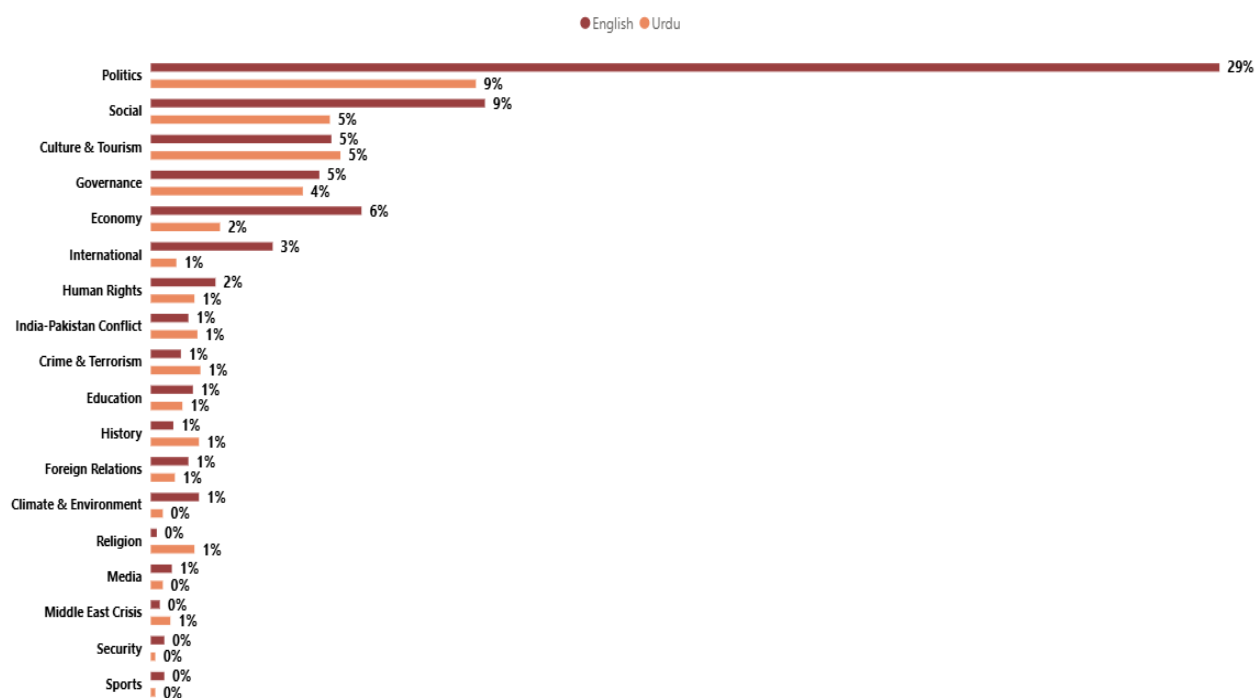
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(www.gallup.com.pk; www.gilanifoundation.com; <https://gallupakistandigitalanalytics.com>)

Urdu vs English Newspaper Analysis (December 2025)

Clear differences emerge between English and Urdu content. **Politics** is the most discussed topic in both languages, although the English coverage is significantly higher at **29%**, compared to **9%** in Urdu. **Social** issues are 9% in English and 5% in Urdu, and **Culture & Tourism** appears equally at **5%** in both. Moving down the hierarchy, **Economy** is significantly higher in English at **6%** compared to **2%** in Urdu, and **Governance** is 5% in English versus **4%** in Urdu. **International** topics cover **3%** in English and **1%** in Urdu.

In the next tier, **Human Rights** is **2%** in English versus **1%** in Urdu. The **India–Pakistan Conflict** and **Crime & Terrorism** are both higher in Urdu, standing at **2%** and **1%** respectively, compared to **1%** and **<1%** in English. Topics receiving equal or near-equal, lower-tier coverage include **Education**, **History**, and **Foreign Relations**, all at **1%** in both languages. **Climate & Environment** is **1%** in English but **<1%** in Urdu, while **Religion** and the **Middle East Crisis** are both **1%** in Urdu but **<1%** in English. Finally, **Media**, **Security**, and **Sports** all register the lowest coverage at **<1%** in both English and Urdu publications.



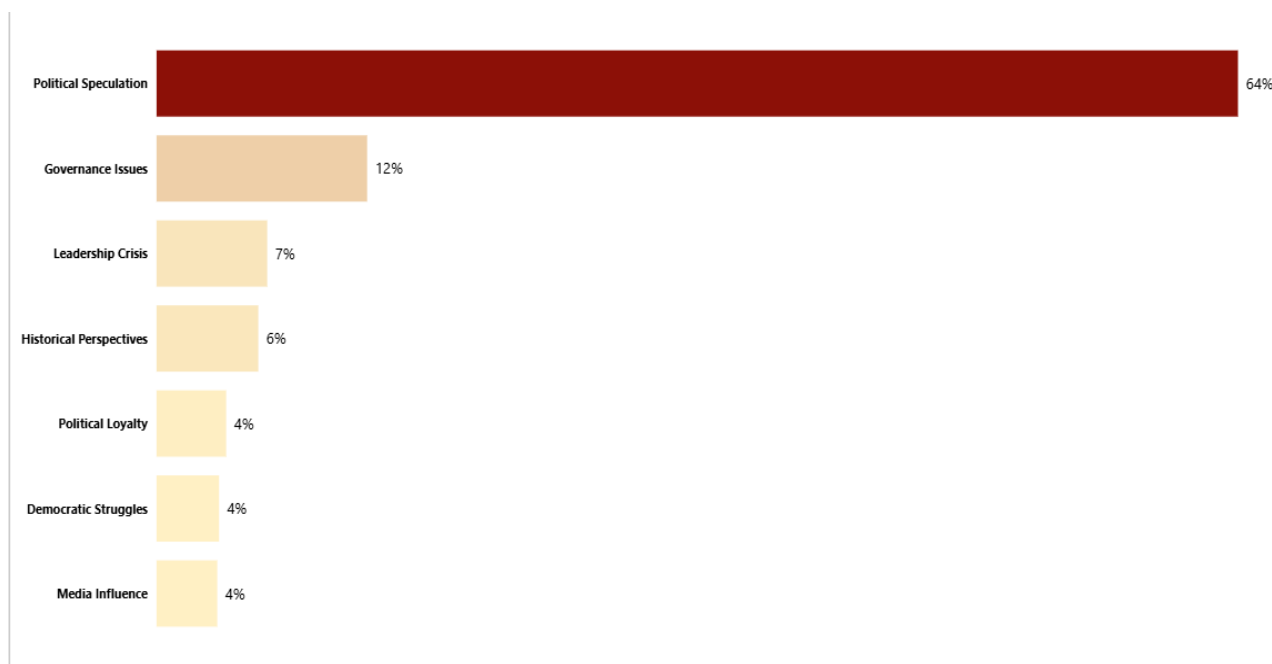
Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

SUBCATEGORIES WITHIN ‘Politics’ (December 2025)

The data highlights that **Political Speculation** dominates the content landscape with **64%**, making it the most prominent theme. This is followed by **Governance Issues** at **12%** and **Leadership Crisis** at **7%**, reflecting strong attention toward institutional stability and leadership narratives. **Historical Perspectives** account for **6%**, indicating a balanced interest in past events related to the topic. **Political Loyalty**, **Democratic Struggles**, and **Media Influence** each appear next, contributing **4%** each.

Overall, the graph shows a strong, overwhelming emphasis on **Political Speculation**, with smaller but notable attention given to governance, leadership, and the historical context surrounding these political dynamics.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

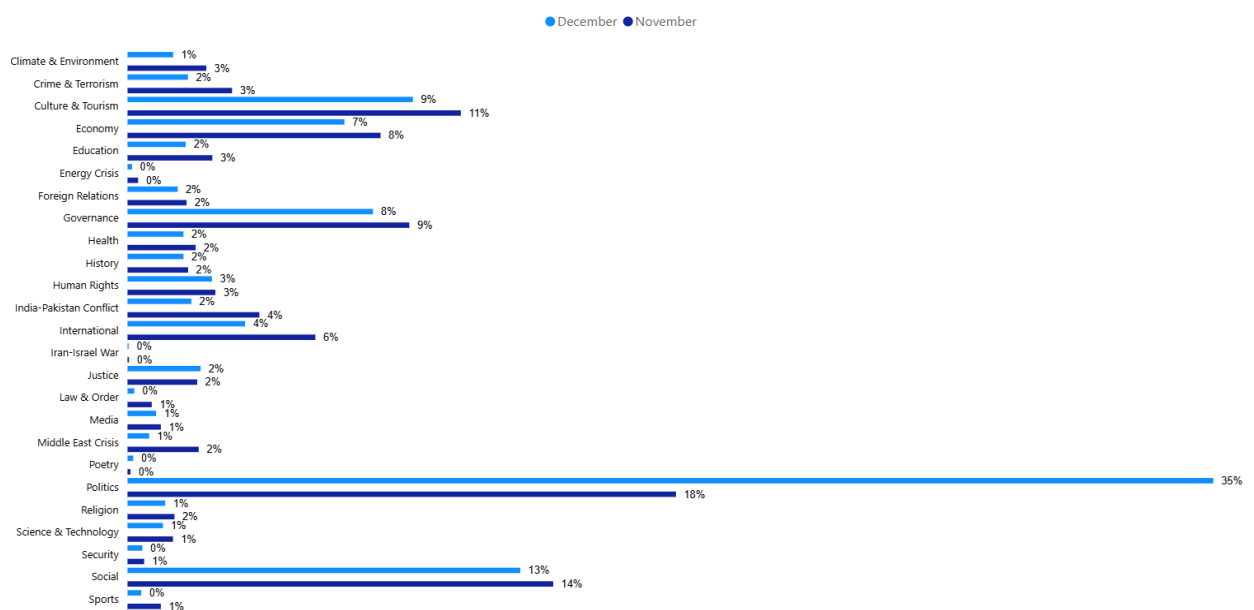
Main Topics Under Discussion: November vs. December 2025

The analysis shows a strong shift toward political content in December. Politics recorded the most significant increase, rising sharply from **18%** in November to **35%** in December. Social issues remained the second most prominent category, though they declined slightly from **14%** in November to **13%** in December. International coverage also decreased, falling from **6%** in November to **4%** in December, while the India-Pakistan Conflict saw a notable drop from **4%** to **2%**.

Several core thematic areas experienced modest declines. Culture & Tourism decreased from **11%** in November to **9%** in December, Economy fell from **8%** to **7%**, and Governance declined from **9%** to **8%**. Education dropped from **3%** in November to **2%** in December, while Crime & Terrorism also reduced from **3%** to **2%**. Climate & Environment saw a decrease from **3%** to **1%**.

A number of categories remained stable across both months. Health and History each accounted for **2%** in both November and December, while Human Rights stayed constant at **3%**. Justice held steady at **2%**, Media at **1%**, and Science & Technology at **1%** in both periods. Foreign Relations showed no change, remaining at **2%** in both months.

Low-coverage topics continued to receive minimal attention. Religion declined from **2%** in November to **1%** in December. Law & Order, Security, Sports, and the Middle East Crisis each recorded **1–2%** in November but fell to **<1%** in December. Energy Crisis, Iran-Israel War, and Poetry remained negligible, registering **<1%** coverage in both November and December.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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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** Association. The December 2025 analysis covers **2682** 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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