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Since Year 2015

GALLUP & GILANI PAKISTAN NEWSPAPER CONTENT ANALYSIS REPORT

February 2026

A monthly series from Gallup & Gilani Pakistan Media Research Wing analyzing ~2,000+ newspaper columns and editorials.

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Content Analysis of Newspaper Articles Published During March 2026

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed **2224 opinion pieces (columns and editorials)**. These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

This month, **US-Israel war on Iran, Culture & Tourism** and **Social** dominated editorial attention.

Islamabad, 27 April 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 **March 2026** centered on **US-Israel war on Iran, Culture & Tourism and Social**.

An analysis of **12** national newspapers comprising **2224** opinion columns/editorials is part of the Media Research Division's effort to empirically understand opinion leaders' views on national and international issues.

This is the **71th** 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*

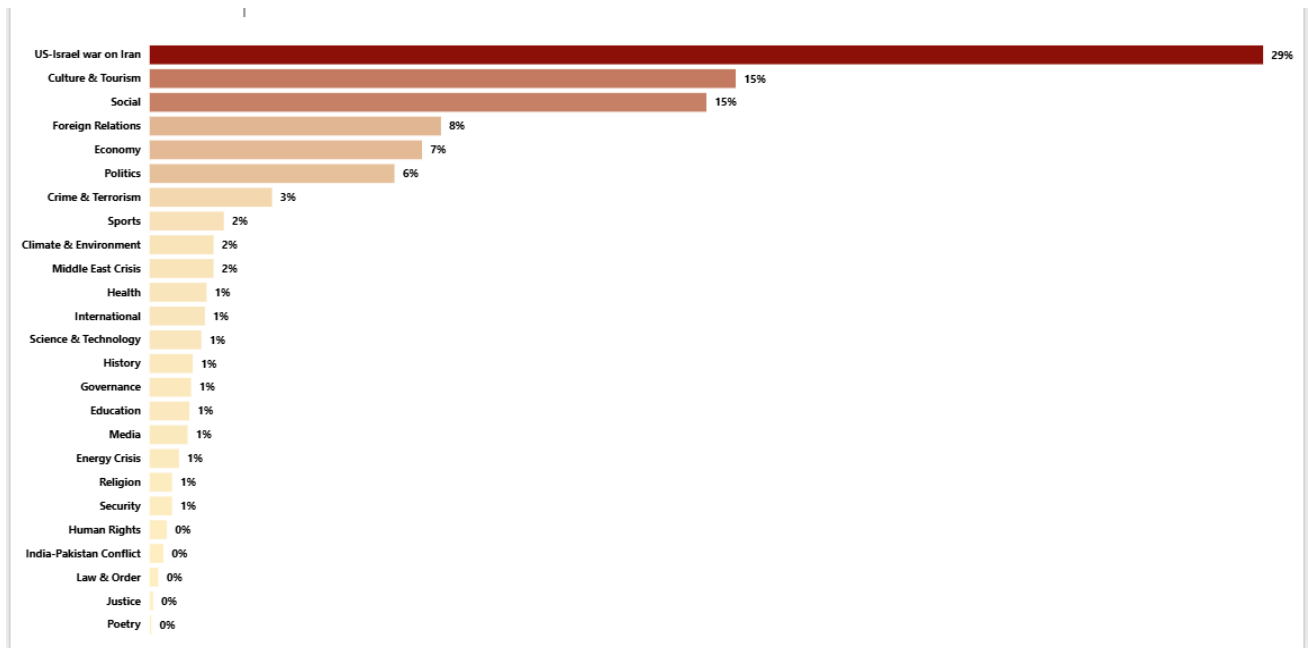
English: *The News, The Nation, Dawn, The Express Tribune, Business Recorder, Daily Times, Pakistan Today, Pakistan Observer*

Main Topics Under Discussion (March 2026)

The analysis of opinion pieces across the 12 national newspapers revealed a clear hierarchy of editorial attention. **US-Israel war on Iran** topped the discussion, commanding **29%** of the coverage. The second most prominent themes were **Culture & Tourism** and **Social** at **15%** each. Moving down the hierarchy, **Foreign Relations** captured **8%**, the **Economy** **7%**, and **Politics** received **6%**.

The next tier of subjects included **Crime & Terrorism** at **3%**. Topics that garnered **2%** attention each were **Sports**, **Climate & Environment**, and **Middle East Crisis (Gaza, Palestine)**. These were followed by **Health**, **International**, **Science & Technology**, **History**, **Governance**, **Education**, **Media**, **Energy Crisis**, **Religion**, and **Security**, which each accounted for **1%**.

Finally, the remaining issues, including **Human Rights**, **India-Pakistan Conflict**, **Law & Order**, **Justice**, and **Poetry**, were discussed in **<1%** of the articles.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

(www.gallup.com.pk; www.gilanifoundation.com; galluppakistan.digitalanalytics.com)

Word-Cloud Insights (Top 5 Categories)

The analysis of the word cloud reveals the dominant narratives steering print media coverage, with the core focus clearly centered on **Pakistan**, which appears as the largest and most prominent word. **Politics** and **Governance** themes are highly prominent, highlighted by the strong appearances of **government**, **political**, **state**, **Minister**, and **President**. This underscores continuous internal debate over institutional roles and political stability.

International and **Foreign Relations** also occupy a major space, driven by the frequent mention of **world**, **global**, and **country**, with key nations like **India**, **China**, **Afghanistan**, **Israel**, and **Iran** featuring strongly. The presence of **war** and **conflict** further confirms the focus on international tensions.

Furthermore, the **Economy and development** are recurring topics, indicated by words like **economic**, **growth**, **trade**, and **billion**. Finally, **climate**, **air**, and **water** confirm the media's interest in environmental issues, while terms like **security**, **rights**, **human**, **women**, and **education** suggest coverage of crucial social issues.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

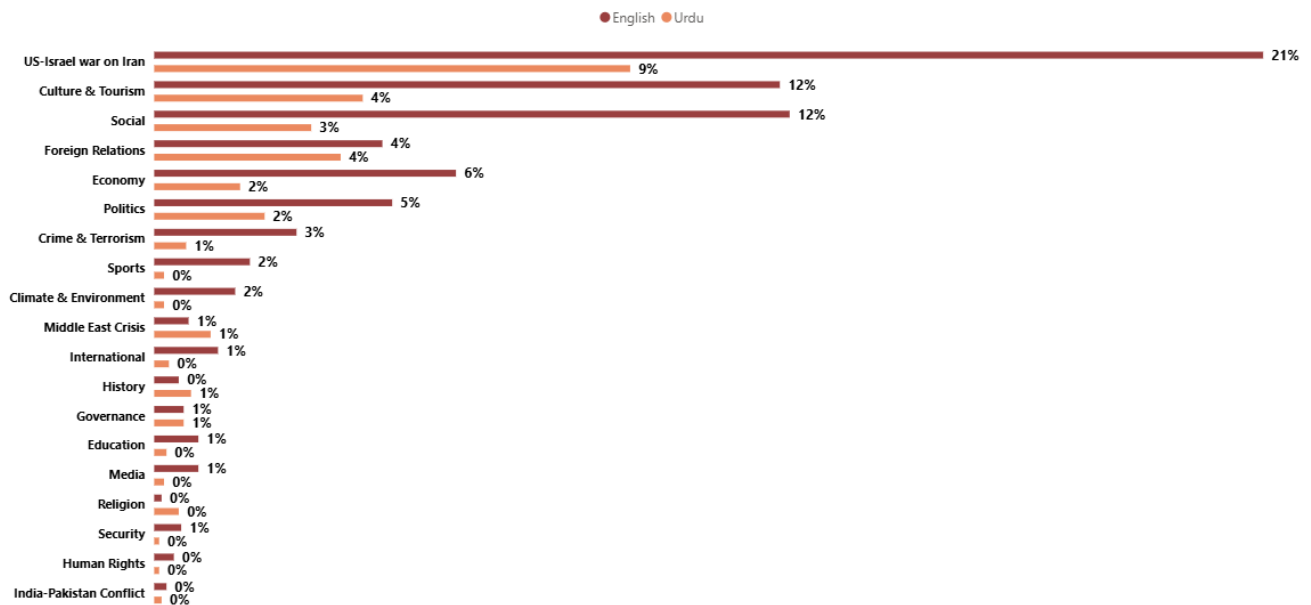
(www.gallup.com.pk; www.gilanifoundation.com; <https://gallupakistandigitalanalytics.com>)

Urdu vs English Newspaper Analysis (March 2026)

Clear differences emerge between English and Urdu content. **US-Israel war on Iran** is the most discussed topic in both, standing at **21%** in English and **9%** in Urdu. **Culture & Tourism** and **Social** issues both account for **12%** in English, compared to **4%** and **3%** in Urdu respectively. The **Economy** is at **6%** in English versus **2%** in Urdu, while **Politics** stands at **5%** in English and **2%** in Urdu. **Foreign Relations** covers **4%** in both English and Urdu.

In the next tier, **Crime & Terrorism** stands at **3%** in English and **1%** in Urdu. **Sports** and **Climate & Environment** are both at **2%** in English, while both are at **<1%** in Urdu. Interestingly, the **Middle East Crisis** stands at **1%** in both English and Urdu, while **International** coverage is **1%** in English and **<1%** in Urdu.

Finally, **Governance**, **Education**, **Media**, and **Security** each make up **1%** in English, while in Urdu, they all register at **<1%** (except **Governance** and **History** which are at **1%**). **Religion**, **Human Rights**, and the **India-Pakistan Conflict** all stand at **<1%** across both English and Urdu publications.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

(www.gallup.com.pk; www.gilanifoundation.com; galluppakistandigitalanalytics.com)

SUBCATEGORIES WITHIN ‘US-Israel war on Iran (March 2026)’

The data highlights that **Geopolitical Tensions** dominate the content landscape with **73%**, making it by far the most prominent theme. This is followed at a distance by **Military Operations** at **9%** and **Civilian Casualties** at **7%**, reflecting significant attention toward the direct consequences of conflict.

Oil Market Disruption accounts for **6%**, indicating a focused interest in the global energy supply. **Economic Impact** contributes **5%** to the discussion, highlighting the broader financial repercussions. Finally, **Currency Fluctuations** and **Regional Reactions** both appear at **<1%**, suggesting they received negligible coverage in this specific analysis. Overall, the graph shows an overwhelming emphasis on the political and strategic dimensions of the situation.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

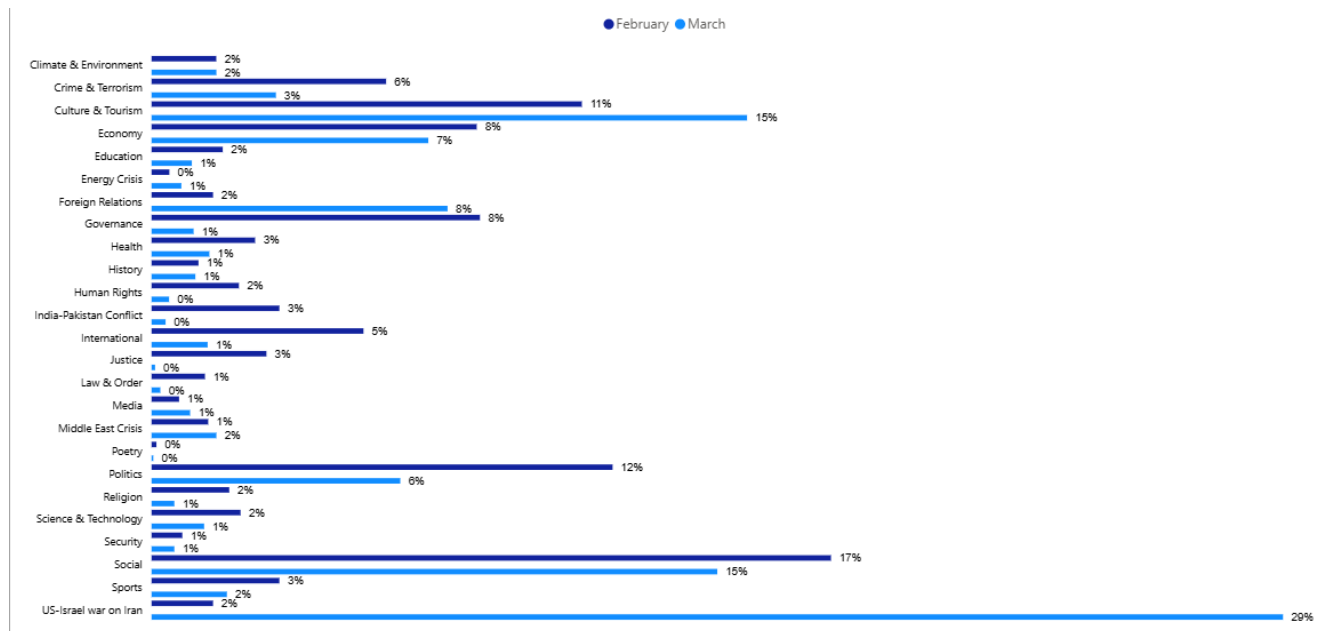
Main Topics Under Discussion: February 2026 vs. March 2026

The analysis shows a significant shift in content between **February** and **March**. **US-Israel war on Iran** recorded the most dramatic increase, jumping from 2% in February to a dominant 29% in March. Conversely, **Politics** saw a sharp decrease, falling from 12% in February to 6% in March. **Social** issues also declined from 17% to 15%, while **Culture & Tourism** rose from 11% to 15%.

Several thematic areas experienced fluctuations. **Foreign Relations** saw a notable increase from 2% to 8%, whereas **Governance** dropped significantly from 8% to 1%. The **Economy** saw a slight decline from 8% in February to 7% in March. **Crime & Terrorism** halved from 6% to 3%, and **international** coverage fell from 5% to 1%.

A number of categories showed minor changes or remained stable. **Sports** dropped from 3% to 2%, while **India-Pakistan Conflict** and **Justice** fell from 3% to <1%. **Health** decreased from 3% to 1%. **Climate & Environment** remained steady at 2%, and **History**, **Media**, and **Security** each held constant at 1%.

Finally, low-coverage topics remained minimal. **Middle East Crisis** rose to 2%, while **Energy Crisis** and **Religion** both registered at 1% in March. **Human Rights**, **Law & Order**, and **Poetry** remained negligible, registering <1% coverage in March.



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** Association. The March 2026 analysis covers **2224** 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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