

Edition #72
Since Year 2015

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

April 2026

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



Compiled by: Aisha Aamir
Research Executive at
Gallup Pakistan

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 April 2026

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed **2128 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, Foreign Relations, and Culture & Tourism dominated editorial attention.

Islamabad, 22nd May 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 **April 2026** centered on US-Israel war on Iran, Foreign Relations, and Culture & Tourism

An analysis of **12** national newspapers comprising **2128** 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 **72nd** 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*

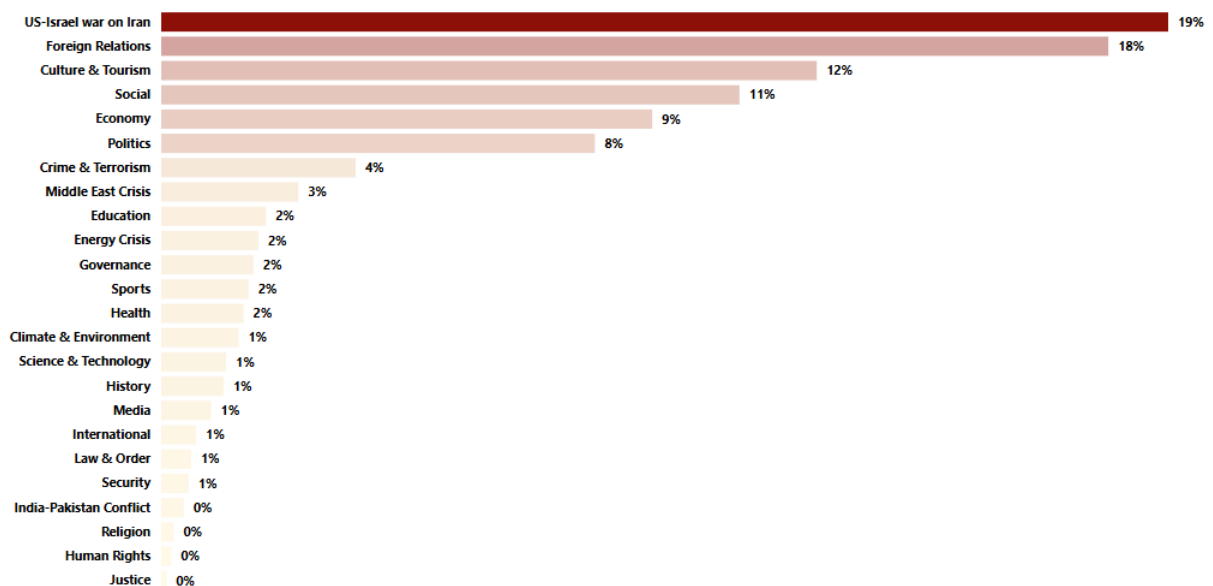
English: *The News*, *The Nation*, *Dawn*, *The Express Tribune*, *Business Recorder*, *Daily Times*, *Pakistan Today*, *Pakistan Observer*

Main Topics Under Discussion (April 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 **19%** of the coverage. The second most prominent theme was **Foreign Relations** at **18%**. Moving down the hierarchy, **Culture & Tourism** captured **12%**, **Social** **11%**, the **Economy** **9%**, and **Politics** received **8%**.

The next tier of subjects included **Crime & Terrorism** at **4%** and **Middle East Crisis** at **3%**. Topics that garnered **2%** attention each were **Education**, **Energy Crisis**, **Governance**, **Sports**, and **Health**. These were followed by **Climate & Environment**, **Science & Technology**, **History**, **Media**, **International**, **Law & Order**, and **Security**, which each accounted for **1%**.

Finally, the remaining issues, including **India-Pakistan Conflict**, **Religion**, **Human Rights**, and **Justice**, 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>)

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. The **Politics and Governance** themes are highly prominent, highlighted by the strong appearances of **government**, **political**, **state**, **policy**, and **leaders**. 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 country, **world**, and **global**, with key nations like **India**, **Israel**, **Iran**, **Afghanistan**, and **China** featuring strongly. The presence of **war**, **military**, and **forces** further confirms the focus on **international tensions**. Furthermore, the **Economy** and **development** are recurring topics, indicated by words like **economic**, **economy**, **trade**, and **billion**. Finally, **climate**, **energy**, and **water** confirm the media's interest in **environmental issues**, while terms like **human**, **women**, **children**, **education**, and **health** suggest coverage of crucial **social issues**.



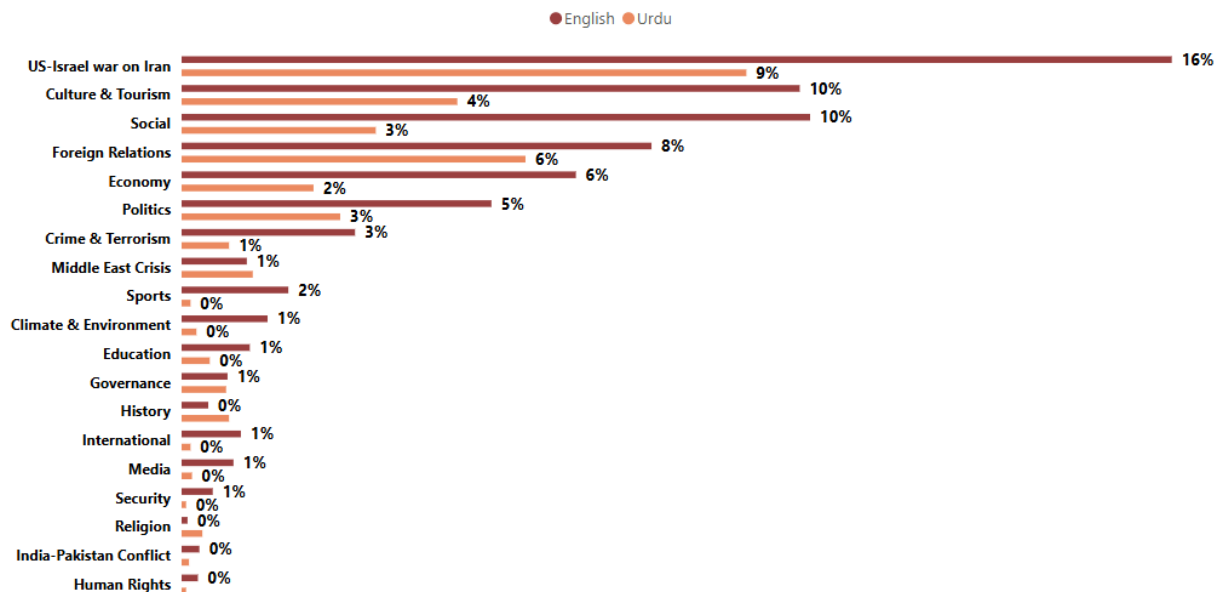
(www.gallup.com.pk; www.gilanifoundation.com; <https://gallupakistandigitalanalytics.com>)

Urdu vs English Newspaper Analysis (April 2026)

Clear differences emerge between English and Urdu content. **US-Israel war on Iran** is the most discussed topic in both, standing at **16%** in English and **9%** in Urdu. **Culture & Tourism** and **Social issues** both account for **10%** 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 **3%** in Urdu. **Foreign Relations** covers **8%** in English and **6%** in Urdu.

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

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

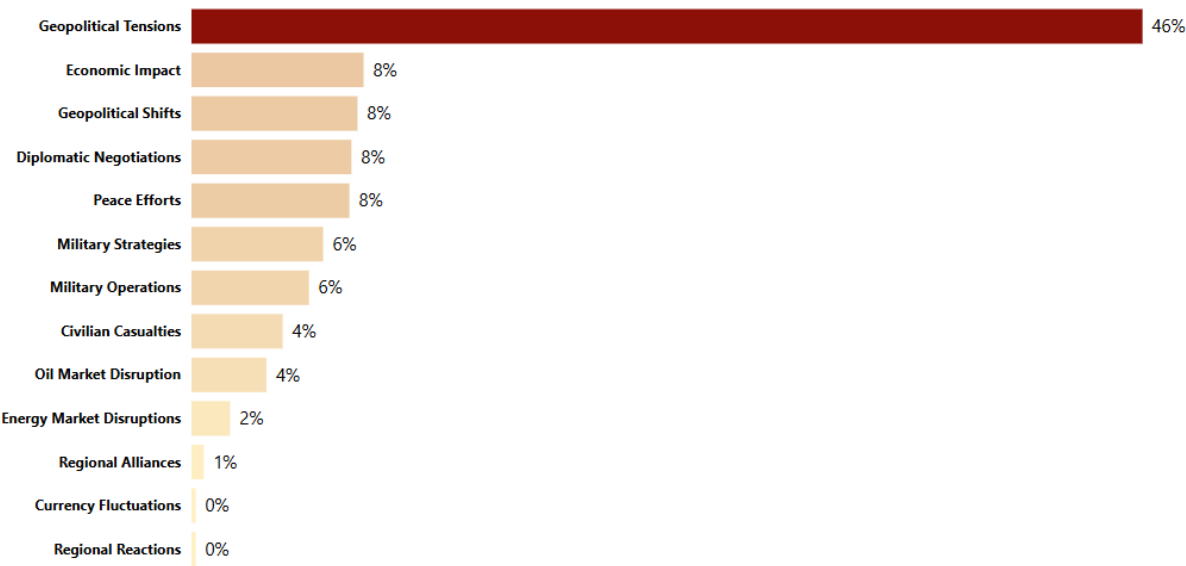


Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

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

The data highlights that **Geopolitical Tensions** dominate the content landscape with **46%**, making it by far the most prominent theme. This is followed at a distance by **Geopolitical Shifts, Diplomatic Negotiations, and Peace Efforts at 8% each**. **Military Strategies** and **Military Operations** stand at **6%** each, while **Civilian Casualties** accounts for **4%**, reflecting significant attention toward the direct consequences of conflict. **Oil Market Disruption and Energy Market Disruptions** account for **4%** and **2%** respectively, indicating a focused interest in the **global energy supply**. **Economic Impact** contributes **8%** to the discussion, highlighting the broader financial repercussions. **Regional Alliances** accounts for **1%**. 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>)

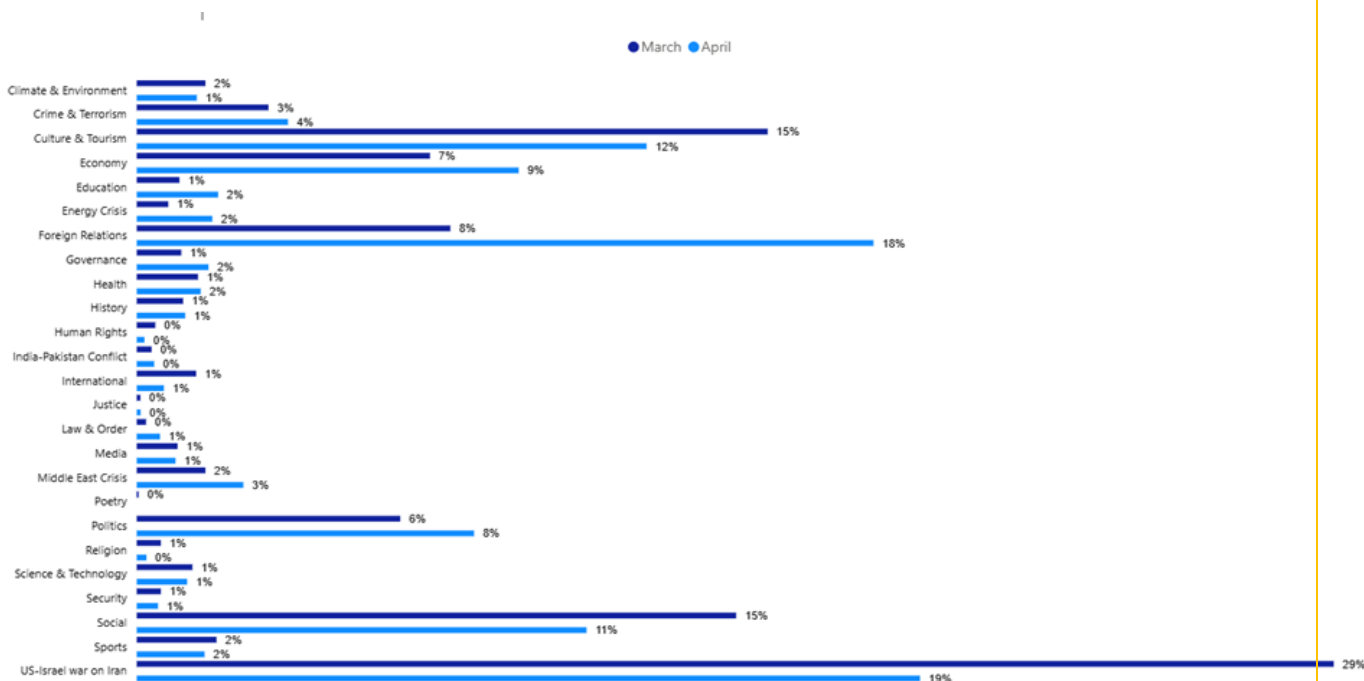
Main Topics Under Discussion: March 2026 vs. April 2026

The analysis shows a significant shift in content between March and April, dominated by the **US-Israel war on Iran**, which held the highest coverage despite dropping from **29%** in March to **19%** in April. Another major mover was **Foreign Relations**, which recorded the most dramatic increase, jumping from **8%** in March to **18%** in April.

Several other categories saw notable shifts. **Culture & Tourism** decreased from **15%** to **12%**, and **Social** topics also saw a decline from **15%** to **11%**. Conversely, the **Economy** rose from **7%** to **9%**, and **Politics** increased from **6%** to **8%**. **Climate & Environment** declined slightly from **2%** to **1%**.

Fluctuations were also visible in smaller thematic areas. The **Middle East Crisis** rose from **2%** to **3%**, while **Crime & Terrorism** increased from **3%** to **4%**. Both **Energy Crisis** and **Education** doubled their coverage from **1%** to **2%**. **Religion** dropped from **1%** to **<1%**.

A number of categories remained relatively stable or showed minimal movement. **Governance** held steady at **2%**, while **Health**, **Science & Technology**, and **Security** each remained constant at **1%**. **Law & Order** rose slightly from **<1%** to **1%**, and **History**, **International**, and **Media** all registered at **1%** for April. **Human Rights**, **India-Pakistan Conflict**, **Justice**, and **Poetry** remained negligible at **<1%**.



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 April 2026 analysis covers **2128** 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.

Disclaimer: Gallup Pakistan is not related to Gallup Inc. (Washington D.C., USA). Please credit our surveys as **Gallup Pakistan** (not “Gallup” or “Gallup Poll”). We disclaim responsibility for any surveys on Pakistani public opinion other than those carried out by Gallup Pakistan, the Pakistani affiliate of **Gallup International Association**. For details on the Association, see: www.gallup-international.com

For more survey data, visit: www.gallup.com.pk

Queries:

Ms. Aisha Aamir

Phone: +92-51-2655630

Assistant Manager Research

E-mail: aisha.aamir@gallup.com.pk

Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association.

Contact Details:
Islamabad : +92 51 2655630
Email: isb@gallup.com.pk
www.gallup.com.pk