

Edition #73
Since Year 2015

GALLUP & GILANI PAKISTAN

NEWSPAPER CONTENT

ANALYSIS REPORT

May 2026

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

**ISLAMABAD
TALKS**

APRIL 2026

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Content Analysis of Newspaper Articles Published During May 2026

Across 12 national English and Urdu newspapers, Gallup & Gilani Pakistan's Media Research Division reviewed **1809 opinion pieces (columns and editorials)**. These articles reflect the voices of Pakistan's opinion leaders and commentators on current affairs.

This month, **Foreign Relations, Economy, and Culture & Tourism** dominated editorial attention.

Islamabad, 23 June 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 **May 2026** centered **on Foreign Relations, Economy, and Culture & Tourism**

An analysis of **12** national newspapers—comprising **1809** 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 **73rd** edition of the study. Previous editions (since 2015) are available at: <https://www.gallup.com.pk/search/Newspaper%20Content%20Analysis>

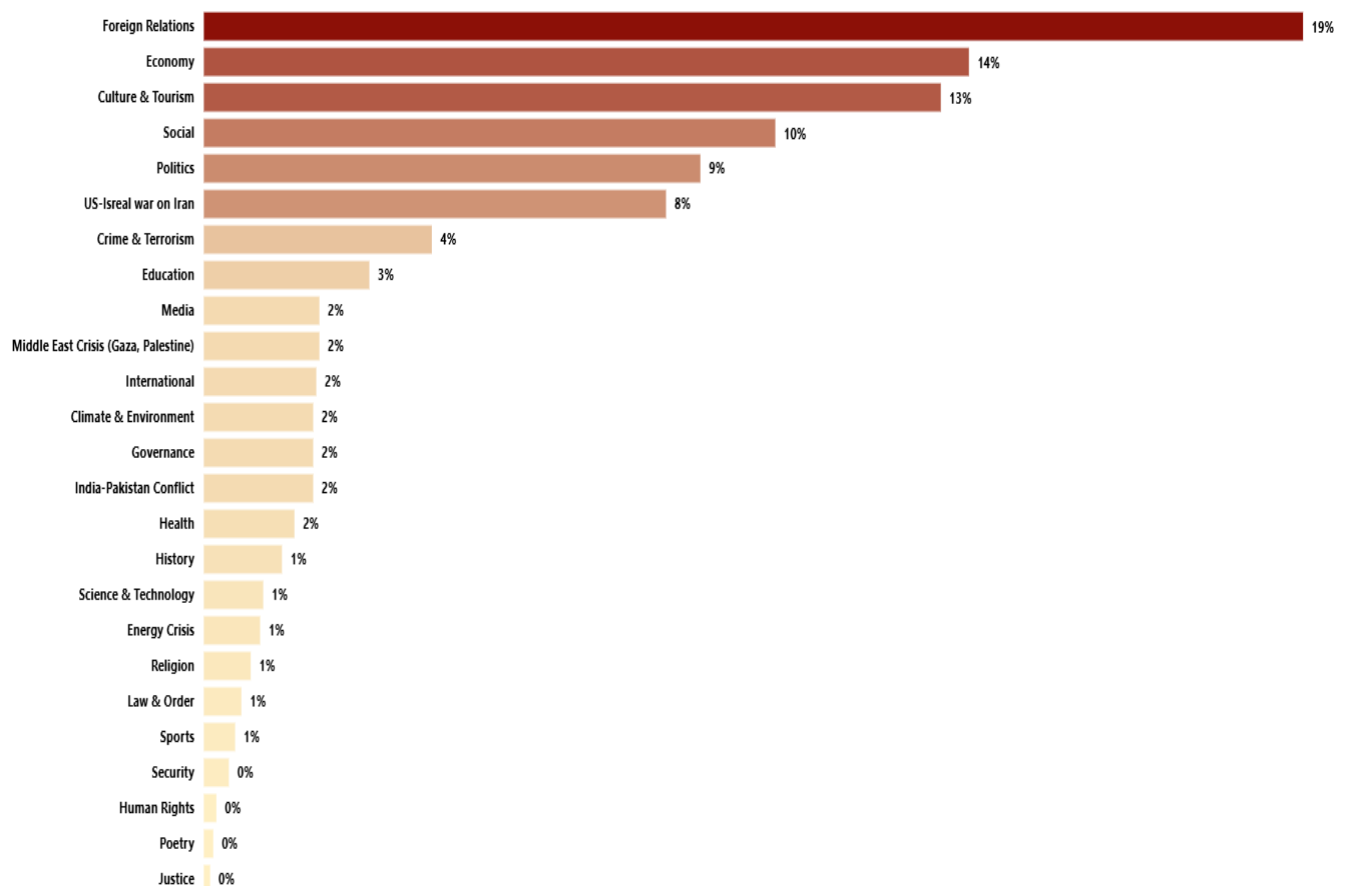
Which Newspapers Have Been Analyzed?

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 (May 2026)

The analysis of opinion pieces across the 12 national newspapers revealed a clear hierarchy of editorial attention. **Foreign Relations** topped the discussion, commanding **19%** of the coverage. The second most prominent theme was **the Economy** at **14%**. Moving down the hierarchy, **Culture & Tourism** captured **13%**, **Social** **10%**, **the Politics** **9%**, and **US-Israel war on Iran** received **8%**. The next tier of subjects included **Crime & Terrorism** at **4%** and **Education** at **3%**. Topics that garnered **2%** attention each were **Media**, **Middle East Crisis (Gaza, Palestine)**, **Governance**, **International**, **Climate & Environment**, **India-Pakistan Conflict**, and **Health**. These were followed by **History**, **Science & Technology**, **Energy Crisis**, **Religion**, **Law & Order**, and **Sports**, which each accounted for **1%**. Finally, the remaining issues, including **Security**, **Human Rights**, **Poetry**, 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. **Politics** and **Governance** themes are highly prominent, highlighted by the strong appearances of **government**, **political**, **state**, **policy**, **president**, and **minister**. 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 and regions like **India**, **China**, **Iran**, **Israel**, **Gaza**, and **Trump** featuring strongly. The presence of **war**, **military**, **forces**, **security**, and **terrorism** further confirms the focus on international tensions. Furthermore, the **Economy** and development are recurring topics, indicated by words like **economic**, **economy**, **development**, **trade**, and **billion**. Finally, **climate**, **energy**, **water**, and **digital** confirm the media's interest in environmental and infrastructural issues, while terms like **human**, **women**, **children**, **education**, and **health** suggest coverage of crucial social issues.



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

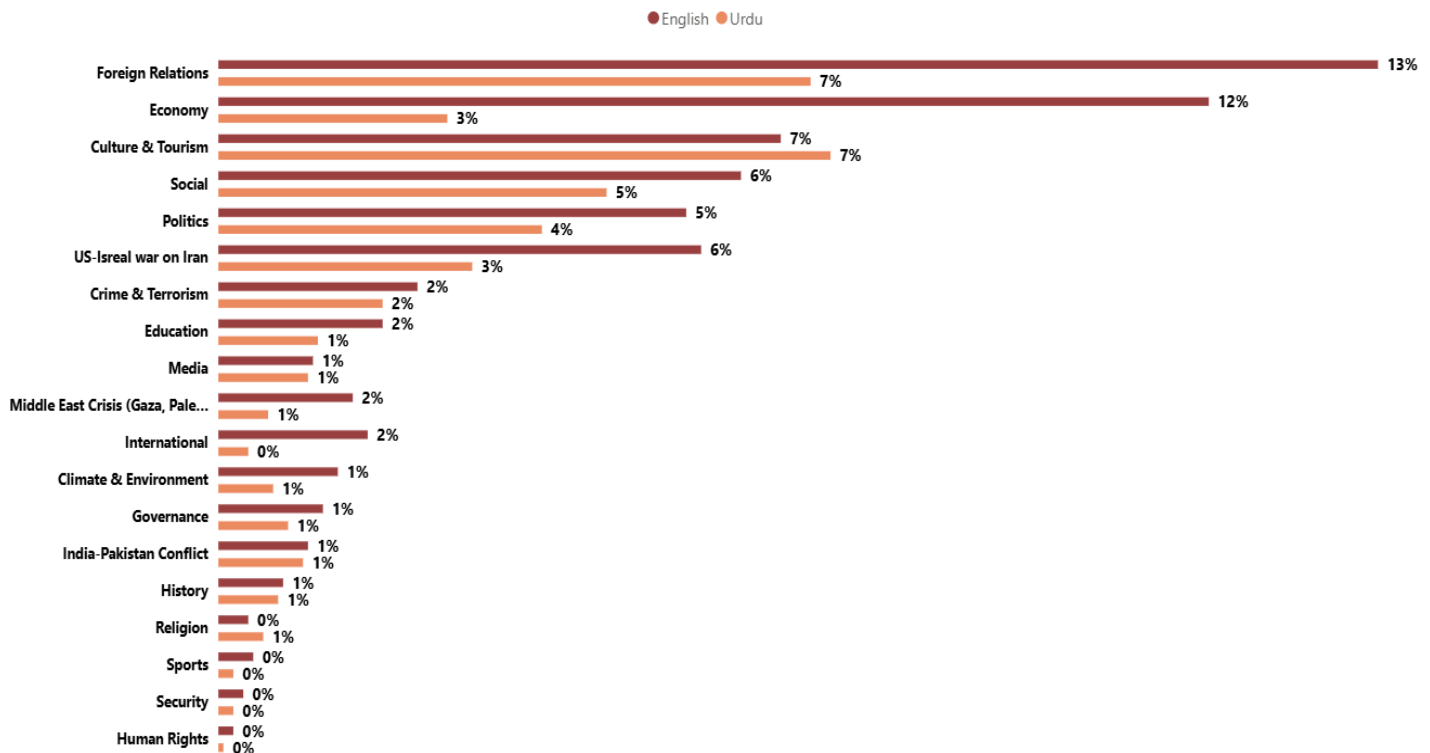
Urdu vs English Newspaper Analysis (May 2026)

Clear differences emerge between English and Urdu content. **Foreign Relations** is the most discussed topic overall, standing at **13%** in English and **7%** in Urdu. **Economy** is another heavily covered area, accounting for **12%** in English versus **3%** in Urdu.

Culture & Tourism registers an equal interest at **7%** across both publications, while **Social** issues account for **6%** in English and **5%** in Urdu. **Politics** stands at **5%** in English and **4%** in Urdu, followed closely by the **US-Israel war on Iran**, which captures **6%** of English coverage and **3%** in Urdu.

In the next tier, **Crime & Terrorism** stands at **2%** in both English and Urdu. **Education** is at **2%** in English and **1%** in Urdu, while **Media** coverage is consistent at **1%** in both languages. The **Middle East Crisis (Gaza, Palestine)** stands at **2%** in English and **1%** in Urdu, whereas **International** news covers **2%** in English and **<1%** in Urdu. **Climate & Environment**, **Governance**, **India-Pakistan Conflict**, and **History** all maintain a steady presence, each registering **1%** in English and **1%** in Urdu.

Finally, **Religion** stands at **<1%** in English and **1%** in Urdu. The remaining categories, including **Sports**, **Security**, and **Human Rights**, all register at **<1%** across both English and Urdu publications.

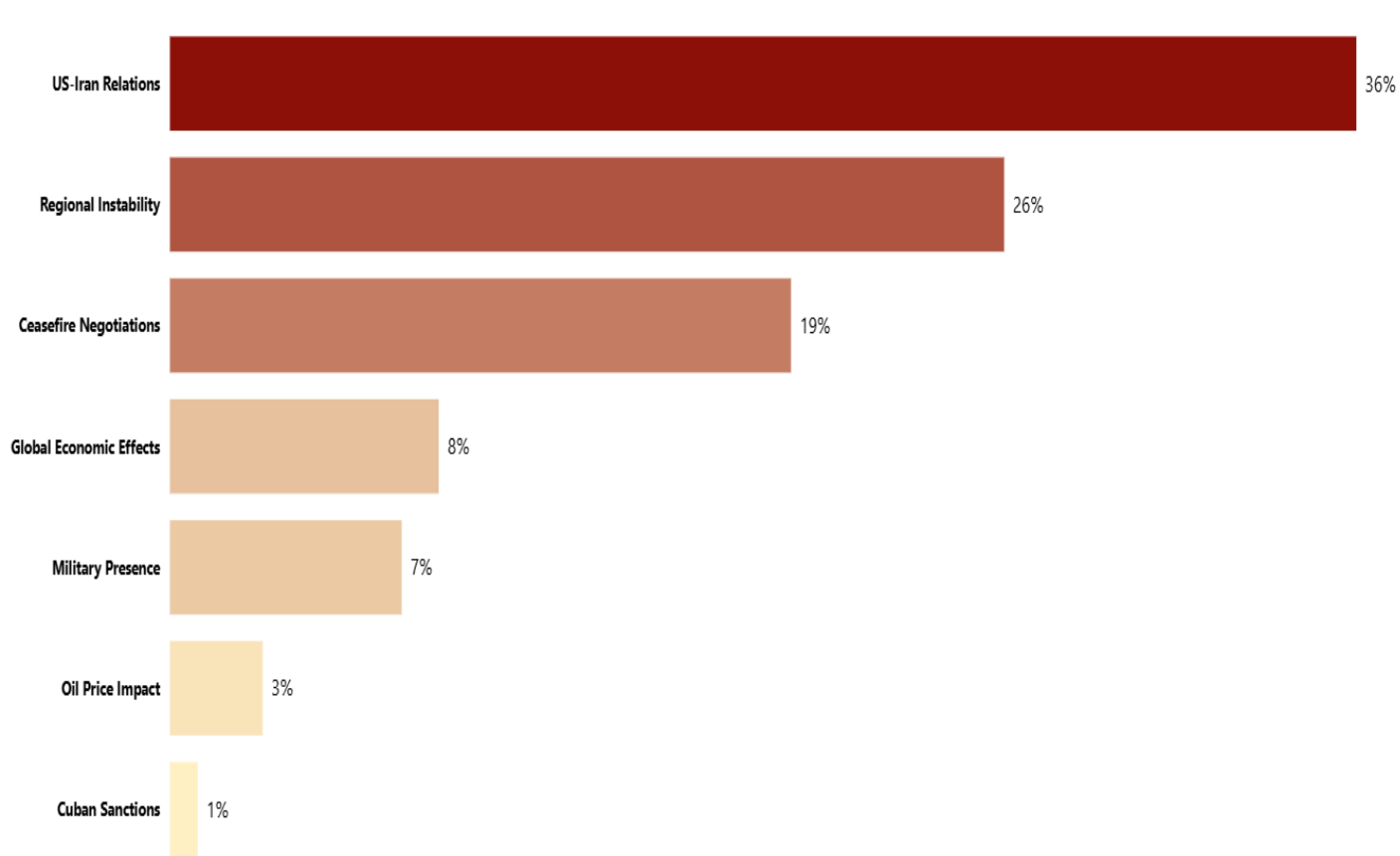


Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

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

SUBCATEGORIES WITHIN ‘Foreign Relations’ (May 2026)

The data highlights that **US-Iran Relations** dominate the content landscape with **36%**, making it by far the most prominent theme. This is followed by **Regional Instability** at **26%** and **Ceasefire Negotiations** at **19%**, reflecting significant media attention toward the political and diplomatic dimensions of the conflict. **Global Economic Effects** contribute **8%** to the discussion, highlighting the broader financial repercussions, while **Military Presence** stands closely behind at **7%**. Finally, **Oil Price Impact** accounts for **3%**, indicating a focused interest in energy market implications, and **Cuban Sanctions** appear at the bottom with **1%**. Overall, the graph shows an overwhelming emphasis on bilateral relations, regional stability, and diplomatic efforts.



Source: Newspaper Content Analysis by Gallup Pakistan Digital Analytics

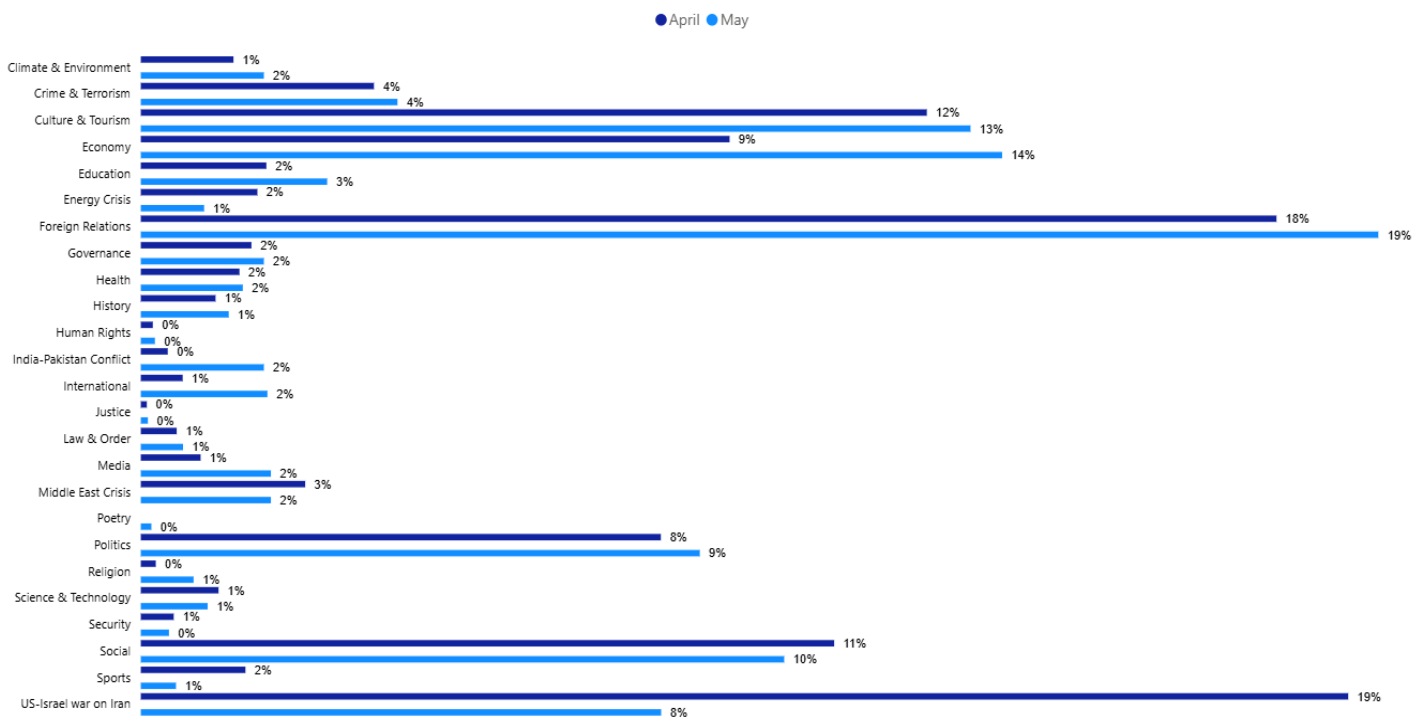
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Main Topics Under Discussion: April 2026 vs. May 2026

The analysis shows a significant shift in content between **April** and **May**. The **US-Israel war on Iran** experienced the most dramatic drop, plummeting from **19%** in **April** to **8%** in **May**. Conversely, **Foreign Relations** recorded a slight increase, moving from **18%** in **April** to **19%** in **May**, making it the highest covered topic for the month.

Several other major categories saw notable growth. The **Economy** rose significantly from **9%** to **14%**, while **Culture & Tourism** increased slightly from **12%** to **13%**. **Politics** also saw an upward trend, rising from **8%** to **9%**. On the other hand, **Social** topics saw a decline from **11%** in **April** to **10%** in **May**, and **Climate & Environment** doubled its share from **1%** to **2%**.

Fluctuations were also visible in other areas. Education increased from 2% to 3%, while Energy Crisis dropped from 2% to 1%. Crime & Terrorism held steady at 4% across both months. Interestingly, the Middle East Crisis category experienced a slight decline, dropping from 3% in April to 2% in May. International news and the India-Pakistan Conflict both rose from 1% to 2% and <1% to 2% respectively. Media also increased from 1% to 2%. A number of categories remained relatively stable or showed minimal movement. Governance, Health, and Science & Technology all held completely steady at 2%, 2%, and 1% respectively across both months. History and Law & Order also remained constant at 1%. Religion rose slightly from <1% to 1%, while Sports dropped from 2% to 1%. Finally, Security decreased from 1% to <1%, while Human Rights, Justice, and Poetry remained negligible at <1% across both April and May.



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 May 2026 analysis covers **1809** 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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