The Role of Media in Selected Aspects of Governance in Afghanistan

By

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A thesis submitted to the Department of Institute of Governance and Developmentin partial fulfillment of the requirements for the degree of

Master of Arts in Governance and Development

Master of Arts in Governance and Development

Eid Mohammad liwal

Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.

2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

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Approval

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of 2021 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Master of Arts in Governance and Development.

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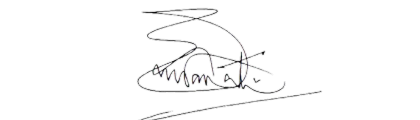_____
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Abstract

This study considers the implications and role of media with special reference to the role of Television and Radio within the context of Afghan government. Notwithstanding the growing significance of the media for a country's overall development, there has been very limited research and academic attention on the media in the Afghan context in development.

The objective of this paper is to analyze the media's role (Radio and Television) in relation to selected sectors of governance affairs – notably Human Rights and Public Awareness. The relevance of the issue and the importance to the Afghan context is analyzed. Some of the major areas of focus and discussion topics of the study include the following: an analysis of the relevant needs and gaps in the concerned public organizations; a scrutiny of the media's (Television & Radio) role and implications for selected key governance issues in Afghanistan; contributions and challenges of the media in relation to enforcement, protection and promotion of human rights and public awareness; relevant human rights laws and access to information for public awareness; and the strengths and weaknesses of the media in capacity building of the media practitioners to contribute to the broader governance of the country.. The major research methods and tools included secondary literature review, desk review of official documents, and key informant interviews with a cross section of stakeholders including the media personnel, local and central government officials, and academics.

The findings reveal some major limitations of the media including inadequate perusal ethics and other scrupulous codes, inadequate academic and professional qualifications, and a low degree of professionalism among a considerable number of media practitioners and associated policymakers. Acting together, these limitations influence the state of overall governance badly. It is also found that the issues of civil and political rights are often neglected by the media. The media's focus on national and local elections have not been strong. As newly emerged democratic society, elections are crucial for the country. It is noted that the media coverage of, and interest in elections have been very little. There seems to be several reasons behind this aversion. The absence of a strong democratic political culture and active participation of political parties, together with the unscrupulous interventions in the democratic process by the warlords have left a negative mark on the media, and most of the press remain less interested in discussing civil and political rights.

Drawing on the examples of other democratic nations, this study reiterates the crucial significance of the media in the national development of Afghanistan, and nurturing its nascent democratic culture. Some major recommendations include the following: making appropriate policy provisions for attracting more local and foreign investors to move into the media sector; conducting a media-based mass awareness campaign to educate people on human rights related issues; and capacity development of the media personnel to enable them to carry out their stipulated role professionally and efficiently.

Keywords: Media's Role, Afghan Community, Governance, Human Rights, Public awareness, Television and Radio

Dedication

To my parents, wife, daughters and son.

Acknowledgement

Thanks to Almighty Allah for giving me the strength and chance to pursue my Master Degree at the BRAC University. The Journey was difficult, long, and full of informative, without the help of Almighty Allah, support of my family, specially my elder brother, friends, and all my kind faculties, this journey was unachievable. But, they made this happened, THANKS!

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List of Acronyms

AIHRC	Afghanistan Independent Human Rights Commission
LJ	Loya Jerga (Grand Council)
NGO	Non-Government Organization
HR	Human Rights
IDLG	Independent Directorate of Local Governance
MIC	Ministry of Information and Culture
IHRMM	International Human Rights Monitoring Mechanism
AMA	Afghanistan Media Assessment
AMRC	Afghan Media Resource Center
RTA	Radio Television Afghanistan
PG	Provincial Governor
BNP	Badakhshan National Park
MP	Member of Parliament
UN	United Nation
PRO	Public Relation Officer
GMIC	Government Media and Information Center
ACSO	Afghanistan Central Statistics Office
PTGA	Post-Taliban Government in Afghanistan

Chapter 1: Introduction

2.1 General Introduction

This chapter containsthirteensections including the research background, problem definition, Importance of Research, Research limitations, research Questions, Objectives of the research, Research Methodology, Literature review, Data Analysis, Questionnaire and interviews, Thesis structure, Problems and Conclusion. Each relevant topic has got subdivision with further explanation, details and a final conclusion.

2.2 Research Background

Before 2001, as well as many other restriction on various freedoms, the media's influence has also mainly become very limited under the Taliban Regime, together withholding on television in 1996, and even music came under cloud in their law. It was difficult to express one's thoughts even about their fundamental rights. In the time of the Taliban government where only one radio service,a small number of newspapers related to government agencies, and TV were completely shut down (Asian Foundation, 2014). This much of growth and development in the media platform during the fifteen years was nothing short of a change. During the era, they destroyed everything. If one would have seen with a television at home or listening to music, he/she would have been sentenced to imprisonment. Most media operated from other countries and that's why we call for this time that the media was under shadow and its impact however became a significant actor in government affairs from the day on of the new state-building in Afghanistan. To address this problem, a great deal has been discussed in this respect to reveal what has been done to media's role on particularly human rights, combating corruption and public awareness.

Since 2001, when Taliban government has collapsed, the media department went throughout an exemplary growth in all governance units. Amid which Radio and Television, madetremendous

and important helps to Human Rights, support for anti-corruption and public raising awareness in Afghanistan.

According to the TOL News Report of 16 APRIL 2019, and Government's statistics confirmations 96 TV channels, 65 radio stations and 911 print media in Kabul, as well as 107 TV channels, 284 radio stations in other provinces. The Report indicates1,879 active media in Afghanistan which are the major successes of the Afghan media in the past 18 year's governance process (TOLO News, 16 APRIL 2019). However, freedom of information and the partnership of media, which are the main sources of access to information for the main stream of minor people not only in Afghanistan, but in the world. Unfortunately, chances were not dealt well during the regime of Taliban and the importance that media would play were not understood or known by them at that time.

Today, as we know that a free media has an important part to routing the governments on the accurate way to protect, enforce and promote human rights, combat corruption, and work for public awareness. Media train the readers, listeners, viewers with knowledge and information that enable them to take part in all politics, democracy and give them a sense of their basic human rights. The link between press freedom and freedom of speech seems to have similar meaning.

Since then the new state-building in Afghanistan where at the same time freedom of press and speech also emerged and played a useful role in covering of great awareness of the understanding of human rights that every citizen enjoy and reliant on their economic, social, cultural,politicap and development condition, the right of everyone to their basic freedom without showing honor to religion, sex, language or race.

Today, free diverse media is impacting on governance policies as well as largely influencing public opinions and government organizations, but still needs to be reviewed some of the areas

academically in the modern arena. In the last almost eighteen years, a lot of media emerged but the impact is still a question. However, the media department faces a number of obstacles that limit its capacity to realize this potential, which can only be overcome by combining efforts and focusing the attention of both foreign and domestic stakeholders.

2.3 Problem definition

According to the findings of the study, the media has basically left an affirmative representation among Afghans as a result of their active role in organizing and executing the new state-building, which began with the happenings of September11,2001, and culminated in recent historical changes in Afghanistan, including the Emergency Loya Jirga (Grand Council) and other constitutional developments. As mention early,before 9/11 Media was fully banned and has lost of its public trust, infrastructure, human capital and lack of public awareness (Third World Quarterly, Volume, 23, 2002 – Issue 5). Still Afghan officials feel the lack of ethics, good academic qualifications, and professionalism among media commentators and policymakers. Despite approaching to building some initiatives and several strengthening interventions made in order to address this issue.Competence and high-quality output are still absent in the media family sector. The focus is on to critically scrutinize the media's selected aspects (Television & Radio) and its implications for indispensable Afghan government issues. Further it explores the strengths and weaknesses of what level the media has reached and what level has is lacking of progress to be done in different segments that support to the development of Afghanistan in a sustainable manner helping the good governance.

2.4 Importance of Research

The media's involvement in selected aspects of governance in Afghanistan was a preplanned idea with me while started my study journey to Bangladesh and started my Master degree at BRAC University Institute of Governance and Development studies. The media's impact in promoting inclusive policies and decisions has been well established in media literature across the world. Everyone would embrace it and be conscious of it!This study paper will show that, more than at any other time in past, the media has influenced public opinion and national decisions through drive in reporters in Afghan history and government agencies. This is not proposing that the decisions made are only with the media. If the media truly drive in a positive path will also leave a positive measure which must be considered when creating strategies. This paper will more focus on the following objectives as the main and steering point in the research:

- To critically examine selected Media's (Television and Radio) role and implications for critical Afghan governance issues
- To identify the strengths and weaknesses of the role performed by Media with regards to governance
- To explore ways and means of making the media's role more effective.

Media has become very prevalent in Afghanistan in the last eighteen years. Therefore, a historical review that not only in the course of the Taliban's regime which missed a number of opportunities, but this research paper will focus on early trends in connection to present. As a broad field the media is, its importance and role has widespread involvement in a society's changing process. From Political role to social, development, Educational, Reconstruction and Achievements and to Impact on opinions and behavior of the government decision makers in times of national and international issues related to governance. This research paper is particularly focusing on Television and Radio role in strengthening public awareness and promoting Human Rights.

Media is playing an important role and a tool for national power because of its phenomenal influence over the opponents as well as on the public. It also easily manage our foes and quickly responses to effect positively on our capability to rapidly care of its bad effects (Media Today, p.26).

2.5 Research Limitation

For all intents and purposes, this research covers the conceptual links between the role of media and governance for media practitioners as well as all other domestic stakeholders alike. It will also be limited to media agencies have active broadcast in Afghanistan (Television & Radio). The study will cover the period between 2001 and 2019.

2.6 Research Objectives

The core of Objectives of the research are as following:

- To critically examine selected Media's (Television and Radio) role and implications for critical Afghan governance issues
- To identify the strengths and weaknesses of the role performed by Media with regards to governance
- To explore ways and means of making the media's role more effective.

2.7   Research Questions

The Questions that this research paper will ask, then is:

- What is the conceptual links between the role of Media and Human Rights?

- What is the current status of the role of Tv and Radio in promoting governance in Afghanistan?

- What are the strategic strengths and weaknesses of the role of these media in relations to Human Rights?

2.8   Research Methodology

The objective of the study and the role of the media to critically examine selected Media's (Television and Radio) role and implications for critical Afghan governance issues, to identify the strengths and weaknesses of the role performed by Media with regards to governance and to explore ways and means of making the media's role more effective, the thesis will essentially derive benefits from the following methods.

2.9   Literature review

The research will look at the role, contributions, and challenges of the media in human rights enforcement, protection, and promotion, as well as public awareness. The study will further establish the right conceptual, legal, and institutional framework by using local and international language books, reports, rich documents relevant to the research objectives that contribute to media as tool for governance affairs in Afghanistan.

2.10 Data analysis

Data was independently collected and analyzed for each of the chapter studies performed. A key foundation to the research was provided through utilization of various comments, recommendations and plans related to the protection and enforcement of human rights law and access to information for public awareness. Based on domestic policies, legislations, directives and guidelines some theoretical building blocks are provided by the researcher's personal interpretation of local events and situations in order to examine the current status of the formation and flow of the media in protection of the law of enforcement for human rights as well as public awareness.

2.11 Questionnaires and interviews

The questionnaire will focus on media professionals in order to measure their capacity to enhance human rights and raise public awareness in Afghanistan. The questionnaire will also be used to determine the extent to which media organizations are sensitive in the implementation of human rights law, access to information, and public awareness. Interviews will also be conducted with Afghan media owners, journalists, human rights units, government and non-government institutions. However, interviews will also be conducted with the high ranking local and central government officials working in existing and ex-government. This will be used to assess the role and contributions of the press in the protection, and implementation of human rights law while working to strengthen the public awareness system in Afghanistan. In addition to this, it will also assess the encouraging atmosphere for the effective function of the media.

Confessedly, this study will focus more on Broadcasting Media particularly (Television and Radio) role in Afghan governance. A critical analysis will examine the existing structures and process to a certain extent taking look to the past eighteen years.

To carry out this critical analysis, a number of Data collection and Techniques are used. These information include the use of primary and secondary sources dealing with the role of media in selected of aspects of governance as well as general issues of Media in Afghan governance affairs.

Primary source of information will be making use of the following:

1) Interviews with Politicians, Journalists, commentators and communicators
2) Interviews with members of political parties and their representatives
3) Speeches by prominent political and media personalities
4) Articles on media's role in Afghan governance affairs
5) Newspaper features and columnists
6) Surveys of Public opinions and
7) Personal observations

An account of the significance of the primary sources are given briefly below. To ensure whether the media have fulfilled their fundamental mandate, opinions were discovered from key government personalities, politicians, senior officials, media executives, representatives of political parties, key managers, social activists and public opinions were taken into consideration during the research. These individuals are well placed to assess the role of the media in governance affairs since they have been staying close for interpreting media's role, importance and media policy over the past eighteen years.

To a large extent, primary data has been used in this research while secondary data is also standing in for its invaluable information nonetheless. However, in this research paper, many local and country official languages (Pashto and Dari) also used as secondary source. The importance of the primary data is due to the research background since media and its role in government affairs in Afghanistan that has not been researched fully in the post period and a comprehensive investigation would help answer to the objectives of the research.

From the other hand, questionnaires and interviews contribute to a large share of the primary research data. Secondary research is typically managed via using previously available information such as summaries, existing findings, government official documents, reports, authoritative literature in the relevant field and the researcher proposes to use company records, peer reviewed journals, books, and other articles published relevant to the research topic.

2.12 Thesis structure and organization of the study

The study attempted to address the impact of media in the guarding and implementation of human rights, as well as public awareness. Therefore, the research is framed in five chapters. The first chapter of the study will introduce a general introduction of each single topic of the research paper; research definition, importance of the research, research limitation, objectives of the study, research questions, research methodology, literature review, Data analysis, Questionnaire and interviews, Thesis Structure, problems and a conclusion. The second chapter discuss the Literature review and examines the key components in regards to the problem of the research. It will be more concentrated on media's role in the protection and implementation of human rights and public awareness in the society regards to various governmental issues. It will also provide a brief overview of the theoretical, normative, and formal frameworks established for the promotion of human rights, as well as the role of the media. This chapter also assesse the role and responsibilities of the media toactively give public awareness while protecting and enforcing of the human rights. The chapter will also discuss the major challenges and constraints that the media face in protecting and enforcing human rights and raising public awareness in the Afghan society. Chapter three discusses the methods, means, and research tools used to collect, analyze, and interpret data, as well as a review of the media's history in Afghanistan regards to human rights and public awareness of government policies. In words, the

contribution and role of media in public awareness and the protection of human rights in the last eighteen years is concentrated. It also discuss the activities of the media where major human rights violations are discovered. Chapter four presents, analyzes and provide critical interpretation of the data collected throughout the assortment targeting to be used for an applicable, feasible, action based conclusions and recommendations. Furthermore, this chapter will look at the practical engagements of the media in protecting of the human rights in Afghanistan. Private actors and non-governmental organizations (NGOs) involved in human rights advocacy will also be researched in order to determine their role in engaging the media in the promotion of human rights as well as public awareness. This chapter also discuss the legal policy and institutional gaps, the challenges, strengths and weaknesses of media while reporting human rights and public awareness. Chapter five, makes a conclusion, recapitulates findings from the chapter three and four on data analysis, presentation and interpretation. Having the finding from the last chapter, the study will particularly present and provide connected and relevant recommendations. Finally, this chapter also take some measures in light of the problems concerning the role of media and its activitiesof human rights and public awareness in Afghanistan.

2.13 The Conceptual Link between Media and Human Rights

The conceptual link reveals that the mutual connection between study's research variables which are in fact the research objectives of this study, the independent variable were 7 activities in Afghanistan and the dependent variables of this study were protecting of Human Rights and providing public knowledge in the community.

Figure 1: The conceptual link is illustrating the role of the Broadcasting media and the promotion and protecting of human rights under this research.

Independent Variables   **Dependent Variables**

Role of the Broadcasting Media (Television) in Human Rights	Promoting and Protecting Human Rights
❖ Raising the level of public knowledge on issues that influence the livelihoods ❖ Right to food ❖ Participating in Human Rights debates with serious human rights violations ❖ Right to social security ❖ Right to housing conflicts ❖ Revealing violation of human rights topics ❖ Other Human Rights	❖ Access to basic needs of life in the context of HR ❖ Right to human security and safe life ❖ Right to food ❖ Right to housing ❖ Right to Education ❖ Rights to Work ❖ Right to freedom of speech ❖ Right to Social security ❖ Right to health

Intervening   variables

Government Respect
Good governance
Monitoring and assessment

2.14 An explanation of the Conceptual framework

In the case of the Independent variables the role of media is in Human Rights Promoting, protecting and raising level of public awareness taking place in Afghanistan. Giving knowledge about public awareness and human rights issues that influence people's lives, as well as their participation in the said areas. As a result of serious rights violations happening in the context of armed conflicts, investigates and reveals violations of human rights, but it does not treat, affect or prioritize other people's human rights.

On the other hand, dependent variables are; access to basic needs of life in the context of Human Rights, right to security, right of freedom of speech, right to food, education, work, societal security, housing and right to health services.; this take the measures of the rights of people implicated by the accredited institutions and typically influence by good governance. Policy monitoring, accountability, Transparency, rule of law and discrimination free Government are said to be the intervening variables.

Chapter 2

Literature Review

2.1   Introduction

This chapter evaluates the important notions of the paper. It will provide a summary of the literature and examine relevant theories of the role of the media in promoting human rights and public awareness in the context of Afghan governance. The study will further discuss the conceptual links between the role of Media and governance, the current status of the role of Television and Radio in promoting governance in Afghanistan and the strategic strengths and weaknesses of the role of these media in relations to governance in Afghanistan. Throughout studying different local and International books, journals and reports, the study will attempt to determine gaps in the same field literature and therefore and will discuss the importance and relevancy of this research paper.

2.2   Historical Context of the Media in Afghanistan

Since the 9/11 attack in New York, Afghanistan media as an influential factor put its impact on society, particularly working for human rights. Afghanistan is of the countries that have been influenced by instability over decades of war and conflicts. After collapsing the Taliban regime in 2001, by the United States, the people of Afghanistan achieved greater freedom to participate in public domain; such as expressing ideas about their basic rights, access to healthcare, education, technology, work and employment, but the Afghanistan's media initially raised during the period of Seraj-ul-Akhbar known the most leading first newspaper in Afghanistan, published in 1906 (The newspaper "Seraj-Ul-Akhbar-Afganiye"). Media has influenced the society culturally and historically. Today, as the world connects through various media outlets, Television, Radios programs, movies, music, videos and internet social media are most reputed forms of media that is playing a crucial role in strengthening public awareness and protecting people's rights. The media's position in Afghanistan has grown to be very significant, it has only been developed in

the last two decades. As Post-Taliban, the country went through a dark period, political anarchy and economic stagnation was plunged and the country was not opened to the world, Media was fully banned, even nobody could make a cell phone call in 2001 and people had no access to TV. However, by some perceptions, Afghan media is independent, yet there are many issues that need to be dealt and practical steps for a free and independent media.

In this chapter, the discussion is about the Role of Media in society more importantly in promoting the human rights, strengthening public awareness and the influence of media on society after 9/11. In this respect, interviews have been conducted with some residents, public servant and employees of Independent Directorate of Local Governance (IDLG), officials of Ministry of Information and culture, and the Afghanistan Independence Human Rights Commission (AIHRC) in Kabul and Paktia provinces, Afghanistan.

2.3   Radio as a Media outlet

Radio broadcasting started in 1925 with Radio Kabul being known as the first Radio station in Afghanistan. Since then, by the late 1970s, approximately most of the major cities residents had access to radio programs in their homes. According to the World Fact book, the current number of Radio stations goes more over 150 radio stations in Afghanistan, these include   AM and FM having programs both Persian and Pashto Afghanistan's national and official languages as well as English language broadcasting programs (The World Fact book, 2017-05-16).

As an easy reachable media outlet, radio is the only sources that reach more people than any other media platform especially remote and vulnerable communities in Afghanistan. Radio has a long history in Afghanistan. Radio due to its accessibility and high impact because of having free of cost among people who may be mostly illiterate and having lack of access to other media platform; importantly, today the most willingly available of all media across Afghanistan

Radio as costing less while the powerful tool of poor society that ensure people to aware of their rights and defend them. According to Afghanistan studies, the radio outlet use three major

strategies: educating about basic rights, monitoring the status of rights, and encouraging for respect of rights. For example, respect for human rights is the small level of awareness among people and many people underestimate the dignity of others. Radio stations and networks efforts to work alone or with others to ensure respect for human and civil rights. Radio as a recent evaluation of its social impact concluded, more particularly at ensuring inclusion of poor and marginalized classes, the ones who are most likely to experience violations of their Rights (AMARC, 2007).

Radio became even more renown during the late 2001 due to the settlement of the new state building and a democratic based government in Afghanistan. However, Television and other forms of Media outlets are delivering service with lost cost; for most rural families, radio broadcast services that draw the attention of people without direct charge. Radio gives a pleasure and delight people with different programs and influence people in many ways. As the effective role of the Radio, today people can easily find the world's latest news, reports and events across the country more rapidly than it happens in the print media. Benjamin Armstrong, the former president of the National Religious Broadcasters, explained radio and other electronic media outlets and said: "new Pentecost that communicates religious belief directly to the homes and hearts of individual listeners and viewers" (Armstrong, 1979).

2.4   Media and Human Rights

People look on media as a powerful and effective instrument that publicizes information that influences public opinion and agree on the interrelationships between the media and society that had been noteworthy since ages. The media is a powerful "agenda setter," influencing public perception and the stability of policies and administrative structures at a higher level. As a "societal watchdog," the media works to raise public awareness and establish understanding of human rights. However, inequalities and possible distortions of social and political concerns do

exist in some situations (Human Rights and Changing Media landscape, Thomas Hammarberg, 2011).

2.5   The role of Media in Promoting Human Rights

It is well acknowledged that after the three fundamental power in the Afghan government setting (The legislative power, the executive power and the judicial power) the media as fourth pillar play its role in all governance issues. This means that when the media performs its tasks properly, it fosters sustainable development by giving awareness to citizens about what is going on in their resident and or around the globe.

This also strengthens the public awareness among people and also offer them unlimited opportunities to be conscious on what is worth of and convenient in contrast to what is not likely. Furthermore, it encourage people to take part in national growth campaign and contribute to their personal prosperity. The implication is that, the media should play a critical role in protecting Human Rights and bring a sense of change in the environment. To approach to all of these objectives, the media must hold a well-structured rule; otherwise, it will become a demoralizing and disastrous condition (Hartley, J. (2002). Communication, Cultural, and Media Studies).

Human right as a broad issues in our life, it covers all human matters nevertheless of nationalities, religion, races, creeds or color. The 30 rights asserted by anyone and used against anyone, particularly those who run social organizations. When the United Nations (UN) established and other protocols of The Universal Declaration of Human Rights (UDHR) in 1948, the idea of human rights has developed as one of the most important issues in the world (UDHR, 1948).

The first international documents that confirmed by the UN for the protection and promotion of the Human Rights and by means the world showed its commitment to obey not only by states of the world, but also by individuals. The very important reason why it was adopted, because of

prediction of preventing the world's two devastating and upsetting events of the world wars that brought immersive violations to the human beings (UN Charter, 1945).

In addition to the UN's struggles, the state is also a critical player in the protection and promotion of human rights, as well as providing public awareness to the citizens. The state has a key responsibility to offer necessary measures and guarantee the citizens, still there are different incidents around the world where states have been convicted abusing the human rights instead of defending the rights of individuals. However, when the state possess a main responsibility for human rights issues, other organs of the community, such as public-private partnerships and non-governmental organizations (NGOs), are also involved in human rights protection and promotion (Jyosana Dighe, 2012).

Human rights and its violations are now widely known around the globe and Journalists cover a wide range of issues, including human rights violations.The focus given to human rights by different media boards is noteworthy, as their exposure shows the scale of violations that happen across the globe every day. Many research on the media and human rights are focused on evaluating the regularity of human rights concepts, most importantly in print media such as newspapers and magazines. Lessons from the field of communication and governance have taught us that the media educates and tells the public on a wide range of topics from different perspectives, and also functions as an agenda-setter, influencing the grassroots to hold certain views on specific issues (Maxwell McCombs, 2014).

2.6   Media and Society

As mentioned early, following the three main forces in a state (The legislative, the executive, and the judicial), the media is the fourth pillar that plays an essential part in government affairs.

According to Paul Traudt (Traudt, 2005), the media has three important duties and obligations in the community. These are:

- To inform:

Media gives knowledge to the people on what goes on inside and outside the country to keep them informed and provide them opportunities to not interfering in their activities. They get aware of their rights and having access to information whether about human rights or public awareness.

- To educate:

The media educates us and reaches to all the citizens and they educate others. Media helps educated citizens to acquire more knowledge, whereas it should be an opportunity for illiterate people to learn new things.

- To entertain:

The media, as a key role player, has the mission of assisting individuals to relax and keep them away from clubs instead It keeps them together and allows to acquire more important relaxation techniques.

2.7 The role of Media in strengthening public awareness

In today's emerging world, many factors would be discussed while discussing about access to information and creating public awareness in a community. Media is of great importance in this regard and acting as a constructive role in today's evolved society.The significance of Media in Afghan community took place after the collapsed of Taliban in 2001. In part, it matters in the diverse aspects of the governance issues, human rights and public awareness. It is the most effective instruments of communication, a tool for access to information which increase and strengthen public awareness in different sector, such as environmental awareness as well as political awareness.

We can see now that the media have a big role to play while watching TV, hearing the radio, reading books, newspapers, magazines, reports and newspapers, and that part of the media has a very responsible social duty to play to gather knowledge and information. People in societies would not be separated simply from the other parts of the globe, but also from the whole development of an actual world when the media do not exist.

Media is playing an important role towards forming a good society in fostering our lifestyle in order to steer it in the right direction. It often tries to prioritize the reality of the situation and important factors. The best means for increasing public awareness in today's culture, whether it is political, social, or economic, and delivering us with the most up-to-date prospects in accordance with what is occurring in our planet, making us conscious of our rights, raising awareness against problems in our surrounding, what is new taking place around us, revealing corrupt politicians and hardcore criminals through prostitution operations.

We all remember that long while ago, we used to get all of our news, perspectives, and happenings from radio, television, and or theater. However, they make a good societal contribution and beside it they also earn a living. Thus, multiple media are putting efforts to increase their business, and often they go off from the ideas that have proven to be effective. What community chooses for its survival and performance is mostly assessed by governments. Policies and guidelines limit their work plan in specific fields. According to my understanding, some critical international topics that are causing conflict amid them should not be disseminated through the media. Instead, the mainstream press should stand in front of society with complete truth (Afghanistan Media profile, BBC).

2.8   The Notion of Human Rights

People have struggled for years to obtain a recurrent notion of human history, the fundamental and fundamental rights that individuals possess and humanity is by definition a feature of specific

personal rights. The bookmarking notion is a history of the Hammurabi Code, the Magnum Charter, the French People's Republic Declaration, and American Charter of Rights that date from thousands of years The Hammurabi Code, the first collection of individual rights around 4000 years ago, protects people from subjective persecution and punishing (International Human Rights Monitoring Mechanism). However, the text was judged barbarous by the current norms of human rights, showing that even in prehistoric times the notion of human rights persisted.

According to the Stanford Encyclopedia of Philosophy, the human rights notion is the norm that protects all mankind's rights all around the planet. The rights that protect individual from many societal, political, legal and social abuses. Having the right for Individuals have the right to religious freedom, the right to a fair trial when charged with a crime, the right not to be harassed and the right to education.

2.9   Is the Media free to write what it wants?

The free press is a crucial idea in all sectors of society when we examine the function of the media. It is a need for the media to be diligent in carrying out their tasks. The right to freedom of the press gives the media the power to decide how their programs are designed and how they report fairly (Jon Bruschke, 2012). The current media legislation, which became the result in 2009, protects the citizens' access to information and refrains from censorship, and Article 34 of the constitution affirms on freedom of exposure and freedom of opinion.

In democratic nations, like as Afghanistan, customers, civil news agencies, publishers and publishing workers are seldom taken into consideration, despite being a free, responsible administration. Media freedom might be characterized in a democratic society as a lack of influence from government (John Steel, 2012). The four key elements that might determine whether or not "Free media" exists are the juridical, political, economic and professional environments. Consequently, press freedom is an essential condition for the exercise of public

rights. So news networks must be self-sufficient in order to fulfill their social roles (Victoria Chioma Nwankwo, 2011).When a reporter travels to areas where human rights violations are widely known, they require legislative backing to ensure their security and safety from a policy perspective.

This shows that the legal framework requires press freedom being constitutionally protected, as well as being free of reporting boundaries. Freedom from government censorship, "access to competitive resources," and freedom from harassment and violence directed at journalists are all made possible by the political context. If an influential individual is implicated in a breach of human rights, the journalist will be subjected to a variety of political pressures. Governments and bureaucracies must support journalists and help them in exposing violations.

2.10 Initiatives of Media in bringing public awareness and achievements in Afghanistan.

> "It is a joke that the ISAF journal makes great kebab wrap and that radio broadcasting in a single box is just a source of fun."

Throughout many literatures related to the Media reports in promoting human rights and political awareness, I have come to a result that when any government intends to harden the situation in accordance to their internal policies, they start controlling over media outlets and turning it into a pro-establishment document. Many examples indicate that context, which raises policy questions, is normally unconcerned. Government-owned or funded media companies may examine or access content before it could be published. In some situations, they play a role in the selection of editorial boards for media organizations. As the Moby Group broadcasting both in Pashto and Dari in Afghanistan and is considered strongly that it could be influenced by both Western and Iranian culture. The Mohseni brothers, who owns this Media Group use as its spokesperson, and only unfavorable reports are frequently published freely. While the Afghan constitution guarantees everyone the right to freedom of speech and prohibits media censorship unless in emergency cases that jeopardize the country's national interests and sovereignty (Afghanistan Media Assessment).

Since the Taliban's collapse, there has been a resurgence of independent media and the establishment of a democratic state in Afghanistan played crucial role for promoting peace and the respect for human rights. For instance on Asia TV in western Herat Province, media advocacy groups, civil societies and the social activists highlighted the key role of the media service delivering in different fields of Afghan people. During my interview in Paktia province, Ihsanullah Ihsan, a social activist and Media advocate said, though the challenges emerge day to day because of the increasing political awareness and upholding human rights, the journalists face in some events with death threats from Taliban, but it does not mean we have to deny the Media freedom or work against. He further added, it is my right to ask for the government policies made by policy-makers to raise my voice which is only possible throughout a fair, free and independent media that is helping move our country towards a bright future.

Based on the evidence and a statement expressed in upper paragraph, which has to be noted that the media whether Television or Radio has role and obligation to reflect on contrasting views expressed about any given issue and helping raise voice to various positions to move Afghanistan forward. At the main time, this can also help additional support for safeguards to protect journalists and media professionals who are working out hard for the protection, promoting and giving public or political awareness to the community. This will also achieve political pluralism where everyone can see themselves.

2.11 The Power, role and Responsibility of Media in the Protection of Human Rights

Among the most major successes of the post-2001 restoration determination in Afghanistan has been the unexpected evolution of the media.Apart from some print newspapers, there was no broadcast prior to 2001.Afghanistan now has hundreds of newspapers, radio and television stations, as well as web-based media outlets. In Afghanistan, mass media are rapidly playing a role in the society, encouraging discussion and affecting public sentiment.

According to Schultz (1998), the press arose as the fourth pillar as a result of the practical implementation of the ideas of freedom of expression, which were highly demanded in the eighteenth and nineteenth centuries. Media began to establish itself as a vehicle for public debate and political influence by declaring an autonomous position in public life and emphasizing the importance of freedom of speech.

The supreme function of the fourth state, act as a mean of expression for their actions on behalf of the public, function as a platform for practicing their acts on behalf of the general public, who has less direct links to power-related information (Schultz, 1998). Furthermore, the media can work for public awareness about social issues and convince elected leaders about public needs and priorities. This allows people to address their problems and ideas to each other as well as to the government, which is seems vital for impoverished and vulnerable people in the society. Media involving in a number of factors which can get together to promote development and wider community well-being in a variety of ways.The media's part in the historical heritage of communication for development, as well as the media's increasing influence on value creation, societal evolution, and change. Media is long been recognized as an instrument for promoting developmental change by people working in the field of communication for development, but it has been largely ignored by internal policies and regulating mechanisms (TEMCO 2010).

According to a 2010 study report, the media's function extends well beyond simply disseminating news and information and concerns in our community or it is allowing the public and groups to convey their views. The media, as a influential role in society, is significantly responsible for not just informing, but also for developing the concepts, belief systems, and even the symbolic and verbal languages that citizens use to make sense of and interpret the reality of the world.

As a considerable issue, it is still a problem to find out what the public's interests are, or to figure out exactly what the people wish.Libel and defamation laws with legal ramifications can also deter them from doing so. Aside from circumstances where such freedom might contradict human rights, every restriction on media freedom is a restriction on individual rights. The ethics of not

injuring others and honoring others should be prominent in journalists' considerations (Denis McQuail, 2010).

We must not forgetthat it is not a journalist's responsibility to report on human rights ruptures, but a favorable chance to make a genuine contribution to society. Media works to protect human rights based on our moral and social ideals (Ibrahim Seaga Shaw, 2011).

Chapter 3

RESEARCH METHODOLOGY

This chapter discuss the methods to be followed in the data collection process, as well as the research scope, analysis, and interpretation. It will also discuss the tools and methods that will be used during the data collection, analysis, interpretation, and interview phases. The research design, research scope (study population), data collection (interviews, questionnaires, and documentary sources), and data analysis are also presented in this chapter.

3.1 Research Design

As the research topic is totally new in the context of Afghan governance issues and the available literature consider to be being less, However, the following are the main stages of this study:

a)   As stated in Chapter II, a survey of the published literature was conducted in order to gather information from other published articles.

b)   The research questionnaire was created primarily on the reviewed literature, the gaps in the literature study, and the research questions.

c)   Contacting and interviewing respondents as part of the survey management process.

d) Questionnaire, survey, and interview findings are analyzed and interpreted.

e) To provide recommendations based on the outcomes of this study.

3.2 Research Scope (Population of the study)

The target population is the group that the researcher wants to represent in his study, whereas the sample is the units from a population of interest that is being studied. In my research, due to lack of less literature so far done in this regard, financial constraints and to avoiding broadening the topic of the research. Therefore, the decision has been madeto make use of the coverage of two Afghan media outlets. Radio and television were chosen for the following reasons:

1. Both media's representations (broadcasting on Radio and Television)

2. Radio's existence had still the maximum number of viewers in Afghanistan (Afghanistan Media Assessment, 2010, p, 15)

3. The fact that Television & Radio are the only sources for people on various governance issues and As a result, compared to other Afghan media channels, it employs a larger number of people.

For that reason, the research scope will be 30-50 media and governance practitioners (Journalists, social activist, government officials & etc) both of the above-mentioned news organizations the folks chosen at random will be included in this group.

3.3 Data Collection Process

The majority of the information required for the research was obtained through a series of face-to-face interviews and written questionnaires. A semi-structured interview questionnaire was used to collect data. Because all of the respondents were alphabets, it was possible to let them complete the questionnaire, but the researcher did his best to provide appropriate explanations and clarifications to all of them in order to avoid any misinterpretation or confusion. The survey consisted of 25 questions that allowed respondents to express their thoughts on the subject being studied.A total of 24 people, all of whom are working as journalists, responded to the survey,

media practitioners, human Rights experts, social activists, government officials and experts practicing governance issues in Afghan government sector among whom 15 were from Media family and 9 others were different sectors involved in government and human Rights affairs. Following that, additional information were provided based on existing data, including various accounts from Afghan media Resource Center, reports from Afghanistan Human Rights Commission, and other publications written by local and international languages as well as newspapers.

3.4 Interviews

Interviews are defined as a controlled environment in which one person, the interviewer, asks a number of questions from another person, the respondent, in response to a research question based on a specific issue under investigation (Hart, 2005). It's essential to remember that a quality primary analysis is more likely to result to new findings and incorporation. The qualitative data assortment procedure can help in the development of a conceptual framework for the researcher (Mathew & Huberman, 2008).

After collecting and analyzing a number of interviews, the qualitative data was judged to be complete in the study. Face-to-face, written, and email interviews were all recorded and gathered. The interviews that were collected in the form of recording were converted into textA list over all interviewees, with their profession, is added on the next page. Before interviewing for each individual, some of Participants were given assurances to be considered unknown as per their personal request. As a result, several of their given names have been shortened to their contractions form. The gender of the interviewee, the method of data collection (email, paper, face-to-face...), the length of the interview, and the date of each interview are given below.

Table 1: Ten Government officials- Interviewees

Interview actor's Initials	Date	Gender	Medium	Duration	Profession
Kh	20.10.2019	Male	Face-to-face	25 Min	Provincial Governor
Rastoon	18.10.2019	Male	Face-to-face	20Min	HR Director
AH	15.10.2019	Male	On paper		Social Activist
Nasrin	12.10.2019	Female	On paper		Director of women affairs
Muska	08.10.2019	Female	Face-to-face	20 Min	Gender officer
SK	06.10.2019	Male	Email		Director of Afghanistan Radio and Television (RTA)
Shaheem	05.10.2019	Male	Email		Head of Provincial Human Rights commission
AB	04.10.2019	Male	Face-to-face	25 Min	Provincial Spokesperson
Shakoor	02.10.2019	Male	Face-to-face	20 Min	Journalist
FD	01.10.2019	Male	Email		Journalist

An example of an Interviews is provided that was conducted on October 20th with Paktia Provincial Governor. Afghanistan official and national language Pashto was used while interviewing with all the respondents. His remarks has been translated and discussed in the interview as following:

Provincial Governor Highlights the importance and instant access to information of media as advantages over governance issues in Afghan Local governance. He goes on to say that anyone with access should use today's Technology, write his own newspaper, broadcast Radio and Television if he'd like to say something about governance and the role of Media with a little bit of ability. On the other side, he believes that the lack of media control is disadvantage because it can occasionally lead to the propagation of false and misleading the information to the citizens. Professional journalism, he believes, is in the same way essential while covering Human Rights concerns, violence, and efforts to improve individual rights and raise public awareness. He thinks that both Media workers and the citizens should coexist and affect each other positively while Human Rights are violating.

Governor Katawazai believes that media in Afghanistan does not suffer much more from government control and censorship. Though the media (Radio & Television) often present news against all the government policies, targeting people who are in some way working for regional Intelligence agencies. They are only growing their popularity, ad revenue in order to compete with other media outlets in the country. Media owned by the government such as RTA (Radio Television of Afghanistan) and their provincial substations are doing the government agenda and the national interests. Because Afghanistan is doing business with a number of European and Asian countries, and because organizations who control media companies are also following other commercial goals, they want to maintain good connections with the government. This result in applying too much independency and whatever they Private Media family violates does not make a matter for them. Mr. Governor is saying that censorship and control of the media in Afghanistan are due to a lack of a strong democracy culture and intolerance for criticism.

3.5 Role of Media in improving Human Rights

Katawazai expresses his opinions on the Television and Radio's role as an effective platform for integrating people all in the country. Human rights is a broad topic that affects people of all races,

ethnicities, castes, creeds and religious beliefs. Human rights and its violations are widely acknowledged around the world, and matters relating to human rights abuses are extensively covered by the mainstream media. As a result, the importance of diverse media platforms paying attention to human rights is notable since their broadcasting reveals the extent of atrocities occurring all across the country. Human rights violations is a serious issue that needs to be addressed fully, not only to safeguard and respect human rights, but also to improve human living standards. He adds that as I early mentioned that Media in our country is somehow working for their donors often do not reporting on human rights breaches in Afghanistan should include a broad approach. Even when there are no violations of human rights, the media frequently fails to embed human rights programs into their programming policies.

Mr Governor express his opinions about Media's role on strengthening public awareness that today People from throughout the country are able to experience the excitement of the Badakhashan National Park simultaneously with those who live in historical Khayber Valley eastward. The media has facilitated the alerting of journalists about human rights crimes and raising political conscience and standing with cohesively. But in real life activists need social campaigns to lead the movements. It also needs to be fitted for sociopolitical contexts. Revolutionary movements and social movements happened prior to the media rise when the conditions were ready. Communication has been made easier, as have opportunities for increasing awareness, institutions, and knowledge sharing with people in even more distant communities.

3.6 Questionnaires

The data and information were collected using questionnaires, both closed and open ended, used to collect data from respondents. Initiatives were also supplied. These questions have been designed for various officials of government and the commercial sector, directors, analysts, journalists and civil rights activists above the age of 18.

Afghanistan's media family current questions of human rights in a different way of reporting as the country is experiencing almost forty years of war and conflicts . The way media outlets (radio and television) portray human rights problems, advocates, and victims of injustices.It also affects policymaking and legislation. The purpose of this study, particularly the Questionnaire, is to learn how Afghan media and media institutions see and report on human rights issues. On the other side, an effort has been made to discover how people, human rights organizations, and activists perceive the media's coverage of human rights issues in government.

3.7   Documentary sources

Several documents were scrutinized in order to obtain secondary data gathered from numerous government documents such as Afghanistan Media assessment Reports, Afghanistan Human Rights Commission annual reports, Media companies, Line Ministries Reports, articles, journals, magazines, Local and International Books written on various Governance issues and the role of the media in promoting, preserving, and raising public knowledge of human rights.

3.8   Data Analysis

Many Research in different fields have shown that the task of analyzing of data is likely the most proficient work in the research process. It demands additional and further investigations for researcher's personal arbitration and skills in the respective field. The qualitative data collecting approach was used in this study research to obtain the necessary information to combine data acquired through questionnaires. It was designed to reach out to a select group of key respondents

in order to learn more about the research's topic. To get the needed information for the study, the data collected from the questionnaire was thoroughly examined and analyzed.

Quantitative data were analyzed using tables and chart in order to better illustrate data collected in the field while interviewing. The study's findings are described in detail. The research material was examined and provided in the form of straightforward explanations, descriptions, and percentages gleaned from various government papers on the subject.

Chapter 4

DATA ANALYSIS ANDINTERPRETATION

4.1 Introduction

This chapter of the study presents the findings and analysis of the research on the Media's role in governance affairs more particularly (Radio & Television) participation in the promoting, protecting and strengthening of public awareness between 2010 and 2019 in Afghanistan. This research was conducted in Southeastern Paktia province, Gardez city. The first part of this chapter presents general respondents, age of respondents, Education level of respondents and occupation of respondents as well as their social, political and public awareness characteristics collected in the research. The rest of other parts of the chapter includes the conclusion and discussion of the outcomes of the studies, which are organized according to the research objectives and questions used to lead the studies.

4.2 General Respondents

The total respondents which were selected and involved in this research make 76 (100%) and 24 (31.578%) respondents from questionnaires and 52 which makes (68.421%) were interviewed. Interviewed included 1 of the Southeastern Paktia provincial governor, 1 Member of Parliament (MP) representing southeast Paktia province, 1 Director of the Afghanistan Independent Human Rights Commission (AIHRC) southeast Zone, 3 Politicians, 1 regional Director from the Afghanistan National Radio and Television (RTA), 1 representative on the behalf of the civil societies, 1 Journalist from the Afghanistan Media family, different government and non-government officials, directors, civil society members, socials activists, women, Journalists from various Radio and TV channels, Tribal, Political and religious leaders of various parties.

The number of interviewed who answered back throughout face-to-face interview was partially high than those of the questionnaires; this is due to many reasons which one of good reasons is that in Afghanistan low internet coverage and lack of access to internet unable people to respond via questionnaire created on the web. However, it is more logically to seek answers from residents directly impacted, rather than ordinary citizens, who lack government access. The aim of this study was to evaluate the function of the radio and television in fostering human right and public awareness in governance concerns.

4.3 Age of respondents

It is very important to note the respondents age and gender for the research to gather correct information for the research. In this questionnaires findings analysis shows that 95.2% participants were male respondents and above 5 percent make female respondents. The respondents are between the ages of 18 and 60.Figure 1 illustrates the age distribution of the

research study population, with a high number of respondents, 10 (47.6%), being ages ranging from 24 to 30 years and 5 (23.8%) having ages ranging from 31 to 40 years. Other 3 respondents (14,3%) were between 18 and 23 years of age and 3 (14,5%) were between under 41 and 50 years of age and 1, who said that (0,08%) was aged between 51 and 60. The age layout of the respondents is presented in Table 1.

Table1: Respondents' age

Age	Number	Percentage
24-30	11	47.6%
31-40	6	23.8%
18-23	3	14.3%
41-50	3	14.3%
51-60	1	0.08%
Total	**24**	**100**

Source: Field Data (2019)

4.4 Educational level of Respondents

The educational level of gender has an important set of values in a research since it influences the degree of an individual's presentation and general view of global problems (URT, 2005). The researcher was interested in learning about the background and education levels of the respondents in this study. According to the research, 10 (40.6 %) of the respondents had a Master's degree, 7 (33.3 %) were undergraduates, 4 were postgraduates, making up 19 percent of the respondents, and 3 (8 %) had just a high school diploma. This disparity is related to the general level of education in Afghanistan, as well as the location, specifically where the research was done. Table 2 summarizes the educational levels of male and female respondents.

Table 2: Educational level of Respondents

Education level	Gender		Total	
	Male	Female	Number	Percentage
High School	2	1	3	8%
Undergraduate	5	2	7	33.3%

Master	8	2	10	40.6%
Postgraduate	3	1	4	19%
Total	18	6	24	100%

Source: Field Data (2019)

4.5 Occupation of the Respondents

The results of the questionnaire, as shown in table 3, indicate that the majority of respondents, 16 (81.2 %), work for the government, while 3 (7.15 %) are jobless. Among these, two (4.5 %) respondents work in business, while three others (7.15 %) work in the private sector. The data indicates that most individuals are employed and that a small number is involved in their business. This is because the study region was located in an urban environment that offers individuals considerable opportunities to engage in various socio - economic and political practices. The position of the respondent's profession is shown in Table 3 below.

Table 3: Occupation of Respondents

Occupation	Gender		Total	
	Male	**Female**	**Number**	**Percentage**
Government employed	12	4	16	81.2
Unemployed	1	2	3	7.15
Small business	2	1	3	7.15
Private Sector	1	1	2	4.5
Total	16	8	24	100

Source: Field Data (2019)

4.6 The Role of Television in promoting human Rights

Television has changed the Afghan governance landscape since 2001 and over almost 20 years, television has brought to Afghan community an indelible images of rights attained and rights

denied. It has taken us to places the rest of us go only scarcely. Indeed, Television has given a voice to the voiceless people in the society. It has introduced us to the foreign, reminded us about the forgotten and helped liberate the oppressed. Made amazing stories over the past nineteen years and almost infinite variety of reports and programs about the Human Rights and public awareness.

Television gives communication and information to individuals on the importance of protecting human rights, promotion of human rights and public awareness.Democracy depends greatly on the choices made by informed people and the media as a method to connect people to the government that delivers services for people. The UN Human Rights Report (1998) emphasizes the role of the media as a protector; the press guard provides its own sort of influence in events. It is in charge of fostering democracy by enlightening people about the importance of participating in all human rights issues. The Media's role is to keep an eye on people in positions of power and those who abuse human rights so that they may report on what is actually happening and being achieved for citizens.

Television, on the other hand, serves the aim of having people to exert themselves and have their views heard. Television, in particular, has predominance and an ultimate role over the other media forms of mass communication, especially in the urban Afghanistan, while radio is also an effective tool through which millions of people living in rural areas can today become absorbed on the basis of being common beneficiaries of a specific message. Citizens require information in order to understand what is going on and to determine if their representatives are performing their duties, whether they should make submissions to government, and whether justice is being served. Given this backdrop, this study was interested in learning from respondents if TVs played any role in protecting, promoting, or strengthening public awareness between 2010 and 2019. The questionnaire analysis indicated that 21 (87.5%) respondents felt that TV was significant in the advance of human rights. However, three interviewees (12.5%) believed that the human rights situation had had become ineffective between 2010 and 2019.

Respondents to the research questionnaire underlined and agreed that the television sector had many reasons for their claim to be involved in protecting, and promoting the state of human rights both in 2010 and in 2019. For example, nine (37.5 %) of respondents stated television played a pivotal role in all human rights efforts and human rights activities from throughout the country. They stated as TV or in whole the media family have taken third or fourth power in the world, its right that best ways for sharing info, news & public awareness about many human rights issues. They have stated that people were mobilized to update themselves with all human rights concerns.

The media's role is not only to regurgitate the officials' words; there should be content in the newspaper story about what the statement was delivered, how many people were already there, what the response of people in the streets was, and what political opponents utter. In addition, 6 more participants (25%) claimed that TV reported all human rights processes and phases. They stated that TV played an important part in raising up and telling the public that their rights were respected and also presented the whole procedure and the consequences when human rights were infringed.

There have been 4 (16.666 %) who said it fulfilled the function of speaking about human rights and disseminating information. Through this, residents were informed and awareness campaigns was improved.

2 (8.333 %) of respondents from the study said they had learnt the significance of safeguarding human rights and also how to advocate it by watching TV shows. They also pointed out that the media, particularly television, indicated that it was because human rights offenders who corrupt against ethics and those who take such bribes violate human rights laws and legislation that people avoid bribery while they have basic rights upset them.

One (4,166%) percent of individuals who asserted that TV did not perceive any beneficial function in human right protection from 2010 to 2019 arguing that TV did not raise any essential

concerns, instead of advertising. Some Television Broadcasting Outlets worked extremely closely with foreign Intelligence Agencies, political parties and they were saying that Television owners were not impartial while used to have reported about their foreign sponsor to work for their mandate. Some other two respondents (8,333 %) also claimed that TV has failed to follow their principles by abussing its owners, which are also political party affiliates. The Ethical principles suggests that the owners of media must ensure the highest quality and take responsibility to establish an appropriate regulatory framework. The following table shows TV's influence in raising public knowledge of human rights.

Table 4: The role of Television in strengthening public awareness of human rights

Response	Frequency	Percentage (%)		Frequency	Percentage (%)
Yes	**21**	**87.5**	**If Yes, how?**		
			Recorded events of Human Rights	9	37.5
			Reported Human Rights issues	6	25
			Strengthening public awareness and information about human rights	4	16.666
			Knowledge on importance of protecting and promoting human rights	2	8.333
No	**3**	**12.5**	**If No, Why?**		

			Reporting human rights propaganda	1	4.166
			Not unbiased and ethical	2	8.333
Total		**100%**		**24**	**100 %**

Source: Field Data (2019)

This research also confirms the findings of the interviews conducted during the research that several comments have been analyzed using questionnaires. For example, a discussion with the Civil Service Director of the Government of the National Media on the Local Governance showed that the people had been given the time to increase awareness of human rights concerns and even to organize discussions for specialists in human rights.

The interview also showed that media played a role while human rights were in critical situation in between 2010 and 2019, by giving information to the public about the importance of human rights and let people to express their opinions too. TV offered the average citizen the opportunity to express their opinions and the information that they needed in the field when they looked closely at the issue.

In the discussion with TV reporters, it was also noted that their television provides insights and knowledge on the capacity of all human-rights organizations to offer their opinions to the public based on what they have done in order to ensure people may choose based on that supplied information TV channels have also made attempts to identify a range of human rights challenges affecting individuals which should be tackled and solved by all the human rights committees, entities, civic companies, social activists, experts, political parties and other stakeholders.

It was also found in a discussion with the Public Relations Officer of the Afghanistan National Human Rights Commission (ANHRC), who works in closely cooperation with the media on any human rights-related problem. According to the officer, they convened a conference with all media agencies to argue them to report on human rights abuses and issues since the ANHRC could not do so because its duty was to coordinate and monitor human rights abuses and all other complaints. Thus,

TV was to expose human rights problems and to publicize the ANHCR laws and regulations that must apply to all governments, corporate sector, non-governmental organizations, politicians, social and human rights observers and all other sectors.

The ANHRC officer has asserted that media (journalists) educates individuals; children, elders, teachers, etc. They all require the information of the media and are supposed to be well equipped to reach their audience far more than the source. The officer further added that Media plays a key and major role in today's society. In these days' media become food to strengthen or weaken society. Media allows individuals to keep up-to-date with news, events, social activities, the way they live, entertainment, commercials, and also it is like a bridge between people and government which deliver people voice to government and government voice to people. Media helps in fighting against corruption, nepotism, narcotic and illiteracy and also carrying out relentless campaign against them. Media is known as fourth power of the government. TV works extensively to provide public information, strengthening public awareness about human rights. They are connecting bridges between government and its citizens. They help people to identify between people who are violating human rights and or who are working for its protecting, promoting and struggle for its improvements. They report on whether policies relating to human rights are good or bad, and what their media must do by not telling them if this is right or wrong, but rather by giving information on human rights laws. Other private or government entities. They would be unable to do so since doing so would make them look prejudiced; thus, they must delegate such responsibilities to the media and other civil society organizations committed to work for the betterment of the human rights.

4.7 The characteristics of human rights stories covered by television

An investigation was provided to find out from the community members, civil societies and other active organizations working for human rights and the nature of story that covered the human rights issues of 2010 and 2019. The goal was to determine if television provided adequate coverage for raising public awareness of human rights, whether all stakeholders and contributing

parties were given equal chances, and also whether what television broadcast was accurate in terms of human rights concerns.

Based on the opinions of officials from Government Media & Information Center of Afghanistan (GMIC)impartial allegation Media coverage does not relate to each individual human rights problem in each narrative". Professional journalists or reporters don't do that and politicize human rights issue. Instead, only ask and reply on behalf of individuals, provide the different viewpoints, explain them, provide background and context information in order to let others know about problems. Balance is more than just good manners. It is essential, particularly if human rights are endangered or infringed. They do not disclose particular claims and insults without ensuring that the opposing side responds or reacts.

4.8 Television coverage in reporting human rights

Findings collected using feedback form revealed that the majority of responders 20 (83.333%) stated that television provided adequate coverage while they were watching in their respective areas and 4 (16.666%) were unsure if TV coverage was adequate in their localities in between years 2010 and 2019. Those who acknowledged that human rights coverage on television was insufficient also provided further details as to why they felt this way. For example, 15 (62%) felt that TV aired enough news, particularly on human rights initiatives in the past 10 years.

Another 5 participants (21%) stated TV provided special programming and discussions on human rights. Furthermore, four (17%) said that television covered all human rights incidents. Figure 1: displays further information regarding human rights reporting.

Figure 1: Television coverage in reporting human rights issues
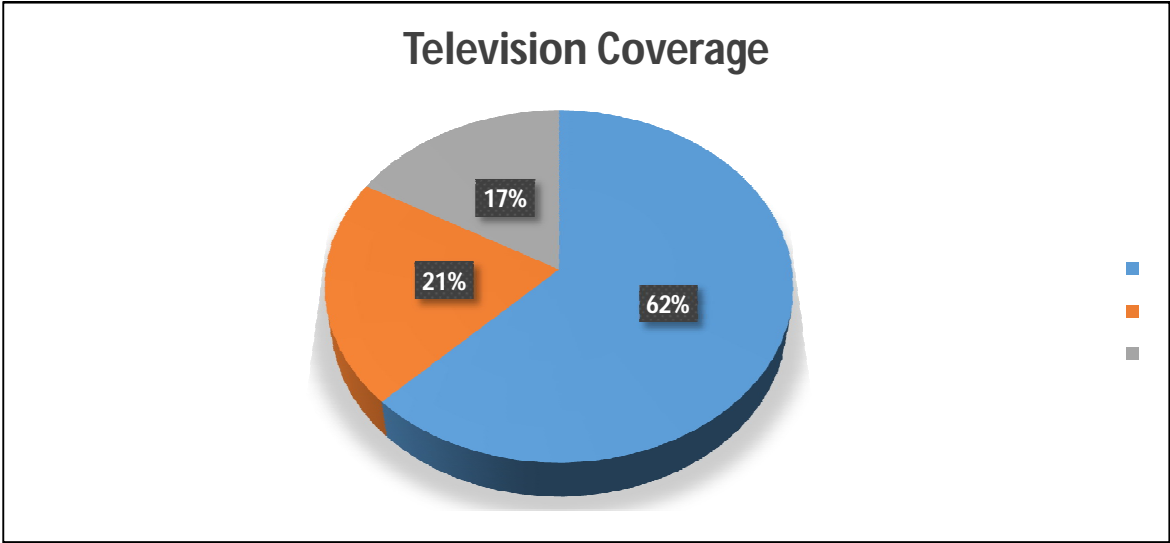
Source: Field Data (2019)

The outcomes of the interviews in the research were also matched to the results obtained through questionnaires. For example, some TV managers said they have a program that allows people through the social media to express their opinions on the concerns of human rights. In several regions of the country, they also set up human rights correspondents. Reporters gathered information and various incidents about programs, topics, and events concerning human rights, which were all handled by their respective television stations.

It was also obtained as a result of a conversation with Independent private and government Televisions directors that they had a programs everyday about strengthening public awareness on human rights protection and campaigns for those who were lacking of knowledge about individuals' rights and rights of human in the community. They were also able to acquire

sufficient information for daily news stories and other specialty programming from portions of their department that only focused with human rights issues. Their correspondents were also stationed across the city where human rights were threatened and reports from what happened in those areas.

The first question posed to one of the respondents concerned his background as an investigative journalist. The investigation was focused at him solely because of his participation in recording human rights violations. In his statement, he stated that he had been a reporter for over 20 years. Out of the total number of years, he has spent 15 studying human rights problems. The probes took place around the country particularly, in eastern Zone of Afghanistan. He is especially interested in human rights breaches committed by powerful countries, affluent individuals, and large businesses, and has written numerous exposés on the issue over the years. A high number of hidden stories, according to him, is one of the strategies used in these investigations. Mystery recorders and leaked documents are excellent means of programming since the proof is given to the audience, but the leaked information work does not end up encouraging individuals to engage in an unlawful behavior, which would challenge the character or person who has proven wrong.

Analysis: According to the evidence obtained, successful human rights reporting is dependent on journalists' ability to understand human rights norms. The AIHRC (2018) reminds out that the quantity of rights covered might be based on a reporter's structure and trends. If there are issues about human rights in journalism, journalists and reporters would like to monitor any data gathered from any news source. It cannot be a simple assignment to report and cover human rights in a nation in which the war still violates the people's human rights.

Keel and Wyss (2008) think that media independence and freedom of the press are crucial to ensure that the media have a significant role in society, but this independence does not preclude media controls to check for abuse of media power, to encourage diversity and to safeguard minors.As a result, disclosing human rights violations on television and radio is consistent with the fundamental objective. Moreover, cash and freedom are the two most important components.

The money aspect shows that investigation into human rights violations or media advocacy is capital-intensive.Due to limited financial resources, it may be difficult for local media outlets to effectively promote human rights, especially when human rights breaches are exposed.

4.9 Television versus events where human rights concerns are reported

The study attempted to know from community members during the interview held if TV reports on genuine human rights eventswhether or not they were taking place. To know if the Media had biased in the reporting of the human rights issues or not. Figure 2 provides a summary of the answers to questions posed to respondents, showing 30 (58%) of the responses that TV reflected the reality of events that had occurred whereas 22 (42%) stated that TV did not accurately reported the true problem that occurred.

Figure 2: Respondents' perspectives on media reports and the truth of the human rights situation
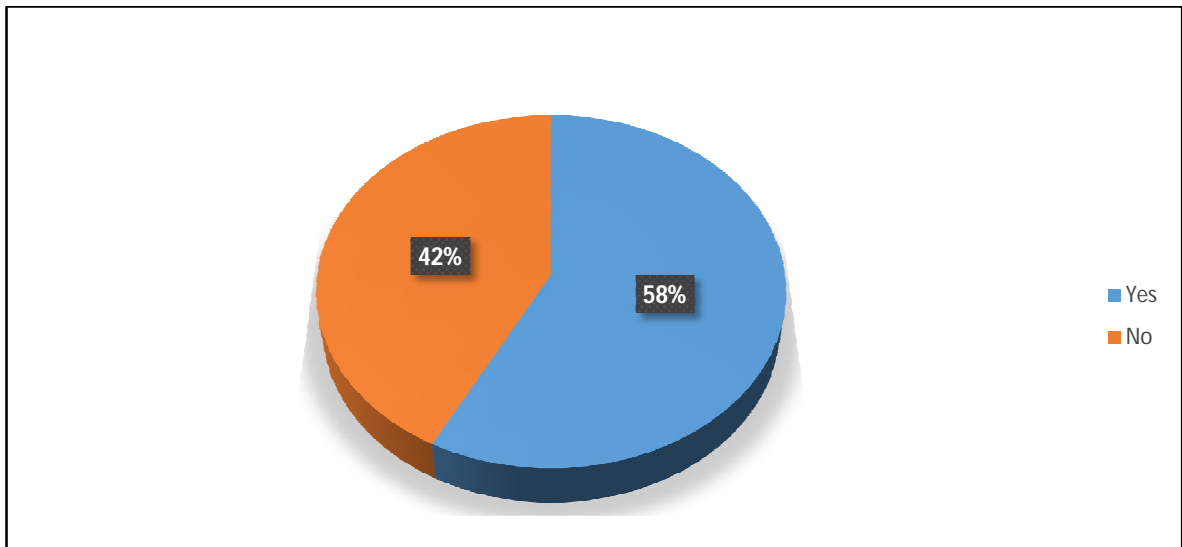
Findings from respondents who felt that TV did not correctly portray the human rights situation gave validity for their concerns. For instance, 6 people (11 %) said that TV was money-favorable and neglected the vital concerns of human rights. Five other respondents (9 %) claimed that TV did not tell the truth because they lacked independence and respectively promoted their interests. Furthermore, there were also 4 (7 %) respondents who claimed that TV wasn't really aware of the fact since it was controlled by its owners who were somehow involved in political parties or politicians playing on human rights in order to protect their own aims and interests.

Others 5(9%) remarked that TV was partial in reporting human rights issues. And occasionally the actuality about what happened on the ground was overstated. The remaining 2 (3%) respondents claimed that television did not accurately portray reality because certain government officials did not tell the truth. Figure 3 shows the answers of those who thought that media did not adequately represent the realities of human rights problems between 2010 and 2019.

Figure 3: Reality of the Television reporting of human rights issues
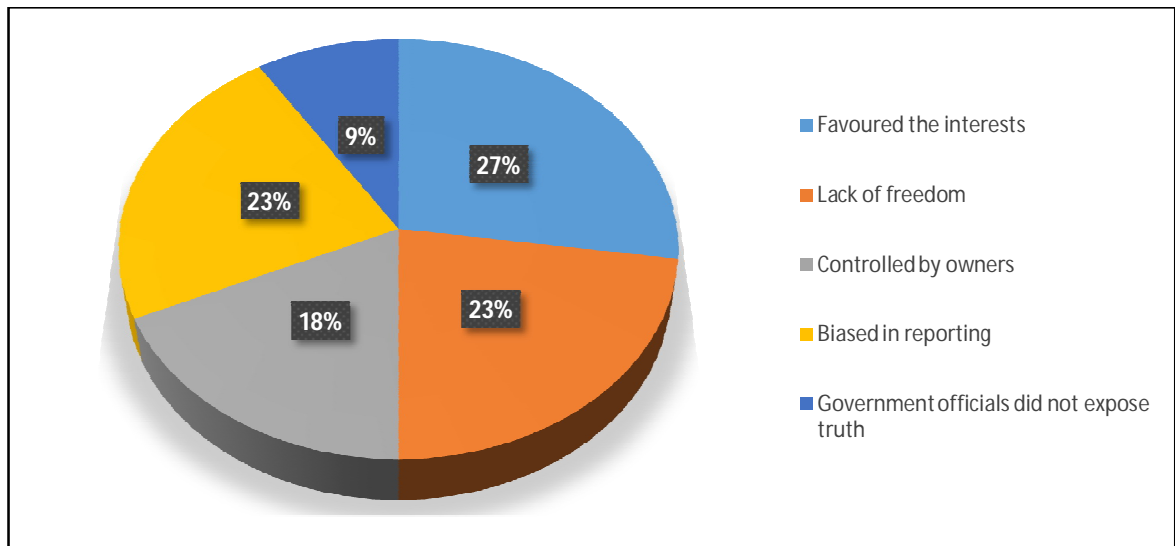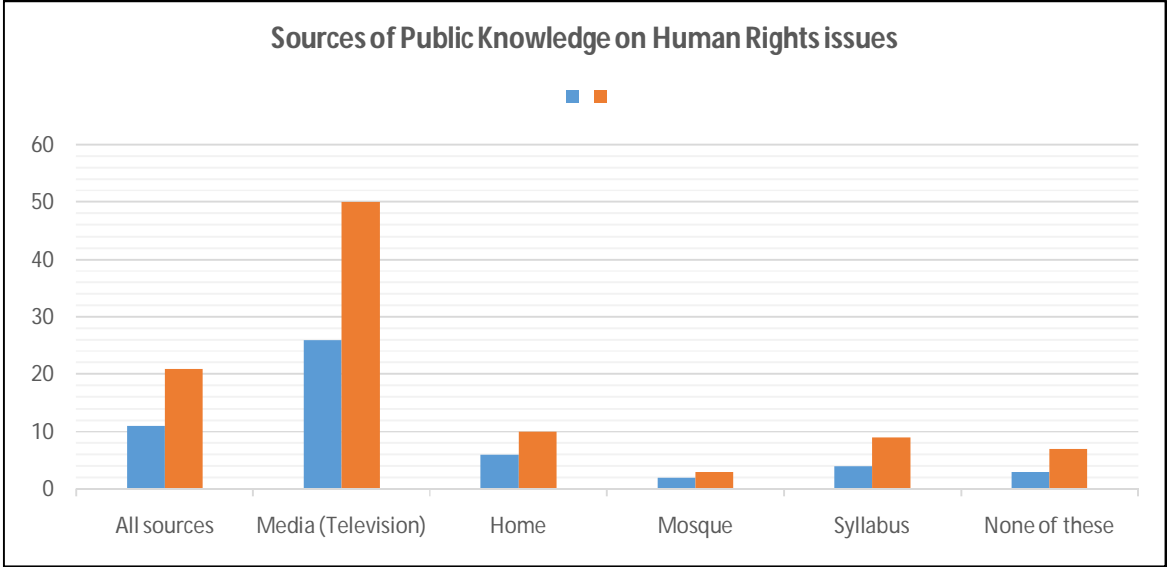

Source: Field Data (2019)

The researcher conducted an interview with the RTA (Radio & Television of Afghanistan) provincial manager and expressed according to his opinion that TV has tried in the past nine years to spread as much as possible of the realities in Afghanistan. However, in other situations, politicians and government officials did not tell the truth to press stories regarding human rights violations, threats, and abuses that were actually occurring on the ground.

An interview held with a social activist said that they got many complaints from those who believed the media was partial in reporting events of human rights, by favoring financial inclination. He went on to say that news must be appealing, timely, unique, and unbiased. It should involve well-known individuals who can provide headlines or report on actual human rights issues on the ground. For example, it should be with leading figures that make stories and not with people who are not generating something unusual. On the other side, the news focuses on the business so that they report on what might be accurate and important for their television and company.

4.10 The Public's Perception of Human Rights in Media Reporting

In terms of public opinion and concerning the human rights, in the interview held with 52 people out of 26 respondents which makes study's 50% of interviewees indicated that media (television) broadcasts provide them with information regarding human rights. 11 respondents, or 21% of the total 52 persons in this research, said that all forms of information, including print and electronic media, contributed to their awareness of human rights concerns. The remaining 6 respondents (or 10% of the total) learnt about human rights issues through their relatives. 2 respondent making (3%) percent from mosque, other 4 respondents that is (9%) percent stated that they got knowledge from syllabus, while other 3 people 7% of those polled said they had no awareness of human rights from any of these outlets.

**Chart 1: Sources of Public Knowledge on Human Rights issues**

Source: Field Data (2019)

Most (70 %) people prefer to get information about the human rights problems via the broadcast media (Television & Radio). Afghanistan's population is estimated to be 78 percent rural and 22 percent urban, according to the Afghan Central Statistics Office. People in rural areas listen more to Radio than in urban. Apparently, as the electricity in urban areas becomes more regular and economic gains allow urban residents a broader access to Television than Radio. However, because of the high rate of illiteracy in the country,a vast majority of individuals favored broadcast media over print media. Radio proved to be more popular in overall due to its superior accessibility and free of cost

easily accessible in rural areas, but many local warlords, power brokers and the former Mujahedeen military leaders did not endure independent Radios in their respective regions and even imposed more confinements on Media at the provincial. They also influenced most of the contents of the media outlets and make them to link to their specific personal interests while reporting human rights issues. As Technology is advancing and internet access has expanded rapidly in recently in Afghanistan, 18 percent bolstered up the Internet and 12 percent mainly on the Print Media. The Chart below shows the preferable Media outlets on human rights issues of the respondents of the Interview held with.
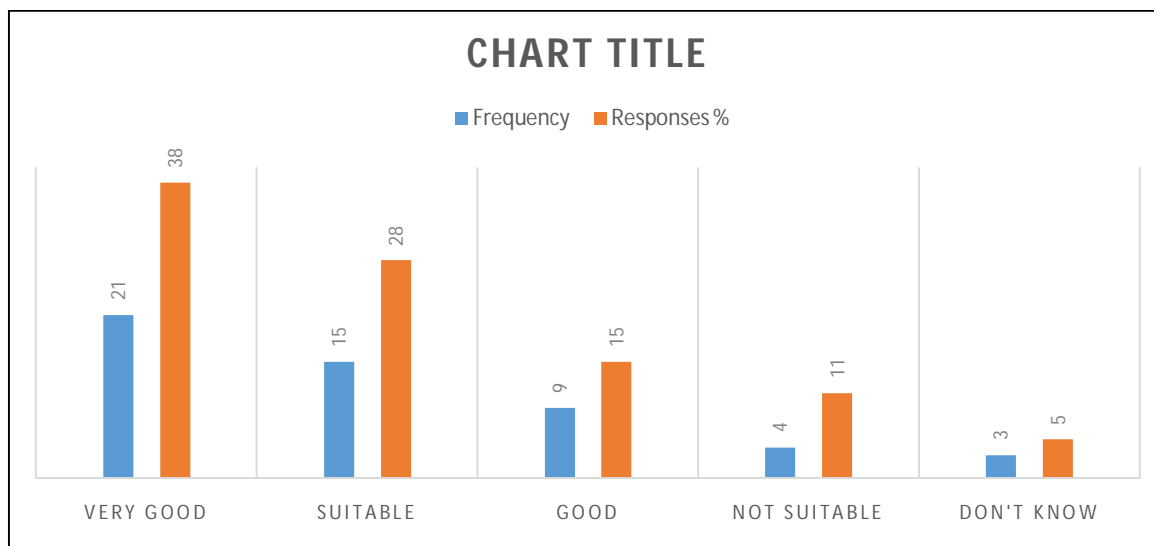
Chart 2: What is your preferable Media of information on Human Rights issues?
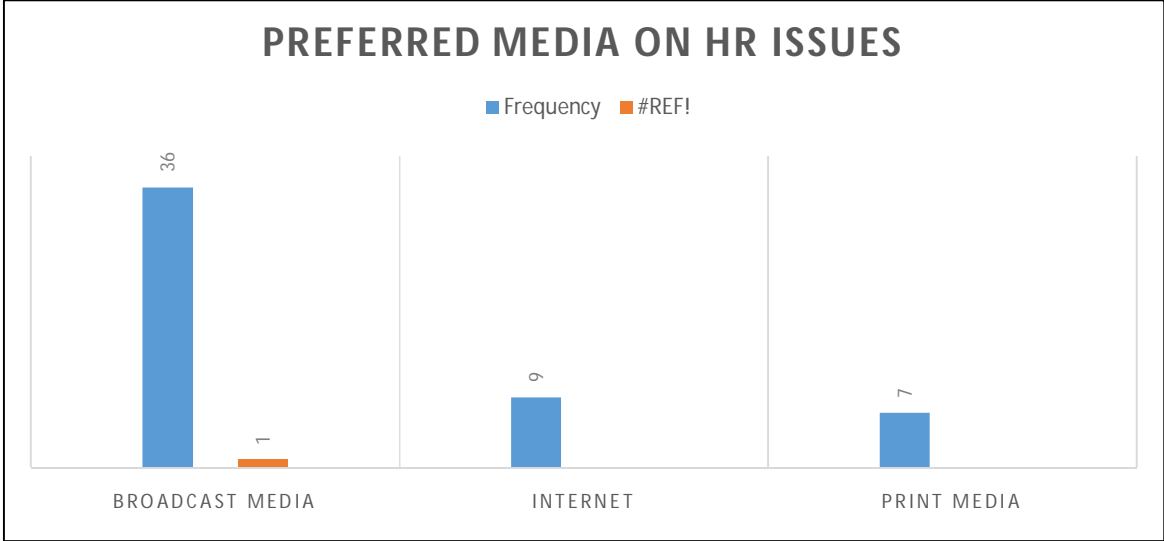
Source: Field Data (2019)

Considering the 52 respondents from the interview, majority of them (81%) showed their satisfaction of theMedia's efficiency in exposing human rights problems. Only 11 percent were notpleased with the media's effectiveness while covering human rights concerns where (5%) other said they do not know. The following chart shows the media's efficiency in covering human rights problems.

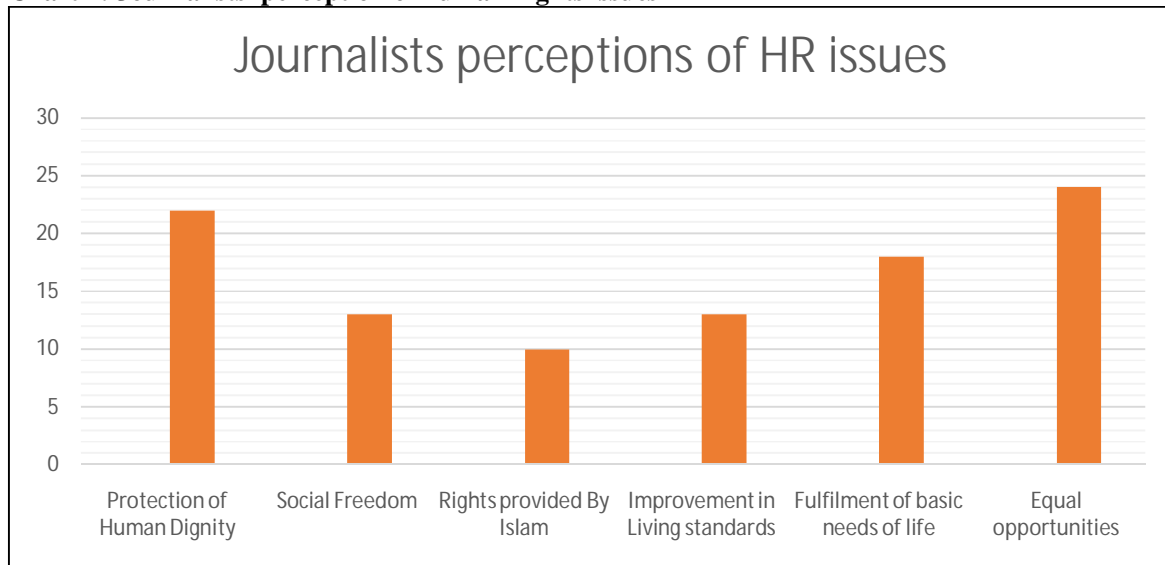**Chart 3:How can you evaluate the media's efficacy in covering human rights concerns?**

CHART TITLE

■ Frequency ■ Responses %

	VERY GOOD	SUITABLE	GOOD	NOT SUITABLE	DON'T KNOW
Frequency	21	15	9	4	3
Responses %	38	28	15	11	5

Source: Field Data

4.11Journalists' Understanding of Human Rights

In this part of the study, a separate questionnaire was created for Journalists in order to take their opinions as they are the first hand people who are on daily basis report issues regarding human rights. It seems from their responding that the general questionnaire and interview stated earlier, their opinions on human rights issues are almost comparable to those of the general public. More than half of the journalists (45%) describe human rights as the protection of human dignity, individual freedom, and Islamic rights. By as much as 13% of respondents, human rights are associated with improved living standards. Other 18 percent linked human rights with fulfilment of basic needs of life and 24 percent saw them as rights to equal opportunities and equality of life. 80 journalists from around the country have collected their opinions about human rights in a separate form created for journalists alone. Chart 4 below illustrates the perspectives of journalists about human rights issues.

Chart 4: Journalists' perception of human-rights issues

Journalists perceptions of HR issues

Protection of Human Dignity	22
Social Freedom	13
Rights provided By Islam	10
Improvement in Living standards	13
Fulfilment of basic needs of life	18
Equal opportunities	24

Source: Field Data (2019)

Though there are many security challenges that media and journalists face in Afghanistan, but an interviewee expressed "Media is a significant achievement in Post-Taliban Government in Afghanistan (PTGA) and is helping move the country toward a better future," said Abdullah Hasrat, a spokesperson to the eastern Paktia provincial Governor. He further added "We have responsibility to protect and help Afghanistan's media while reporting issues and incidents related to human rights". The study also showed that more than half of the correspondents polled (85%) said they takes good care in covering human rights incidents around the country. The chart below reveals perceptions regarding human rights issues in reporting.

Chart 5: Do you feel sensitized in this traditional society concerning Human Rights Issues?
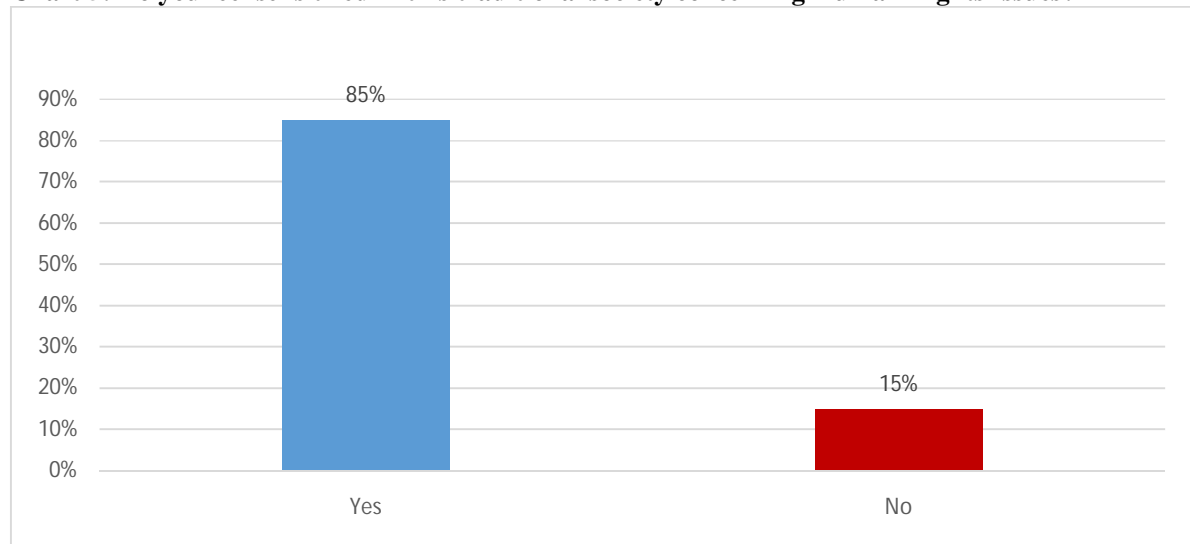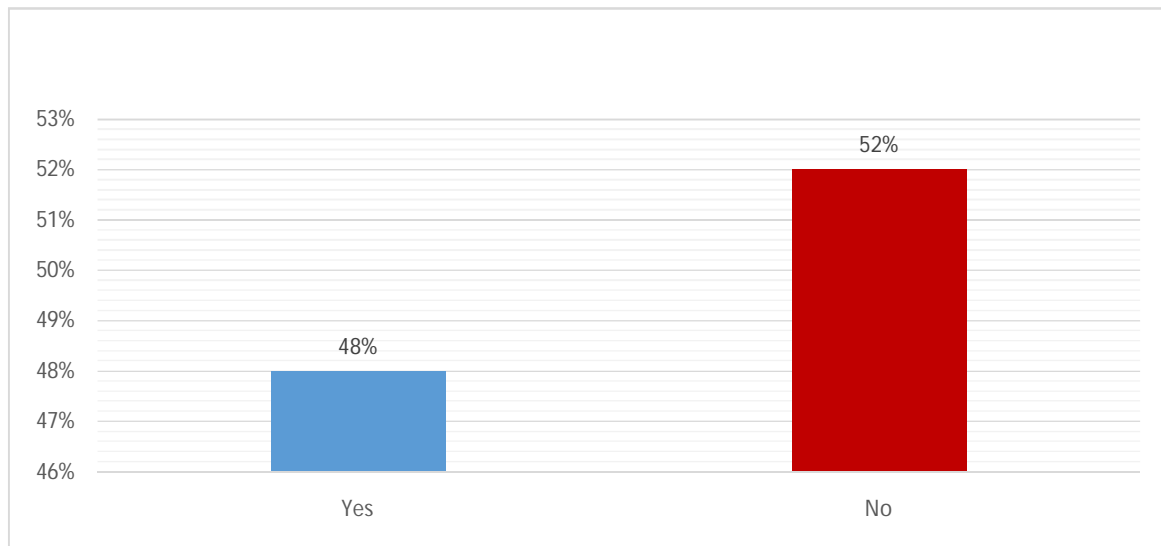

Source: Field Data (2019)

## 4.12 Training for Journalists on reporting Human Rights issues

During the study, a questionnaire was provided for Journaliststo inquire about their human rights reporting training experience. Out of the 80 journalists who responded to the survey, 52 percent indicated they had attended at least one human rights training session throughout their career, while 48 percent claimed they had never attended a human rights training workshop. The remaining 85% stated they had also benefited from the sessions and had gained a better awareness of human rights. On the contrary, these journalists' observations indicated that a significant percentage of them lacked professional training and intellectual background in their different journalism environments. This is due to the long-lasting four decades prolonged war where many of the media and communication that existed were either destroyed or used to foster conflict rather than to settle.

Chart 6: Have you participated in any Human Rights training workshop?

Source: Field Data (2019)

Chart 7: Have you benefited from the attended HR training workshops?
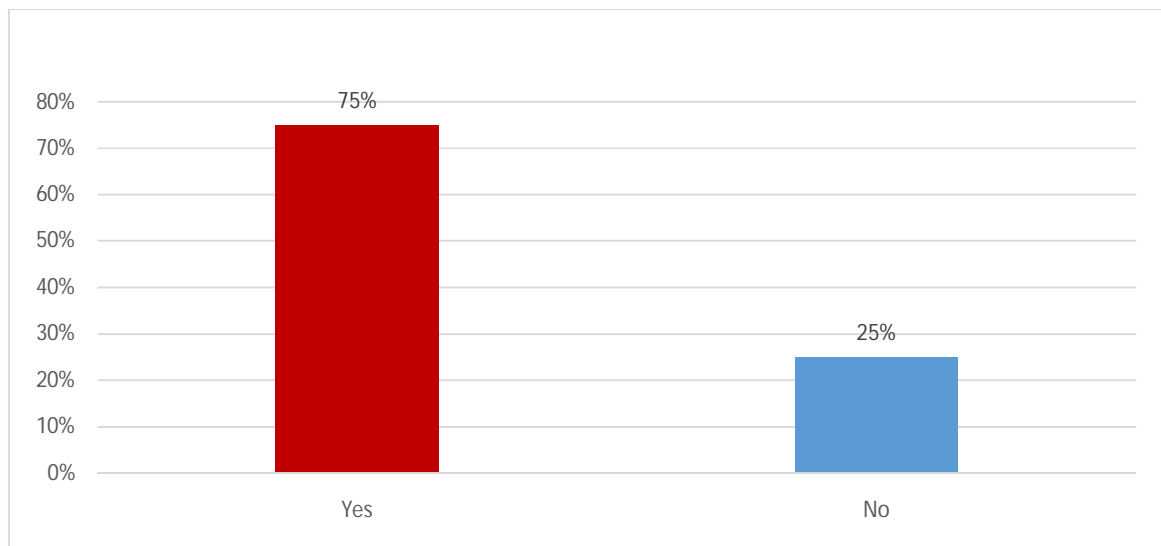
During the interview, Sahil Mangal one of the Journalist said " specially in the private sector, the majority of media outlets cannot provide training mechanisms on Human Rights issues for journalists". This is why most of the professionals in media in Afghanistan are not adequately taught and lack the abilities needed on the specified areas. The recurring consequences include incompetent and immoral activities affecting writers but also those who have jeopardized their rights and are not

satisfied with how this should be said. To some extent, fulfilling the mission fully and effectively, the media practitioners and the Afghanistan Independent Human Rights Commission (AIHRC) must facilitate means of training for Journalists in order to have a diverse intellectual and professional knowledge on how to well report all human rights issues. He added "Building capacity is everything to help them maintain and improve their reporting more particularly on Human Rights issues. Noor Ahmad Shaheem AIHRC head for southeastern Zone highlighted as "This is should be noted that human rights news reporting, the concept of training is extremely challenging. According to his extensive experience in the human rights field. In their reporting, journalists seldom use the techniques presented in the workshops. Second, topic professionalism has yet to gain traction in the media, which tends to shift journalists from one reporting sector to the next. The scenario is much better with the international media operating in Afghanistan, because journalists are not compelled to cover a wide range of topics. Shaheem Further added "There is also a paucity of study and research on human rights in the broadcast media."

4.13 *TV*, **whether public, private or** *community based, ensures all citizens' rights.*

The media may assist to correct the inequities, corruption, ethnic tension, and human rights violations which are at the foundation of so many conflicts by giving voice and views to all people, particularly the poor, marginalized and the members of minority groups.

- United Nations Secretary-General Kofi Annan -

The large proportion of private television channels are mostly entertainment-oriented and do not carry regular news, particularly on human rights issues.On the other side, the owners of television stations said that they would be glad to broadcast news and other human rights awareness programs, if resources are provided.Dorji (2006) states that the function of the media is multifaceted in the democratic system of government. The media also gives a venue for public dialogue, debate and discussion alongside the traditional function of "guardian" on government matters.The people therefore must adjust their ideas, even those of the weaker and especially those living in an unapproachable communal area, from various socio, political and religious

basis.The media have proven that they are providing individuals with a venue for expressing their views on several matters.A TOLO News journalist claimed that, though the Broadcasting Media has been slow in Afghanistan, people must begin to switch out of their being anonymous state. The study has attempted to take into consideration respondents' views on how accurately the media reported their views concerning human rights. A huge number of respondents (28%) felt the media does not correctly reflect their viewpoints and (15%) expressed as only to a certain extent. However, (14%) said that the vast of their perspectives are covered by the media about human rights violations accurately. While (20%) are considering that their information were missed during reporting and (10%) are lacking to say something. Other (13%) believe that their views were not mostly accurately covered in the journalists' reports. Figure 4 shows this scenario in the following order.

**Figure 4: Media reports society's views on Human Rights issues the same as they want?**
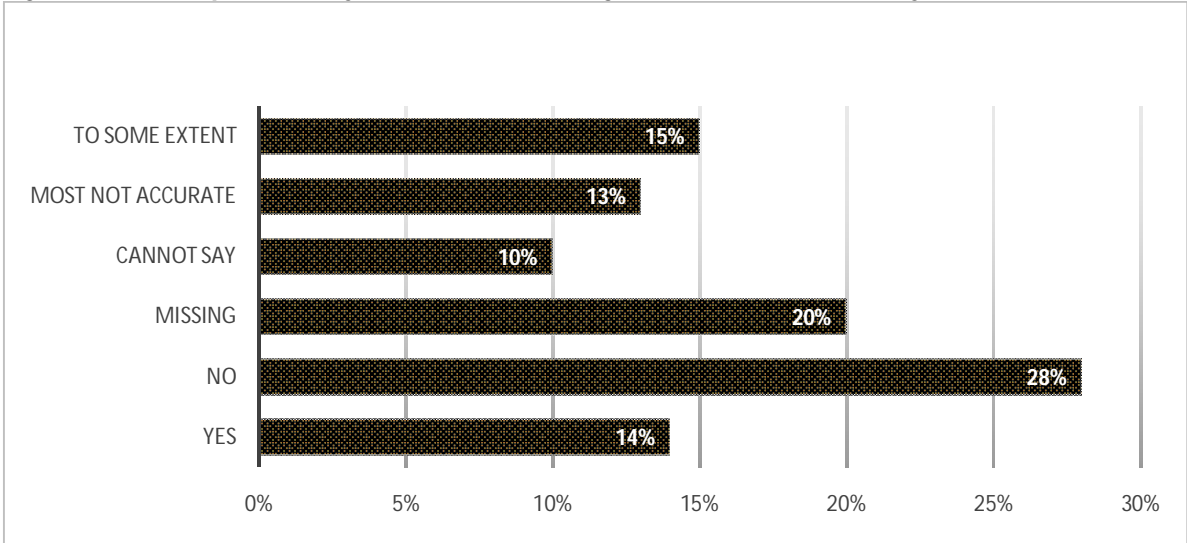
Source: Field Data (2019)

Journalists too were requested to come to the respondents' areas to cover problems connected to human rights that were significant to them. Far beyond (40%) of them stated that journalists come to their regions to report on human rights issues, but as indicated by previous discussion, criticism

still remains to be true for the journalists of Afghan media institutions. The professionals of media family often take the blame for lack of competence and awareness about international and national human rights law. This, not only affects their coverage of human rights, but also the effort of different actors including institutions for human rights at the national levelto raise awareness of human rights and to educate the public. Both the Afghan media Institutions and Afghanistan Independent Human Rights Commission (AIHRC) complains saying that journalists do not understand the concept of human rights and this creates a uncertainty on the quality of the broadcast and the publications of the perspective Institutions.Figure 5 shows the rest of all other issues people responded. The participants were asked what topics they wanted the media to cover.The majority of respondents desired more coverage of subjects that were important to themand the rest were issues with relation to development requirements (e.g. health, education, water and sanitation, roads).

Figure 5: Issues people want to be covered by Media
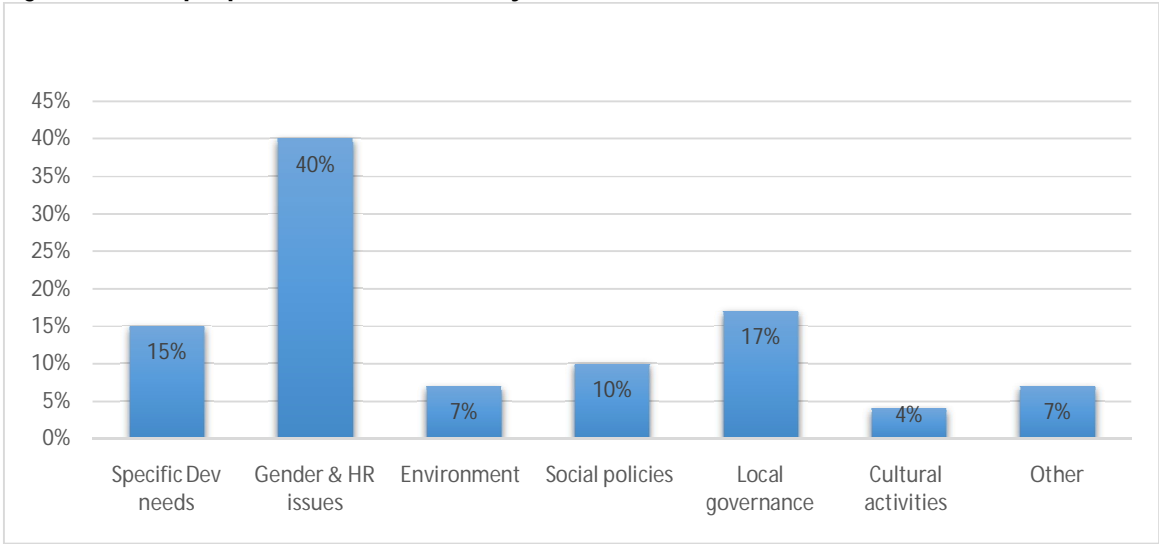
Source: Field Data (2019)

Democracy and subnational governance were given second importance. Security, the environment, culture, and gender were among the other topics they wanted the media to focus on more.The results of the study suggest that the media cover problems that people wish to cover appropriately. Those are human rights problems, infrastructure needs, healthcare, literacy, clean

drinking water, transportation and state bureaucracy.A group of social activists participated in this study and the media family said the media played its part as a standard-bearer by highlighting public interest concerns and offering critical input on public actions, policies laying as a bridge connecting the people to a democratic processes in the government.The media are also perceived as having created a forum to voice ideas and opinions on many topics.

## 4.14Limitations on Media in Reporting Human Rights issues

Investigative-based reporting skill needs resources and that's why such issueneither media organizations nor do journalists consider it a top concern.It is also important to consider pay, The power that journalists wield is mostly defined by their image, and it is insufficient for the amount of labor they do for the media company. A scarcity of resources or a lack of funding for investigations and research-based reporting forces media companies, who lack attentive attention, to monitor tiny events in broadcast media and in the print mediaIn the government sector, serious issues exist, including widespread disregard for the rule of law and official impunity for those who violate human rights. Human rights abuses, particularly against women and children, are primarily committed in rural areas outside of Afghanistan's major cities in the name of culture and tribal traditions.A case in point is the cutting of the women's nose in remote villagesJournalists find it often difficult to visit rural areas of this kind. Local reporters and human rights-related journalists generally lack the ability and skill to properly assess and report violations of human rights. Even the broadcast media only utilizes one local reporter to report and collect information about the difficulties in two to three provinces.

As mentioned early, due to various cultural and historic restrictions, the expertise of local journalists and reporters is restricted to outside information.Warlords and tribal leaders are another aspect creating obstacles for victims of human rights harassments. The journalists look into a report on a variety of dangers, constraints, and restrictions, including internal censorship and restraint.Those parts of Afghanistan renowned for human rights abuses have a long history of rites and conventions that the locals do not consider to be breaches of human rights. Second, it

was observed and seen by the respondents that in such locations, in particular in southern or northern portions of the nation, analphabetism is so strong where any voice raised against abuses and violations of human rights may be easily repressed.

The investigation shows that government agencies intimidate journalists when they disclose concerns about human rights. In the assessment, 40 participants said that they received oral, phone or writing dangers at government and social level when they investigated and reported on human rights concerns.As regards domestic censorship, 45% of reporters claimed that their media owners gave importance to their human rights reports, 10% said that their editors were expedient, while 5% said their human rights report was entirely disregarded. Figure 6: Media limitations in social and government reporting on human rights concerns.

Figure 6: limitation on Media
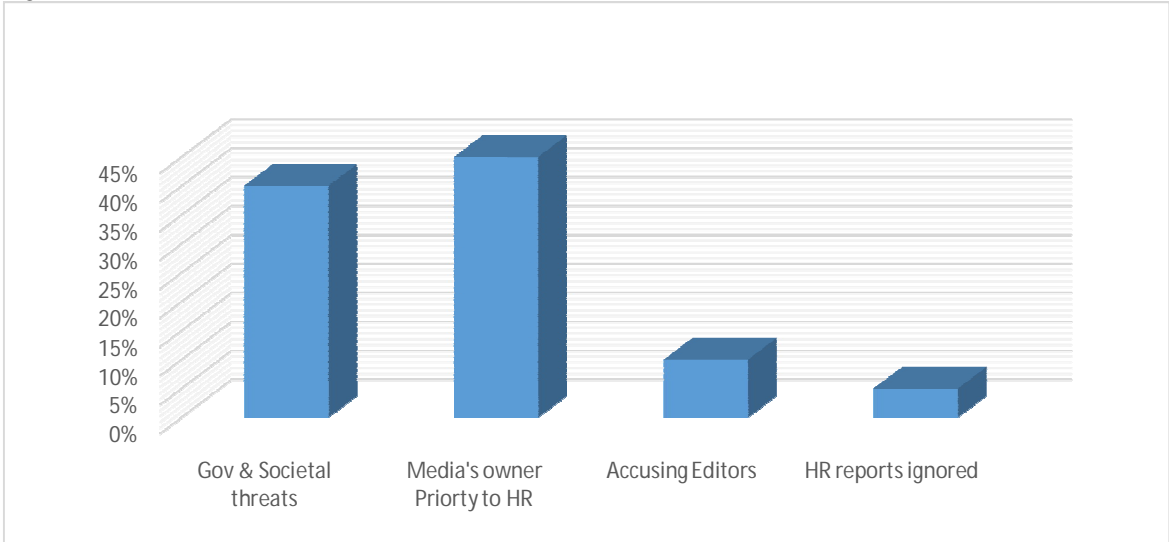
Source: Field Data (2019)

Threats against journalists tend to be less common in big cities such as Kabul, Herat, Mazar-e-Sharif, Kandahar, Jalalabad, and Bamyan than in smaller towns and rural regions of the country, where a journalist might be killed for reporting on human rights violations.Platform for all types of media Journalists who work for a variety of media outlets are exposed to similar threats.

Commentators and analysts also see warlords, thugs and bullies and political factors intervening in journalists' work performance while reporting human rights issues. According to a social media activist Ihsan Khan "Local despots continue to exert control over the media, political parties and other government powerful people which makes unbiased reporting impossible. He further added "In a democratic society as Afghanistan, Journalists are thinking institutionally and impact government policy directly.However,our human rights reporting does not meet international standards of excellence. This is due to the lack of professionalism displayed by our journalists, media organizations, and political leaders. "The lack in resources and the lack of impartial organizations have played a big role in contributing to the delicate media situation in Afghanistan," says another Radio Free media expert (Azadi Radio).

## 4.15 Lack of Conviction and Commitment of the Journalist in reporting human rights issues

Some of the key reasons for journalists covering human rights concerns are the lack of skills and professionalism in the area and scepticism about human rights issues, the structure and budgetary restrictions. There is a lack of convictions and dedication among journalists. During the interviews, it was noted that about (70 per cent) of reporters working on rights-related topics were not persuaded of their respective reporting areas, which suggest that they had little desire in additional research. They did not undertake to stress the problems in the perspective of human rights. There is a tremendous degree of passion and devotion. Shokoor Kamran, for instance, is one of the journalists who has written a lot of studies and surveys on the burning of live women. The following article outlines the constraints under which he examined and reported the occurrence.

.....the tone of the Police Head who called that journalist from Paktia was not only dangerous, but he also spoke strongly, adding that "I have come to know you, Kamran, is the defender of Afghan women's reproductive rights.

4.16 Content, Sources, and Reporting Patterns

According to the study, 31% of journalists learn about human rights violations through media reports, 20% through the Afghanistan Independent Human Rights Commission (AIHRC), 21% through other civil society organizations, social activists, and human rights non-governmental organizations (NGOs), and 10% through telecommunications. FIGURE 5 shows how human rights abuses in different areas have been reported to journalists.

Figure7: How Journalists are informed about HR issues?
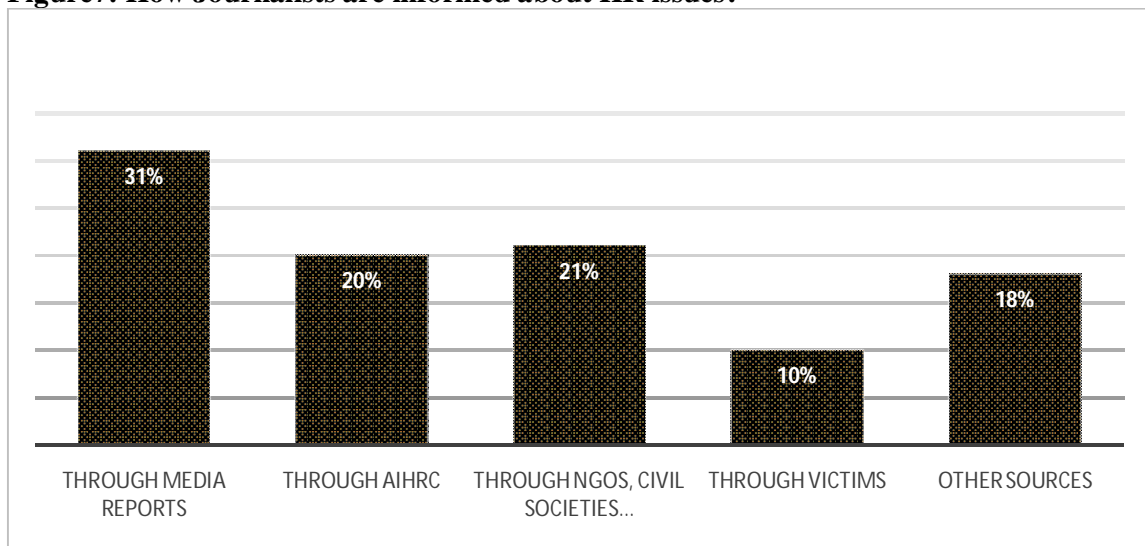

Source: Field Dara (2019)

Noor Ahmad Shaheem one of the representative and head of the Afghanistan Independent Human Rights Commission (AIHRC) in eastern Zone has said that a woman have been 'burned alive' in Ghazni province, her name was being kept secret as it was considered to be their protest against the burning alive of the woman in the said region.In Afghanistan, it appears that the broadcast media is in a haste to report the news before the essential facts are known. Media firms will provide further information after speaking with local reporters, police, and other agencies. Human rights reporting is usually limited to stating the type, timing, and location of the occurrence, with no inquiry. This reporting and analyzing pattern is quite frequent in the print

media as well as in specific programs, such as special discussion shows and other broadcasting media programs.

4.17 Quality of information in reporting Human Rights issues

As I have already said, most Afghan journalists are neither trained nor managed by threats that have damaged the quality of human rights problems in broadcast media. While journalists claim that they have a variety of sources of information to find questions of human rights, in the context of reporters' frailty, the usefulness of these sources is questionable. Asking the reason of why the media did not report their issue, (38%) percent of the Journalists said that they had no access to the victims and their kinsmen because of living in remote areas (36%) percent stated that the victims had no care of disclosing the issue in the media. Other (26%) percent expressed other reasons voting to the other potion in the list. The research also found that (70%) of interviewees and their family suffered human rights abuses, whereas (30%) only observed human rights abuses in the media. The following FIGURE 8 demonstrates why the media has not reported their problems.

Figure 8: Why the Media did not report the HR issue?
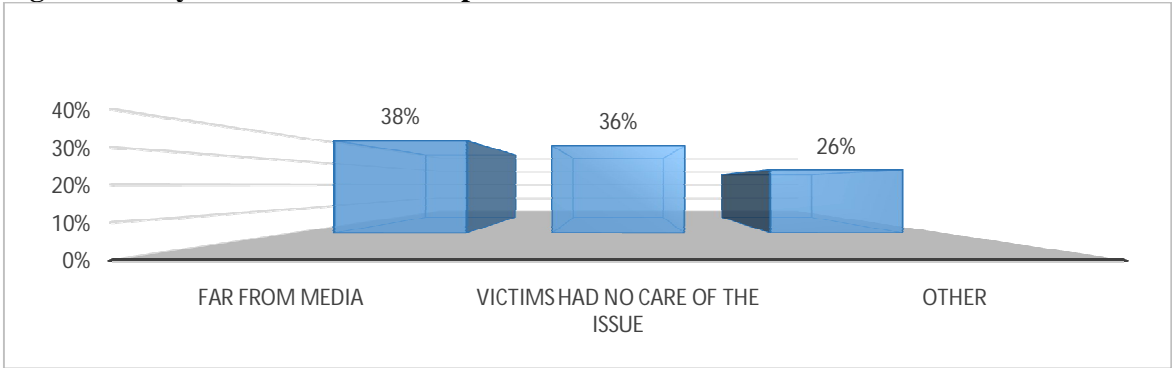
Chapter 5

Conclusion and Recommendations

5.1   Conclusion

Media or more particularly Television reports on human rights indeed influenced the entire Afghan society more positively, however, in such country like Afghanistan which has been under serious threats due to prolonged war and the conflicts from internal and external bodies that affected not only the Media infrastructure, but it also influenced life of every individual and still lack of investigations importantly on human rights violations, abuses and threats to freedom of speech in the country.

This is quite clear Afghan media institutions and the human rights organizations were under strict control during the post-Taliban regime. At this time, media were completely limited and censored since they were unable to participate towards the establishment of the culture of human rights in Afghanistan. The increasing level of expression, media, and the right to pursue, obtain and distribute information were assured in good enough shape, both by law and in reality, when the present administration dealt with Afghanistan's authority in 2001.However, still there is has been controversial issues on the media's law amendments as recently the Afghan media and federation in an open letter to President Ashraf Ghani, journalists highlighted the matter.The Afghan cabinet has accepted the six chapters and 59 provisions of the mass media legislation, which will now be forwarded to the parliament for ratification.

"Afghanistan newsletter and a news federation remarked that the proposed amendments are in contradiction of the Universal Declaration of Human Rights, Articles 7, 34, 120, 122 and 19, which provide unconditional freedom of speech.''

Today, freedom of the press and access to information are guaranteed in Afghanistan, ensuring that the public has access to information as well as press freedom.However, it still contains a few spots that call into question media owners' attempts to help support human rights. NGOs are now involved in human rights defenders and promotion in Afghanistan, utilizing the media as a medium. They are expected to finance human rights programs, train journalists on human rights issues, organize workshops, symposiums, recognize and denounce human rights breaches reported in the media. Since 2001, the media has been actively reporting on human rights problems and has the potential to sustain them.

Despite the obstacles and restrictions, Afghanistan's media institutions are now working hard to contribute to the promotion and protection of human rights in the nation. Human rights concerns are addressed in a variety of shows produced by various media outlets.The media institutions and organizations assessed by this thesis, namely RTA's Director General Ismail Miakhil, expressing remarkable capability and interest to engage and contribute not only to the promotion of human rights but also to actively participate in all quarters of the governance issues in Afghanistan.

Being so, human rights are covered by both the print and the broadcasting media to a decisive width. Media's approaches to human rights using their news liabilities, regular programs, special coverage on contemporary issues and programs in collaboration with national human rights commission and nongovernmental actors. For example, Radio Television Afghanistan (RTA) broadcasts several programs, on irregular ways that raise human rights issues, investigate violations and reach their reporters to areas where humans rights are seems to be violated make efforts to aware people about constitutionally guaranteed of their basic rights.

In terms of the media's role,print media gives an important space to issues related to human rights. Through articles, the papers publish issues for human rights and public awareness of basic

human rights and call something to be done when violations take place. Newspapers engage in human rights education or investigations of violations in infrequent way. Of course, both the print and the broadcast Media, emphasize human rights as an exclusive topic. This is when there is an event or occurrence which identified by the media as a hot stock issue.

In reference to civic and political rights, the media disregards them.When the election times arrives in Afghanistan, the media has showed little or no interest in making these rights a topic for news coverage. There seems to be many reasons for this aversion. Basically, the absence of political culture and active participation of political parties in the democratic process left the media less interested in discussing civil and political rights.

The legal environment makes it difficult for the media to actively investigate and cover human rights violations committed by Afghan senior government officials. This has created more reluctance, especially on the private media sector in order to actively involve in the civil and political rights because they are taken to be too risky to get imply with.

The comprehension of the mainstream media and its existing condition demonstrates that the lack of knowledge of the journalists is another great obstacle to media efforts to promote human rights. They do not receive human rights professional development from either journalism schools or their organizations.Journalists working in the media face difficulties in naming many of human rights provided under international human rights law let alone doing analysis on the rights. As shown in the Data analysis and interpretation chapter, the journalists who fill the questionnaire about this issue, the majority responded saying that they have no experience or training on human rights.

There are also other obstacles such as lack of good infrastructures facilities, poverty and illiteracy, the undeveloped culture and poor economy that causes advocating less use of the media's capacity for human rights advancement. The information circulated by the media on

human rights, whatever the extent could be, is not reaching the majority of the community. The broadcasting media is not accessible to the most of the population. This might be due to the many reasons as aforementioned in the study.

5.2 Recommendations

After examining the outcomes of this study as provided in Chapter Four, investigation of many books, journals, official documents and reports, the researchers formed the following items and viewed them as recommendations for this research and needs to be done further in the said area.

- Human rights are delicate topics that might be covered by the articulations in the restricted zones.

- The Afghan National Human Rights Commission (ANHRC) needs to work in order to promote and educate the media on human rights issues. These institutions are very much obliged to provide human rights information with the public in a nation like Afghanistan where Community involvement in the promotion of human rights is less tolerated. The steps taking by the Afghanistan Human Rights Commission compare to the duties they have is important. Through teaching journalists on human rights, organizing fora in media, introducing and supporting initiatives for public understanding, it is therefore critical to develop relationships with the media.

- To some possible way, the Government of Afghanistan must endeavor, in the context of Afghan media and access to information law, to provide the right of public access to comprehensive, timely and reasonable information. The government must help the media sector to offer as cheap information as feasible.

- In terms of social, economic, cultural, civic and political rights, media outlets should find harmony. Both the corporate and the present government media led by development journalism concentrate more on socio-economic concerns which have less of a daily

approach to civil and political rights. In order to ensure that human rights problems are covered in a balanced way, the government should promote media involvement by recognizing active political involvement between political parties and candidates for election winners. This gives the media the chance to explore human rights and political rights concerns in general and in specific.

■   In accordance with the important role that media play in different democratic countries today, as more local and foreign investors should be convinced of moving into the media field, which in general represents more potential, in the context of our national development and nurture of an emerging democratic culture in every society.

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