



## **ECONOMIC BARRIERS TO THE MEDIA AND ITS PROBLEMS IN AFGHANISTAN**

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### **ABSTRACT**

The media is the fourth pillar of democracy and expresses the value of freedom of expression and the realization of democracy in a country. Afghanistan is a country that has been burning for many years in the fires of imposed wars. Since 2002, Afghanistan has witnessed significant growth and development of the media, which is one of the great achievements of the government in the field of freedom of expression and pluralism. While in other countries in the region, such freedom of expression and thought and the right of access to free media is limited and less noticeable. Therefore, preserving, reviving and strengthening this great achievement is a great national issue. Unfortunately, in recent years, the wheel of media activity has stopped moving due to the crisis and economic and security problems, and the lights of a number of media outlets have been turned off. In this article, an attempt has been made to discuss the factors that have caused this problem and the solutions of media economics, and to answer the main question, which is how financial problems are related to the decline in the quality of media publications. According to this study, this study was conducted to investigate the role of economic crisis in reducing the quality of media work and provide solutions to solve it.

**Keywords:** Media, economics, media economics, production quality, challenges and solutions

### **RESULTS OBTAINED**

The state of the media can be measured by many indicators, the most important of which are the economy and revenue generation. The results of this study show that there is a relationship between media revenue and the quality of its content.

In Afghanistan, most media outlets are at risk of collapse due to the financial crisis and declining revenue. The negligence in this field and the reduction of economic aid to the media are among the most important factors in the financial crisis of the media. Audience crisis, security threats, unemployment of media employees and activists, brain drain from the country and the successive collapse of the media are the negative consequences of the media financial crisis.





## **INTRODUCTION**

As it is obvious to everyone, the expansion and influence of the media and its effectiveness in people's lives is increasing every day, and the media has become a desirable tool for managing public opinion and satisfaction. The influx of advertising and information has robbed people of the opportunity to think and live normally. Given this issue, media pathology in Afghanistan is one of the most important and necessary issues. On the other hand, media economics, as one of the important subjects of the field of study, is taught in prestigious international universities. In this article, an attempt has been made to evaluate the factors affecting the media economy in Afghanistan and to pay more attention to the independent and dependent variables. Inside Afghanistan, a comprehensive study of media economics has not yet been conducted and has received little attention.

The main purpose of this article is to study the role of economics in the quality of media products, identify the causes of economic crisis in the media, examine the effects and consequences on the media and provide solutions to solve their economic problems. The economics and revenue of the media is an important issue because content is the most influential determinant of the Afghan media. Over the years, it has been seen that if a media outlet has strong financial and economic backing, it can hire professional, audience-oriented and experienced staff and journalists. But if it is economically weak, it will not be able to withstand competition in the market, but it will not be able to attract good journalists, and on the other hand, its management and policy on employees will be very weak. Economic problems even affect television and the media to such an extent that they cause it to collapse. With the collapse of a media, both written, audio and visual, a number of employees and journalists working in it become unemployed.

In recent years, a number of journalists have quit their jobs due to insufficient pay by the media. If the economic problems of the media are solved, then the quality of media products and goods will increase. Improving the quality of media goods will bring about positive changes in the lives of the Afghan people and strengthen the values of democracy in this country. In this article, first the factors causing the financial crisis of the media are identified and then effective solutions to solve this problem are presented. The main audience for this issue is media officials and managers, national businessmen, government men and media donors in Afghanistan.

## **MEDIA SITUATION IN AFGHANISTAN**

For many Afghans, the rapid development of the media in the post-Taliban era is a remarkable achievement. For a long time, the Afghan people trusted the media even





more than the government and the courts. But the media boom is mostly limited to a few big cities. Especially where access to information and electricity supply is more secure. The situation is different in the villages. There is no media infrastructure in rural areas and the growth of the media is not noticeable. In addition, large numbers - Approximately 9 million Afghans - cannot read or write.

The most important means of information in Afghanistan is radio. More than 60 percent of Afghan citizens watch nationwide radio programs, according to a study commissioned by the United Nations Development Program (UNIIDS). Television is in second place with about 48%.

The objective reality of the Afghan media community is that the media in general is divided into several categories, which are described below.

**State media:** which includes the Afghan National Television and includes government-specific views and news.

**Party and regulatory media:** which is related to political parties and jihadi organizations and is the propagandist of the goals and ideas of the parties and their efforts to achieve political power.

**NGO or project media:** established and supported by international organizations and NGOs.

**Enthusiastic and competitive media:** It has been established by some experiences to show off and have media privilege and competition.

**Commercial Media:** Established by big business to monopolize the market and make money.

**Cultural and civic media:** established by educators and civic activists and their survival against other media is considered difficult.

## **MARKET SITUATION AND EFFECTIVE INDEX OF MEDIA REVENUES: MANAGEMENT AND LEADERSHIP INDEX:**

Human, intellectual, structural and relational capital is one of the most important elements of a media organization. Media organizations are a combination of several important sections that are mentioned in this section.

**A- Owners of concessions and shareholders:** This group is mostly looking for profit and has a commercial policy.

**B- Managers and employees:** The second group are managers and employees who are mostly looking for decent salaries and some are looking for fame.

**C- Advertisers or advertisers:** These are always looking for a suitable and popular media to publish their commercials. Advertising owners are, in fact, the main



determinants of media programs and content. Commercial messages and advertising are the most important source of media power.

D- Sponsors: These sponsors include some programs and TV news that cover the entire cost of making a program so that their name is mentioned at the beginning and end of the product in the media.

E-Audiences and consumers: The media have to program according to their tastes to keep their audiences and viewers. Because if the media loses its audience and faces an audience crisis, the owners of the advertisement messages will no longer send their advertisements to the media related to them. Accordingly, the media has to attract more audiences so that they can publish more ads and earn more money. In Afghanistan, where most people are poor in terms of income and financially poor, they are reluctant to buy goods and media responsibility. Most people can only support themselves with their daily food. Domestic and foreign companies and institutions that were considered the source of food for the media are either out of the country or have limited income and can not pay for their business messages. For example, the lowest commercial advertising rate on large television, known as global television, is \$ 200 per minute, and on local or provincial television, it can be as high as \$ 20 per minute.

### **SOCIAL MEDIA OR INTERNET INDEX:**

Increasing people's access to the Internet has reduced the demand for media products. Audiences can get media products for free. All movies and other media products will be posted on YouTube and other Internet networks after a while. On the other hand, companies and owners of advertisements publish most of their advertisements through the Internet and advertising policies and do not need to pay a heavy price to the media.

### **CUT OFF FOREIGN AID INDEX:**

For a limited time, a number of foreign institutions were responsible for sponsoring the Afghan media, especially radio, television and media. But in recent years, most foreign institutions in Afghanistan have run out of time, and they have cut off aid to the media. The interruption of these aids has turned off the lights of some media outlets and has caused others to fall.

### **CHALLENGES:**

The financial and economic crisis of the media in Afghanistan has many disadvantages and consequences, some of which are mentioned in this section.







### **Destruction of democracy and freedom of expression:**

One of the most dangerous losses is the destruction of the achievements of the country's officials in the field of media and freedom of expression for many years. We can say that any media that is shut down, the voice of a part of the society is silenced. The media is one of the preconditions and preconditions for democracy in a country. Without the media, democracy and freedom of expression have no benefits. The government and its domestic and international partners, as a result of tireless and long-term efforts, were able to establish the foundation of mass media in the country. But now negligence and lack of pathology have ruined this achievement.

### **Unemployment of journalists and employees:**

Another disadvantage of the collapse of the media due to the financial crisis is the unemployment of journalists and media employees. Currently, in every media outlet, a large number of young people in our country are working as bosses, managers and agents, reporters, drivers, cooks, security guards, guards and cleaners. The number of employees of some media even reaches one thousand. With the closure of the media, all these young people and employees will become unemployed and a large number of their families will face economic problems. We have recently seen that as the economic situation of the media has become critical, hundreds of journalists have lost their jobs and have either fled the country or taken other jobs.

### **FINDINGS AND RESULTS:**

1. Considering the theoretical and methodological part of the article, we came to the conclusion that economics has the most important role in the quality of media goods. Because over the years it has been proven that affiliated media outlets have been more economically unsuccessful than media outlets that have been financially good.
2. There is a direct relationship between revenue generation and production quality and the collapse of the media. That is, if the media is more profitable, its products and programs are more attractive, but if the media is in economic crisis, the quality of its programs will be lower, and this has caused most media, radio and television to survive and save lives. The danger of falling, become the media dependent on party, ethnic and group policies and support certain individuals and persons.
3. Poor living conditions, audience crises, cuts in aid to top media outlets, negative media competition, declining business messages, Internet expansion, improved audience tastes, elites and journalists fleeing the country, unemployment of journalists and media workers, and Decreasing the credibility of the audience and all kinds of financial, political and party affiliations and lack of meritocracy in hiring



media employees, has destroyed the values of democracy and destroyed the achievements of the government and the people in this field for many years and led to the media financial crisis. Afghanistan's financial crisis has finally come to an end.

4. In addition to the above, the rule of crude and baseless capitalism and commercials on media functions, the formation of media market monopolies by the media and the media mafia, the cooperation and collusion of the press with colonial companies and policies, the critical role diminished The media, the widespread corruption and direct collusion of some government departments in the unfair and oppressive distribution of national advertisements, the disregard for the value of local media and the greater focus on the global media are other consequences of the media economic crisis. That is why the owners of advertisements have become influential and influential factors in the press.

5. To save the Afghan media and get them through this deadly passage, the efforts of government officials and private institutions must be intensified. Strengthening meritocracy, providing adequate funding for television, audience orientation, media development in various fields, categorization and segregation of media, preventing the growing dependence of the media, are effective solutions and proposals in this field.

6. Finally, the lack of media development is one of the important obstacles to the development of the country. Because the media are the main cause of change in a country. Because the media in the development sector is both opportunistic and opportunistic.

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