

## An Analysis of Afghan Broadcast Media News Orientation Based on Galtung's Theory: A Study of TOLONews Programs

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### Keywords

- Afghan Media
- Broadcast Media
- Johan Galtung
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- TOLONews

**Abstract:** This article examines the news reporting orientation of Afghan broadcast media, focusing on whether it prioritizes truth, people, and solutions or propaganda, elite interests, and victory narratives, potentially at the expense of national interests. It highlights the crucial responsibility of broadcast media to promote understanding of social and political issues through its essential functions: education, information, and entertainment. The study critically explores scholarly debates on broadcasting orientation and media effectiveness, using examples from Afghan broadcast media coverage of previously unexamined issues. Johan Galtung's theory serves as the theoretical framework for this investigation. The methodology employs a mixed approach, combining qualitative analysis and theory with quantitative methods to assess audience interest in specific TV channels. Data collection involved questionnaires and interview, with sample selection based on Cochran's formula and Morgan's table. SPSS software was used for data analysis, and the questionnaire's reliability was confirmed with a value of 0.9. The study hypothesizes that "Afghan broadcast media played a considerable role in positive-orientated news reporting; however, based on Johan Galtung's theory, TOLONews programs recently have not been a matter of concern in positive news reporting in the country." Preliminary findings suggest that Afghan broadcast media, including TOLONews, contributes to positive coverage of events in the country.

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## INTRODUCTION

Afghan broadcast media disseminate solid news, although such reporting is an obvious responsibility of Afghan broadcast media based on society's need for proper unbiased news reporting. Afghan broadcast media must disseminate, educate inform, and entertain based on defined media responsibilities. Meanwhile, Afghan broadcast media lacks to the point orientation and performance, as the country requires positive-orientated broadcast media coverage and needs to be studied. On the other hand, it is believed that the broadcast media

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played a substantial role as important sources in news reporting in Afghanistan but failed to some extent in the approach. Typically, broadcast media refers to radio and television transmitted through local stations, national networks, and public organizations, such as the Public Broadcasting Service (PBS). This study is critical because there is a good amount of data related to Afghan broadcast media history; still, there is a clear gap in the study of proper reporting with a positive orientation for its success and failures in the country. Research shows that reporting in Afghan broadcast media orients propaganda rather than being truth-based. According to American Journalist Calvin, reporting is a sandstorm of propaganda. Afghan journalists engaged in broadcasting believe that reporting does not meet the needs of citizens. Some journalists think the broadcast media contributes to mitigating the negative social impact compared with unregulated media, including social, print, and broadcast media. It is believed that proper reporting mainly results in subjectivity, whilst a positive-oriented approach is an optimal model, and its implication is objectivity.

Focusing on broadcast media broadly, Sharif and Yousafzai (2011) highlight the truths, informing the people and leading to solutions in its principles. They also talk about the content, language, words, and terms reporters use while reporting for the media, stating that it makes total sense. During the past few years, Afghan broadcast media has provided more coverage of government-related policies, while it has had the least positive news coverage (Jawad, 2013).

The orientation of reporting through Afghan broadcast media is a matter of concern, as there are defined responsibilities available for the broadcast media; therefore, this study is essential to investigate the shortcomings and address the problems. The objectives of this study focus on analyzing Afghan broadcast media and its considerable role in the positive orientation of news reporting, as well as the accuracy of reporting through TOLONews programs, which has recently become a matter of concern in Afghanistan.

Media content makes a tremendous impact on the social, cultural, and political life of the citizens; thus, to touch base on this particular context, Afghan broadcast media news reporting orientation is the focus of this study, which is yet unregulated (Sharif and Yousafzai, 2011) believe that, in many ways, it is required that the study of journalism and its implications should be done. The emergence of new-age and contemporary electronic news media in the form of television first and, recently, Satellite broadcasting brought a lot of change in the ethics for media, making it more complex while, to ensure good practices, self-scrutiny is administered as the best bet (Rao and Vasanti, 2006). The spirit of professionalism and sense of responsibility exercised by those in the media helps maintain freedom and independence for the same. However, there is little cause for optimism that positively approached journalism puts effort into maintaining an objective journalistic approach rather than negatively approached journalism orientation, which tends to highlight the subjective realities of media in favor of the policy-making parties.

The study of reporting results gives voice to all, whilst positive-oriented reporting minimizes the rift between all parties by broadly observing the positive-oriented reporting (Sharif and Yousafzai, 2011). Research indicates that Afghan media mainly focuses on highlighting negativity rather than social developmental related news, which clearly shows the orientation of violent perception caused by media and results in distortion of public opinion (Joya, 2016). Joya also states that through maintaining the understanding of public participation, the press establishes a positive perception of society.

Social developmental news stories add to maintaining positive perception. The news that is not negative is positive. Pointing to the significance of positive news as a substantial need for a problem-free world, a positive approach to the journalism model must be developed to help maintain positive news broadcasts (Misbah, 2016). Meanwhile, the United Nations Educational Scientific and Cultural Organization (UNESCO) reports that journalists' professional efforts through a strengthened stance shape public perceptions and opinions. Nonetheless, many of the public endorse journalism as a responsibility to render a positive approach rather than only being a profession.

Talking about the lack of positively approached journalism based on a model in the Afghan broadcast media and its empty place in the universities' syllabus, Zabiullah Haidary, associate professor at Kabul University, in an interview with Shirzad (2016), explains that positively approached journalism is required to be part of the syllabus in the universities of Afghanistan to give an unbiased coverage of the incidents in the country. It is also argued that Afghan media mainly focuses on negative news. In many cases, media exaggerates in reporting, which causes concerns among the citizens; as observed, news bulletins of the entire broadcast media conventionally and typically are oriented negatively.

Since positive news reporting building is a new concept in Afghan broadcast media, this study focuses on the broadcast media news reporting orientation, which could serve in the way the public expects and require objectivity in all walks of its activity. Afghan broadcast media's efforts are substantial in influencing the public's perception, which provides the understanding of either positive or negative orientations of news reporting. Even though Sadat and Stan (2017) believe that optimal usage of broadcast media in Afghanistan to bring social and political change to ameliorate the fragile situation is considerably required. Based on the reports of 'The Guardian,' which argues that 'crippled the allied government's capacity to control media messaging about the negative approach, adding a new dimension to foreign policy-making concerning positively oriented reporting,' the focus is believed to be shifted on to journalists as strategic players in proper reporting (Ubayasiri, 2017). Meanwhile, Victoria Clarke (cited in L. Miracle, 2003) stated that the initial public affairs guidance was restrictive and passive because of host-nation sensitivities and limitations.

The shortcomings in broadcasting principles make the media follow an unstable, inconsistent, and unacceptable model of new journalism phenomenon; this approach makes Afghan media befall criticism by unthinkingly following the giant media policies like BCC, Voice of America, CNN, Deutsche Welle, etc... (E Relly and Zanger, 2017). By law, restriction on communication

is justified as another obstacle, as identified in a study published in the Special Articles (2000). Despite the last decade of media growth in broadcast and print forms in Afghanistan, coverage-related activities are restricted and unregulated. As per the research findings, the South Asian and SAARC countries (Afghanistan, Bangladesh, Bhutan, India, Nepal, the Maldives, Pakistan, and Sri Lanka) hardly suffer from illiteracy and require especially computer literacy and prerequisites of multimedia access and a wise regulatory strategy in such an era of information age (Special Articles, 2000). Meanwhile, Isser (2017) recounts both mass media and social media as tools for controlling crises and disaster situations in critical times, talking of 'creating designated media cells at all levels of political forces.' On the political front, it is believed that media also plays a role in resolving developmental problems. Backlund and Sandberg (2002) talk about the development of the new media industry, and they highlight that the media is a preferable tool for economic activities and job creation opportunities in societies fraught with political risk.

To join the dots, be it negative or positive, news reporting orientation makes it a way to shape public discourse and emotional responses. Negative news reporting orientation engages the audience more than positive orientation. On the other hand, positive news reporting orientation fosters constructive dialogue and social cohesion. Suggesting a need for a more balanced approach in news reporting practices. The current negative orientation of Afghan broadcast media poses significant challenges. Therefore, educational reforms and a commitment are required to maintain responsible Afghan broadcast media for cultivating a more informed and engaged citizenry.

Based on the concerns related to the favorable orientation of Afghan broadcast media, this study is done on the impacts of Afghan broadcast media on proper orientation of media responsibilities, i.e., in providing adequate education, information, and entertainment-based reporting, since there is a research gap in the proper utilizing an optimal model for reporting. The understanding comes from the history of Afghan broadcast media's failure in proper reporting, especially of recent years' crimes and corruption and the lack of adequate coverage of the events that appeared in Afghan broadcast media. As a result, it is believed that proper positive-oriented and unbiased news reporting adds value in mitigating the negative media's impact on society.

This study is significant in rendering a practical approach through Afghan broadcast media in maintaining an objective journalism perspective. In contrast, the study is being undertaken to identify how a positive reporting orientation contributes to mitigating the adverse effects of broadcasting media to maintain an appropriate approach. As an obvious fact, there is no adequate information available on Afghan broadcast media about its orientation on news reporting. Therefore, this study is conducted to fill the research gap in the news reporting approach by Afghan broadcast media.

### ***Theoretical Framework***

This study explores the broadcast media news reporting orientation; keeping the study's objective in mind, the Norwegian researcher Johan Galtung's theory best supports this orientation-based analysis. Since the research is based on "Afghan broadcast media news orientation analysis," Galtung's theory offers a unique model of journalistic coverage orientation (Loyn, 2007). The theory portrays two players with a clear distinction between "us" and "them." The negative and positive reporting approaches in journalism can be linked to propaganda as it has more to do with exposing the secrets and lies of the other party and protecting their own. In contrast, the positive reporting approach focuses on how the conflict arose and finds the solution on which both parties agree and are winners. In the present world, the media's job is to watch, explore, and report as objectively as possible as humans can be (McGoldrick, 2005). Moreover, present media organizations are under extreme pressure to produce news at a rapid pace to meet or compete with other media organizations, resulting in journalists being left with less time to verify and check the information source and credibility (McGoldrick, 2005).

According to Johan Galtung, whether or not today's broadcast media producers are aware of it, news coverage often serves to encourage perceptions of conflicts that are, in essence, negative coverage fueling. Therefore, the theory is a theoretical framework for studying the approach applied to Afghan broadcast media news reporting orientation and the recent survey of Tolonews programs.

Building upon this theoretical foundation, our research aims to address two key questions:

1. What is the orientation of news reporting on Afghan broadcast media?
2. How does Afghan broadcasting media, particularly TOLONews, report based on Johan Galtung's theory?

To guide this investigation, the following hypotheses are proposed:

Null hypothesis (H0): Afghan broadcast media has been less accurate, lacked depth, and was biased to a certain extent, failing to provide a positive news perception.

Alternative hypothesis (H1): Afghan broadcast media played a considerable role in positive-orientated news reporting; however, based on Johan Galtung's theory, TOLONews programs recently have not been a matter of concern in positive news reporting in the country.

### **RESEARCH METHOD**

This study employs a mixed-methods approach to comprehensively analyze news reporting orientation in Afghan broadcast media, specifically focusing on TOLONews. The research design combines qualitative and quantitative methods, allowing for a nuanced exploration of the complex media landscape in Afghanistan.

The qualitative component of this research involves a narrative analysis of news reporting orientation based on Galtung's theory. This approach enables an in-depth examination of the subtleties and intricacies in news reporting practices, offering rich, contextual insights into the Afghan media environment. Concurrently, the quantitative aspect utilizes a deductive approach, employing questionnaires to generate relevant data. This method is particularly effective in revealing audience media preferences, which can be generalized to a broader population. It's important to note that while this sample provides valuable insights, it does not directly investigate participants' perspectives on the news reporting orientation of TOLONews specifically.

The sampling process was conducted using the Cochran formula to determine the population selection, while the Morgan chart was used to formulate the sample size. Participants included news reporters from TOLONews broadcast media house, intellectuals, and media expert scholars from Kabul University and other institutions working for or supporting media. The questionnaire employed nominal and ordinal scales and multiple-choice questions using a Likert Scale, allowing for a nuanced understanding of participants' views and experiences.

Data collection for this study was two-fold. Primary data was gathered through questionnaire distribution to the sample above group, providing relevant insights into the Afghan media landscape. Secondary data was collected through a comprehensive literature review, including books, journals, articles, and websites. This review helps contextualize the primary data within the broader academic and professional discourse on media practices.

In addition to the empirical data collection, a thorough analysis of Galtung's theory was conducted to examine the orientation of broadcast media in Afghanistan, focusing on TOLONews programs. This theoretical framework provides a robust foundation for interpreting the collected data and understanding the nuances of news reporting orientation in the Afghan context.

## **FINDINGS**

Data was collected through theory analysis and questionnaire distribution. The participants included Tolonews programs reporters, intellectuals from Kabul University, a Journalist safety organization, and the Afghanistan National Union of Journalists. The findings were based on the research of "What is the news reporting orientation of Afghan broadcasting media?" and the question, "How does TOLONews report the news based on Johan Galtung's theory?".

The bellow hypotheses were tested, where the null hypothesis was replaced with the alternative hypothesis as follows:

Null hypothesis (H0): Afghan broadcast media has been less accurate, lacked depth, was biased to a certain extent, and does not provide a positive perception of news.

Alternative hypothesis (H1): Afghan broadcast media played a considerable role in positive-orientated news reporting; however, based on Johan Galtung’s theory, TOLONews programs recently have not been a matter of concern in positive news reporting in the country.

Table 1: The participants of this research included 148 males, 70.7 percent, and 62 females, 29.3 percent from four different organizations. The participants were intellectuals, TV reporters, and media experts.

**Table 1:** *What is your gender?*

	Frequency	Percent	Valid Percent
Male	148	70.7	70.7
Female	62	29.3	29.3
Total	210	100.0	100.0

Table 2: This research was conducted among four organizations. TOLONews with 34.1 percent participants; Kabul University with 43.9 percent participants; Afghanistan Journalist Safety Committee with 17.1 percent participants; and Afghanistan National Journalists Union with 4.9 percent participants.

**Table 2:** *Which organization do you belong to?*

	Frequency	Percent	Valid Percent
ToloNews	72	34.1	34.1
Kabul University	92	43.9	43.9
Afghanistan Journalist Safety Committee	36	17.1	17.1
Afghanistan National Journalists Union	10	4.9	4.9
Total	210	100.0	100.0

Table 3: the participants of this research included three different age categories. Twenty-two percent between ages 18-25, 56.1 percent between the age range of 26-35, and 22 percent of the participants between the age range of 36-50 from four different organizations.

**Table 3:** *How old are you?*

	Frequency	Percent	Valid Percent
18-25	46	22.0	22.0
26-35	118	56.1	56.1
36-50	46	22.0	22.0
Total	210	100.0	100.0

Table 4: The participants of this research qualify for at least a bachelor's degree (56.1 percent), master's degree holders (39 percent), and PhD qualification (4.9 percent).

**Table 4:** *What is your qualification?*

	Frequency	Percent	Valid Percent
Bachelor	118	56.1	56.1
Master	82	39.0	39.0
PhD	10	4.9	4.9
Total	210	100.0	100.0

Table 5: almost all participants followed news networks to get news of social and political affairs through Afghan broadcast media.

**Table 5:** Do you follow news networks?

	Frequency	Percent	Valid Percent
Yes	159	75.6	75.6
Some times	46	22.0	22.0
No	5	2.4	2.4
Total	210	100.0	100.0

Table 6: among the leading broadcast media in Afghanistan, National TV stood in second position with 4.9 percent news program followers, while TOLONews stood in first position with 80.5 percent news program followers in the country. Likewise, Ariana news programs had 2.4 percent followers, and the remaining 12.2 percent of participants followed other news networks for social and political news.

**Table 6:** Which News network do you watch the most?

	Frequency	Percent	Valid Percent
National TV news	11	4.9	4.9
Tolonews	169	80.5	80.5
Ariana News	5	2.4	2.4
Others	25	12.2	12.2
Total	210	100.0	100.0

Table 7: Daily, 34.1 percent of the participants dedicated most of their time to watching news programs, while 46.3 percent of the respondents dedicated some time to watching news programs.

**Table 7:** How much time do you spend watching news programs daily?

	Frequency	Percent	Valid Percent
Most of my time	72	34.1	34.1
some times	97	46.3	46.3
Seldom	26	12.2	12.2
Never	15	7.3	7.3
Total	210	100.0	100.0

Another 12.2 percent of the participants seldom dedicated their time to watching news programs, and 7.3 percent of respondents never watched news programs.

**Table 8:** Does Afghan broadcast media impact positive perception?

	Frequency	Percent	Valid Percent
A lot	20	9.8	9.8
Yes	78	36.6	36.6
To some extent	92	43.9	43.9
No	20	9.8	9.8
Total	210	100.0	100.0

Table 8: For the promoting positive perception in recent years, 9.8 percent of respondents believe that Afghan broadcast media impacts it a lot, while 36.6 percent say yes, it impacted



positive perception in recent years, and 43.9 percent of the respondents say Afghan broadcast media impact positive perception to some extent, and 9.8 percent believe that Afghan broadcast media doesn't impact positive perception.

**Table 9:** *Did TOLONews programs promote positive concepts in Afghanistan?*

	Frequency	Percent	Valid Percent
Yes	77	36.6	36.6
No	31	14.6	14.6
To some extent	102	48.8	48.8
Total	210	100.0	100.0

Table 9: Regarding the main research question of positive concept promotion through TOLONews programs, 36.6 percent of respondents say yes, while 14 percent of participants say no. While 48.8 percent of the respondents, to some extent, agree with positive perception promotion through TOLONews in recent years.

**Table 10:** *Did Afghan broadcast media provide accurate news reporting?*

	Frequency	Percent	Valid Percent
To great extent	15	7.3	7.3
Yes	87	41.5	41.5
To some extent	93	43.9	43.9
No	15	7.3	7.3
Total	210	100.0	100.0

Table 10: For the accurate reporting by Afghan broadcast media, 7.3 percent of participants agreed, while 41.5 percent said yes to the accuracy of reporting through Afghan broadcast media. 43.9 percent agreed to some extent, and 7.3 percent said Afghan broadcast media did not provide accurate war/conflict news reporting in recent years.

**Table 11:** *Has Afghan broadcast media's contribution to positive perception been satisfactory recently?*

	Frequency	Percent	Valid Percent
Strongly Agree	20	9.8	9.8
Agree	87	41.5	41.5
Neutral	56	26.8	26.8
Disagree	47	22.0	22.0
Total	210	100.0	100.0

Table 11: Participants strongly agreed with the satisfaction with Afghan broadcast media contribution in recent years, while 41.5 percent decided to be satisfied. In recent years, 26.8 percent of participants remained neutral about the satisfaction of positive perception through Afghan broadcast media. Twenty-two percent of respondents disagreed with the satisfaction of broadcast media in Afghanistan.

Table 12: Different news networks' impact was dug into in recent years. TOLONews programs stood at first position, with 75.6 percent of respondents agreeing with the effects of it on peace concept promotion in recent years. At the same time, 7.3 percent of respondents agreed with National TV news programs and Ariana news programs. And 9.8 percent of

respondents did not agree with the impact of news network programs on peace concept promotion in the country in recent years.

**Table 12:** Which news network programs have recently impacted positive perception promotion in Afghanistan?

	Frequency	Percent	Valid Percent
National TV news program	15	7.3	7.3
TOLOnews programs	158	75.6	75.6
Ariana news programs	15	7.3	7.3
None	20	9.8	9.8
Total	210	100.0	100.0

Based on the findings above, the responses indicate that the null hypothesis (H0) stating “Afghan broadcast media has been less accurate, lacked depth and was biased to a certain extent and does not provide a positive news perception” is rejected and because of sufficient evidence in the sample in favor of H1 and the alternative hypothesis (H1) is accepted to replace with “Afghan broadcast media played a considerable role in positive orientated news reporting, however, based on Johan Galtung’s theory, TOLOnews programs recently has not been a matter of concerns in positive news reporting in the country.”

## DISCUSSION

A thorough study of the news orientation on Afghan broadcast media, including TOLOnews programs in the recent past, for the accuracy, depth, and biases provided sufficient evidence in favor of H1, the alternative hypothesis. In contrast, the orientation of TOLOnews programs based on Johan Galtung’s theory was a matter of focus. Hence, the table shows the findings of the interview with TOLOnews CEO Mir Aqa Popal (Male), a bachelor's degree holder with ten years of working experience with Mobi group, which was established in 2003 and TOLOnews established in 2008, based on Johan Galtung's model of peace journalism published in Galtung (2002), also used by (Ottosen, 2010). The theory offers an understanding of truth and or propaganda orientation, which provides a proper base for the news reporting orientation of TOLOnews programs. The result is discussed based on the findings in the table below.

**Table 12:** Johan Galtung’s theory

Peace, Truth, People, and Solution Orientation	Condition	Violence, Propaganda, Elite and Victory Orientation	Condition
<b>Peace/Conflict-orientated approach:</b>		<b>War/violence-orientated approach:</b>	
1. The media (TOLONEWS) explores conflict formation and emphasizes parties focusing on their goals and issues.	positive	1. The media (TOLONEWS) focuses on the conflict arena, stressing 2 parties in an issue with 1 goal (win) the war.	Negative
2. The media (TOLONEWS) deal with the “win, win” orientation of the war.	positive	2. The media (TOLONEWS) operate beyond the zero-sum orientation, having considerable outcomes.	positive

3. The media (TOLONEWS) operates in an open space and in an open time to investigate the causes and outcomes of the war.	Negative	3. The media (TOLONEWS) operate in a closed space and closed time to investigate the causes and exits in the arena.	positive
4. The media (TOLONEWS) deals with the news globally (anywhere) and investigates historical and cultural causes.	positive	4. The media (TOLONEWS) deal with the news, stressing who threw the first stone.	Negative
5. The media (TOLONEWS) make conflicts transparent.	positive	5. The media (TOLONEWS) makes the conflicts and wars opaque/secret.	positive
6. The media (TOLONEWS) give voice to all parties of war and promote empathy and understanding.	Negative	6. The media (TOLONEWS) focus on “us-them” journalism, promoting propaganda, gives voice to “us” rather than all.	positive
7. The media (TOLONEWS) see the conflict and war as a problem, and focuses on conflict creativity.	positive	7. The media (TOLONEWS) see the parties (them) as the ‘root’ of the problem and focus on who prevails in war.	Negative
8. The media (TOLONEWS) focus on the humanization of all sides, and if it promotes understanding, more so, the worse the weapon.	positive	8. The media (TOLONEWS) focus on the dehumanization of “them” (parties), and if it promotes the understanding, more so, the worse the weapon.	Negative
9. The media (TOLONEWS) take the proactive stance, taking the initiative to prevent violence/war before it occurs.	Negative	9. The media (TOLONEWS) take a reactive stance, waiting for violence before reporting.	positive
10. The media (TOLONEWS) focus on the invisible effects of violence (trauma and glory, likewise damage to structure/culture).	Negative	10. The media (TOLONEWS) focuses only on the visible effects of violence (killed, wounded, and material damage).	positive
<b>Truth-orientated approach:</b>		<b>Propaganda-orientated approach:</b>	
1. Does the media (TOLONEWS) expose untruths on all sides/ uncover all cover-ups?	positive	1. Does the media (TOLONEWS) expose “their” (war sides/parties) untruths/help “our” cover-ups/lies?	Negative
<b>People-orientated approach:</b>		<b>Elite-orientated approach:</b>	
1. Does the media (TOLONEWS) focus on suffering all over (in a sense globally), on women, aged, and children, while giving voice to the voiceless?	positive	1. Does the media (TOLONEWS) focus on our suffering (in a sense locally), on able-bodies elite males, while being their mouthpiece?	Negative
2. Does the media (TOLONEWS) give a name to all evil-doers?	positive	2. Does the media (TOLONEWS) provide the name to their evil-doers?	Negative
3. Does the media (TOLONEWS) focus on people as peace-makers?	positive	3. Does the media (TOLONEWS) focus on the elite as peace-makers?	positive

Solution-orientated approach:		Victory-orientated approach:	
1. Does the media (TOLONEWS) promote peace by focusing on nonviolence or creativity?	positive	1. Does the media (TOLONEWS) promote peace, focusing on victory or ceasefire?	positive
2. Does the media (TOLONEWS) highlight peace initiatives also to prevent more war?	positive	2. Does the media (TOLONEWS) conceal peace initiatives before victory is at hand?	positive
3. Does the media (TOLONEWS) focus on structure, culture, and a peaceful society?	positive	4. Does the media (TOLONEWS) focus on treaties, institutions, and the controlled society?	Negative
4. Does media (TOLONEWS) add value to the wars/conflict aftermath outcomes towards resolution, reconstruction, and reconciliation?	Negative	5. Does the media (TOLONEWS) intend to leave for another war or return if the old war flares up?	positive

Table analysis: 18 conditions for positive reporting orientation, including Peace/Conflict-orientated approach with 6 positive and 4 negative conditions out of 10, Truth-oriented approach with 1 positive condition out of 1, people-oriented approach 3 positive conditions out of 3 and solution-oriented approach with 3 positive and 1 negative conditions out of 4 on one side, indicating positive reporting orientation of TOLONews; Conversely, comparing the same with war/violence-orientated approach with 6 positive and 4 negative conditions out of 10, Propaganda-orientated approach with 1 negative condition out of 1, Elite-orientated approach with 2 negative conditions and 1 positive out of 3, and victory-orientated approach with 3 positive and 1 negative conditions out of 4 on the other side. The outcome offers a positive perception of reporting. It confirms that Afghan broadcast media played a considerable role in positive-orientated news reporting; however, based on Johan Galtung's theory, TOLONews programs recently have not been a concern in the country's positive news reporting.

## CONCLUSION

To conclude, the concept of Afghan broadcast media focusing on TOLONews reporting orientation provides an expectation of understanding both positive and negative narratives of news reporting, each with distinct implications for public perception. The positive news orientation plays a crucial role in fostering social cohesion within Afghan society and promoting a sense of hope among citizens. At the same time, the study explored the fact that TOLONews offers a positive reporting perception. The orientation of news reporting in Afghan broadcast media through a thematic approach finds positive and negative narratives of news reporting, which influences public attitudes, encourages constructive engagement and participation in societal issues, and promotes balanced public discourse. The research explored the positive framing of news reporting, which can highlight the visibility of women and youth and bring forward the impact of broadcast media on the country's developmental strategies. Investigating the role and influence of Afghan broadcast media with a negative

reporting orientation adds to the public's concern about the lack of proper coverage, promoting societal fears, mistrust, and anxiety. Such a situation can distort public perceptions, leading to confusion in understanding the reality that prioritizes conflict over potential solutions. Such understanding negatively impacts individual mental health and undermines collective efforts toward peace and reconciliation.

The research's key findings help in giving a crisp idea of the media's tendency to focus on peace, truth, people, and solution orientation on one hand and violence, propaganda, elite, and victory orientation on the other. The accurate picture from broadcast media provides a dilemma for the public and the journalists in Afghanistan. Consequently, besides all other issues, the challenge for Afghan media lies in balancing both positive and negative orientations. To prevent adverse media effects, balancing both positive and negative narratives helps cultivate a more informed and engaged citizenry. Galtung's theory provides a base for broadcast media news reporting orientation study by focusing on the procedure of news broadcasting orientation of the broadcast media. Ultimately, only by maintaining an in-depth understanding of the broadcast media orientation of reporting is a smooth information flow to the public, which seems possible through considering the orientation of reporting, especially of the Afghan media broadcast media.

### **Conflict of Interest**

The author declares that there is no conflict of interest.

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