

## EXAMINING THE ROLE OF TOLO NEWS TV IN THE PROCESS OF EFFECTIVE INFORMATION IN AFGHANISTAN

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### ABSTRACT

In this article, the effective information process of TOLO news TV has been investigated. This article examines TOLO News TV, one of the private media in Afghanistan, focusing on its development strategy and role. Also, this research was conducted based on the liberal media model with the field research method and conducting qualitative interviews with the CEO and reporters of TOLO news network. Currently, after the Taliban came to power, freedom of expression has been restricted and the number of newspapers has decreased. The media struggle with many limitations. The international community and some international organizations have played an important role in financing the Afghan media. This research has not been reviewed before. This research can pave the way for comprehensive research in the future. In addition, this research will be valuable and useful for future researchers who research in the field of media.

**Keywords:** Process, Effective Information and Role of TOLO news TV

### INTRODUCTION

Although Afghanistan has a long history in the field of journalism, the path of journalism in this country is still predictable and uncertain. After the U.S. military overthrew the Taliban in November 2001, Afghans gained greater freedom to participate in public life and access media, education, technology, health care, and employment. It attracted many

researchers and tourists from all over the world. Their information about Afghanistan was often used by journalists in the early 1900s.

In the last 20 years, the number of media channels in Afghanistan and the independence of the media have also increased significantly. The media of this country has gained more independence compared to several countries. After the Taliban came to power, the activities of the media were limited. although there is no clear and codified strategy for media development in Afghanistan. But the media has been developed based on the guarantee of the constitution and the support of the international community. But for the journalism community to know how the media grows and develops, this research can help increase their knowledge a lot, and this work will be very important for journalists. Since its establishment, TOLO news TV has played an effective role in the field of information in the Afghan society. It has attracted more audiences and is considered as a pioneering media among Afghan media. Accurate information of TOLO news TV has caused its development and progress.

### **Research Methodology**

In this research, used two approaches, content analysis and field research-interview methods were used and first-hand information was collected. Secondhand data from books, journal articles, websites, and these are examples of secondary sources. First-hand information through interviews and the use of Internet research tools to generate raw data, primary information from Afghan media professionals, including senior journalists, communication and journalism scholars, faculty members, and especially TOLO news reporters and officials News, obtained.

The researcher selected 15 TOLO news employees, especially the managing director and reporters, for interviews to collect their information and opinions about the type of development strategy and the role of TOLO news TV in informing. In order to conduct a close interview with each of the managers and reporters of TOLO news, I made frequent and consecutive calls. However, TOLO news managers and reporters were not present in this interview due to personal problems, and only 10 of them were present for the interview so that the researcher could conduct the interview online to receive basic information through WhatsApp. Also, in order to complete the number of research subscriptions, 5 media experts such as the head of the committee to support Afghan journalists and several others were interviewed online.

The type of reputation of each is available in the study participant's table. 7 main questions and 3 secondary questions were prepared for the interview and sent to the interviewees. The interviews were

conducted online through WhatsApp and the interviews were transcribed.

### Research findings

**Introducing TOLO news TV:** TOLO news was established in 2010 and broadcasts news related to national and international issues 24 hours a day. This media has various political and news programs that bring important events to its audience as soon as possible. This media has more political discourse program than any other media in Afghanistan. It informs the farthest parts of the country. TOLO news has won people's trust with fast and impartial information. TOLO news is published in Farsi and Pashto languages and publishes news in English on websites such as websites, Facebook and Twitter. The TOLO news website below is one of the most visited news sites in Afghanistan. During a decade, it has achieved good results in the field of accurate and fast information.

### Factors affecting the development and growth of TOLO news

There are several items in the title that can be named:

1. The work environment of TOLO news Network is different from any other media, meaning that every journalist and employee of this media has independence of thought and work.

2. A large part of the employees of TOLO news Network are the young and professional generation in the field of journalism, and in contrast to the work of news reporting, it is different from the obligatory work commitment.

3. The method of promoting work in this news network has been created using healthy management and free space, and in the same way, all work platforms in TOLO news will be closed due to the fact that you are free to be hired.

TOLO news management has different views; But in decisions, everyone agrees on one thing. The management method of TOLO news consists of a five-member board, which includes TOLO news Network, TOLO news Deputy, TOLO news political programs, TOLO news section, and the online manager of Talisman News, in which these five people are involved. Have complete. In each decision, each of these five individuals has one vote, which is the majority vote as an agreement if accepted (N. Asil, personal interview, January 10, 2021).

TOLO news publishes news like an independent and impartial media without money and without considering ethnic, regional, religious, linguistic and other issues, and more if I think it is advanced for business information (M. Propel, Personal Interview, February, 20, 2021).

There were two views on the establishment of TOLO news media, the economic view and the professional view of the issue. As far as knowledge of This media is available. The management

was very correct and logical in TOLO news media, in which professionals were hired with complete intellectual and work independence, which is considered a logical and effective process to produce initiative and promote media work. Also, the efforts of the people who work at TOLO news with a commitment to their work, caused TOLO news to grow and develop (M. Khaloutgar, personal interview, January 30, 2021).

Having expert and professional manpower, using the scientific principles of journalism, having financial and technical facilities, independent and positive attitude towards receiving advertisements, having a media development and management strategy has led to the development of this media in Afghanistan. (A. Mousavi, personal interview, March 29, 2018). TOLO news has good leadership, taking issues seriously and the absence of discrimination within the organization, reflecting the principles and profession of journalism in media activity, all these factors have contributed to the growth of TOLO news media and everything that TOLO news produces is accepted by the people. take (S. Siret, personal interview, March 18, 2021).

TOLO news is one of the first private television stations in Afghanistan that started working from a more professional beginning. The production of various political, cultural, social and entertainment programs has also been one of the influential factors in the development of TOLO news. as well as detailed information; At the same time, being fast and neutral is another feature of this media. Launching political, cultural, social, etc. discourses can be one of the factors influencing the development of TOLO news (F. Farmarez, personal interview, January 23, 2018).

There are many factors that have contributed to the effective growth and development of TOLO news, but according to Bawerman, as far as the information is available, three factors have played a major role: the programs have been prepared according to the viewer's wishes according to the current situation. TOLO news has tried its best to convey the news to the viewers without discrimination and accuracy, which is why it has become more trusted. Follows the important events of the day based on the principles of journalism such as speed, accuracy, balance and impartiality (Sh. Danesh, personal interview, March 6, 2021).

Dissemination of reports from the heart of the society, credibility and speed of news coverage and reporting and considering the balance in the news are important issues for the growth and development of TOLO news (A. Shahid, personal interview, February 28, 2021). What has led to the development and growth of TOLO news TV is: impartiality and independence, having a professional and creative working group and knowing the media audience and using modern technology to access events are considered to be

distinctive features of this media (F. Akbarzai, personal interview, February 23, 2021). Better management, professional work, gaining people's trust, broadcasting and covering various events, publishing accurate news are important issues that have caused the good growth and development of TOLO news TV (Kh. Nikzad, personal interview, March 13, 2010).

The good management of TOLO news from the beginning of its publication until now, along with the neutrality of TOLO news in facing issues and the rapid dissemination of news, which has also led to the development of TOLO news (M. Ansar, personal interview, 28 Bahman., 2021).

Three key factors for the success of TOLO news TV can be considered. TOLO news has a critical, free and different approach to issues, and on the other hand, the creation of the Persian language and the creation of tasteful programs attracted the attention of a large part of the Afghan people (P. Tawhidi, personal interview, March 16, 2021). TOLO news, as one of the most reputable and professional media in Afghanistan, which makes the first talk in information, due to the observance of the principles and standards of journalism, the observance of other laws has caused it to receive a good and appropriate position among the Afghan people. On the other hand, the principle of neutrality, balance and honesty, which is one of the principles of journalism, has been properly observed, which has caused it to find a place and develop among the people. When a news outlet adheres to the principles and rules and continues to respect the beliefs and values of a society, it refrains from bias, which in turn contributes to the growth and development of the media. In fact, TOLO news in Afghanistan has been able to stand in the middle with a clear policy. People have gained confidence in the transparent and professional activities of TOLO news above this media (N. Salehi, personal interview, April, 2021).

Observance of professional standards of news is a factor in the effectiveness of Tolo News

TOLO news Network is an independent and private media that has never been influenced by any political current and does not belong to any political current in the country in terms of thought and work. News priority is the news value of current issues. The preparation of news in the TOLO news network is selected based on the most important news value, which has become one of the credentials compared to any other media. There is no question of self-censorship. Every journalist and employee of this media has never been under ethnic, linguistic, and regional policies that have not included these issues in their publishing strategy, and in this regard, TOLO news has never succumbed to political bullies and jihadi leaders. In this regard, the most important



option in the publishing policy is the value of the news based on which the news is selected. This has attracted more attention from the audience (N. Asl, personal interview, January 10, 2021).

The good and tireless management of TOLO news TV reporters has led to its credibility among the Afghan media. It has been able to gain a special place in its accurate and impartial information since its establishment (M. Khaloutgar, personal interview, January 30, 2021).

Paying attention to the content performance of programs in a way that responds to the ongoing needs of all different segments of society, trying to cultivate and develop indigenous capabilities of the country, even the Pamir Valley and activate these capacities, reflect the demands of citizens, monitor and reflect activities The real government, realistic, accurate and timely information is one of the main characteristics that has given this media special credibility (A. Mousavi, personal interview, March 20, 2021).

One of the indicators of this media and the trust of TOLO news has risen among the people, regardless of the principles of journalism, such as; There has been constant care in conveying information to the public. Of course, the speed of informing has increased the level of trust and credibility of TOLO news among the people. Other indicators have been informing this media in special ways. Also, the spelling and accuracy in the work of TOLO news have caused the credibility of this media (S. Sirat, personal interview, March 18, 2021). being a pioneer in the structure of accurate news and at the same time reliable and accurate news, having reliable and numerous sources, and producing news without personal taste based on objective reality. All these indicators have led to the validation of TOLO news compared to other visual media (Sh. Danesh, personal interview, March 6, 2021).

Accuracy and speed in information, balance in reporting, broadcasting news of corruption, war, and peace are in fact indicators that have greatly increased the credibility of TOLO news TV in the Afghan society (A. Shahid, personal interview, March 28, 2021).

One of the reasons why TOLO news is superior. observance of the principle of impartiality in cases and accuracy in informing. This TV has also tried to get first-hand news and cases such as; Speed and accuracy, having reliable sources are considered important. All these cases are indicators that make the mentioned media superior to other media. Other media outlets focus on ethnic and partisan information and are supported by one institution and ultimately propagandize in favor of the same political party and institution. This TV has more or less tried to show that it has progressed impartially and

reflected the voice of the people (M. Ansar, personal interview, February 19, 2021). Publishing impartial reports and broadcasting news in accordance with international standards, considering the balance in news programs and materials, as well as publishing critical programs, caused This TV to gain more success and credibility (P. Tawhidi, personal interview, March 16, 2021).

This media is, among others, operates as an independent media outlet in Afghanistan with a neutral approach, and professional activity in accordance with journalistic principles and ethical standards is one of the hallmarks of this account. Impartial coverage of events and the support and trust of the people have made it have a good reputation (N. Salehi, personal interview, April 28, 2021).

### **Reliable and impartial information TOLO news Effectiveness factors**

All news and all TOLO news employees, including Herat, Balkh, Kandahar, and Nangarhar provinces, work around 80 people. In the meeting that is held every morning by the TOLO news leadership board, all of them participate in the meeting and each reporter chooses two news subjects and defends the news importance of their subject, which finally provides TOLO news leadership a satisfactory day to produce a news item. Of course, the news will be returned again, not according to the tastes of TOLO news leadership; It is based on news values. Each TOLO news reporter has the intellectual and work independence to select valuable subjects. (N. Asil, personal interview, January 10, 2021).

TOLO news has adopted a strategy of neutrality, accuracy, balance, and speed in order to find its place among the people and be recognized as one of the most credible and trusted media outlets. Nearly twelve years of its existence, this media has been able to maintain its credibility with the people. During less than a decade of Carmen with TOLO news, it has been proven that media that did not act according to their tastes, ethnicity, party, and position did not last long and soon went bankrupt. But TOLO news, by following the principles of innovative and creative media, has been able to In the media community (M. Popel, Personal Interview, February 20, 2021).

TOLO news is one of the most influential media outlets in the history of Afghan media. This media has been able to shine in the last decade with its remarkable activities inaccurate and impartial information among other media (M. Khaloutgar, personal interview, January 30, 2021). Basically, one of the fundamental reasons for the development of media is reliable, correct, and fair information. Observance of this important principle in TOLO news Network, while giving this media special credibility among the people, has also led to its development (A. Mousavi, personal interview,



March 20, 2021). Certainly, accurate and impartial information of this media is considered as one of the important factors for the development of TOLO news and the cause of its accreditation. People's criticisms of the activities and shortcomings have also led to an improvement in the work of journalism in TOLO news (S. Sirat, personal interview, March 18, 2021).

Undoubtedly, accurate media information is one of the responsibilities of a committed media outlet that All news and all TOLO news employees, including Herat, Balkh, Kandahar, and Nangarhar provinces, work around 80 people. In the meeting that is held every morning by the TOLO news leadership board, all of them participate in the meeting and each reporter chooses two news subjects and defends the news importance of their subject, which finally provides TOLO news leadership a satisfactory day to produce a news item. Otherwise, their news subject will be canceled by the leadership department. Of course, the news will be returned again, not according to the tastes of TOLO news leadership; It is based on news values. Each TOLO news reporter has the intellectual and work independence to select valuable subjects. This has led to the fact that the unbiased information of TOLO news causes the credibility of Wiki as one of the factors in the development of this media and attracts a large part of the audience (N. Asil, personal interview, January10, 2021).

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Undoubtedly, one of the reasons for the development of TOLO news has been neutrality and reliable information (M. Ansar, personal interview, February 19, 2021). Due to the credible news and the neutrality of TOLO news, this media has developed. Adherence to the principles of journalism has increased the credibility of TOLO news to the people (N. Salehi, personal interview, April 28, 2021).

## CONCLUSION

More than a decade of impressive activity in the field of information. The results of this research show that the most fundamental reason for the growth of Afghan media, especially TOLO News, was the demand of the people for knowledge and support for the media in Afghanistan. Most of the interviewees mentioned lack of access to information, bad security conditions, intimidation of journalists and lack of responsibility of government officials among the problems of media work. Most of the respondents believe that the guarantee of freedom of speech in the constitution, the support of the



international community for the unbiased activities of the media and accurate information from this media are among the most important aspects of TOLO News' growth. As a reliable media with diverse programs, this media is planning to expand throughout the country. The success of Tolo News can be considered accurate, impartial and effective information.

Since Afghanistan guarantees freedom of expression and has a free media system, the expansion of media in this country is compatible with the paradigm of liberalism and social responsibility. In the past decade, this media has played an important role in responding to hidden events such as administrative corruption, coverage of gay family violence, drug trafficking in investigative reports, and also an essential role in covering human rights and civil rights concerns such as women.

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