ECONOMIC SITUATION OF MEDIA IN AFGHANISTAN

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ABSTRACT

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. In this article, analytical, descriptive, documentary and library methods and abstracts of lessons and great discussions have been used. The library method includes the study, critique, composition and re-creation of books, researches, articles and dissertations that have dealt with the categories of this research from different angles. In addition to authoritative sources and libraries, the experience and perspectives of the author are also listed as a reporter and a proprietor of visual, audio and written media

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

ANNOTATSIYA

Ushbu maqolada media iqtisodining yechimlari muhokama qilinib, asosiy savolga javob berishga harakat qilindi, ya'ni moliyaviy muammolar ommaviy axborot vositalarida nashrlar sifatining pasayishi bilan qanday bog'liq. Ushbu tadqiqotga ko'ra, ushbu tadqiqot iqtisodiy inqirozning ommaviy axborot vositalari ishining sifatini pasaytirishdagi rolini o‘rganish va uni hal qilish uchun echimlarni taklif qilindi. Ushbu maqolada tahliliy, tavsifiy, hujjatli va kutubxona usullaridan va darsliklar tezislaridan va katta muhokamalardan foydalangan. Kutubxona uslubi ushbu tadqiqotning toifalarini turli tomonlardan ko‘rib chiqqan maqolalar va dissertatsiyalarni o‘rganish, tanqid qilish, kompozitsiya va qayta yaratishni o‘z ichiga oladi. Nufuzli manbalar va kutubxonalar tashqari, muallifning tajribasi va istiqbollarini ham muxbir va vizual, audio va yozma ommaviy axborot vositalarining egasi sifatida keltirilgan.

Kalit so‘zlar: Media, iqtisod, media iqtisodiyoti, ishlab chiqarish sifati, muammolar va yechimlarni.

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INTRODUCTION

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. The simple word and meaning of media in Persian language is conveying: conveying professions, messages, views, person to person or individuals. This word, which is sometimes used in the singular and sometimes in the plural, is equivalent to the word Medium (رسانه) and Media (رسانه‌های). Mass media or mass media equivalent to Mass Media are the media through which the sender can convey his message to a wide range of audiences. Audio-visual media such as television and radio are among the most important mass media. The print media, on the other hand, is another type of mass media that, according to John Locke, should be accepted as the fourth pillar of democracy, But by definition, media is an industry that produces and sells information and entertainment products and services, or any tool, method, or means used to communicate, is media. As can be seen, there are many definitions of media, which in this article is limited to the definition of media in the Afghan media law. According to Article 3 of the Afghan Media Law, any means of transmitting messages, information and information using radio, television, the Internet and the press is called the media (Afghan Media Law - Article 3). So it can be said that the media has expanded from the past to the present, from the smoke of fire and pigeons to newspapers, cinema and radio, television, social networks and computer games. Media products are the effects and services that the media provides to its audience. Such as news production, various programs, music, movies, documentaries, etc.
The main basis of media is its management, and media management refers to the set of intellectual and practical efforts to do better media work at a lower cost and faster, called management.
LITERATURE REVIEW

Media economics is a field of economics that has been highly regarded by researchers and media and economic activists since the 1970s. In this field, researchers have mostly explored the factors of media income and expenditure, the effects of economic factors on the media and the causes of the crisis. To some extent, research in the field of media economics has kept pace with developments and changes in the media. Communication scientists have provided several definitions of media economics, some of which are mentioned in this section.

According to Australian media economist Alison Alexander, it refers to the business operations and financial activities of companies producing and selling products in various media industries. According to American scientist Robert Georges Picard, media economics is about how to meet the demands and needs of audiences and media advertisers. The University of Texas professor Alan B. Albarran says that how the media industry uses scarce resources to produce content to meet the demands and needs of society, the media economy. According to Iranian scientist Maysam Musai, the science of media economics is related to the policies and practices of the economy of media companies and topics such as: news industry, production of various programs, films, mobile communications and the Internet.

Yahya R Kamalpour, Professor at the University of Bordeaux, USA says that on the economics of media, the competition in the media market has become such a complex issue that it seems that the media and the Japanese market have tried all methods of making money. But in recent years, the Internet has emerged as a major challenge in terms of media revenue. Because advertisers prefer to broadcast their business messages over the Internet and virtual networks rather than on radio and television. This has reduced the commercial volume of radio and television broadcasts. “The first media market for entertainment and information is radio and television,”

Treutler, a professor at the University of Boas mentions that these programs increase the ads in order to attract more audience. According to him, the purpose of consuming media goods is to show the audience that they apparently do not pay any price for it. But basically, buying receivers like radio and television, buying movie tickets, spending time, getting used to and giving in to advertising, means buying and paying very high costs for media goods. As Christopher J. Harper says: "Internet advertising is one of the causes of the economic crisis of radio and television," writes the scientist in his book New Media. Because traders can publish their ads more easily and accurately through the Internet. Because the Internet has many features and
advantages over traditional media over traditional media. Addressing scientists' views on media economics is scientifically very important because on the one hand it has prevented duplication of work in this field and on the other hand it has enriched the sources and introduced them, relying on the views and experiences of previous researchers, filling research gaps in this field. And critique builds on previous works.

CONCLUSION

The first proposal to solve the economic problems of the media is the serious attention of the government and officials. They should encourage private institutions and businessmen to support the media. Merit is another way to solve the economic problems of the media. Media organizations need to replace meritocracy with intermediation to produce quality goods. Because the media is not like other institutions that are hidden from the eyes of the people. Because the capacities of the media are revealed to the people every day and every minute. If employees are hired on the basis of relationships, in a very short period of time, the media will lose its audience and fail in the media competition market. Intense market competition to attract an audience requires the recruitment of experienced, professional, committed, versatile and reputable employees in the media. In this case, more audiences are attracted and more commercial messages are given to the media. Expanding media activities in various geographical, economic, political, cultural and value fields is another solution that saves the media from the risk of collapse. Televisions must consider the diversity of audiences, tastes and cultures in the production of their products. Everyone should feel that they own the media. All audiences must hear their voices from the country's media in order to be accepted.

Freeing the media from political, partisan, group, ethnic, regional and linguistic affiliations is another way to improve their quality. Because one of the most important factors in the economic crisis of the media today is their dependence on dirty policies. The media must be free in order to survive.

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