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Examining the Level of Audience Satisfaction and Trust in Afghanistan News Coverage on Tolo News and BBC-Persian Televisions

MOHAMMAD ESSA SAKHAWATI¹ AND SEKANDAR MAIHANYAR²

ABSTRACT

This research was conducted with the aim of studying the trust of the audience and the difference in the level of trust in TOLO News and BBC-Persian televisions, in the coverage of domestic news (with a case study of the views of the users of the news of the national "TOLONews TV" and the international "BBC Persian" networks).

The research method of this article is a survey with a questionnaire technique. The socio-statistics of this research are the audience of news networks investigated in different cities of Afghanistan with different sex, age, educational level, field of study and jobs. The sample size in this research was (385) people, the questionnaire was distributed and collected after completion and the data was analyzed using "SPSS" software.

The theoretical framework of this research, the important theories of communication; It forms the theory of "use and satisfaction" and the theory of "trust". The research findings are presented in two levels of data description and analysis. At the descriptive level, the data has been described using one-dimensional tables, and the issues raised at this level are based on the individual characteristics of the respondents and questions based on the research objectives. At the level of data analysis and explanation using two-dimensional tables, cases based on research hypotheses have been analyzed and explained.

The findings of the research show that the level of satisfaction and trust of the audience towards the news channel "Tolo News" is higher than the news channel "BBC". According to the findings of this research, among the domestic television channels of Afghanistan, the level of trust and satisfaction with the private channels of Afghanistan is higher than the party and government television channels.

Keywords: *News coverage, Trust, Use and Gratifications Theory (UGT), Television, TOLONews, BBC-Persian.*

¹ Author is an Assistant Professor at Journalism faculty, Balkh University, Balkh, Afghanistan.

² Author is an Assistant Professor at Journalism faculty, Balkh University, Balkh, Afghanistan.

I. INTRODUCTION

Today's media, especially television, is not only a partner in the moments of people's lives, but as an important source of information, it also provides various news and information to its audience. The role and position of news reporting in the media, especially television, cannot be ignored nowadays. For this reason, in the present era, despite the existence of social networks, television is one of the most popular media in the world. The media, with all their informational power, seriously needs the trust of the audience. In fact, the trust of the audience is considered capital for the media. In the media, nothing is more important than gaining the trust of the audience and creating trust in them. If the audience of the media is assured that they are not being lied to, this condition will bring the audience's trust in the media.

The media should adhere to the rules that are appropriate to the audience's wishes and create trust in them, if they accept these behavioral rules and act according to them, it will increase the audience's trust. The components of media trust can be considered as "paying attention to the audience", "paying attention to the needs of the audience", "filling the information gaps of the audience", "honesty in presenting the message" and "eliminating ambiguity and freshness in the message" of the media (Anarki, 2017).

Incidents and events that have news value; The media are responsible for collecting, selecting, processing and transmitting news from the place of its occurrence to the access and opinion of the audience. Those involved and journalists must present it to their audience with complete honesty and impartiality, which results in gaining the satisfaction and trust of the audience. The unbiased reporting of information in the news coverage of any event is the main responsibility of the news media.

(A) The Research Problem

The main problem of this research is to examine the level of trust and satisfaction of the audience in the researched media in relation to the coverage of Afghanistan's domestic news. Television media in Afghanistan, as a comprehensive media, always attracts the attention of the audience. For this reason, the news hours of the national and international media are reached by most of the Afghan families, and they impatiently sit in front of the televisions and follow the news of Afghanistan and the world through the televisions.

On the other hand, trust in the media is considered one of the most important intellectual concerns of the audience and even the officials of every society. If the audience does not trust the news of a media, it cannot be said about the effectiveness and satisfaction of that media. Distrust of a media encourages the audience towards other domestic or foreign media.

The two news channels studied in this research are Tolo News TV, which has the largest audience among the domestic media of Afghanistan, and "BBC-Persian", which is among the most popular and long-standing international TV channels. Investigating the level of trust and satisfaction with news coverage in Afghanistan in these two news channels is one of the main issues of this research.

(B) The necessity and importance of the research topic

The investigated news channels are among the most popular national and international television channels in Afghanistan. Knowledge of the level of benefit, satisfaction, trust, and as a result, the influence of these media, requires scientific research and a detailed examination of the audience's attitude towards these media. This problem expresses the scientific importance of the subject. The results obtained from this research and provided to the audience to be aware of the reasons for trust and lack of trust, as well as satisfaction and dissatisfaction with news networks, add to the practical or social importance of the research.

In Afghanistan, fewer university professors and researchers in this field deal with such issues. While in the current situation, due to the complexities of the world situation and the framing of news in various media, there is a greater need to know the advantages and disadvantages of the media and how to benefit from the coverage of events in the media. And without a doubt, this issue is not possible except for conducting scientific and specialized research.

Measuring the level of trust and satisfaction of the audience according to the methods of scientific criteria is one of the necessities of human society and it is important in two ways; First, the indicators and strengths of the media are identified to gain more satisfaction and trust of the audience, and secondly, Weaknesses or tools that knowingly or unknowingly cause the credibility of the media to decrease in the eyes of their audience are diagnosed and solutions are proposed to solve them.

Socially or functionally; The media have the responsibility to inform their audience of accurate and reliable information. Observing the professional rules and principles of journalism in the matter of news coverage is one of the social responsibilities of journalists. "Common commitment" is one of the rules of journalism. There is a shared obligation and responsibility between the media and the audience. The responsibility of the media towards the audience is social responsibility, it must inform him honestly about the events and reflect the facts.

(C) Research purposes

The main goal: - To know the level of satisfaction and trust of the audience in the two investigated networks.

Sub-goals:

- Knowing the extent of audience benefit from the two investigated networks.
- Examining the opinion of the audience of the investigated networks regarding accurate and reliable information.
- Examining the level of satisfaction and trust of the audience and the difference between this satisfaction and trust in both networks.
- Knowing the advantages and disadvantages of gaining the trust and satisfaction of the audience in the two news channels under investigation.

(D) Research Methodology

The research method in this article is a survey using a questionnaire tool or technique. The survey method is one of the most widely used methods in quantitative research. This method is often used in studies of use and satisfaction and the level of trust of the audience. Quantitative survey method almost always deals with the formal evaluation of numbers, the main point in this method of research lies firstly in measurement and secondly in data collection (Haddadzadeh, 2013).

In this research, the questions of the questionnaire based on the objectives of the research have been designed and distributed to the audience of the statistical community. After collecting the questionnaires, the data was extracted using "SPSS" software, and then the data was described and explained.

(E) Review of Theoretical Research Literature

1. **Television:** Television is one of the mass communications tools, which provides the possibility of transmitting sound and image simultaneously through very short radio waves and, along with repeater and amplifier devices, it makes it possible to send sound and image to distant places (Motamed Nejad, 2006).

Looking at the history of television, we find in several sources that this powerful medium once belonged mostly to the upper classes and over time has become a universal medium. Today, just as television has a high influence and determining power on the one hand, and on the other hand, it is accessible to everyone. Television audiences are not just viewers of the programs, but they are informed and decisive audiences in media programs.

Today, the power of television is not hidden from its audience without a doubt, while television encourages its audience to maintain the existing conditions, it also considers their thirst to see

and hear new and new things, and finally, for He tries not to lose the trust and satisfaction of his audience (Cazeno, 1985).

2. **News:** News and "news" are of special importance in the field of communication. News, as the first tool for establishing communication, has had many opinions and definitions so far. Perhaps the earliest definition of news was given by Lyle Spencer in 1917. In his book called "News Writing", he considered the news as "a real and interesting act and thought for many readers" (Bashir, 2013). A number of incidents that happen every day in the world are unimaginable. Therefore, some of them, which are recognized as important or interesting in terms of news centers, are selected and presented to the audience, the audience may be local, regional, national or international, and each is addressed in different ways by television, radio and the press (McQueen, 2005).

Dr. Naeem Badiei and Qandi call the news a report of objective and real events that has one or more news value. The presentation of this report is influenced by internal and external factors (Badiei and Qandi, 1999).

News are events and happenings that have news values and importance necessary for publication. It means that their creators should be known by a significant number of people, "fame", to the detriment and benefit of a significant number of people, "comprehensive", have an attractive subject or content, "strange and exceptional, and human interests", have conflict. and intellectual or physical conflict is "collision", geographically and spiritually close to the people is "neighborhood", the numbers are large "bigness of numbers" and as a result, the distance between the time of occurrence of the event and the time of its publication is small "recentness" have.

3. **News coverage:** News coverage is one of the few communication words that most researchers and experts take for granted, and less people look for its definition, and almost news reflections are placed in its format. "News coverage is a set of activities that are carried out on the news so that the value of a news and its position is higher or lower than its real status and the value of that news becomes less, more or zero in the vicinity of other content. News coverage refers to presentations (additions) and modifications (subtractions) that are added or subtracted to the main news or its margins or interpretations and that convey a specific intention and purpose to the recipient (Quoted by Sultanfar and Hashemi, 2003).

4. **Investigated news channels:** The meaning of news channels in this research is "Tolu News" TV channels as a domestic news channel and "BBC-Persian" as an international news channel.

- **BBC-Persian:** The power and influence of the media in the current era cannot be denied or ignored. BBC is one of the most influential and powerful media in the media world. "BBC" was founded on November 14, 1922, that is, 2 years after the establishment of radio in the world, with the full name of "British Broadcasting Company" with limited liability. The budget of the "BBC" global department is provided by the British government and the Ministry of Foreign Affairs. "BBC" Persian TV is a part of "BBC" World Service, and it is the third TV channel of this company after English and Arabic TV channels. The "BBC-Persian" television channel covers the Persian speakers of Central Asia, the Middle East and Europe. The news is a major part of the programs of this TV (Nick Maleki, 2007).

Today, the BBC is one of the oldest and most prominent multilingual news broadcasters in the world. This international network has a large audience in Afghanistan.

- **Tolo News:** Tolo Global Network is one of the active media in Kabul-Afghanistan, which was established in 2002. This TV, which is owned by Mobigroup, broadcasts programs 24 hours a day. Its programs can be received all over Afghanistan, as well as in most continents of the world, it is possible to access it through satellite. In addition to broadcasting news in Farsi, Pashto and English, most of its programs are prepared about the social, economic and political situation of Afghanistan, which are of interest to the majority of Afghan people. Therefore, Tolo TV is one of the most pioneering media that enjoys a good reputation with its audience for nearly 18 years (Nai, 2011). Today, Tolo News is one of the prominent news channels in Afghanistan, which has the largest audience in Afghanistan. The scientific research that has been done also shows that Tolo News is the most watched media among the video media of the country in terms of news.

5. **Audience:** The word audience has several meanings and there is little agreement on its definition. In mass communication research, researchers tend to consider the audience as someone who voluntarily turns to the content of a certain media. (Windal and others, 1997). According to McQuail, the audience is a common term in communication science that has a simple meaning and is used to refer to unknown people and groups that are the subject of public communication with them (McQuail, 2006).

The word "audience" is different from the word "spectator" because "spectator" is a tendency of a person who witnesses an event or a person who looks at what is happening. But the audience does not express a specific quality, but rather expresses a general act or placed in the so-called public space. It means the whole that belongs to the group.

6. **TV audience:**TV audience are many and unknown. Being a member of the audience group means having a connection and somehow being formed with television programs. Or people and groups of TV viewers are defined according to the specific programs they watch (McQueen, 2005).

(F) Theoretical framework of the research

1. The theory of use and satisfaction

The use and satisfaction theory are one of the most important theories that has challenged the existence of passive media audiences. This theory states that audiences use media content to obtain specific satisfactions that they need. To meet this need, different media compete with each other. Research based on the theory of use and consent and with the aim of discovering patterns of use of news media have shown that it always confirms the theory of use and consent, because in most research there is a correlation between consent and use of media and recognition of events.

The results of the research conducted in the field of use and satisfaction theory show that as much as the media meet the needs and motivations of the audience, they also provide reasons for their satisfaction. The main premise of the usage and gratification model is that audience members are more or less actively looking for content that provides the most satisfaction. The degree of this satisfaction depends on the needs and interests of people. The more people feel that real content meets their needs, the more likely they are to choose that content.

Use and satisfaction theory emphasizes the audience instead of the message and considers the audience as active people who use the concept and content of the media, not people who are passive and influenced by the media. According to this use and satisfaction approach, it does not assume a direct relationship between media messages and effects and believes that the audience makes a conscious and motivated choice based on some criteria from among the communication channels and contents offered to them. It should be noted that being considered active depends on how consciously and motivated the audience chooses. Of course, issues such as conscious reflection in the media and exploitation of what the media has offered to him are also related (McQuail, 2006).

The use and gratification theory emphasizes the active audience by moving away from the passive view of the effects of the media. The active audience consists of people who are actively looking for sets of consents that are obtained from media programs, and not only the audience seeks to use the media, but the satisfaction of the programs is of particular importance to him. Researchers have mentioned the use and satisfaction approach, the dimensions and indicators

of the audience's activity as "intentionality", "selectiveness", "involvement" and "usefulness". Intentionality is the purposeful and planned use of the media and is a sign of the relationship between the communication activity and the motives of turning to the media. Being selective means being consciously exposed to media use. Selectivity is also defined as media use or expected satisfaction from media consumption. Engaging means that a certain content of the media has a personal connection with the audience. The meaning of usefulness is the social or psychological benefit of the media user.

2. Theory of trust

"Trust" theory is one of the most important theories in social communication. This theory has a long history. Based on this point of view, according to Jamiz Coleman, there are two components in every relationship, the trustor and the trusted, and it is assumed that both components are purposeful in their actions and seek to satisfy their needs. The trusting party must make a decision whether to enter into a transaction with another or not. And the trusted party must choose between keeping the trust and breaking it. Therefore, a relationship based on trust is a mutual act. In social communication, a person can be both trusting and being trusted (Koleman, 1998).

Francis Fukuyama looks at the concept of trust with an economic approach. And the theoretical basis and focus of his focus is on maintaining social capital as a certain set of informal norms and values, and group members who cooperate and help each other share in it. These values and norms should include things such as Honesty, fulfillment of obligations and mutual communication (Fukuyama, 2005).

(A) Media trust

Audience trust is one of the most important and vital components in the media. This trust exists among the audience towards different media to different degrees and levels. When we consider that it is not possible to establish stable social relations without the element of trust; The same issue can be considered in the trust of the audience and the media. If this trust is based on awareness, it can have a positive outcome.

The level of people's trust in the media is a function of the media's compliance with the indicators of media professional activity. Sometimes, publishing false news or showing an exploit in the news coverage of events accuses the media of lying or lack of impartiality and puts the media on the brink of crisis or immediately discredits it. What has added to the importance of continuous validation of the media today is understanding the needs of the audience, which creates the atmosphere of media competition to meet their needs.

In 2000, John Dimick, professor of communication at Ohio University, first proposed the theory of "appropriate role" regarding media competition and audience needs, which is effective in media credibility. He believes that a media competes on meeting consumer expectations, consumer time, etc. This competition can result in the media being removed, replaced or replaced by another media. In fact, this theory, the most common result of such competition is substitution, and such an outcome is of vital importance for media industries and consumers. According to this, by providing the satisfaction of its audience, a media survives, grows, competes, and finally achieves success, which we refer to as trust in the media (Anaraki, 2017). The mass media, when they reveal shortcomings, can expand their audience, so they are interested in highlighting and giving special attention to those shortcomings, which leads to regaining public trust. (Koleman,1998). Media credibility indicators and its known variables play a role in increasing people's credibility to the media, including the values and principles of professional ethics that create credibility for any media. "Trust in the media" as the most important source of providing information needed by the audience, is the main capital of the media and this trust and acceptability can influence the audience's tendencies towards the media. Some believe that five indicators should be considered for the audience's trust in the media.

- **Authenticity of News:** correct and accurate news makes the audience trust the media, and the audience's faith in the authenticity of the news is the reason for their trust in that media. On the other hand, many have equated trust with authenticity, in the sense that accepting the truthfulness of a medium means trusting that medium.
- **Spending Time:** based on the theory of use and satisfaction, the audience is free to choose the media, at a time when the diversity of the media and their competition in attracting the audience gives the audience more freedom to choose the media they use.

Accordingly, when an audience spends a lot of time using a medium, it indicates that; The mentioned media was chosen by the audience and since he had the possibility to choose the media from among many and varied options, the natural assumption is that the audience chose the media that he trusted. So, spending a lot of time watching a news network shows that the audience trusts the news published by this network.

- **Meeting All Communication Needs:** As mentioned about spending time, according to the theory of use and satisfaction, the audience chooses their acceptable and trusted medium among different options. How factors are involved in this choice, goes back to the investigation of factors affecting trust in the media, but the emergence of this choice can be seen through trust indicators. One of these indicators is the use of a medium to

satisfy all information needs. In today's world, where the variety of news has made even the news media operate in a specialized manner or set up specialized news sections, the audience tries to meet all these needs through a comprehensive network. This comprehensiveness of news from one media helps the audience to spend the time needed to get information by using only one media. Therefore, obtaining various news and information from a comprehensive media shows trust and audience in that media.

- **Refer to the Media When Needed:** One of the cases that can be considered as a sign of the audience's trust in a particular media is referring to the news of a media to get more information. In many cases, there are conflicting news about a certain event or that something is going to happen at a certain time that the audience needs to get detailed information about that event. Here, the audience chooses the media that they believe will inform them of the most accurate news in the fastest possible time. Therefore, it can be said that the audience trusts that media.
- **General Trust:** In addition to the above indicators as indicators of trust in a media, the self-confidence in that media can also be seen independently. In today's societies and due to the complexities and multiplicity of the media, where the overall trust in the media has been damaged to some extent, the acknowledgment of trust in a media is the clearest and most accurate indicator of trust in that media (Khosrowshahi and Tehrani, 2013).

(B) Research Findings

The research findings have been done using data analysis by "SPSS" program, which has been examined at two descriptive and analytical levels.

a. Description of research findings

According to the obtained (one-dimensional) frequency distribution tables, the most important findings of the research are as follows:

Respondents' genders	Gender	Frequency	%	Sum (%)
	Male	280	72.7	72.7
	Female	105	27.3	100,0
	Total	385	100,0	

According to the frequency distribution table number 1; Out of the total of 385 respondents, the highest proportion of respondents 72.7% or 280 people are men and the least number of respondents, 27.3% or 105 people are women.

The most important reason for the low participation of women in answering this research is the low presence of women in government offices compared to men, the low percentage of literate women compared to men in the country, and the lack of interest of women in answering the questionnaire.

Chart number 1; It is according to the age of the respondents. According to the findings of this research, the largest proportion of the questionnaire respondents, 29.6% or 114 people, are people aged 20-30 years. And the least number of respondents, 5.2% or 20 people, are people who are over 40 years' old.

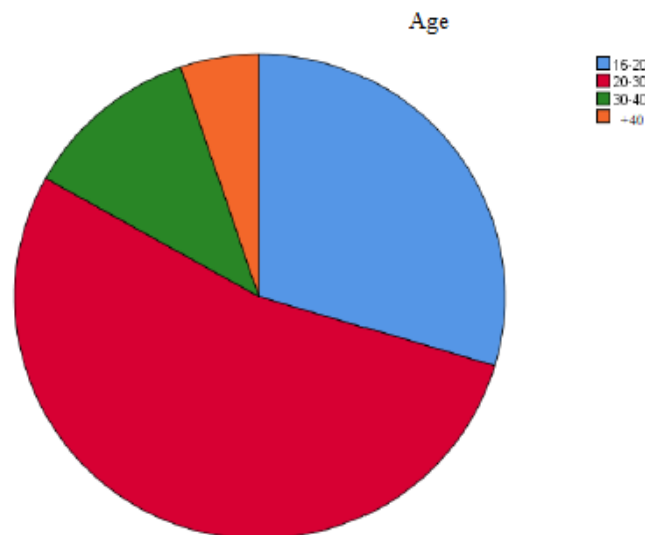


Chart 1. The respondents' age

table number 2; The level of trust of the statistical community has been investigated by the way of news coverage on "Tolo News" TV.

	Frequency	%	Sum (%)
Low	70	18.2	18.2
Medium	130	33.7	51.9
High	185	48.1	100,0

Total	385	100,0	
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According to Table No. 2 of frequency distribution; Regarding the respondents' trust in the way of news coverage in TOLONews news network, out of the total of 385 respondents, the highest percentage of respondents 48.1% or 185 people have expressed their trust in this TV channel.

The research conducted in the past has also shown that the audience trusts and is more satisfied with private televisions than state televisions. And among the private TVs, in the coverage of domestic news and events, "Tolo News" TV has more trust and satisfaction from the audience. The findings of this research also show that the level of trust and satisfaction of the statistical community of the current study towards the direction and manner of news coverage by the news channel "Tolo News" is high, and during certain news hours, the audience visits this news channel to receive information about daily events.

According to the findings of this research, the lowest percentage of the statistical society has expressed a lower level of trust towards this news network.

	Frequency	%	Sum (%)
Low	65	16.9	16.9
Medium	92	23.8	40.8
High	228	59.3	100,0
Total	385	100,0	

Table number 3; The level of trust of the research statistical community towards the news coverage of the global network "BBC-Persian" has been investigated.

Frequency distribution table number 3; Regarding the respondents' trust in the coverage of news related to Afghanistan in the BBC-Persian news network, out of the total of 385 respondents, the highest proportion of respondents, 59.3% or 228 people, have expressed their trust in the coverage of Afghanistan events. The lowest percentage of respondents, 16.9% or 65 people, trust this news network less.

Based on the findings of this research; A high percentage of the statistical population of the research trusts the coverage of news related to Afghanistan in "BBC-Persian" news channel compared to "Tolo News" news channel. "BBC-Persian" news channel is one of the most popular and popular international news channels in Afghanistan. This international news

network has been active in covering events related to Afghanistan in any situation and has had a large audience. The directions of news coverage, tactics of news coverage and other issues in the Afghan society have made this international network more popular than the domestic news networks of Afghanistan, especially "Tolo News". According to observations, the majority of the audience of the international network "BBC-Persian" are educated and literate people, who are statistically less than the general audience.

Table 4: TOLONews respondents' satisfaction			
	Frequency	%	Sum (%)
Low	75	19.5	19.5
Medium	147	38.2	57.7
High	163	42.3	100,0
Total	385	100,0	

Table number 4; It shows the level of satisfaction and the point of view of the statistical community of the current research towards the coverage of events and news in the news network "Tolo News".

Frequency distribution table number 4 of this research; In terms of respondents' satisfaction with the news coverage in TOLONews, out of 385 respondents, 42.3% or 163 people expressed their high satisfaction with TOLONews. Likewise, the lowest percentage of respondents, 19.5% or 75 people, are less satisfied with this news network.

Undoubtedly, the amount of use and benefit of a medium has an effect on gaining the trust of the audience towards the same medium. And when the trust of the audience increases in the way of news coverage and information presentation, it will have a direct effect on the satisfaction of the same audience. According to the response of the statistical community of this research, the level of satisfaction of the audience is more towards the news network "Tolo News". The way of news coverage, news coverage tactics, direction in news and information coverage in "Tolo News" news network can be considered as one of the important factors in attracting more trust and satisfaction of the respondents to this media.

Table 5: BBC Persian respondents' satisfaction			
	Frequency	%	Sum (%)

Low	55	14.0	14.0
Medium	112	29.1	43.1
High	218	56.9	100,0
Total	385	100,0	

Table number 5; The present research presents the level of satisfaction and the presentation of the opinion of the statistical community regarding the news coverage of events related to Afghanistan in the international television network "BBC-Persian".

According to the findings of table number 5 of the frequency distribution of this research; Regarding the satisfaction of the respondents on the way of news coverage in "BBC-Farsi" news channel, out of the total of 385 respondents, the highest percentage of respondents, 56.9% or 218 people, have expressed their satisfaction with the way of coverage of events related to Afghanistan. And the lowest percentage of respondents, 14.0% or 55 people, expressed less satisfaction with this news network.

The findings of this table also confirm the findings of table number 3. The level of satisfaction of the statistical population of the present research with both news channels under investigation is higher than the audience who are less satisfied with these channels. However, compared to both studied news channels, the international TV channel "BBC-Persian" has more audiences with a high level of satisfaction than the domestic TV "Tolu News". The presentation of more professional news programs with professional and experienced reporters compared to the domestic televisions of Afghanistan, in the "BBC-Persian" news channel, is one of the main factors in gaining audience satisfaction compared to TOLONews TV.

(C) Explanation of research findings

In the analysis or explanation of the research findings, it is calculated based on chi-square test or two-dimensional tables.

In the first stage, the relationship between the satisfaction and trust of the respondents and the manner of coverage of news related to Afghanistan in international televisions has been investigated. According to the chi-square test calculated as 16.734 and the degree of freedom is 8 and the error is 5% and 95% confidence, the relationship between the two variables is significant. In other words, there is a relationship between the respondents' trust and the way the news is covered by the international media.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.734 ^a	8	.033
Likelihood Ratio	16.927	8	.031
Linear-by-Linear Association	.657	1	.418
N of Valid Cases	385		

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.27.

BBC-Persian TV has the most coverage of Afghanistan's events among the international TV channels that cover Afghanistan's domestic news widely. This is the reason why most Afghans listen to BBC-Persian TV news. Even in the most difficult conditions, the people of Afghanistan received/are receiving most of the events related to the country from this media. The findings of this research have shown that the level of satisfaction and trust of the audience has a significant relationship with the way news related to Afghanistan is covered on international television, especially "BBC-Persian".

In the description of the findings of this research, it shows the highest ratio of the high level of confidence of the respondents in the option of too much and the lowest ratio of the low level of confidence of the statistical community of the research in the option of very little.

-in table 2; The two-dimensional aspect of this research is the relationship between the trust and satisfaction of the audience and the way news is covered in the domestic networks of Afghanistan.

According to the chi-square test calculated in this relationship, the relationship between two variables is significant with 17.458 and 8 degrees of freedom and 5% error with 95% confidence. In other words, there is a relationship between the satisfaction and trust of the respondents and the amount of news coverage by the domestic televisions of Afghanistan.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	17.458 ^a	8	.026
Likelihood Ratio	17.894	8	.022
Linear-by-Linear Association	.914	1	.339
N of Valid Cases	385		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.00.

Audiences meet their information needs through the media. Domestic televisions in Afghanistan play an important role in covering the country's events. And based on the findings of this research, the relationship between the level of satisfaction and trust of the audience and the way events are covered in the national televisions of Afghanistan is significant.

In the description of the findings of this research, it has also been shown that the highest ratio of trust and satisfaction of the audience is at the very high level and the lowest ratio of trust and satisfaction is at the low level.

II. CONCLUSION

Afghanistan is one of the countries that has been in the headlines of the world's media in the last few decades. The role of national and international televisions in covering these events and news cannot be ignored. Based on the theory of use and satisfaction, Afghan audiences receive information and news events from national and international televisions, to meet their information needs. The media that can play a convincing role with more responsibility in covering these events will be trusted by the audience.

Usually in selecting, shaping, displaying and postponing or broadcasting news; There are people who play an essential role. They manage the news, and it affects the flow of information in the channels between the sender and the receiver of the message in different ways. Audiences, as the targets of media communication messages, because they need to receive this information, choose a media that is satisfied with the way its news is covered and have complete trust in that media.

The findings of this research show that media audiences choose to consume media information consciously. Past research has shown that among the domestic televisions of Afghanistan, the most benefit is from "Tolo News" TV, which has resulted in a high graph of audience satisfaction and trust. What can be seen in this research is that; In the two news networks under investigation, the level of trust and satisfaction of the statistical community of the research is

more on "BBC-Persian" international television than on "Tolo News" television.

Based on the findings of this research, the audience is active and consciously chooses, and in identifying which media can satisfy his information needs, he consciously chooses, approves and trusts that media. Trust makes people as permanent and active audiences of a media always partner with that media's programs. The theory of media trust is based on the fact that the audience trusts the media that fulfill their information needs. And the reason for the audience's trust in a particular media is an expression of the audience's activeness.

Based on the findings of this research, the relationship between domestic and international televisions that play a role in covering the events of Afghanistan, in the manner of their news coverage and function, with the level of satisfaction and trust of the audience, is a significant relationship. The more professional and professional these media are in covering news and information, the more satisfaction and trust there is in that media, and vice versa. This is an expression of the activeness of the audience in consuming the media product.

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