

TRANS-AFGHAN PR IN THE XXI CENTURY

Always spin around Afghanistan Information scheme: if you go back a hundred years ago, the Soviet writer Larisa Reisner made notes and revolutionary Kabul. Her style is reminiscent of reports from the battlefield, and the text was filled with propaganda of ideas of Marx and Lenin.

During the years of Soviet intervention in the Democratic Republic of Afghanistan The Afghan issue was "convenient" for the promotion of the ideas of Sovietization and opposing ideologies. The Soviet media praised the positive side of the invasion, along the way, "denouncing" the opponents in the face of Andrei Sakharov and others. Writing about Afghanistan has always been a prestigious and surrounded by an aura of romance and risk. There is now a persistent perception that the "Afghan PR" – it's much broader. There is a new term "trans-Afghan» PR, which captures the essence of information warfare around Afghanistan.

One gets the body of journalists both in Afghanistan and abroad, specializing in the subject. They face problems of access to the ruling elite. Afghan journalists have complained that it is difficult to get through to a high-ranking representatives of the Afghan government, often exhibiting greater openness to Western media.

Terms of Afghan journalists in some aspects a little improved: there is growing number of news publications, an increase of jobs for journalists, is slowly emerging understanding of the importance of an independent press. Rather than risk, some journalists are tempted by rewriting PR releases and passing them off as news.

"Safety – that's the root cause of all the problems – says an Afghan journalist Farhad Peykar (Farhad Peikar), working in an international news agency. – We can not carry on reports from any corner of the country."

In the absence of safe working conditions, journalists are increasingly relying on self-censorship. "I'll think twice before you write something about the drug lords or warlords and try to be extremely careful, constantly weighing whether to subject my story my life in danger," – says Farhad Peykar.

Local influential figures and representatives of the authorities themselves are often suppress unwanted messages to them in the media. Media Watch also reports on attempts to put the independent media under the control of the authorities, taken by representatives of the Karzai administration.

Farhad Peykar – in spite of his work in the international news agency – expressed disappointment at the fact that the Afghan authorities prefer to talk with Western correspondents, rather than their colleagues from the local media. In an article in the weekly "Killid" for February 5, 2011, journalists Faruhlaka Sultani (Farukhlaqa Sultani) and Gulkohi (Gulkohi) stressed that the Afghan journalists in their own country are treated like second-class citizens. "News and information about Afghanistan often [first] appeared in the major Western media, and then transferred to the Afghan media" – they wrote. The representatives of the Afghan authorities like to be quoted in the international press, "because they are more concerned about the U.S. government, NATO and Western public opinion than the public of Afghanistan."

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In recent years a great impact in the Afghan-Uzbek relations have policies in the region, the major powers