

PATTERNS OF MASS-MEDIA IN PAK-AFGHAN BORDERING COMMUNITIES: A PUBLIC PERCEPTION ANALYSIS

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Abstract

Those who reside near the Pakistan-Afghanistan border in the Khyber, Mohmand, and Bajaur agencies on Pakistan's side and in the Jalalabad and Kunar provinces on Afghanistan's side are presumed to provide some kind of trouble for one or the other border-sharing countries. The reason for this assumption is not that the residents of these areas are inherently troublesome; rather, it is the premise that these places are ignored by mass media and communication networks on both sides of the border. This study will focus on how different media outlets cover and depict the Pak-Afghan border villages in order to test this notion. It is also crucial to research the media and communication that border communities are exposed to on a local, national, and worldwide level. Furthermore, since microblogging is possible on mobile devices in these regions, the growing importance of social media cannot be disregarded. This study will also examine how these populations interact with the media in Afghanistan and Pakistan. The use of social media (Twitter and Facebook) as well as print, electronic, radio, and other media will be statistically studied throughout this study. According to the hypothesis, communication gaps will be found in the study and will have a direct influence on how border communities behave.

Key Words: Patterns, Mass-Media, Pak-Afghan Border, Communities

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Introduction

The ways of reporting and distributing information have changed as a result of revolution and technical improvement in communication. The way people consume news, entertainment, education, and advertising has changed thanks to social networking, smart phones, and e-books; they are now effective tools for spreading information. It is intriguing to note that these highly developed forms of communication are also employed in the most distant and remote regions of the globe, in this example by the populations that reside along the Durand Line, or border between Pakistan and Afghanistan (Smith, Cynthia).

This Line refers to the 2250-kilometer-long porous international border between the two countries, which was established in 1893 after an agreement between British India's Sir Mortimer Durand and Afghanistan's Amir Abdur Rahman Khan to define the border between their respective spheres of influence and to promote trade and diplomatic ties. It was given that moniker in honor of Sir Mortimer Durand, K.C.I.E., a British envoy and common hireling of early British India. Although the British oversaw Afghanistan's external affairs and conciliatory relations at the period, they nevertheless regarded it as a free august state.

The agreement of Durand line

The Durand-Abdur Rahman Khan Non-Impediment Agreement, which is just one page long, states that neither party will use obstructionism in any territory beyond the uninhabited region bounded by the Durand Line. (The Right Honorable Sir Percy Sykes) A combined British and Afghan division study began in 1894 and covered up to 800 kilometres of the country's periphery. (Maj. W. R.) In the middle of local Russian and British intrigue, the following line eventually settled the "Incomparable Game" support zone. Ali, Hasan, Khalid As a result of its independence from Britain in 1947, Pakistan now

shares a front frontier with Afghanistan along the line as slightly modified by the Anglo-Afghan Treaty of 1919.

The Durand Line divides the Pashtun tribal mountains and extends south into the Balochistan area, isolating the Pashtun people politically as well as the Baloch and other ethnic groups that live on both sides of the boundary. It divides Pakistan into four provinces: Khyber Pakhtunkhwa, the Federally Administered Tribal Areas, Balochistan, and Gilgit-Baltistan, and the northeastern and southern regions of Afghanistan. Geopolitically and strategically, it is considered to be one of the world's most precarious junctures. (Bajorian Jayshree) Even though it is labelled as Pakistan's western boundary on most maps of the world, Afghanistan continues to disregard it, as pointed out by Philip Walker and Frédéric Grare.

After the Third Anglo-Afghan War broke out in May 1919 and the British Royal Air Force besieged the Afghan capital Kabul and its eastern city Jalalabad, the Durand Line generated a lengthy dispute between the legislatures of Afghanistan and British India, specifically centred on Wahid Mohmand. However, according to Selig S. Harrison, in 1919, 1921, and 1930, Afghan authorities reaffirmed their approval of the Indo-Afghan outposts.

Relations between Afghanistan and Pakistan were quickly worsening when, on July 26, 1949, a Pakistani military air ship attacked a settlement on the Afghan side of the Durand Line. This prompted Afghanistan to call for a loya jirga. Since "neither the nonexistent Durand Line nor any analogous line" was visible, the Afghan government declared that all prior Durand Line understandings were void. The Durand Line's defiant positioning in the middle of Afghanistan and Pakistan is emblematic of the tensions between the two countries and the difficulties of state and national development. Until the 1970s, the progressive Afghan governments' objective was to create a more significant "Pashtunistan," which challenged Pakistan's regional sincerity, and the unclear edge of the Durand Line was utilised as a weapon

to manufacture the country. In the 1990s, the Durand Line took on a concrete physical form as the Pakistani military drew a connection between Afghanistan and its conflict with India over Kashmir. Finally, following 9/11, the Durand Line swiftly became a worldwide measurement because to the War on Terror. Instead of using the same coercive methods that have failed in the past, new approaches designed to inspire participation are needed to protect vulnerable coastlines like the Durand Line.

The communication on Durand Line

The issue, which concerns the Pashtoon and Balouch tribes who live on both sides of the border, is, nonetheless, one of the utmost significance. The difficulty is that both nations' political centers ignore the local population, and as a result, border residents cause issues that affect both countries as well as simply one.

The communities here on border lines will always come up as a concern whenever the socioeconomic and political problems of these nations are examined. It is essential for a researcher in the area of mass communication to examine media trends in the border region carefully from the viewpoint of the typical person. It is essential to comprehend why the bordering towns have never been held by their respective nations. The significant communication gap between the bordering populations and their respective nations is the cause of this.

Patterns of Mass Media on Durand Line

The fundamental concept is to comprehend how information from Afghanistan and Pakistan is received and interpreted by border residents as well as how the flow of information from worldwide media is facilitated in these areas. Through the research of social media, in this example Facebook and Twitter, it is also important to note how individuals

responded to that information and to spot any signs of that satisfaction.

The manner that individuals in these conflict-torn places are interacting with the media will be examined in this two-way communication system. On the other side, media reliance will also be evaluated. The Pak-Afghan border also experiences issues and the impacts of communication shifts as a result of their close proximity and frequent personal encounters. The prevailing narrative is that the tribes and people who reside on the other side of the border are likewise involved in issues and conflicts. This stereotype and story about the tribes living on the other side of the border is perpetuated by the media on both sides of the border in a planned way, in addition to certain scholarships and governmental policies.

It is still unclear, however, whether these individuals were intentionally overlooked by both nations or just sidelined.

Theoretical Framework

Three fundamental theories must be applied to this research in order to study communication and its barriers, adaptation to Pakistani and Afghani communication systems, and international media in order to analyze how people who live close to the Durand Line enjoy the mass media, how dependent they are on it, and how the international communication system functions there.

Dependency Theory

The Dependency Theory may also be rooted in the Durand Line region by looking at the media dynamics there, in a similar way. To explain this theory, which Melvin DeFleur and Sandra Ball-Rokeach developed in 1976 (Ball-Rokeach, Sandra J.; DeFleur, ML 1976), which suggests that media and their viewers should be investigated in the context of larger social

systems, mass media, and the individual into a thorough explanation of media impacts. According to the fundamental dependence theory, a person will rely more on media to satisfy requirements, making it more significant in their lives and having greater effects on them as a result.

The authors reach the following conclusion after further discussing the theory's link to media dependence and on media: Dependency on media originates from three interactions. I.e., the interaction between society and the media, whereby media availability and access are seen as significant predictors of a person's media experience. The connection between the media and the audience, which is the essential variable in this theory since it impacts how people could utilise a mass medium, fluctuates depending on the political, economic, and cultural system. Additionally, this connection differs amongst media platforms. The drive to seek out mediated information and the dependence on the medium are both larger the more pressing the information requires. As a consequence, there is a larger chance that the media will have an impact on viewers, and the last The interaction between a society and its audience in which norms, values, information, and laws are provided for its members as well as how consumers' demands and motivations for using media are influenced. By providing comparable media services, social systems may serve as substitutes for the media. However Three media requirements, as identified by Ball-Rokeach and DeFleur (Ball-Rokeach 1976), control how significant media is to a person at any particular time.

- 1) Understanding one's social environment is necessary (surveillance)
- 2) The need to do meaningful and useful action in that world (social utility)
- 3) The desire to leave that environment when tensions are high (fantasy-escape)

Media has a larger chance to influence people when there is a strong demand for the services it provides. As a result, more individuals turn to the media to fill their requirements. Having said that, none of these media demands persist for a significant amount of time. Based on elements of our social environment, they alter.

Now, if we examine the Durand Line scenario, it is evident that radio and social media play a significant role in the local communication system. It's vital to remember that this dependence is on events in Kabul and Islamabad rather than the flow of local news. Their conceptions of themselves by the media in Islamabad and Kabul have a direct influence on them since for them, Kabul and Islamabad are the Core and their area is the Periphery. In contrast, Radio Free Europe in Prague and Deewa Radio, a Voice of America affiliate, provide the majority of the news on the radio. The level of reliance is so high that people sometimes start to think and behave in line with the issues highlighted in the media. Most people consider these channels to be highly efficient avenues for communication since they have linked the Durand Line community's connections with Islamabad, Kabul, and the international world. However, very little or very little is communicated about the major issues the Durand Line community suffers because of set agendas and other communication hurdles.

During the investigation, it was found that, for a number of reasons, the effect of internal media is somewhat greater than that of local media, particularly that of Pakistan and Afghanistan. The local community gains a feeling of self-reliability and pride from the international media's broadcasting of programmers in the local tongue, usually in local dialects and accents, blended with terms from the region encouraging them to accept the facts and figures covered by the international media. Few people in the community are aware of it, and the majority are unaware,

which has led to a radical change in the community's ideological inclinations from supporting one party or country to either neutrality or the desire to create their own independent state, known as Pakhtunistan.

Hypothesis

H1: The media may be a useful instrument for spreading misinformation about communities and tribes as well as for propagandizing.

H2: The media's position in relation to the North West boundary (Durand Line) is sometime contentious and agenda-driven, i.e., it either completely ignores these communities or fails to adequately expose their problems, which exacerbates the situation and widens the communication gap.

H3: A certain narrative has been developed about the residents of border regions, driving them into ongoing conflict and making them targets for both the national and international society.

Research Methodology

The approach used for this particular study was quantitative, but a blend of qualitative was also employed in certain areas to arrive at the most likely findings and outcomes throughout the investigation. Through the use of quantitative technique, a descriptive approach was used to observe, characterize, and record the outcomes of the community-based study on the Durand Line. An initial survey of the communities that reside on both sides of the border was undertaken as a pilot study before the actual research got underway.

A Likert scale with five points In order to retain greater consistency in replies and make the results more clearly quantifiable, the questionnaire was constructed with the majority of responses ranging from strongly disagree to strongly agree. The questionnaire was maintained to a manageable length, encouraging replies and validity in terms of the representativeness of the returns while minimizing the danger of misunderstanding by respondents as they sometimes supplied alternate answers, while also including certain subscales. The

questionnaire was written in the respondents' native tongue for convenience, but in order to improve findings, it was afterwards translated into English to make it more thorough.

The community on either side of the border between Pakistan and Afghanistan that has access to more local, national, or international media made up the population for this study.

The sample included residents of the Afghan provinces of Kunar and Ningarhar as well as those residing on the Durand Line in Pakistan's Khyber, Mohmand, and Bajaur agencies. For the best outcomes and impartial findings, the members were chosen at random.

In order to cover the shady sections picked up after seven days, the surveys were provided to them and they were informed about the completing procedure. Between January and April, 250 questionnaires were sent; 220 of them were returned with a response rate of over 93%. Through private social networks, the same method was used to reach out to populations in remote mountainous areas of Pakistan and Afghanistan. Additionally, The Loye Shalman area on the Durand Line in Mohmand Agency from Khawaizi, Baizi, and Safi tehsils of the agency, the Salarzai and Mamond parts in Bajaur Agency, and the Torkham region in Landikotal Tehsil in Khyber Agency were selected for sampling on the Pakistani side of the border. On the Afghan side, samples were gathered in the Durand Line-adjacent provinces of Ningarhar and Kunar.

Findings and Data Analysis

Cross Tabulation Analysis

After doing a frequency analysis, it was crucial to exclude various factors from the study and evaluate them using a cross-tabulation approach in order to understand and streamline the data in a more derivative way.

The dynamics on the Durand Line, the boundary between Pakistan and Afghanistan, are distinct from those in the rest of the country because the area has seen decades of violence and because ethnicity is a potential contributing element. The researcher will be able to compare the responses of various groups of respondents to the survey questions using the cross tabulation analysis, which will demonstrate the link between two or more survey questions throughout the study.

When analyzing survey data, cross tabulations are a quantitative research tool used to determine the relationship between two or more variables. The results of one or more variables may be compared with those of other variables using cross tabulations as a tool. The table's axes might represent a single variable, a group of variables, or both. The final table will have as many rows and columns as there are codes in the corresponding axis specification.

Because data tables utilized in research studies are often based on all survey participants, the results of surveys are almost always only reported in aggregate form. Cross tabulations, in their simplest form, are tabular representations of survey data that show differences in responses across categories of respondents. Investigating data correlations that may not be readily evident when seeing the whole sample of survey responses is possible using cross tabulations. The finest example of the advantages of cross tabulations in survey analysis is provided by this study. One may examine the frequency of visits and divide the findings by age using sophisticated survey software with built-in analytic features.

Cross Tabulation of Age Demographics with Media Types on Durand Line

		Regular	Quite Often	Often	Seldom	Never	Total
Age of the respondent	15 - 20 years	2 4.9%	3 7.3%	14 34.1%	20 48.8%	2 4.9%	41 100.0%
	21 - 30 years	5 4.5%	10 9.1%	19 17.3%	71 64.5%	5 4.5%	110 100.0%
	31 - 45 years	0 0.0%	2 5.1%	6 15.4%	31 79.5%	0 0.0%	39 100.0%
	over 46 years	5 16.7%	0 0.0%	1 3.3%	20 66.7%	4 13.3%	30 100.0%
	Total	12 5.5%	15 6.8%	40 18.2%	142 64.5%	11 5.0%	220 100.0%
Radio	15 - 20 years	21 51.2%	6 14.6%	8 19.5%	4 9.8%	2 4.9%	41 100.0%
	21 - 30 years	42 38.2%	30 27.3%	37 33.6%	0 0.0%	1 .9%	110 100.0%
	31 - 45 years	5 12.8%	16 41.0%	14 35.9%	4 10.3%	0 0.0%	39 100.0%
	over 46 years	12 40.0%	7 23.3%	6 20.0%	4 13.3%	1 3.3%	30 100.0%
	Total	80 36.4%	59 26.8%	65 29.5%	12 5.5%	4 1.8%	220 100.0%
Social Media	15 - 20 years	6 14.6%	10 24.4%	2 4.9%	6 14.6%	17 41.5%	41 100.0%
	21 - 30 years	13 11.8%	30 27.3%	22 20.0%	18 16.4%	27 24.5%	110 100.0%
	31 - 45 years	4 10.3%	5 12.8%	4 10.3%	12 30.8%	14 35.9%	39 100.0%
	over 46 years	0 0.0%	6 20.0%	8 26.7%	2 6.7%	14 46.7%	30 100.0%
	Total	23 10.5%	51 23.2%	36 16.4%	38 17.3%	72 32.7%	220 100.0%

The researcher selected many dependent and independent variables for use in the cross tabulation of the survey data. In this part, we can see the effects of electronic, radio, and social media on different age groups by selecting a respondent's age and then cross-tabulating the results. Among the 220 total respondents, 41 answered the questions concerning electronic media usage, and these individuals were broken down as follows: 2 were regular users, 3 were users rather frequently, and 14 were users often. There are a total of 19 people who fall into the "Always" category, 20 people who fall into the "Occasionally" category, and 2 people who fall into the "Never" category, for a grand total of 22 people who consume electronic media from both sides of the border. Additionally, it states that while 53.7% of people in the age range of 15-20 did not watch any electronic media, 46.3% of those in that group did.

Similarly, when looking at those aged 21 to 30, we find that 5 of them were regular, 10 were somewhat regular, 19 were frequently, 71 were occasionally, and 5 were never. After adding the numbers who reported viewing it on a weekly, biweekly, or monthly basis ($5+10+19=34$), and those who reported never watching it ($71+5=76$), the proportion of viewers who were in this age range who were tuning in was 31%, while the proportion who weren't was 69%.

People between the ages of 31 and 45 make up the third category; there, we have 39 responders overall and 0 regular, 2, rather frequently, 6, often, 31, seldom, and 0 never. In these two instances, 20.5% of people were watching, compared to 79.5% who were not.

To break it down further, out of a total of 30 replies, 5 were regular viewers, 0 watched it fairly regularly, 1 watched it often, 20 watched it seldom, and 4 never watched it, for a 20% viewership rate and an 80% non-viewing rate, respectively.

According to the vast majority of responses, despite the fact that electric poles have been constructed and electric connections have been supplied to residents on both sides of the border, people have seldom been given energy and most of the time there is no electricity accessible to them. The locals are cut off from electronic media not because they have no interest in doing so, but because neither the Pakistani nor the Afghan government has provided them with the means to do so. Thus, most residents of Durand Line avoid utilizing gadgets like computers and televisions to educate and entertain themselves.

People between the ages of 20 and 30 were more likely to listen to the radio than watch television, as shown by the second group of respondents who were doing so at the time of the survey. There were a total of 41 responders in this age bracket, as shown in the table above; $21+6+8=35$, plus $4+2=6$ non-listeners. This means that only 35 of the 41 people were really listening to the radio for news and information, making up just 14.7%. The same is true for the age range 21–30, where $42+30+37=109$, although just 1 respondent seldom listened to the radio. The ratio is so obvious. Similar circumstances apply to the use of social media on the Durand line. It was surprising to see how much more people were using Facebook and YouTube as social media platforms for interaction, and how many people had created local Facebook pages for additional community-based interactions and communication.

Cross Tabulation of Education Demographics with Media Types on Durand Line

		Regular	Quite Often	Often	Seldom	Never	Total
Electronic Media	Illiterate	4 4.0%	8 8.1%	15 15.2%	64 64.6%	8 8.1%	99 100.0%
	SSC	6 8.5%	3 4.2%	17 23.9%	43 60.6%	2 2.8%	71 100.0%
	HSSC	2 6.1%	3 9.1%	3 9.1%	25 75.8%	0 0.0%	33 100.0%
	Bachelor	0 0.0%	1 6.7%	3 20.0%	10 66.7%	1 6.7%	15 100.0%
	Masters	0 0.0%	0 0.0%	2 #####	0 0.0%	0 0.0%	2 100.0%
	Total	12 5.5%	15 6.8%	40 18.2%	142 64.5%	11 5.0%	220 100.0%
Radio	Illiterate	50 50.5%	9 9.1%	27 27.3%	9 9.1%	4 4.0%	99 100.0%
	SSC	22 31.0%	24 33.8%	22 31.0%	3 4.2%	0 0.0%	71 100.0%
	HSSC	4 12.1%	19 57.6%	10 30.3%	0 0.0%	0 0.0%	33 100.0%
	Bachelor	3 20.0%	6 40.0%	6 40.0%	0 0.0%	0 0.0%	15 100.0%
	Masters	1 50.0%	1 50.0%	0 0.0%	0 0.0%	0 0.0%	2 100.0%
	Total	80 36.4%	59 26.8%	65 29.5%	12 5.5%	4 1.8%	220 100.0%
Social Media	Illiterate	12 12.1%	19 19.2%	16 16.2%	16 16.2%	36 36.4%	99 100.0%
	SSC	4 5.6%	18 25.4%	16 22.5%	10 14.1%	23 32.4%	71 100.0%
	HSSC	4 12.1%	14 42.4%	3 9.1%	1 3.0%	11 33.3%	33 100.0%
	Bachelor	3 20.0%	0 0.0%	1 6.7%	9 60.0%	2 13.3%	15 100.0%
	Masters	0 0.0%	0 0.0%	0 0.0%	2 #####	0 0.0%	2 100.0%
	Total	23 10.5%	51 23.2%	36 16.4%	38 17.3%	72 32.7%	220 100.0%

There is no question that during study it was discovered that few individuals can read and write on Durand Line owing to a lack of education, but the majority of them have a tendency to keep themselves informed about what's going on around them since they are directly touched by them in this manner. Although the goal of this research was to target as many educated people as possible, it was discovered that out of 99 respondents, a significant number were illiterate. Out of the 99 people who answered, $4+8+15=27$ who couldn't read or write were connected to and watching electronic media, while $64+8=72$ who couldn't read or write were not. While those who have earned their Secondary School Certificate have a propensity to watch television at a rate of $6+3+17=26$ and not at a rate of $43+2=45$, adding up to 71. Similar to that, there were a total of 33 respondents who had completed their higher secondary education. Of them, $2+3+3=8$ watched television, while 25 did not. In this manner, out of 15 people with a bachelor's or graduate degree, $1+3=4$ were watching television, 11 were not, and 2 people with a master's degree were watching television to keep up with what was going on in the world. This demonstrates that a significant fraction of people with SSC, Master's, and illiterate degrees watched TV more often than those with bachelor's or HSSC degrees.

Similar results were found when asking about radio listening, another popular form of media in the region: 86 of 99 illiterate respondents were regular listeners, while only 13 were not; 68 of 71 SSC respondents were listeners, while only 3 were not; and among the 33 HSSC respondents, not a single one was not.

The most intriguing data was discovered during the investigation when it was discovered that out of 99 illiterate respondents, 43 were somehow connected to social media, while

52 were not. This suggests that over half of the illiterate population uses social media. 33 of the 71 SSC respondents do not use social media, whereas 38 do. Of the 33 responders to the HSSC, 21 used it and the remaining 12 did not. Only 4 of the 15 respondents with bachelor's degrees were using it; the other 11 weren't, and the two respondents with master's degrees were utilizing it in some capacity.

Cross Tabulation of Geographical Demographics with Media Types on Durand Line

		Regul ar	Quit e Ofte n	Ofte n	Seldo m	Neve r	Total
Electronic	Khyber	0 0.0%	4 10.0%	14 35.0%	17 42.5%	5 12.5%	40 100.0%
	Mohma nd	0 0.0%	0 0.0%	0 0.0%	37 92.5%	3 7.5%	40 100.0%
	Bajaur	0 0.0%	6 15.0%	6 15.0%	28 70.0%	0 0.0%	40 100.0%
	Nangarh ar	10 16.7%	5 8.3%	15 25.0%	30 50.0%	0 0.0%	60 100.0%
	Kunar	2 5.0%	0 0.0%	5 12.5%	30 75.0%	3 7.5%	40 100.0%
	Total	12 5.5%	15 6.8%	40 18.2%	142 64.5%	11 5.0%	220 100.0%
Radio	Khyber	14 35.0%	11 27.5%	10 25.0%	5 12.5%	0 0.0%	40 100.0%
	Mohma nd	14 35.0%	24 60.0%	2 5.0%	0 0.0%	0 0.0%	40 100.0%
	Bajaur	11 27.5%	7 17.5%	21 52.5%	0 0.0%	1 2.5%	40 100.0%
	Nangarh ar	33 55.0%	10 16.7%	13 21.7%	4 6.7%	0 0.0%	60 100.0%
	Kunar	8 20.0%	7 17.5%	19 47.5%	3 7.5%	3 7.5%	40 100.0%
	Total	80 36.4%	59 26.8%	65 29.5%	12 5.5%	4 1.8%	220 100.0%

Social Media	Khyber	5 12.5%	10 25.0%	11 27.5%	11 27.5%	3 7.5%	40 100.0%
	Mohmand	3 7.5%	16 40.0%	2 5.0%	1 2.5%	18 45.0%	40 100.0%
	Bajaur	6 15.0%	8 20.0%	7 17.5%	6 15.0%	13 32.5%	40 100.0%
	Nangarhar	3 5.0%	11 18.3%	12 20.0%	15 25.0%	19 31.7%	60 100.0%
	Kunar	6 15.0%	6 15.0%	4 10.0%	5 12.5%	19 47.5%	40 100.0%
	Total	23 10.5%	51 23.2%	36 16.4%	38 17.3%	72 32.7%	220 100.0%

To investigate the media consumption habits in the Durand Line, three separate agencies of Fata, Khyber Agency, Mohmand and Bajaur agencies, as well as two Afghan provinces, Nangarhar and Kunar, were used for this study. In Nangarhar, where there are 60 respondents, the majority of the population, 40 respondents were collected from the other locations.

Out of 40 respondents from the Durand Line village in Khyber Agency, 18 reported watching television while 22 reported not doing so. No one in Mohmand Agency was watching television since the Durand Line had no electricity. In Bajaur Agency, 12 people watched it while 28 people did not. In the province of Kunar, 7 people were watching it and 33 were not, while 30 people in Nangarhar were watching it and 30 were not. This demonstrates that the majority of television viewers came from the province of Nangarhar, where half of the respondents reported watching television in some capacity.

Similarly, in Mohmand, all 40 respondents listened to the radio, whereas in Bajaur, 39 listened and 1 did not, and in Khyber, 35 listened and 5 did not. There were 34 radio listeners in Kunar, compared to 56 users and 4 non-users in Nangarhar.

We have determined from the continuing study that the respondents choose social media over electronic media since it is less expensive. Out of 40 respondents in Khyber, 26 used social media and 14 did not. In the Afghan province of Nangarhar, 26 people were using social media and 34 were not, while in Mohmand Agency, 21 people were using it and 19 weren't, in Bajaur, 21 people were using it and 19 weren't, and in Kunar, 16 people had embraced it while 24 people weren't.

Cross Tabulation of Geographical Demographics of the Community with Issues Highlighted by Media on Durand Line

		regularly	quite often	often	seldom	never	Total
Area Wise Health	Khyber	0	0	4	23	13	40
		0.0%	0.0%	10.0%	57.5%	32.5%	100.0%
	Mohmand	0	0	0	22	18	40
		0.0%	0.0%	0.0%	55.0%	45.0%	100.0%
	Bajaur	0	0	4	9	27	40
		0.0%	0.0%	10.0%	22.5%	67.5%	100.0%
	Nangarhar	7	5	9	26	13	60
		11.7%	8.3%	15.0%	43.3%	21.7%	100.0%
	Kunar	0	0	1	12	27	40
		0.0%	0.0%	2.5%	30.0%	67.5%	100.0%
		7	5	18	92	98	220
		3.2%	2.3%	8.2%	41.8%	44.5%	100.0%
Civic	Khyber	0	3	7	15	15	40
		0.0%	7.5%	17.5%	37.5%	37.5%	100.0%
	Mohmand	0	2	2	14	22	40
		0.0%	5.0%	5.0%	35.0%	55.0%	100.0%
	Bajaur	0	0	0	12	28	40
		0.0%	0.0%	0.0%	30.0%	70.0%	100.0%
	Nangarhar	4	5	9	31	11	60
		6.7%	8.3%	15.0%	51.7%	18.3%	100.0%
	Kunar	0	0	0	27	13	40
		0.0%	0.0%	0.0%	67.5%	32.5%	100.0%
Total		4	10	18	99	89	220
		1.8%	4.5%	8.2%	45.0%	40.5%	100.0%
Education	Khyber	1	2	4	32	1	40

		2.5%	5.0%	10.0%	80.0%	2.5%	100.0%
	Mohmand	3	9	3	10	15	40
		7.5%	22.5%	7.5%	25.0%	37.5%	100.0%
	Bajaur	0	0	1	8	31	40
		0.0%	0.0%	2.5%	20.0%	77.5%	100.0%
	Nangarhar	5	4	5	28	18	60
		8.3%	6.7%	8.3%	46.7%	30.0%	100.0%
	Kunar	0	0	0	22	18	40
		0.0%	0.0%	0.0%	55.0%	45.0%	100.0%
Total		9	15	13	100	83	220
		4.1%	6.8%	5.9%	45.5%	37.7%	100.0%
Cross Border Smuggling	Khyber	0	5	22	13	0	40
		0.0%	12.5%	55.0%	32.5%	0.0%	100.0%
	Mohmand	2	5	12	21	0	40
		5.0%	12.5%	30.0%	52.5%	0.0%	100.0%
	Bajaur	3	4	0	7	26	40
		7.5%	10.0%	0.0%	17.5%	65.0%	100.0%
	Nangarhar	6	4	10	21	19	60
		10.0%	6.7%	16.7%	35.0%	31.7%	100.0%
	Kunar	2	2	2	11	23	40
		5.0%	5.0%	5.0%	27.5%	57.5%	100.0%
Total		13	20	46	73	68	220
		5.9%	9.1%	20.9%	33.2%	30.9%	100.0%
Political	Khyber	0	0	8	17	15	40
		0.0%	0.0%	20.0%	42.5%	37.5%	100.0%
	Mohmand	0	2	12	14	12	40
		0.0%	5.0%	30.0%	35.0%	30.0%	100.0%
	Bajaur	5	10	4	5	16	40
		12.5%	25.0%	10.0%	12.5%	40.0%	100.0%
	Nangarhar	3	5	14	22	16	60
		5.0%	8.3%	23.3%	36.7%	26.7%	100.0%
	Kunar	0	0	0	18	22	40
		0.0%	0.0%	0.0%	45.0%	55.0%	100.0%
Total		8	17	38	76	81	220
		3.6%	7.7%	17.3%	34.5%	36.8%	100.0%
Environmental	Khyber	4	0	8	7	21	40
		10.0%	0.0%	20.0%	17.5%	52.5%	100.0%
	Mohmand	0	0	0	15	25	40
		0.0%	0.0%	0.0%	37.5%	62.5%	100.0%
	Bajaur	0	0	0	5	35	40
		0.0%	0.0%	0.0%	12.5%	87.5%	100.0%
	Nangarhar	4	4	7	15	30	60
		6.7%	6.7%	11.7%	25.0%	50.0%	100.0%
	Kunar	0	0	1	8	31	40
		0.0%	0.0%	2.5%	20.0%	77.5%	100.0%
Total		8	4	16	50	142	220
		3.6%	1.8%	7.3%	22.7%	64.5%	100.0%
Local Crimes	Khyber	0	0	1	16	23	40
		0.0%	0.0%	2.5%	40.0%	57.5%	100.0%

	Mohmand	3	6	5	13	13	40
		7.5%	15.0%	12.5%	32.5%	32.5%	100.0%
	Bajaur	0	3	3	20	14	40
		0.0%	7.5%	7.5%	50.0%	35.0%	100.0%
	Nangarhar	4	3	10	32	11	60
		6.7%	5.0%	16.7%	53.3%	18.3%	100.0%
	Kunar	0	0	0	13	27	40
		0.0%	0.0%	0.0%	32.5%	67.5%	100.0%
Total		7	12	19	94	88	220
		3.2%	5.5%	8.6%	42.7%	40.0%	100.0%
Border Conflict	Khyber	16	24	0	0	0	40
		40.0%	60.0%	0.0%	0.0%	0.0%	100.0%
	Mohmand	18	16	2	2	2	40
		45.0%	40.0%	5.0%	5.0%	5.0%	100.0%
	Bajaur	36	4	0	0	0	40
		90.0%	10.0%	0.0%	0.0%	0.0%	100.0%
	Nangarhar	43	10	2	2	3	60
		71.7%	16.7%	3.3%	3.3%	5.0%	100.0%
	Kunar	31	4	2	2	1	40
		77.5%	10.0%	5.0%	5.0%	2.5%	100.0%
Total		144	58	6	6	6	220
		65.5%	26.4%	2.7%	2.7%	2.7%	100.0%
Ethnicity	Khyber	7	1	13	18	1	40
		17.5%	2.5%	32.5%	45.0%	2.5%	100.0%
	Mohmand	2	4	13	19	2	40
		5.0%	10.0%	32.5%	47.5%	5.0%	100.0%
	Bajaur	0	1	11	6	22	40
		0.0%	2.5%	27.5%	15.0%	55.0%	100.0%
	Nangarhar	6	15	4	30	5	60
		10.0%	25.0%	6.7%	50.0%	8.3%	100.0%
	Kunar	2	6	11	16	5	40
		5.0%	15.0%	27.5%	40.0%	12.5%	100.0%
Total		17	27	52	89	35	220
		7.7%	12.3%	23.6%	40.5%	15.9%	100.0%
Nationalism	Khyber	0	8	21	11	0	40
		0.0%	20.0%	52.5%	27.5%	0.0%	100.0%
	Mohmand	8	0	9	23	0	40
		20.0%	0.0%	22.5%	57.5%	0.0%	100.0%
	Bajaur	7	14	6	6	7	40
		17.5%	35.0%	15.0%	15.0%	17.5%	100.0%
	Nangarhar	8	21	13	8	10	60
		13.3%	35.0%	21.7%	13.3%	16.7%	100.0%
	Kunar	2	3	4	22	9	40
		5.0%	7.5%	10.0%	55.0%	22.5%	100.0%
Total		25	46	53	70	26	220
		11.4%	20.9%	24.1%	31.8%	11.8%	100.0%
Economic	Khyber	2	4	3	13	18	40
		5.0%	10.0%	7.5%	32.5%	45.0%	100.0%

	Mohmand	5	5	3	9	18	40
		12.5%	12.5%	7.5%	22.5%	45.0%	100.0%
	Bajaur	2	2	0	20	16	40
		5.0%	5.0%	0.0%	50.0%	40.0%	100.0%
	Nangarhar	10	8	15	17	10	60
		16.7%	13.3%	25.0%	28.3%	16.7%	100.0%
	Kunar	3	3	2	15	17	40
		7.5%	7.5%	5.0%	37.5%	42.5%	100.0%
Total		22	22	23	74	79	220
		10.0%	10.0%	10.5%	33.6%	35.9%	100.0%
Corruption	Khyber	0	0	1	14	25	40
		0.0%	0.0%	2.5%	35.0%	62.5%	100.0%
	Mohmand	0	0	4	27	9	40
		0.0%	0.0%	10.0%	67.5%	22.5%	100.0%
	Bajaur	4	8	5	16	7	40
		10.0%	20.0%	12.5%	40.0%	17.5%	100.0%
	Nangarhar	5	5	5	39	6	60
		8.3%	8.3%	8.3%	65.0%	10.0%	100.0%
	Kunar	0	0	1	11	28	40
		0.0%	0.0%	2.5%	27.5%	70.0%	100.0%
Total		9	13	16	107	75	220
		4.1%	5.9%	7.3%	48.6%	34.1%	100.0%
Other Social Issues	Khyber	0	0	0	32	8	40
		0.0%	0.0%	0.0%	80.0%	20.0%	100.0%
	Mohmand	2	3	3	14	18	40
		5.0%	7.5%	7.5%	35.0%	45.0%	100.0%
	Bajaur	0	0	3	25	12	40
		0.0%	0.0%	7.5%	62.5%	30.0%	100.0%
	Nangarhar	2	4	6	41	7	60
		3.3%	6.7%	10.0%	68.3%	11.7%	100.0%
	Kunar	0	3	4	12	21	40
		0.0%	7.5%	10.0%	30.0%	52.5%	100.0%
Total		4	10	16	124	66	220
		1.8%	4.5%	7.3%	56.4%	30.0%	100.0%

Three agencies of Pakistan's Federally Administered Tribal Areas (FATA), namely Khyber, Mohmand, and Bajaur, as well as the Pakistani provinces of Nangarhar and Kunar, were used for the study of the Durand Line since they are all situated on opposing sides of the border and are in direct conflict with one another. While the Khyber Agency deals with the province of Nangarhar, Kunar confronts the Bajaur and Mohmand Agencies. Even though the regions were unstable, the efficiency of the study was excellent because people from both sides share similar

cultural affinities and tribal norms and systems, and since Pakhtoon is the main language in the region, the Durand Line likewise adheres to Pakhtoonwali customs.

During the process of cross-tabulating geographical representation with media concerns on the Durand line, the researcher split them up into several groups.

The pilot study revealed that health issues are one among the most important difficulties facing the Durand line population. Is the local community being left to the vagaries of nature with little being done for their well-being, or are their concerns being covered and highlighted by local, national, or worldwide media?

Out of the total 40 respondents within Khyber Agency, 4 indicated that the concerns are emphasized in the media while 36 said that they are not, according to the researcher's investigation into the measuring of health-related issues by the media's coverage the community. Out of the 40 people who replied in Mohamd Agency, none claimed that it is covered; instead, all 40 said that it is not covered. Out of the 40 individuals that participated in the Bajaur Agency survey, 4 indicated that the media covers community health concerns, while 36 disagreed. Due to the demographics and location, 60 respondents from the Afghan province of Nangarhar were chosen, of whom 21 claimed that the topic is emphasized in the media and 39 said that it has not been covered. When Kunar's 40 respondents were asked their view on how the community's health concerns were covered by the media, 1 answered that they received coverage, while 39 claimed they did not get any coverage or media attention.

Forty people from Khyber Agency were surveyed on how often they think the media covers civic problems affecting their neighbourhood; ten people stated this happened often, while thirty people said it never happened. Forty people were polled in

Mohamd Agency, with just 4 claiming coverage and 36 claiming they were not. Forty people in Bajaur Agency were polled, and they all agreed that civic concerns are ignored by the local media. Because of its population and location, 60 respondents were chosen from Afghanistan's Nangarhar region; 18 of them reported seeing media coverage of the problem, while 42 stated they had heard nothing about it. When asked their thoughts on whether or not health concerns in the community are covered, all forty Kunarans who participated in the survey stated that they were not.

Research on how the media in Khyber Agency measures topics pertaining to education showed that, of a total of 40 respondents, just two were teachers, indicating that there is room for improvement in the media's coverage of this topic. Seven people claimed to have seen coverage of the difficulties, while thirty-three said there was none. In the city of Mohamd Agency, 16 people out of a total of 40 stated it is covered, while 25 people indicated it is not. Forty people in Bajaur Agency were surveyed, and just one claimed that educational concerns in the region were covered by the media. Sixty people were polled on the media's coverage of this topic in Afghanistan's Nangarhar province; 14 stated the subject has received a lot of attention from the media, while 46 said it hasn't. Forty Kunarite respondents were polled on the media's coverage of local school concerns, and every single one of them said the topic was ignored.

The study done in the area found that 27 of the total 40 respondents from Khyber Agency claimed that the concerns are emphasized in the media, while 13 said that they are not. Cross-border smuggling across the Durand Line is not a new phenomenon, and many people are connected to it. Out of a total of 40 people in Mohamd Agency, 19 claimed it is covered and 21 said it is not. From a total of 40 residents polled in Bajaur

Agency, only 7 reported seeing media coverage of local problems related to cross-border smuggling. Sixty people were polled in Afghanistan's Nangarhar region to gauge media coverage of the problem; twenty percent thought it had received extensive coverage in the mainstream media, while forty percent indicated it had not. When asked their thoughts on the problem being highlighted, 6 of the 40 Kunaran respondents answered that it is covered, while 34 felt it is ignored.

It is essential for every member of a community to be informed of political issues, and the same holds true for those who make their home inside a community. On the Durand Line, out of forty respondents based in Khyber Agency, only eight reported seeing coverage of the concerns in the media throughout the study. Forty people were polled in Mohamd Agency, with just 14 claiming coverage and 36 claiming they were not. From a total of 40 people surveyed in Bajaur Agency, 19 stated the media covers matters related to political awareness in the community, while 21 indicated they do not. Because of its population and location, 60 respondents were chosen from Afghanistan's Nangarhar region; 22 of them reported seeing media coverage of the problem, while 38 stated they had heard nothing about it. When asked their thoughts on the problem being brought to light, all forty Kunaran respondents said they hadn't seen it being discussed in the media.

When asked whether or not environmental issues are covered in the media, only 12 of 40 respondents from Khyber Agency agreed that they are. This is despite the fact that the current global scenario is concerned about environmental issues and the mishaps occurring due to the mismanagement on the global and local level due to climatic change. Forty people from Mohamd Agency all said it's not the case. Forty respondents from Bajaur Agency, from whence the sample was drawn, all agreed

that local environmental concerns get insufficient attention in the news. Sixty people were chosen to answer the survey from Afghanistan's Nangarhar province because of the region's demographics and geography; fifteen of them found that the subject had received significant media coverage, while forty-five claimed it had not. When asked their thoughts on the problem being highlighted, 40 Kunarites split evenly: 1 claimed it is covered and 39 said it is ignored.

People residing in the Durand line area are not immune to local criminality, as shown by the fact that just 1 out of 40 respondents in the Khyber Agency region believed that the problems in their area were widely covered in the media. About 14% of Mohamd Agency residents claimed it is covered, while 26% said it is not. Out of 40 people polled in Bajaur Agency, 6 stated local media coverage is plentiful on matters relating to local crime, while 34 indicated the opposite. Due to demographic and geographical considerations, 60 respondents were picked from Afghanistan's Nangarhar region. Of them, 17 reported seeing media coverage of the topic and 43 reported never hearing about it. When asked their thoughts on the matter being brought to light, all forty Kunarite respondents said they hadn't seen it being discussed in the media.

It is crucial to know how the community has been affected by the border war and whether or not news relating to the conflict is reported in the media, since the line of Durand has been a source of dispute between Pakistan and Afghanistan from the beginning. According to the local survey, 40 percent of Khyber Agency residents agreed that media coverage of the problems is quite high. Out of a total of 40 respondents in Mohamd Agency, 36 indicated it is covered and 4 said it is not. Forty residents of Bajaur Agency were polled, and every single one of them claimed that local media outlets cover problems

related to the border conflict in the area. Sixty people were polled on media coverage of this problem in Afghanistan's Nangarhar province; 55 indicated it has received extensive coverage while 5 claimed it has not. When asked their thoughts on the problem being highlighted, 37 of the 40 Kunaian respondents indicated they saw coverage, while 3 said they didn't.

Findings from a pilot poll of the area revealed that ethnicity is the most pressing problem for those living along the Durand line; nevertheless, of the 40 respondents from Khyber Agency surveyed, only 21 believed that media outlets were adequately covering the story. Out of 40 respondents in Mohamd Agency, 19 indicated it is covered and 21 said it is not. Twelve of the forty respondents in Bajaur Agency surveyed felt that ethnicity-related problems in the community received media attention, while the remaining nineteen did not. A total of 60 people were surveyed in Nangarhar province, Afghanistan, owing to its specific demographic and geographical characteristics; 25 of them reported seeing media coverage of the problem, while 35 indicated they had heard nothing about it. When asked their thoughts on whether or not the problem is highlighted in the media, 19 of the 40 Kunaran respondents felt it was.

Research done in the area found that 29 of the total 40 respondents from Khyber Agency claimed that the problems of nationalism are addressed in the media, while 11 said that they are not. Both Pakistan and Afghanistan strive to instill a stronger sense of national pride in their citizens. Out of a total of 40 respondents in Mohamd Agency, 17 indicated it is covered and 23 said it is not. From a sample of 40 people in Bajaur Agency, 27 stated the local media covers problems related to nationalism, while 13 said it does not. Sixty people were polled in Afghanistan's Nangarhar province because of the region's demographics and geography; of them, 42 claimed the subject

has received significant media attention while 18 indicated it has not.

When asked their thoughts on whether or not the media in Kunar is publicizing the problem, just 9 of the 40 respondents indicated it was.

As billion-dollar Durand Line business ventures continue to develop, it will be crucial to assess whether or not local residents are benefiting and whether or not the media is covering the story of their economic revitalization. The study done in the area found that just nine of the forty respondents from Khyber Agency felt the concerns were being covered by the media, while the remaining thirty-one felt the opposite. From a total of 40 respondents in Mohamd Agency, only 13 claimed coverage is provided. A total of 40 residents of Bajaur Agency were surveyed; just 4 said that media outlets in the area covered stories on improving the local economy, while the remaining 36 claimed the opposite. Sixty people were polled in Afghanistan's Nangarhar region to gauge media coverage of the topic there, and 33 percent claimed it had received extensive coverage while 27 percent said it had not. When asked their thoughts on whether or not media in Kunar is bringing attention to the problem, 8 respondents indicated that it is covered and 32 said that it is ignored.

According to local study, just one out of forty respondents in Khyber Agency believed that media outlets were covering corruption concerns, while the other thirty-nine did not. This news flow originates from the Durand line. Just 4 people out of 40 in Mohamd Agency stated it is covered, while the other 36 said it is not. From a total of 40 respondents in Bajaur Agency, 17 said local corruption concerns get media publicity, while 23 claimed the opposite. Sixty people were polled in the province of Nangarhar, Afghanistan, because of its specific demographics

and geography; fifteen of them found that the topic had received significant media attention, while forty-five said that it had not. When asked whether or not the media in Kunar gives attention to the topic, 1 of 40 respondents agreed that it is covered and 39 disagreed.

In addition to domestic violence, poverty, development, and a congested supply line, residents of the Durand Line area unsurprisingly face a number of other social problems. However, when questioned if the media is bringing attention to these concerns, 40 residents of the Khyber Agency district indicated that they were not. Forty people were polled in Mohamd Agency, and just 8 stated it is covered. From a sample of 40 people in Bajaur Agency, 3 stated local media coverage of social concerns is widespread, while 37 indicated the opposite. Because of its population and location, 60 respondents were chosen from Afghanistan's Nangarhar province; 12 of them reported seeing coverage of the topic in the media, while 48 stated they had heard nothing about it. Of the forty people living in Kunar who were polled about the topic, seven said that Pakistani, Afghan, and international media do cover it, while the remaining thirty-three claimed the opposite.

Conclusion

Communities on the borders will always be brought up as an issue whenever the political and economic problems of these nations are addressed. It is essential for a researcher in the area of mass communication to examine the media trends in the border region from the viewpoint of the typical citizen. It is essential to comprehend why the bordering towns have never been owned by their respective nations. The significant communication gap between the bordering populations and their respective countries is the cause of this.

It is found that despite the fact that nationalism received more attention than concerns relating to the boarder communities' health, economy, education, politics, environment, crimes, and smuggling, the media did not prioritize these issues over nationalism. Additionally, it has been determined that most locals are exposed to international rather than domestic media.

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