

Analyzing Error Factors in the Media Language of Afghanistan from Universities Lecturers' Points of View

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DOI: [10.55559/sjahss.v2i11.190](https://doi.org/10.55559/sjahss.v2i11.190)

Received: 01.07.2023 | Accepted: 14-11-2023 | Published: 15.11.2023

Electronic reference (Cite this article):

Zirak, R., & Wardak, M. S. (2023). Analyzing Error Factors in the Media Language of Afghanistan from Universities Lecturers' Points of View. *Sprin Journal of Arts, Humanities and Social Sciences*, 2(11), 77–89. <https://doi.org/10.55559/sjahss.v2i11.190>

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ABSTRACT

Journalism and media play a pivotal role in reflecting societal issues, necessitating language that is simple and accessible to all segments of society, including the educated, illiterate, and semi-educated. This study aims to investigate the concerns surrounding the language used in the media, with a specific focus on Afghanistan. The objectives of this research are to analyze the error factors present in the media language of Afghanistan, identify areas of improvement, and enhance the quality and effectiveness of media communication in the country. To achieve these objectives, a descriptive methodology approach was employed. A comprehensive literature review was conducted to gather existing knowledge on the topic. Additionally, a survey was administered to Pashto Language Lecturers from different universities in Afghanistan to gather quantitative data. The collected data was analyzed using statistical techniques to determine measures of central tendency. The results of the questionnaire revealed several factors contributing to language errors in the media in Afghanistan. These factors include unprofessional journalists, inadequate translation, employment of inexperienced individuals, use of different Pashto dialects, and insufficient understanding of journalism professions. As a result, these factors have led to low-quality production in the country's media. This research sheds light on the language error factors affecting media communication in Afghanistan. By identifying these factors, this study provides insights into areas of improvement and highlights the need for addressing the challenges faced. The findings of this research can serve as a basis for developing strategies and interventions to enhance the quality and effectiveness of media language in Afghanistan, ultimately fostering better communication and understanding of societal issues.

Keywords: Accessible, Journalism, Mistake Factors, Media Language, Societal Issue

Introduction

Communication is the fundamental principle behind human society's existence, development, and structural order. It is through communication that social institutions take shape and acquire distinctiveness (Hoops and Drzewiecka, 2017). Without effective communication, not only does human interaction suffer, but social life itself becomes impossible. Hoops and Drzewiecka (2017) state that rather than being a mere aggregation of individual organs and minds, the social system is best understood as an intricate network of constantly evolving and interconnected connections.

Any form of social communication, including various processes, tools, and devices, commonly referred to as "media," are indispensable. Media represents the cornerstone of communication, and communication, in turn, is the bedrock of society. Consequently, society has an inherent and vital need for media as a means of communication. The emergence, growth, evolution, and diversity of media signify the corresponding periods of societal emergence, growth, evolution, and social diversity (Rahnama, 2005).

The advent of communication tools and mass media has not only revolutionized the lives of modern individuals but has also catalyzed significant advancements in theoretical realms. These devices have not only been practical innovations but have also driven remarkable progress in parallel or preceding theoretical developments (Batani, 1991).

In the contemporary era, particularly within our own country, mass media, including the press, have played a pivotal role in shaping national discourse and exerting a profound influence on the fate of language. Words serve as the primary tools employed by these media outlets, reaching and addressing large masses of people daily. Given the high number of illiterate individuals in our nation and the incomplete teaching of the Persian language within our education system, students often fail to attain proficiency in Persian and struggle to effectively utilize it. Consequently, the quality of media language easily influences them, prompting them to imitate and follow the examples set by the media, whether consciously or unconsciously (Irani, 1996).

The impact of media extends beyond facilitating communication within and between societies. It also produces various linguistic effects, which go beyond what has been previously mentioned. For instance, it can contribute to the deterioration of non-official languages and local dialects within a country, leading to linguistic homogeneity and integration. Additionally, media influences the language patterns adopted by different social classes, with individuals from lower classes imitating the language behaviors of the upper classes under its influence. Conversely, the higher classes explore new trends and employ alternative language forms. However, in the long run, this may result in the gradual disappearance of linguistic variety and diversity within a linguistic community (Madrasi, 1989).

Problem Statement

The media plays a crucial role in shaping public opinion and influencing societal discourse, and this influence is particularly significant in Afghanistan, where media outlets serve as vital platforms for engaging in the national dialogue. However, there is a notable dearth of comprehensive research that delves into the specific error factors present in the media language used within Afghanistan. To ensure effective communication of information to a diverse population, it is imperative to gain a comprehensive understanding of the nature and extent of these linguistic errors. By analyzing these error factors, it becomes possible to

identify areas in need of improvement and develop strategies for enhancing the quality and accessibility of media communication in the country. Therefore, the primary objective of this study is to conduct an extensive and wide-ranging analysis of the error factors evident in the media language of Afghanistan. Through this research, light will be shed on the linguistic challenges faced within the media landscape, leading to valuable insights that can be utilized to improve the overall quality and effectiveness of media communication in the country.

Questions of Study

1. What are the common error factors observed in the media language of Afghanistan, including grammatical errors?
2. What are the underlying factors contributing to the occurrence of these error factors in the media language of Afghanistan?
3. What recommendations and strategies can be proposed to improve the quality and accessibility of media language in Afghanistan, considering the country's linguistic diversity and cultural context?

Goal of Study

The goal of this study is to analyze the error factors present in the media language of Afghanistan, aiming to identify areas of improvement and enhance the quality and effectiveness of media communication in the country.

Literature Review

The examination of linguistic errors in media language in Afghanistan is an area that has received limited research attention. Existing studies have primarily focused on evaluating media content from various publications and analyzing it in the context of scientific sources. This literature review aims to identify and discuss research papers that are closely related to the topic of analyzing error factors in the media language of Afghanistan, shedding light on the existing body of knowledge in this area.

The existing body of research on linguistic errors in the media is limited and has not thoroughly explored the topic. Previous studies have generally taken a broad approach, analyzing content from various publications across different media platforms and evaluating it based on scientific sources. However, there is still a need for more comprehensive investigations in this area.

About the current research, several studies have addressed topics closely related to the subject matter. Firstly, Professor Ziyar's work (2016), titled "Writing Guide," examines correct and incorrect forms of words, phrases, and sentences, primarily focusing on guiding how texts should be written. While this work touches on linguistic errors, the coverage of the topic is relatively brief.

Another relevant study is Amin (2017) in his monograph titled *Literary and Journalistic Languages*. He explores linguistic errors in the context of literary and journalistic language, drawing insights from various sources. The study employs a descriptive and observational methodology.

Harifal (2020 as cited in Shkwalay, 2016) research paper, titled *Media and Standard Languages*, adopts a descriptive and analytical approach. It not only emphasizes the importance of research in this area but also includes an analysis of findings and suggestions regarding standard language usage in the media. Wahidi (2017) in his book *Effect of*

Translation on Pashto Prose, assesses the impact of translation errors on Pashto prose and investigates the evolution of academic rank within this context.

Siddique (n.d. as cited in Hejzi, 2005) monograph, "Common Borders and Division of Literature and Journalism," explores the shared boundaries and divisions between literature and journalism. However, it does not specifically address linguistic mistakes and lacks authentic examples of such errors.

Haqmalv (n.d. as cited in Hejzi, 2005) in his Master's thesis, "Correcting Errors in Pashto Writings," predominantly discusses textual errors without specifying the works in which these errors are found or their occurrence in media. The focus primarily revolves around identifying mistakes rather than providing comprehensive examples.

Ahmad Bilal Sajid's master's thesis, "Technical Aspects of Contemporary Authorship," delves into the technical aspects of contemporary writing, examining various elements related to the subject matter (Sajid, 2019).

Yasmin Karimi's monograph, "Works on Accurate Words and Sentences in Pashto Media," focuses on the use of precise words and phrases in Pashto media. Although it is relevant to the topic, further details about the content and findings of the study are needed.

Zabihullah Ghazi, a master's graduate of Nangarhar University, wrote a study in 2018 titled "Writing and Professional Mistakes in Online Media." The research addresses spelling errors in Pashto online media, vocabulary usage, combinations of foreign languages in Pashto media, dialect issues, and words and combinations found in online media (Ghazi, 2019).

Lastly, Wardag's (n.d.) book, "Journalistic Language," published by Kabul University's Faculty of Communication and Journalism, examines the standards of literary and journalistic language, as well as other related aspects.

These aforementioned studies provide valuable insights and form a foundation for further exploration of linguistic errors in the media. However, there remains a gap in research that necessitates a more comprehensive investigation into this important area of study.

Methodology

The present study employed a descriptive methodology to gather data and investigate the research objectives. A questionnaire was developed, comprising 11 thematic sections, to collect information from the participants. The research focused on Pashto literature faculty members from Kabul University and provincial universities, considering them as the statistical population.

To ensure a representative sample, a cluster sampling method was utilized for participant selection. This approach involved dividing the target population into clusters, which in this case were the Pashto literature faculties in different universities. From each cluster, a specific number of participants were chosen to participate in the study.

In addition to including faculty members, the sample group was expanded to incorporate administrators and members of the e-learning committee within the faculty. This decision was made to enrich the study's data collection process by obtaining insights and perspectives from different stakeholders involved in Pashto language education and e-learning initiatives.

The total number of participants in the study was 210. Among them, 123 individuals were selected through an online sampling approach. This online sampling procedure was implemented to ensure a wider representation of participants and increase the generalizability

of the study findings. The selection process aimed to achieve a 90% confidence level with a 5% error margin, enhancing the reliability and precision of the collected data.

By including a diverse range of participants from Pashto literature faculties and incorporating the perspectives of administrators and e-learning committee members, the study aimed to capture a comprehensive understanding of the research topic. The use of a well-structured questionnaire and a rigorous sampling approach further strengthened the study's methodology, increasing the validity of the data collected.

Overall, this descriptive study employed a robust methodology to collect data from a substantial number of participants, ensuring a representative sample from Pashto literature faculties at Kabul University and provincial universities. The inclusion of administrators and e-learning committee members enriched the research process, providing valuable insights into the topic under investigation.

Data Analysis and Presentation

Demography

Table 1.1. Gender of respondents

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Male	119	90.2	91.5	91.5
	Female	11	8.3	8.5	100.0
	Total	130	98.5	100.0	
<i>Missing</i>	System	2	1.5		
	<i>Total</i>	132	100.0		

It is clear from Table 1.1. figures that there are (132) participants in the study, of which (119) were male, which constituted (90.2) %, and (11) were female. (8.3) % participated, but two people whose male or female part is unknown in the questionnaire. The sample size indicates the quota number of male and female lecturers at the universities of Afghanistan teaching the Pashto language.

Table 1.2. Background of Respondents

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Bachelor	46	34.8	35.9	35.9
	Master	73	55.3	57.0	93.0
	PHD	9	6.8	7.0	100.0
	Total	128	97.0	100.0	
<i>Missing</i>	System	4	3.0		
	<i>Total</i>	132	100.0		

It can be seen from Table 1.2. figures that all the participants in the research were (132) people, of which 9 doctors 6.8% and 73 people, 55.3 % are masters and 46 people who are 34.8 bachelors, also 4 people from the total group did not show their level of education, so it is known that the number of master's participants in this study is too much. This is due to the number of master's degree holders involved in teaching at the universities.

Table 1.3. Participation of media workers in the investigation

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Printed	25	18.9	29.4	29.4
	Vocal	28	21.2	32.9	62.4
	pictorial	16	12.1	18.8	81.2
	social	16	12.1	18.8	100.0
	Total	85	64.4	100.0	
<i>Missing</i>	System	47	35.6		
	<i>Total</i>	132	100.0		

It can be seen from the figure above Table 1.3, that there are 132 people participating in the study, 25 of them 18.9 % are print media workers, 28 people are (21 2.) Voice media workers, (16) people, is 12.1 % are visual media workers, and (16) people, is 12.1 % are social media workers. has given.

Table 1.4. Unprofessional journalists are the cause of linguistic errors in the media.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Strongly disagree	5	3.8	3.8	3.8
	No comment	4	3.0	3.0	6.8
	Agree	72	54.5	54.5	61.4
	Strongly agree	51	38.6	38.6	100.0
	Total	132	100.0	100.0	

From the figure Table 1.4, it is clear that all the participants in the study 132 have answered the first question. Among these people, 51 people, which is 38.6 %, strongly agree, 72 people, which is 54.5 %, agree, 4 people, which is 3.0 %, do not have an opinion, and 5 people, which is 3.8 %, disagree. Also, no one has shown much opposition in answering this question.

Table 1.5. The cause of linguistic errors in the media is inaccurate translations.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Strongly disagree	4	3.0	3.0	3.0
	No comment	6	4.5	4.5	7.6
	Agree	71	53.8	53.8	61.4
	Strongly agree	51	38.6	38.6	100.0
	Total	132	100.0	100.0	

It is evident from the figure above Table 1.5 that all the participants in the study 132 have answered the question. Among these people, 51 people, which is 38.6 %, strongly agree,

71 people, which is 53.8 %, agree, 6 people, which is 4.5 %, have no opinion, and 4 people, which is 3.0 %, are against.

Table 1.6. The cause of linguistic errors in the media is the hiring of inexperienced/less experienced people.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Strongly disagree	1	0.8	0.8	0.8
	No comment	7	5.3	5.3	6.1
	Agree	7	5.3	5.3	11.4
	Strongly agree	77	58.3	58.3	69.7
	Total	39	29.5	29.5	99.2
	Total	132	100.0	100.0	

It is evident from the figure above Table 1.6. that all the participants in the study (132) answered the third question. Among these people, 39 people, which is 29.5 %, strongly agree, 77 people, which is 58.3 %, agree, 7 people, which is 5.3 %, have no opinion, and 7 people, which is 5.3 %, have the opposite opinion. Also, one person who is 0.8 % gave a strongly disagree answer.

Table 1.7. The reason for linguistic errors in the media is the influence of other languages.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Strongly disagree	1	0.8	0.8	0.8
	Disagree	15	11.4	11.4	12.1
	No comment	11	8.3	8.3	20.5
	Agree	68	51.5	51.5	72.0
	Strongly agree	37	28.0	28.0	100.0
	Total	132	100.0	100.0	

From the figure above Table 1.7., it is clear that all the participants in the study 132 have answered the question. Among these people, 37 people, which is 28.0 %, strongly agree, 68 people, which is 51.5 %, agree, 11 people, which is 8.3 %, do not have an opinion, 15 people, which is 11.4 %, have given an disagree. Also, one person who is 0.8 % gave a strongly disagree answer. In the above mode, the number and percentage of agreement is high.

Table 1.8. The reason for linguistic errors in the media is the adoption of different dialects.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Strongly disagree	1	0.8	0.8	0.8
	Disagree	19	14.4	14.4	15.2
	No comment	24	18.2	18.2	33.3
	Agree	53	40.2	40.2	73.5
	Strongly agree	35	26.5	26.5	100.0
	Total	132	100.0	100.0	

From the figure above Table 1.8, it is clear that all the participants in the study 132 have answered the question. Among these people, 35 people (26.5 percent) are strongly agree, 53 people (40.2 %) agree, 24 people (18.2 %) have no opinion. 19 people (14.4 %) gave the disagree, and 1 person (0.8 %) gave a Strongly disagree. In the above mode, the number and percentage of agreement is high, so it can be said that one of the reasons for linguistic errors in the media is the adoption of other dialects.

Table 1.9. The reason for linguistic errors in the media is the lack of understanding of linguistic rules.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Disagree	2	1.5	1.5	1.5
	No comment	7	5.3	5.3	6.8
	Agree	70	53.0	53.0	59.8
	Strongly agree	53	40.2	40.2	100.0
	Total	132	100.0	100.0	

Table 1.9. It is evident from the above (9) figure that all the participants in the study 132 have answered the question. Of this number, 53 people (40.2 %) strongly agree, 70 people (53.0 %) agree, and 7 people (5.3 %) do not have an opinion. 2 People who are 1.5% presented a disagreeing opinion.

Table 1.10. The cause of linguistic errors in the media is a lack of understanding of the relevant profession.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Disagree	5	3.8	3.8	3.8
	No comment	14	10.6	10.6	14.4
	Agree	71	53.8	53.8	68.2
	Strongly agree	42	31.8	31.8	100.0
	Total	132	100.0	100.0	

It is evident from the above Table 1.10 figure that all the participants in the study 132 have answered the question. Among these people, 42 people (31.8 %) strongly agree, 71 people (53.8 %) agree, 14 people (10.6 %) have no comment. 5 around 3.8 % of the people gave the disagree opinion, it is also seen that no one gave a very negative answer in the answer to the above question.

Table 1.11. The reason for linguistic errors in the media is the lack of a commonly accepted guideline.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Disagree	10	7.6	8.0	8.0
	No comment	10	7.6	8.0	16.0
	Agree	50	37.9	40.0	56.0
	Strongly agree	55	41.7	44.0	100.0
	Total	125	94.7	100.0	
<i>Missing</i>	System	7	5.3		
	<i>Total</i>	132	100.0		

From the figure above Table 1.11, it is clear that all the participants in the study 132 have answered the question. Among these people, 55 people 41.7 % are strongly agree, 50 people 37.9 % agree, 10 people 7.6 % have no opinion. And 10 people 7.6 % presented the disagree opinion.

Table 1.12. Being unaware of the characteristics of media language.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Disagree	2	1.5	1.5	1.5
	No comment	16	12.1	12.3	13.8
	Agree	85	64.4	65.4	79.2
	Strongly agree	27	20.5	20.8	100.0
	Total	130	98.5	100.0	
<i>Missing</i>	System	2	1.5		
	<i>Total</i>	132	100.0		

Table 1.12 figure indicates that all participants 132 answered the question. According to this number, 27 people 20.5 % strongly agree, 85 people 64.4 % agree, 16 people 12.1 % No comment. 2 respondents around 1.5 % of the respondents gave a disagree opinion, and it is also seen that none of the respondents gave strongly disagree answer to the question.

Table.1.13. The causes of language errors in the media are precision sacrificed for speed.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Strongly disagree	1	0.8	0.8	0.8
	Disagree	3	2.3	2.3	3.1
	No comment	10	7.6	7.7	10.8
	Agree	65	49.2	50.0	60.8
	Strongly agree	51	38.6	39.2	100.0
	Total	130	98.5	100.0	
<i>Missing</i>	System	2	1.5		
	<i>Total</i>	132	100.0		

Table.1.13 figure shows that all the participants 132 answered the question in the survey. According to this number of people 51, 38.6 % strongly agree, 65, 50.8 % agree, and 10 No comment, 7.6 %. 3 participants around 2.3% of the respondents to submit disagree opinion.

Table 1.14. Mistakes in the media language are the media not paying attention to the language.

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	Disagree	7	5.3	5.3	5.3
	No comment	13	9.8	9.8	15.2
	Agree	67	50.8	50.8	65.9
	Strongly agree	45	34.1	34.1	100.0
	Total	132	100.0	100.0	

Table 1.14 indicates that all the participants 132 answered the questions. Of this number of people, 45 people 34.1 % strongly agree, 67 people 50.8 % agree, and 13 people 9.8 % No comment. (7) 5.3 % of the body to submit a disagree opinion

Result

The findings of the questionnaire reveal a consensus among the respondents regarding the causes of linguistic errors in the media. According to the majority, several factors have a direct impact on the quality and accuracy of language used in media communication.

One of the primary factors identified is the presence of unprofessional journalists. It is believed that some media outlets may employ individuals who lack the necessary expertise and skills required for accurate and effective communication. This can lead to linguistic errors, as these journalists may struggle with grammar, syntax, and overall language proficiency.

Inadequate translations also emerged as a significant contributing factor. With the globalization of media, content is often translated from one language to another. However, if the translation is not handled by qualified professionals, errors can occur, resulting in distorted meanings, grammatical inaccuracies, and cultural misunderstandings.

The employment of inexperienced or less experienced individuals in media organizations was another factor highlighted by the respondents. Hiring individuals who are new to the field or lack sufficient experience can lead to linguistic errors due to a lack of familiarity with media language conventions and standards.

The influence of other languages and the adoption of different dialects were also identified as causes of linguistic errors. In a multicultural and multilingual society, various languages and dialects may influence media communication. If not carefully managed, this can result in the incorrect usage of words, phrases, or expressions, leading to linguistic errors. Violation of linguistic rules was brought up as a significant factor contributing to errors in media language. Journalists and media professionals may sometimes overlook or disregard established grammatical rules or language conventions, leading to inaccuracies and misunderstandings in their communication.

A lack of comprehension and insufficient understanding of the relevant profession were also cited as causes of linguistic errors. It is crucial for journalists and media professionals to have a deep understanding of the subject matter they are reporting on to accurately convey information. Without a solid grasp of the context, errors in language usage can occur.

The absence of a unified and social guideline for media language was identified as another significant factor. A lack of clear standards and guidelines can result in inconsistencies and errors in language usage across different media outlets, making it challenging for journalists to maintain a consistent and accurate linguistic style.

Ignorance of media language and its characteristics was highlighted as a cause of linguistic errors. Media language often has its own unique features, such as brevity, clarity, and the use of jargon. If journalists are unaware of these characteristics or fail to adapt their language accordingly, errors can arise.

Respondents also noted that the need for speed in media production can sometimes lead to sacrificing accuracy. In the fast-paced world of journalism, there is often pressure to deliver news quickly, which can result in rushed writing and editing processes, increasing the likelihood of linguistic errors.

Lastly, the lack of attention by the media towards language quality was mentioned as a contributing factor. In an era where visual content and sensationalism often take precedence, the importance of language quality might be overlooked, leading to a higher occurrence of errors.

It is important to note that while all of these factors contribute to linguistic errors in the media, their relative importance may vary depending on the specific context and circumstances within Afghanistan.

Conclusion

In conclusion, the findings of the questionnaire shed light on the consensus among respondents regarding the causes of linguistic errors in the media. It is evident that these errors are influenced by a multitude of factors that directly impact the quality and accuracy of language used in media communication.

The presence of unprofessional journalists stands out as a primary factor contributing to linguistic errors. The employment of individuals lacking the necessary expertise and skills for effective communication can result in grammatical and syntactical mistakes, as well as overall language proficiency issues.

Additionally, inadequate translations play a significant role in linguistic errors, particularly in the context of globalized media. When translations are not handled by qualified professionals, it can lead to distorted meanings, grammatical inaccuracies, and cultural misunderstandings.

Moreover, the employment of inexperienced individuals within media organizations contributes to linguistic errors. These individuals may struggle with media language conventions and standards due to their limited familiarity and experience in the field, leading to inaccuracies in their communication.

The influence of other languages and the adoption of different dialects also emerge as notable causes of linguistic errors. In multicultural and multilingual societies, the presence of various languages and dialects can result in incorrect word usage, phrases, or expressions, further exacerbating linguistic errors.

The violation of linguistic rules is another significant factor contributing to errors in media language. When journalists and media professionals disregard established grammatical rules and language conventions, it can lead to inaccuracies and misunderstandings in their communication.

Insufficient comprehension and understanding of the relevant profession were identified as causes of linguistic errors. It is crucial for journalists and media professionals to have a deep understanding of the subject matter they report on to convey information accurately. Without a solid grasp of the context, errors in language usage can occur.

Furthermore, the absence of unified and social guideline for media language emerged as a significant factor. The lack of clear standards and guidelines across different media outlets can result in inconsistencies and errors in language usage, making it challenging for journalists to maintain a consistent and accurate linguistic style.

Ignorance of media language and its characteristics is also a contributing factor to linguistic errors. Media language often possesses unique features such as brevity, clarity, and the use of jargon. When journalists are unaware of these characteristics or fail to adapt their language accordingly, errors can arise.

The need for speed in media production sometimes leads to sacrificing accuracy. The pressure to deliver news quickly in the fast-paced world of journalism can result in rushed writing and editing processes, increasing the likelihood of linguistic errors.

Lastly, the lack of attention by the media towards language quality was identified as a contributing factor. In an era where visual content and sensationalism often take precedence, the importance of language quality might be overlooked, leading to a higher occurrence of errors.

Addressing these factors and promoting language accuracy and professionalism can significantly enhance the overall quality of media communication and better serve audiences. By prioritizing the employment of qualified professionals, investing in proper translation practices, providing adequate training and support to media personnel, establishing clear guidelines for language usage, and fostering a culture that values linguistic quality, media organizations can mitigate linguistic errors and deliver more accurate and effective communication to their audiences.

Based on the findings, here are some suggestions for future work:

1. Investigate the impact of unprofessional journalists: Conduct a detailed study to understand the specific challenges faced by unprofessional journalists and explore strategies to improve their language proficiency and overall communication skills. This could involve targeted training programs, mentorship initiatives, or professional development opportunities.
2. Enhance translation practices: Further research can be conducted to develop guidelines and best practices for accurate and culturally sensitive translations in the media. This may involve collaboration with professional translators, language experts, and media organizations to establish standards and quality control measures.
3. Focus on training and experience: Explore the effectiveness of training programs and the importance of experience in media organizations. Identify the specific areas where training and experience can contribute to improving language accuracy and develop strategies to provide comprehensive training and mentorship opportunities for media professionals.
4. Address the challenges of multilingual and multicultural contexts: Investigate the specific linguistic challenges posed by multilingual and multicultural societies, such as Afghanistan, and develop strategies to manage language variations and dialects effectively. This could involve promoting language standardization, implementing language guidelines, or developing resources to assist journalists in navigating linguistic diversity.
5. Develop comprehensive language guidelines: Work towards establishing clear and unified language guidelines for media organizations. This can help ensure consistency in language usage and provide journalists with a reference point for accurate and effective communication. Collaborate with media professionals, language experts, and relevant stakeholders to develop these guidelines.
6. Raise awareness and understanding of media language characteristics: Conduct campaigns or training initiatives to increase awareness among journalists about the unique features and characteristics of media language. This can help them adapt their language usage appropriately, including brevity, clarity, and the use of jargon.
7. Balance speed and accuracy: Explore strategies to strike a balance between the need for speed in media production and maintaining language accuracy. This could involve

implementing efficient workflow processes, providing adequate time for writing and editing, and emphasizing the importance of accuracy alongside timeliness.

8. Foster a culture of language quality: Promote a culture within media organizations that values language quality and emphasizes its importance in effective communication. This can be achieved through training, awareness campaigns, and reinforcing the significance of accurate language usage in media reporting.

By addressing these factors and implementing the suggested strategies, future work can contribute to enhancing the quality and effectiveness of media communication, ensuring accurate and accessible information for audiences in Afghanistan and beyond.

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