Determining Audiences' Perception Regarding Taliban's Takeover on YouTube

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Abstract

The role of YouTube videos is becoming gradually important in providing information about recent political and societal topics across the globe. This study attempts to address the empirical gap of audience perception related to the perception of the US Army that left Afghanistan with the sudden uprising from the Taliban in August 2021. This situation resulted in the Taliban emirates taking over the presidential palace in Kabul. This qualitative research used thematic analysis to determine the audience perception related to the US retreat from Afghanistan which is rather sparse in the past year. Researchers developed a research question which is 'What are the audiences' perception of the Taliban's takeover?'. To arrive at our result, we analyzed a total of 493 comments in the course of two months from August until October 2021 in order to determine the audience perception on the takeover. The result in the study discovered three themes namely humanities, politics and condemnation - all of which answered the research question developed. The concluding section of this paper provides recommendations to concerned parties, including the government, Indian media, and society, about the rise of Islamophobia in India.

Keywords: Afghanistan, Taliban, US, audience perception

1.0 Introduction

In 2021, the United States President, Joe Biden called the shot at the White House Brief to "end the war of forever" [1]. He declared that the United States had long ago accomplished its mission of denying terrorists a safe haven in Afghanistan, announced that all American troops would leave the country by Sept. 11. Based on the documentary about the Taliban hosted by Sandra Gathmann, The United States had planned to leave behind about 650 troops to secure its embassy in Kabul but the sudden and shocking Taliban victory forced the embassy into a swift, panicked shutdown as staffers shredded and burned sensitive documents before a makeshift embassy compound was set up at the Kabul airport. With Taliban gunmen controlling the streets of Kabul and other cities, dread has set in across the capital and elsewhere in Afghanistan.

In the video posted by the Aljazeera English Channel - responding in July to critics of the withdrawal, the president asked: "Let me ask those who wanted us to stay: How many more? How many

thousands more of America's daughters and sons are you willing to risk?" Mr. Biden said that after nearly 20 years of war, it was clear that the U.S. military could not transform Afghanistan into a modern, stable democracy.

The Trump administration also had been talking to the Taliban since 2018, leading to formal negotiations that excluded the Afghan government, led by President Ashraf Ghani. Ahead of the planned withdrawal in August, the Taliban's summer-long military campaign had forced widespread surrenders and retreats by beleaguered Afghan government forces. In many cases, they gave up without a fight, sometimes following the intercession of village elders dispatched by the Taliban. At the same time, civilian casualties soared to some of the highest levels of the two-decade old war.

By late July 2021, the US government forces had lost control of the entire rural countryside. In one of the most remarkable military campaigns, the Taliban captured all 33 provincial capitals and Kabul, the nation's capital, in less than two weeks, without facing much resistance. In Kabul, Taliban gunmen have gone door-to-door in some neighborhoods, searching for anyone who had supported the government or the American effort. Despite public promises by Taliban leaders of a more moderate approach to governing, restrictions have been imposed on women, and the Taliban have cracked down on some independent journalists.

1.2 Problem Statement

The Taliban takeover of Afghanistan caught the world' attention especially when the group invaded Kabul. Videos of civilians on a mad rush fleeing the country by running on airport runways, clinging on airplanes and falling to their deaths hundreds of meters from the ground spread like a wildfire. The severity of the situation and the advent of social media spread the news to the world quickly. Due to the incident's global attention, naturally every news outlet covered it, especially foreign media.

There were many people who shared their perception regarding the takeover since the incident is an international crisis. The blame game was on. Some audiences blamed the US, others the Taliban, and the Afghan government. Furthermore, several audiences expressed fears regarding minorities' rights and the future of Afghanistan in terms of social and educational development. This is due to during the Taliban's regime, women's rights were nonexistent. Thus, some people believe that Taliban will practice their old and twisted version of Islam that does not support women's rights. Many speculations were made based on the horrid history of the Taliban. Therefore, this study aims to determine the audience's perception of the Taliban's takeover.

1.3 Research Objective and Research Question

RO1: To determine the audiences' perception of the Taliban's takeover.

RQ1: What are the audiences' perception of the Taliban's takeover?

2.0 Literature Review

2.1 Youtube Platform

The creation of YouTube created an innovative age of online video consumption and production that let ordinary people access active and creative participation in culture [2]. Sharing videos and materials

online can have, or can be seen to have, an impact on someone's place and positioning within their social groups or networks [3]. Information can provide people with a form of social currency that they can share within their social groups and networks, and the attention they receive can give them the feeling of being helpful, in the know or in some way provides them with the status of being smart in the eyes of their peers [4]. All in all, YouTube provides data on a range of videos, user comments, and social dynamics that create the right framework conditions for this research. Although in the beginning YouTube was fueled by user-created content, its scale and success attracted huge enterprises as well. By 2017, YouTube allegedly accounted for 46 percent of all online music streaming time, including services that solely focus on streaming music like Spotify and iTunes [5].

Co-founder of YouTube, Jawed Karim described the success of YouTube through four integrated major features: video recommendations, video sharing through email, the comment area, and the video player. Since 2006, the platform has expanded by creating ties with rival corporate media organizations and investing in technology developments as well as various user habits. The huge scale of YouTube, its essential features, its user-created videos, and its mainstream media material has made YouTube one of the most dominating platforms in the world [6].

2.2 Studies Involving Audience Perception on YouTube in the Past

Audiences function as a vital element powering social media currently, and there would not be any point to develop and publish video material on YouTube if there is no one to watch it. It is therefore important to analyze audiences and their behavior in order to find out viewers' preferences and to understand what makes them follow YouTube channels. Moreover, recent studies shifted their focus to the perceived role model function of influencers. To put it briefly, recipients tend to identify more with, feel more similar to, and trust influencers more than celebrities [7]. In a recent literature review, (8) stressed the importance of influencers as relatable and approachable role models, as people are willing to build (parasocial) relationships and to identify with them, which in turn can lead to the adoption of the influencers' behavior and opinion. In contrast, [9] showed in their qualitative study that more users are capable of critically reflecting upon YouTubers, regarding their celebrity status and commercialization especially. Interestingly, the degree of reflexivity differed between age groups. Moreover, young people and women tend to have more trust in other people on social media, as compared to older people and men, respectively [10].

2.3 Theoretical Framework

This study used Uses and Gratification Theory (UGT) which explains that media users actively select the types of media and media content they consume to gratify various psychological needs. The theory that was developed by Elihu Katz, Jay Blumler, and Michael Gurevitchoften used to study to explain how and why people use media. The theory assumptions that are relatable to this paper is that the medium that provides the most satisfaction for a person will be used more often than other types. The video has 707,812 views and 11,000 likes. Those viewers and audiences that like the video do that voluntarily since it provides satisfaction to them.

The second assumption of UGT is the audience is not a passive player in their media choices. This notion is based on the assumption that the audience has perceived goals when they select a particular media and they aim to achieve those goals through the media they have selected. The audiences that viewed the video have a specific goal in mind. It can be deduced that they watched the video to gain insight, knowledge and information about the issue – Taliban's takeover. Thus, suitability of the theory with this study, researchers used UGT to relate to the study and developed a theoretical framework.
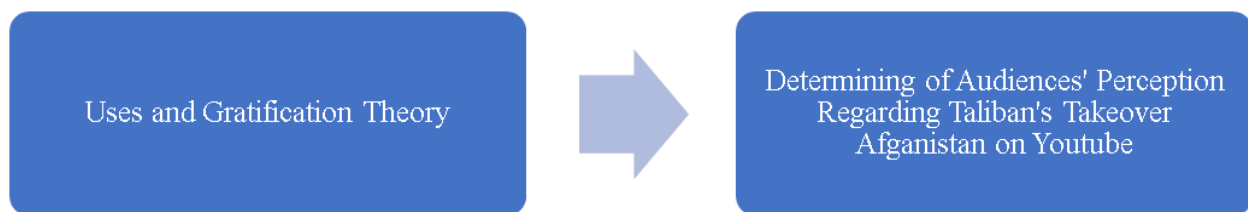
Figure 1: Theoretical Framework

3.0 Methodology

3.1 Research Framework

Media have the ability to shape people's minds especially if the media is established and has credibility such as Al-Jazeera. The content of Al-Jazeera YouTube video reported the issues related to Taliban's takeover. The video covered Afghanistan's political turmoil to US justification for leaving the country. Their coverage shaped and caused the audiences' perception that viewed the video regarding the issue. Those audiences developed perceptions regarding the related parties involved in the crisis such as the US government, Afghanistan government and also Taliban. Therefore, it can be said that the Al-Jazeera video on YouTube shaped audiences' perception of the Taliban's takeover. As such, the current study is guided by the below research framework.
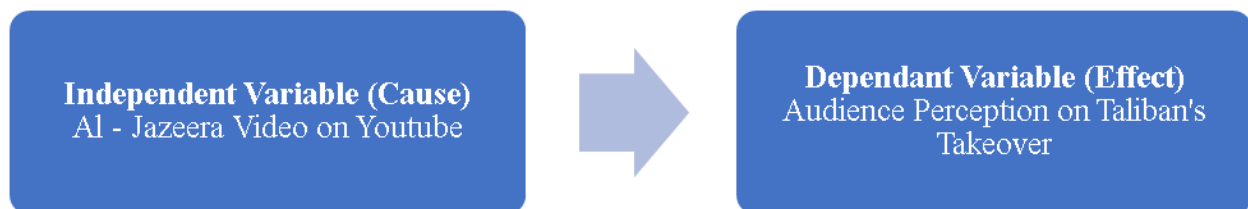

Figure 2: Research Framework

3.2 Research Design

This study used a qualitative method specifically thematic analysis. Qualitative method is used to understand people's beliefs, experiences, attitudes, behavior, phenomenon, and interactions (Pathak, 2013). Thematic analysis is used to identify patterns of meaning across a dataset. To answer the research question of this study, we studied the comment section on the Al-Jazeera video entitled How the Taliban Took Over Afghanistan. Again. | Start Here.. The rationale of choosing the video is because it was uploaded by a prominent media outlet which is Al-Jazeera. Al-Jazeera is also a verified YouTube channel. Their coverage has a far-reaching effect; for instance, Al-Jazeera reached over 1.4 billion people worldwide in the first three months of 2020. Therefore, it can be summarized that its coverage shapes people's mind, perception and sentiment of its audiences. Al Jazeera has a huge audience (8.42 million subscribers) on YouTube. Thus, studying the comment section will help researchers determine the audiences' perception regarding Taliban's takeover on Al Jazeera, specifically the video entitled How the Taliban Took Over Afghanistan. Again. | Start.

3.3 Sampling

The unit of analysis of this study is YouTube since it has international and inter-generational audiences which make it a potentially valuable source of information about the act of watching videos and the issues depicted in the videos The wall produced in 2017. Moller and Zimmerman studied YouTube to discover audiences' perception on political and societal issues. Henceforth, YouTube is a better unit of analysis compared to other social media such as Twitter and Facebook that have majority youth audiences according to Khoros (2021).

The study only examined comments in English. The comments were purposely selected from 18th August 2021 (the day the video was uploaded) until 18th October 2021. Researchers chose to study comments during this timeline because after 18th October 2021, the world was facing environmental crises such as hurricanes, storms, floods, in US and China, volcanic eruptions in Spain. The environmental disaster also continued on to Southeast Asian until the end of the year with floods in Malaysia and typhoons in Philippines. Hence, the crisis of Taliban's takeover had become stale since people are more concerned about the natural disaster that was happening in their own countries which affected their personal lives. Table 1 below shows the criteria for sampling selection.

TABLE 1
Criteria for Sampling Selection

No	Item	Condition
1	Platform	YouTube
2	Video	How the Taliban Took Over Afghanistan. Again. | Start Here Link: https://www.youtube.com/watch?v=SiDbX1CZCac
3	Focus Content	Audiences' Comments
4	Language	English
5	Timeline	18th August 2021 - 18th October 2021

3.4 Method of Data Analysis

3.4.1 Software Used to Analyzed Data

ATLAS.Ti is a qualitative research tool that can be used for coding and analyzing transcripts and field notes, building literature reviews, creating network diagrams, and data visualization according to NYU. Hence, since Atlas.Ti provides coding and coding groups features, the software is the perfect tool to analyze thematic analysis which is the method that researchers used.

Researchers used Atlas.Ti version 9 since it enables researchers working in a team by setting up a Master Project, creating project bundle files and merging sub projects. This is useful for researchers who are working in pairs or teams to analyze the sample.

3.4.2 Procedures Used to Analyzed Data

TABLE 2
Thematic Analysis Procedures

Steps	Descriptions
1.	The first step in any qualitative analysis is reading, and re-reading the sample to familiarize yourself with the data (Maguire, 2017) In the context of this study, researchers read the selected audiences' comments multiple times.
2.	Afterwards, researchers assigned preliminary codes to the data in Atlas. Ti. Coding allows researchers to organize data in a meaningful and systematic way. This stage involved separating similar and contracting data to avoid redundancy and repetition of codes. There were two researchers involved. Each of us code the comments separately.
3.	Following that, researchers compared our codes, discussed, and modified them. Researchers ensured that the codes were relevant to our research question.
4.	Then, researchers worked together to develop themes. Theme is a pattern that captures something significant or interesting about the data and/or research question (Braun & Clarke, 2006). The interconnected and related codes could be categorized under one theme.
5.	The themes developed were reviewed and researchers assigned them with suitable titles to describe it. This stage also involved ensuring the themes answered the research question.
6.	Relevant examples were assigned to the themes and subthemes for better understanding. The results were organized into tables which contained themes, sub themes and several examples of samples were provided for each sub theme.

3.5 Validity and Reliability

3.5.1 Trustworthiness

For this study, researchers systematically followed the protocol for thematic analysis set out by Braun and Clarke in order to determine the result. Braun and Clarke suggested framework consists of 6 stages for thematic analysis which are familiarization with the data, initial coding generation, search for themes based on the initial coding, review of the themes, themes labeling and assigning examples to the themes.

3.5.2 Intercoder Reliability

Intercoder reliability involves at least two researchers' independently coding the material (Hoonaard, 2008). According to Delve, intercoder reliability means that two different researchers agree on how to code the same content to establish validity and consistency which drive us to the same conclusion. As elaborated on Table 2, two researchers involved in this study separately code the comments of the video to develop themes.

4.0 Result and Discussion

4.1 Determining The Audiences' Perception on Taliban's Takeover on YouTube

Using the aforementioned method, researchers were able to answer our RQ1: What are the audiences' perception of the Taliban's takeover? As a result, this study has classified audiences' perception into three main themes discussed in the comment section of the video. Hence, Table 3 below shows the themes, sub themes and examples of related comments.

TABLE 3
Themes, Subthemes and Example of Related Comments

Themes	Subthemes	Example of Related Comments
Humanity	Empathy for the Local Civilians	**@sajad khan** *Over all it's heartbreaking and very unfortunate for Afghans what they have been through and loses thousands of innocents in this game.not only china the world is confused by what just happened in Afghanistan.* **@Bangtanbabe - Queen Unnie** *"religion divides more than it unites" I feel sad for all the Afghan people and especially children who lives in Afghanistan* **@Patrick Olivier** *i feel sorry for the Afghan people* **@one one** *We should help afghans to build their country, or we have to accept em all as refugees.. and i can tell you they don´t adapt very well.*
	Human Right Concerns	**@Nina Marin** *They used human rights as an excuse to take control of an important area and now that their interests are away they abandoned these people, after deluding them for so many years. I'm ashamed for people who are supposed to represent me.* **@SuperNova mtz** *During the history of mankind many countries have fought for their independence. If afghan troops aren't willing to fight for their freedom even with training, weapons and equipment that was given to them , there's nothing nobody can do. People won't fight for you for so long .. I wish peace and the best for Afghanistan, I wish the world were different*

		@J M *Women's rights within the framework of Sharia....* *My sincere concern for the all women and girls in Afghanistan*
Politic	Support Taliban	**@Sirtaj Ahmed Khan** *In some time, the Taliban will organize a good & peaceful government.* **@Ruben** *Fall or rise of Kabul?* *The liberation of Afghanistan after 20 years of invasion.* **@Mavis Brmr** *The majority obviously like the Taliban.. you can't take over a country that quickly if you don't support them… OBVIOUSLY* **@Aamir Khan** *I wish they will correctly interpret the Islamic laws from now onwards.* **@Ali Azhar** *Of course they are armed in the streets, to stop anarchy, looting and other such crimes until they can establish their rule of Islamic law and government.* **@RAJPURAMND LLP** *Following reasons for Taliban resurrection :-* *1. Divided leadership in UN to consider Taliban a terrorist organisation. Few countries openly supported Taliban and provided them arms and ammunition to fight Afghan forces.* *2. Corruption in top leadership and armed forces of Afghanistan. The top leadership collected money from America to fill their wallet and Afghan forces surrendered to Taliban for few dollars.* *3. Afghan people supported Taliban on the name of Sariya rules. A dictate as per the verse of Allah. Western People (Americans and its allies) imposed Afghan people to follow their so called Democratic doctrines and humanitarian rules over last two decades. Afghan people were feeling suffocated under half heartily Democratic rules.* *4. Talibani succeeded in convincing Afghan people to believe that they are being ruled by Americans and its allies. Further, the Afghan leader were Democratic leaders in social media but Taliban leaders were more popular on ground.* *5. United peace keeping forces should have been a silent observer for one more year to ensure the passage of power in true Democratic way to the people of Afghanistan.*

| | Support US Decision | **@Lilia**
In my opinion even if we and allies had retreated more slowly, they would still have (eventually) been taken over yet again by the Taliban.. It's not our country. We've been there for 20years. Locals were given the tools and training they needed and as was said in the video, outnumbered the Taliban.. The president left.. The weight of this happening can not solely fall upon the US..We can't protect them forever..It's an unreasonable expectation of us..

@Lynn Adamson
Joe made the right decision. Let the Afghanis work out their own problems. 1 Trillion $ would buy a lot of healthcare for those Americans that need help.

@Mix bag of Vlog - My channel; My say.
Well done Biden you did the right thing by withdrawing... Respect

@prasanth M
As that woman said Ghani is the one who is responsible for all of this. It's a basic sense that the US won't be in Afghanistan forever. He should have made his country and military strong enough to counter the Taliban. I feel like the US is getting unnecessary blame. Although they aren't supposed to be in Afghanistan in the first place they should definitely leave and that's what they did. |
| **Condemnation** | Condemn US | **@greg weston**
Ha. The US never went there to free people. If they were the so called Police of the world why haven't they invaded parts of Africa and Asia to free people? Resources and influence. That's all Afghanistan was about. Same with Iraq. Same with Vietnam, same with, same with.......plus the poppy fields must have dried up.

@Annie Tsosie
Looks like the Taliban were very poor and now they took over Afghanistan and took over USA equipment, money and everything.This is all Stupidity idiots fault Joe Biden..Let him pay. Don't let him get away with it.

@ainWanWané hth
20 yrs of occupation culminated in a disaster class that'll never be forgotten

@Sam M
The problem I had with Bidens statement is that US should have thought about the exit strategy years ago. They should have |

		negotiated for a power sharing agreement with Taliban when they were in total control. Not after making an announcement for packing and leaving. What they did was pack up and leave and yes that was abandonment.
	Condemn Afghanistan Government	**@Beni Gheju** *Wow! This time the Afghan outsmart their government by giving the impression of being ready to fight and stand the instead they turn their back and made the deal with the talibans, the Americans were expecting to see a civil war, instead they gave up peacefully their position, why fight when they can have and share all the things built by the west, smart move not to fight . In the end there is no difference between Afghan government and the talibans. Same fabric in majority.* **@SCN8IVE** *Seems fairly straightforward to me. The Afghan government had 20 years to get their s**t together while being propped up by the US and they didn't do it. At some point along the way, you have to take the training wheels off.* **@Perfect Students** *Ashraf Ghani: I have a plan.* *Biden: The Afghan president has said it. He has a plan. Don't panic!* *Ashraf Ghani: I have a plan ... to escape.*
	Contempt of Media	**@Talha Shaikh** *Media wants to reverse the fact that it's US who failed and lost the war and they are to blame for the misery of Afghans* **@Meta Tegra** *Joe Biden's administration caused the speed that no one predicted. Then she parrots that insult and lie that Afghan forces are to blame which is not true* **@Hamad Channa** *How gonna taliban manage to settle them back? As those people are their real assets, with good educational history who can run their administration and help in infrastructure!* *Hope someone should ask them any question about afghan refugees return!*

4.2 Discussion of the Audiences' Perception Regarding Taliban's Takeover

As mentioned in the earlier, the study research question is what are the audiences' perception of the Taliban's takeover? This subtopic analyzed the audiences' perception listed in Table 3 and incorporated previous research to strengthen our findings.

4.3 Theme 1: Humanities

4.3.1 Empathy for the Local Civilian

There have been many international efforts to send out aids focusing on health, education and societal participation for the citizens of Afghanistan (SIGAR Report, 2021). With the rampant corruption happening in the country especially by the administration of Afghanistan government, it was difficult for assistance to reach the civilians. Additionally, with the many attacks from Taliban in the neighboring cities of Kabul, and the series of cruel actions from Taliban including killing US soldiers and local civilians impacted their psychological health greatly. Many of the comments left by the audience voiced their sympathy with the current situation of Afghanistan especially for those who had fled and sought refuges in neighboring countries like Iran and India.

4.3.2 Human Right Concerns

In the past during Taliban leadership, women's rights were often abused. Women were not allowed to leave their homes for work, denied rights for education and excluded to participate in governance. Naturally, when the Taliban took over, audiences perceived the cycle of women abuse would start again. A Taliban spokesman said that they promised to ensure women's rights in Afghanistan according to The New York Times. Regrettably, that promise was quickly tainted by a series of incidents where a handful of female journalists were barred from working, namely journalists from Serambinews.com and Media TVOneNew. Undoubtedly the audience's concerns about women's rights were justified.

4.4 Theme 2: Politic

4.4.1 Support Taliban

From the analysis, researchers found that there are audiences that are in favor of the Taliban's actions. They perceived that given time the Taliban leaders will form a good government who cares for its people. Some audiences also referred to US occupation in Afghanistan as an invasion. Since the Taliban is the local people, they are merely taking back their homeland from the colonizer. Since the takeover occurred at a fast pace, audiences perceived that the majority of the Afghan people preferred the Taliban rather than the US and Ashraf Ghani's government.

4.4.2 Support US Decision

From the findings, it can be seen that some audiences agreed with the US decision to withdraw. The audiences perceived that the US government had done their best to help the Afghanistan government to fight the Taliban by providing military weaponry, training and finances. The fund that was allocated for the Afghan could be used for Americans' healthcare and other benefits to its people but the US used it for the benefit and prosperity of Afghanistan.

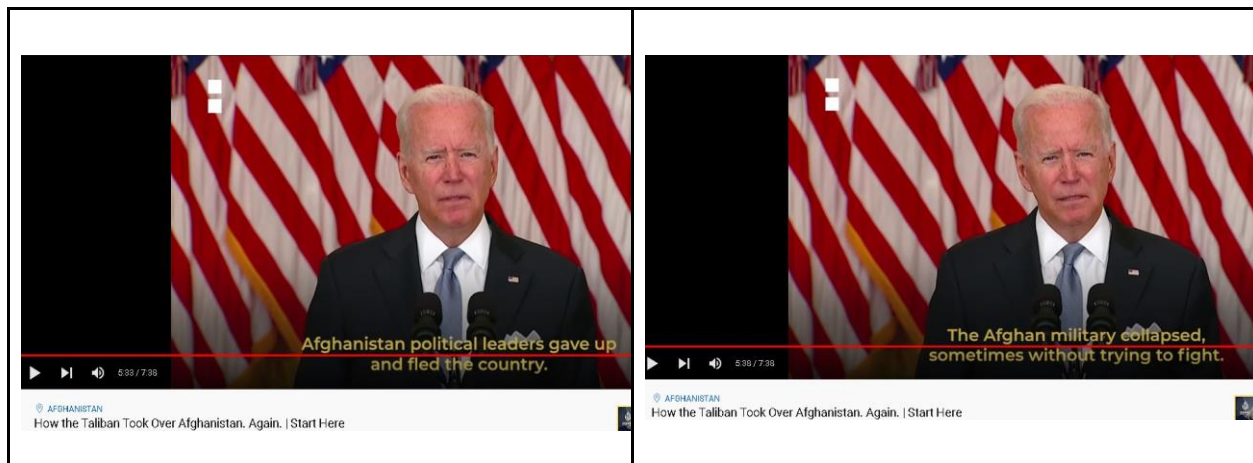### 4.5 Themes 3: Condemnation

4.5.1 Condemn US

Based on the result, there are also audiences that condemn the US decision not just for withdrawing but for occupying Afghanistan in the first place. Audiences condemn US action acting as the world's police and interfering with other countries' crises and conflict. Other than that, audiences also argued that the US withdrawal was wasting 20 years of effort, money and time.

4.5.2 Condemn Afghanistan Government

From the beginning, U.S. officials had urged the Afghanistan government to step forward for their people especially to provide better education, to run offices and open for roles for the women, establish businesses that would further escalate their economic stability, and even provide sources for the military. With the assurance that the Americans had their backs, the Afghanistan government was slammed because of their denial in delivering the needs for their civilians. Until at the last minute during the US army troop retreat from Kabul, the Prime Minister himself, Mr. Ashraf Ghani decided to flee from the country rather than defend his position from the Taliban. Many of the audience perceived that the Afghanistan government will pay a steep price for leaving their citizens without any military aids to protect them against the Taliban. For example, one of the audiences commented on the similarity of Afghanistan and Taliban because of the fact that they only cared about their political movement instead of the security of the civilians.

4.5.3 Contempt of Media

In the video, Al Jazeera framed the takeover's blame on the Afghanistan government. Al Jazeera framed this by inserting snippets of President Biden's speech after the Kabul's takeover. The snippets of Biden's speech that made it into Al-Jazeera's video were *"Afghan political leaders gave up"* and *"Afghan military collapsed sometimes without trying to fight"*. Some audiences pick up on this and criticize Al-Jazeera for laying sole blame for the takeover on the Afghan government without acknowledging the US's policies also contributed to the takeover. This sub theme is in line with UGT assumption that audiences are usually in control of media and therefore are not particularly influenced by it (Vinney, 2019). In this situation, some audiences of the video are unconvinced by Al-Jazeera's framed of the Afghan government. The audiences continue to believe that other parties, such as the US and the Taliban, share some of the blame for the incident.

Picture 1: Snippet of Biden's Speech in Al-Jazeera's Video

5.0 Recommendations

As mentioned in the previous subtopic, the study research question is 'What are the audiences' perception of the Taliban's takeover?' The following themes are developed from the comments in order to achieve the research objective. As a result of our analysis, we identified three themes to address the research objective: humanities, politics, and condemnation. As such, we formed suitable recommendations for involved parties in the incident namely the US government, Afghan government and also foreign media.

5.1 Afghanistan Government

Afghanistan policy makers faced difficult choices as they considered the best way to interact with the Taliban's emerging government. As a result, no strategized actions from their end contributed to the victory of Taliban taking over the presidential palace of Afghanistan. For now, it is undeniably a must for the Afghanistan government to react proactively but cautiously on how to engage with the Taliban with three goals in mind:

- The Prime Minister, Mr Ashraf Ghani to hold responsibility upon the decision of fleeing the country while having a political conflict
- To increase diplomatic efforts in communicating with the Taliban instead of letting them take over the presidential palace
- Establish a hybrid government to prevent further retaliation from the Taliban

5.2 US Government

For the US officials who were in charge of the evacuation for Afghan refugees, it is necessary for the US government to provide humanitarian relief to make sure that they acquire the necessary to sustain their lives on a foreign land. With the unfortunate predicament during the evacuation, most of the Afghan refugees should be ensured to have ample access to their basic needs such as food, shelter and education.

Additionally, there is still a chance for the US agencies in Afghanistan to engage with the Taliban and still maintain US interests in the country. For example, by practicing both diplomacy and humanitarian

assistance, it is no doubt will prompt the Taliban to also fill in on the actions as what they have claimed upon the takeover of the presidential palace.

5.3 Foreign Media

Online foreign news media often refer to foreign officials regarding issues about other countries. Of course, the news will appear biased not only to the government but also towards the country as a whole. Online foreign news media should include opinions from local officials as well so that the news covers both sides and not one sided. Furthermore, the local officials know better about the issue in their own countries rather than the foreign officials. So far, foreign media often get news about the Afghanistan war from US news agencies, which is why the stories are biased against Afghanistan and Taliban. Foreign media should get news on Afghanistan from the archrival itself, for example India and Iran.

Based on Peace Science Digest (2018), audiences exposed to Peace Journalism have been found to demonstrate increased levels of hope and empathy, and decreased levels of anger and fear. Therefore, foreign media should adopt peace journalism in their reporting to give the audiences a sense of optimism and security especially in this challenging time. Peace journalism elements include offering creative ideas for conflict resolution, development of peacemaking and peacekeeping and capturing a variety of perspectives. By adhering to these peace journalism elements, foreign media will focus on efforts to achieve peace resolution. This reporting will give people hope for a better tomorrow.

Lastly, foreign media should cover a range of perspectives in their reporting, not just those from the US government. This situation will make their reporting biased against the Afghanistan government and Taliban thus effecting audiences' mindset towards anger and hatred for the Afghanistan government and Taliban. This predicament encourages blaming games and making peace resolution difficult. Although much more work has to be done, the several adjustments above will help provide the groundwork for presenting an impartial and complete image of Afghanistan to the rest of the world.

6.0 Conclusion

The purpose of this study is to examine the audiences' perception regarding Taliban's takeover on Al Jazeera's video. Henceforth, this study employed qualitative analysis to collect and analyze the anticipated data. This study used thematic analysis to analyze the audiences' perception regarding Taliban's takeover on Al Jazeera's video. As a result, the study was able to classify three themes of audiences' perception namely humanities, politics and condemnation. Afterwards, in the subtopic 5.0, researchers prepared appropriate recommendations for all parties engaged in the incident, including the US administration, the Afghan government, and foreign media.

For Afghanistan, their citizens have to operate as a social institution regardless of their political dispute with the Taliban takeover. Additionally, in the face of conflict and the refugee crisis, Afghan families have undergone destabilization and upheaval. Afghani refugees who are placed in other foreign countries offering shelter will greatly feel the loss of family support in their motherland, although governments and humanitarian groups have replaced some of this care in Afghanistan itself. Refugees who are born or reared outside Afghanistan in future may never return, and some of those who have stayed in the country are traumatized by the ongoing crisis of displacement and starvation because of the supply restriction ongoing from the Taliban takeover. Furthermore, there is a generation of young men and boys reared on the streets or in training camps away from extended family's support in order to serve for the Taliban uprising. Some of the recommendations given for the Afghanistan government is to make sure that

the prime minister, Mr. Ashraf Ghani, upholds his responsibilities and engages the emerging Taliban emirates so that the civilians will be protected from future Taliban threats.

Since the Taliban today have multiple territorial options from which they can threaten U.S. and international security, a hostile and uncooperative relationship with a Taliban-dominated government could pose a significant threat to regional and international security. So, instead of standing up to the previous government and letting it deteriorate, it is a far better option to engage with the new Taliban emirates and set up a new regime with them to avoid further damage to Afghanistan.

Aside from that, it is important to note that with the exit of the US from Afghanistan, there is a loophole to fill by the foreign media in terms of dissipating the new ideological and political ties that are propagated by the new Taliban emirates.

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