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**“ THE THERAPEUTIC EFFECTS OF SPORT FOR COPING THE
ADVERSE EFFECTS OF WAR IN POST-WAR SOCIETIES ”**

ABSTRACT

of dissertation for awarding the educational and scientific degree "Doctor" in
the professional field 7.6. Sport, "Theory and methodology of sports science"

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The dissertation was discussed and scheduled for defense by an extended panel of the scientific board of the Department of Psychology, Pedagogy, Sociology of the National Sports Academy "Vasil Levski".

The dissertation contains a text in a volume of 152 standard pages, illustrated with 43 visual materials - 22 tables, 18 figures and 3 photos. The bibliography includes 219 literature sources.

The defense of the dissertation is scheduled for July 13, 2021 at 14:00 in Hall A3 of NSA "Vasil Levski", Studentski grad, Sofia.

The materials on the defense are available to those interested in the library of NSA "Vasil Levski".

I. INTRODUCTION

The year, which marks the thirtieth anniversary of the end of the Vietnam War, also marks the beginning of the war in Lebanon. Exactly this year – 2005, becomes important for understanding the connection between the war and mental health, the terrible stories of the ongoing military situation in Iraq are heard in the media every day. Quotes from the media often describe the impact of war on mental health in the following words: "We live in a state of constant fear"; "The war is seriously damaging the mental health of Iraqis"; "The trauma of war leaves a physical mark"; "War is hell ... it has an impact on the people involved, which is never cured"; "War is terrible and the understanding and experience of most people"; "A generation has grown up knowing only war."

In many different ways, war plays an important role in the history of psychology. The psychological impact of the world wars on the population developed the need for the effectiveness of psychological interventions in the first half of the twentieth century. Research on the population during the Second World War led to the conclusion that some people were not suitable for military service. This stimulated the establishment of the National Institute of Mental Health in the United States. These studies are important because differences in research on psychological reactions among officers and soldiers are discovering new methods for understanding mental reactions during stress.

Over the last two decades, a large number of books and reports have focused on the effects of the war on mental health (the book *Disasters and Mental Health* (Lopez-Ibor JJ, 2005); the World Bank report *Mental Health and Conflict: A Conceptual Framework and Approaches*. (Baingana. F, 2005); the United Nations (UN) book "Traumatic Interventions in War and Peace: Prevention, Practice and Policies" (Green. L, 2003); a UNICEF document: "The State of Children in The World - Endangered Childhood (UNICEF), 2005; Mollica's book RF, (2004) "The Trauma and Role of Mental Health in Post-Conflict Recovery" and a chapter on "War and Mental Health in Africa" (Musisi, 2005) in the book "Important Elements of Clinical Psychiatry for Africa".

World War II marks the end of world wars to this day, but wars and military conflicts have raged around the world for the past sixty years. For example, in the 22 countries of the Eastern Mediterranean region of the World Health Organization (WHO), over 80% of the population

is either in a state of conflict or has experienced a similar situation in the last quarter of a century (Ghosh. N, 2004).

In this paper we will look in more detail at the consequences of military conflicts and their impact on the social and psychological health of people in the postwar period. We will take a closer look at the case of Afghanistan and try to look in more detail at the current level of development of sport in the country, its brief history, organization, development and its potential to use its therapeutic effects in the stage of social reconstruction. society.

II. RESEARCH PROBLEM AND ORGANIZATIONAL AND METHODOLOGICAL PARAMETERS OF THE STUDY

II.1. HIPOTHESIS

The first chapter of the dissertation examines some of the destructive effects of military conflicts on societies - both at the macro level - the effects on the nation and its constituent societies, the problem as a collective and moral, and at the micro level - the effects of armed conflict on psycho- social health of the population. In his study (D. Summerfield, 1999) on societies affected by military conflicts, he argued that it was not possible to unify methods of intervention on the post-traumatic effects of war and that in order to achieve sustainable results, they oriented to the cultural and historical features of society. In his research he has in mind classic for Western cultures methods of therapy - consultations and medical treatment. Pupavac (2001) also supports geo-specific strategies for overcoming the effects of war.

Given the nature of sport and its unified function to have a positive impact on both individual indicators of physical, mental and social health and its function at the macro level - as a tool for diplomacy, peace-building and sustainable development, we assume that with proper planning and inclusion of sport in national strategic programs, a significant positive therapeutic effect can be achieved to reduce and eliminate the negative effects of war in post-war societies. This would define sport as an effective therapeutic tool for people in post-war societies.

II.2. AIM

The aim of the present study is to examine the specific negative socio-psychological effects of military conflicts on societies. In particular it is aimed to be studied the effects on which sport can have a positive impact, so that a model based on the means of sport can be drawn and used for programs for social reconstruction of societies in postwar period.

II.3. RESEARCH TASKS

To achieve the aim of the study we set the following tasks:

1. To make a literature review and theoretical analysis of the available scientific literature on the subject.
2. To identify and study the specific socio-psychological effects of military conflicts on individuals and society as a whole.
3. To identify and study specific events, including targeted instruments that have a therapeutic effect on post-war societies.
4. To establish the place of sport in the everyday life of society in the post-war period.
5. Develop a model for planning recovery policies and programs.

II.4. Object and subject of research

The object of study in this paper are societies located in the postwar period, and in particular the example of Afghanistan.

The subject of research is the specific socio-psychological negative effects of military conflicts on societies that are directly affected by them.

II.5. Research tools

To reach the goal and to perform the tasks of the research, a complex methodology was used, combining empirical and non-empirical research methods.

In the first chapter, we looked in more detail at one of the few studies on mental health in Afghanistan, according to which most of the country's population suffers from a type of mental disorder. In an article published in 2018, Ventevogel & Faiz (2018) challenge the validity of these conclusions due to the lack of clinical validation of the tests used and the

different cultural context. In their justification, the authors cite the comments of the editors of the journal in which the results of the above study were published:

"The data may not be sufficient to determine the levels of mental illness and informative clinical or focused interventions. The screening tools used in both studies - HSCL (loss of appetite, sadness, sleep problems, loss of interest and energy), HTQ (such as nightmares, distance, irritability, avoidant behavior) were not originally designed in a way that allows distinguish mental illnesses from normal reactions to an acute stressful environment. For example, most of the symptoms assessed by HSCL can reasonably be expected from a person who has no income, is experiencing adverse changes in his or her normal environment and social support; feels extreme uncertainty about his future. Similarly, symptoms assessed by HTQ can be expected to occur in someone who is still living in a highly stressful and dangerous environment. With its modern history, prolonged instability and devastating drought, Afghanistan is a highly stressful and dangerous environment. Interpretation of the results of these two studies should assume that the symptoms reported among Afghan respondents may be both actual psychopathology and a normal response to acutely abnormal circumstances". (Bolton & Betancourt, 2004)

To their statement, Ventefogel and Faiz add the significance of the cultural determinant, which differs significantly from the Western one. The way Afghan men and women express their emotional well-being varies considerably. The main qualities that characterize women in Afghanistan are related to "acceptance, suffering, patience" (Billaud, 2015). Suffering and pain are the main components that determine a woman's honor for Pashtuns (Grima, 1986). On the other hand, male honor is determined by the strength and endurance of pain, without showing weakness, demonstrating indifference to external problems. For Pashtun men, openly displaying emotions such as sadness, fear, envy, or tenderness is considered a weakness and a demonstration of a pitiful lack of self-control (Glatzer, 1998; Lindholm, 1988). This does not mean that men are not emotional, but rather that they would not express their emotions. This is associated with keeping them inside and denying their existence to the outside world in order to avoid humiliation and shame.

Given the above, we believe that to assess the negative effects of the war in Afghanistan on its population, as well as to assess the effects of sport on them, the use of standardized psychological tests for emotional and mental health would not be applicable, as the results are not expected to unambiguously reflect the actual psychological state. In a bipolar gender-defined culture of honor (Sieck, 2012), in which honor for women takes on dimensions of sadness and suffering, and for men of coolness and insensitivity, women are expected to

demonstrate their well-being through suffering-related responses men - just the opposite. Therefore, in the present study, psychological tests to establish the levels of emotional and social well-being will not be purposefully applied.

In order to obtain the most objective results and achieve the goal of research, we decide to use a complex methodology of tools for qualitative and quantitative assessment and analysis of the problem, as follows:

- Literary-theoretical analysis;
- Case study;
- Interview;
- Analysis of social media reflecting public sentiment in Afghanistan;
- Modeling.

2.5.1. Literature review and theoretical analysis

The literature review and the theoretical analysis are related to examination of historical and current scientific literature on the research topic. 219 literature sources in Latin are included in the analysis. The purpose of this type of analysis is to outline the conceptual framework of the study. The main part of the analysis is presented in the first chapter of the paper, examining and reporting key issues related to the psychological effects on post-war societies in Afghanistan, the Balkans, Cambodia, Chechnya, Iraq, Israel, Lebanon and Palestine; the social dimensions of sports programs; sport as a tool for development has been studied, as well as the social construction of sport.

Published studies on the effects of war on soldiers are excluded from the results due to the specific occupational pathologies that may occur. Research examining the effects of war in political or economic aspects is also excluded.

The results allow us to conclude that mainly military conflicts have the following socio-psychological effects in post-war society: hatred, post-traumatic stress, anxiety, depression, desire for revenge, ethnic prejudice, brutalization, identity problems, feeling that they are handed over.

The specific manifestations of the effects of war on the socio-psychological health of the civilian population may be different from the socio-cultural determinants of society, but certainly the negative effects do not stop with the cessation of hostilities.

Other observed effects are associated with increased levels of aggression and desire for revenge. Derek Summerfield defines the relationship between desire for revenge and aggression as cyclical and avalanche-like: "The desire for revenge can have negative effects

on the person affected by it. feeling, and on others, which gives rise to new cycles of violence and aggression ”(Summerfield, 2002).

According to Bracken (Bracken, 2002), there is a significant link between trauma, its significance and the culture of the individual, ie. the extent to which an event is perceived as traumatic in the cultural context. The author presents post-traumatic anxiety as a problem that has significant social and cultural dimensions and cannot be presented as a problem of individual psychopathology. It is because of this specificity that later in the dissertation we narrow the boundaries of our research to one country - Afghanistan.

2.5.2. Case study

The case study method is applied with focus on the case of Afghanistan. This case was chosen because of the uniqueness of the country's case in the context of the development of sports in war and post-war period. The case attracts research interest with the fact that in the short period after the fall of the Taliban regime, which bans sports, the country has a number of sporting successes internationally and this happens without an established sports policy, weak institutionalization, lack of sports facilities. An illustrative case study approach was used to describe the set of circumstances, attitudes and processes in the use of sport in Afghanistan for the purposes of social reconstruction, as well as a cumulative case study to integrate the results of several separate aspects of the research problem. Cases related to the historical development of Afghanistan's sports, the country's current sporting successes, as well as the results of an annual survey on social welfare in Afghanistan are cumulated.

2.5.3. Interview

We have already justified the lack of standardized tests in the scientific tools used. We meet the needs for up-to-date information about the condition and determinants of the problem we are researching by conducting a semi-structured interview (Adams, 2015) with key figures in Afghan sport.

The questions in the interview are developed on the basis of the results of the literature-theoretical analysis and their summary. The interviewees were asked 12 questions:

- What observations do they have on the effect of the war on Afghan society;
- What is the place of sports in Afghan society;
- What are the effects of sport on Afghan society;

- What are the available strategic documents and are there targeted actions at the state level for the use of sports funds in the process of social reconstruction;
- Are there external organizations that support the development of sports in Afghanistan?
- What is the media coverage of the controversial events;
- What are the respondent's observations on the way in which national sports successes affect the sports participation of the population.

Interviewees:

1) **Dr. Mohammad Yonus Popalzay** - Secretary General of the National Olympic Committee (NOC) of Afghanistan.

Following the interview, we were contacted by e-mail to comment on the same issues with the University Sports Federation of Afghanistan (UFSA), from where its President, Mr. Manqoosh Nasimi, contacted us with the Federation Secretary General, Mr. Sayed. Sayed Sharaf Amiri.

The selection of these respondents in particular is purposeful, as the National Olympic Committee of Afghanistan is the main body responsible for the development of sports in the country. Due to the lack of a Ministry of Sports, its functions are largely exercised by the NOC, to which all individual sports federations and their clubs are affiliated. Therefore, we assume that we could get the most complete picture of the effects of sport on Afghan society from its representative.

We justify our invitation for an interview from the University Sports Federation with the need to study the opinion of young people and university athletes on sports and its development in the country. In a country where literacy is a privilege for only 38.2% of the population (South Asia: Afghanistan — The World Factbook — Central Intelligence Agency, 2015), alumni comments would give a more objective view of the picture.

Methodology of conducting the interview

The interviews were conducted in the beginning and middle of 2019 and with the permission of the interviewees sound recordings were made. They are familiar with the objectives of the interview and give permission to reveal their identity and official position.

After the interview, the recordings were translated into text format. The answers to the questions are coded by keywords. Particular attention is paid to words and expressions that are

repeated by the respondent, words and expressions that the interviewee himself mentions as "particularly important facts", as well as words and expressions that are repeated in both interviews.

In the analysis, the interviews are compared by looking for:

- common points of view of the two independent interviewees;
- points of supplementing the information;
- points of contradiction;
- new information, which so far has not been found in the literary-theoretical research, but is important from an analytical point of view to explain the observed phenomena.

2.5.4. Analysis of the Social media in Afghanistan

The analysis of social media is an analysis of the content of publications on conventional media channels and websites of sports federations and organizations in social media. This analysis fulfills two subtasks of the study:

- On the one hand, it is established which channels would have the greatest influence on public opinion and the formation of public moods and the suggestions that the channels purposefully or involuntarily achieve are monitored;
- On the other hand, the public response is monitored through comments and shares by users of the specific social media.

The need for this analysis is explained by our desire to trace the impact of sporting events on the society of Afghanistan, where we assume that sporting successes or sports-related publications would have a positive impact on society in terms of national pride, joy and unity. of the Afghan people - the most affected feelings of the war. Here our assumption is that targeted media coverage of Afghan successes would have a powerful therapeutic effect on the war-torn people.

To check which is the social media that has the largest number of users and is therefore assumed to be of the greatest importance for the formation of public opinion and influence in public attitudes, we use statistics for Afghanistan published in the statistical portal for global statistics. StatCounter data (Social Media Stats Afghanistan, 2019).

Data on the most common social networks are displayed, namely Facebook, Twitter, YouTube, Pinterest, Instagram and VKontakte.

Among the most widely used social media is Facebook (83.3% share). However, it should be noted that in Afghanistan only 19.7% of people use the Internet (Asia Internet Stats by Country and 2019 Population Statistics, n.d.). Although the most widespread among the

networks, Facebook is used by only 9.4% of the population in the country (3,566,200 people). Most of them are men - 84%, with the largest group aged 18-24 (1,580,000 people).

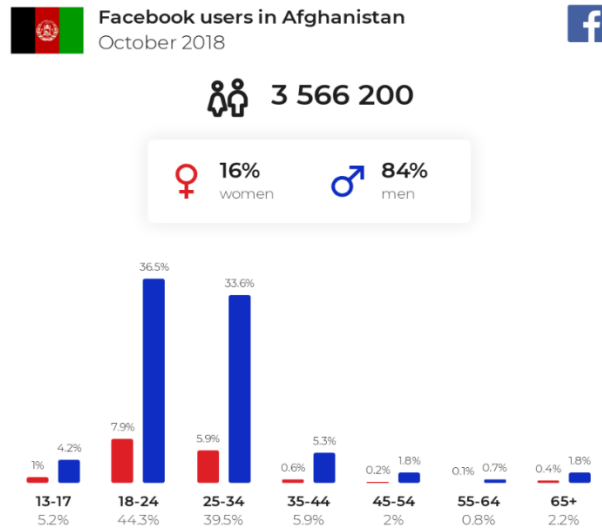


Figure 1 Facebook users in Afghanistan at the end of 2018 (Source: napoleoncat.com)

Due to the strong social structure of society and the low level of literacy, we assume that these users are opinion leaders in their environment.

The analysis of social media is realized with the help of a computer application Netvizz (Rieder, 2013), which is specially developed for research purposes. Its functionality includes data collection and systematization in a standardized graphical format suitable for analysis. Until September 4, 2019, Netvizz was available from the directory of Facebook applications with free access. The application downloads data from three different sections of the Facebook platform:

- Personal networks - networks of friends, likes, clusters around important issues for the user;
- Groups - provides a social graphic based on the interaction between the members of the group through publications in the group itself. If a user likes or comments on another user's post, a direct link is created between them, and each subsequent interaction of the same users in the group adds extra weight.
- The pages are presented as a two-way network with publications and user links. If a user likes or comments on a post, a direct link is created between the post and the user. In this way, not only the most active users can be identified, but also the publications that have generated the highest level of attention (binding).

For the purposes of this study, the most popular Facebook pages were searched with keyword searches: Afghan / Afghanistan: sport / federation / media / news / TV / Radio.

The results list 31 sports-related pages and 15 media channels as the most popular. Here, for the purpose of the study, the most popular 3 pages related to sports and the two most popular media channels are analyzed.

2.5.5. Modelling

The results of the methods used provide a basis for creating a conceptual model of the place of sport in the social construction of Afghanistan.

The US Institute of Peace offers in systematized recommendations several aspects that should be considered in the process of social reconstruction in post-war societies. The prepared model for the reality of the Afghan society and the place of sport in it are compared with the recommendations of the American institute in a way that allows deriving recommendations and guidelines for further strategic actions through which the therapeutic effects of sport can be realized in the process of social reconstruction.

III.RESULTS AND ANALYSIS

III.1. Case study - Afghanistan

The first chapter of the dissertation examines in more detail the consequences of military conflicts and their impact on the social and psychological health of people in the postwar period. This section is devoted to a more detailed study of the current level of development of sport in Afghanistan, its brief history, organization and development. We are interested in this topic because its clarification is key to achieving the goal, namely - formulating and addressing recommendations for the use of sports as a therapeutic tool in post-war societies.

3.1.1. History of Afghanistan

Sources for traditional sports in Afghanistan point to a single game, namely Buzkashi (literally meaning "goat grabbing"). This is a game that is played with horses in two teams. Western sports (originally tennis and golf) entered the country in the 20th century during the reign of Amir Habbullah (Qazi Abdullah, 2018). In 1922, the first Afghan football club was established, and the following year the first Ghazi Stadium was built in Kabul. Afghanistan first took part in the Olympic Games in 1936 in Berlin, and the first international football match was played in 1941 at a meeting with the national football team of Iran.

During the Taliban regime (1996-2001), sport was severely restricted and no action was taken to develop and stimulate it. In this period of the country's history, in which the laws of sharia are strictly applied, women are absolutely forbidden to attend major events, to leave their homes unaccompanied, and their sports participation is strictly prohibited (UNAMA, 2013). The only sports that are tolerated during the regime are football and cricket (Toohey & Taylor, 2006). Qualified as the only entertainment for society, even these events were preceded by horror. The practice during the regime is, one hour before the sporting event to take place, to invite all spectators to the stadium to watch live the executions carried out as a punishment for non-compliance with the rules of the regime, after which the sports matches begin (Giulianotti & Armstrong, 2011; Kabul Moncho Torres, 2019). This was the practice, as it was in this way that the largest possible audience for edification could be provided.

3.1.2. Physical education and sport in Afghanistan

After the fall of the Taliban regime, sports and physical education slowly began to find a place in Afghan society, appearing for the first time in the constitution of the Islamic Republic of Afghanistan, where, according to Article 52:

"... The state must take the necessary measures to promote healthy physical education and the development of national and local sports" (The Constitution of Afghanistan, 2004).

This to some extent determines the legal right of the country's citizens to require sports conditions from it. Although it is the most popular leisure activity at the school level, the sport remains significantly limited. Although "physical education and sports" are present in school curricula as a discipline, contrary to the logic of these classes, they are generally only theoretical and are held in classrooms (Hitzig, 2016). The reasons for this are many: the lack of qualified pedagogical staff, lack of knowledge for creating educational content, sports equipment and sports grounds.

During the Taliban regime, the number of students in the country was about 1 million in 2001 (all of them boys), and 15 years later the number of children in school is already 9 million, with only 39% of them girls. It should be noted here that the education system in the country does not allow mixed classes, and boys and girls must be educated not only in different classes, but also in physically different school buildings. Limited infrastructure in this case is a major problem in providing equal educational opportunities. Although after the regime physical education and sports become a compulsory subject, for its full teaching and active participation in learning activities there are two main obstacles (Improving teaching conditions, 2017) - on the one hand is the lack of awareness of social and physical positive effects of sport in Afghan society and the significant influence of religion (UNAMA, 2013), which has a blocking effect on its development, especially for girls. On the other hand, as mentioned above, there is the issue of extremely scarce infrastructure in schools, as many of them do not have sports grounds, appliances, equipment and halls. Some NGOs, such as Afghanistan Libre, which operates in public schools under the auspices of the Afghan Ministry of National Education, are working on projects to develop sports opportunities, build sports facilities and involve more girls in education. system, but their efforts still have limited effects.

Following the country's international success in cricket, in 2012, the Afghanistan Cricket Board and the Ministry of Education tried to include sports as part of school curricula (Najibullah, Farangis & Stanikzai, Safiullah, 2012), but again for the same reasons. make it difficult to realize the idea. In support of education, the country also receives assistance from external organizations such as the German Federal Ministry for Economic Cooperation and

Development, which has launched a project entitled "Program for Primary and Secondary Education in Afghanistan" with a duration of 2005-2019. The main goal of the project is to increase the teaching capacity in Afghanistan by training teachers, improving the quality of education and stimulating student success. The executive agency is the Teacher Education Directorate of the Ministry of Education of Afghanistan (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), n.d.). Despite the long duration of the project, it is relatively limited in scope, as it covers only 4 of the 34 provinces in the country. The German state's commitment to the problems of physical education in Afghanistan is evident in the project, in which 78 teachers from 38 schools in Kabul and Mazar-i-Sharif were trained in master's programs in partnership with the German Sports University in Cologne (Hitzig, 2016).

The leading role in the development of physical education and sports in the country is the General Directorate for Physical Education and Sports (GDPES, n.d.) of the Presidential Administration. Its role is to define policies for the development of sports and physical education, but so far no data have been found on active activities in the development of sports at the national level. In 2017, there was talk of setting up a high-level sports commission of the Islamic Republic of Afghanistan (Muhammad Hassan Khetab, 2017) in the president's office and of drafting and implementing a sports law in the country, but there is no evidence yet that such a law has been adopted and promulgated. When we shift our focus from the formal functions of presidential commissions and look for the real leader in the country's sports policy, we will notice that the leading position in this regard belongs to the National Olympic Committee of Afghanistan.

3.1.3. The Olympic idea and the National Olympic Committee

Sport, its institutionalization, development and regulation in Afghanistan belong to the National Olympic Committee (NOC), which was recognized by the International Olympic Committee (IOC) in 1936, and in 1949, the NOC became one of the founders of the Asian Games. The mission of the NOC of Afghanistan is to develop, promote and preserve the ideas of the Olympic movement in Afghanistan, according to the Olympic Charter (ANOC, n.d. ; The National Olympic Committee of the Islamic Republic of Afghanistan, n.d.). He participates and initiates activities to promote the ideas of peace and women's participation in sports, promotes sports ethics and fights against doping by interacting with governmental and non-governmental organizations in the country and abroad. In order to ensure the relevance of

sports activities and policies in Afghanistan in the context of global trends, the country chooses to delegate important issues in the development of professional, amateur, grassroots and school sports to the NOC, which, although non-governmental, is the undisputed authority and most a strong advisory voice to decision-makers.

Under the auspices of the NOC are the Olympic sports federations; sports that are not part of the Olympic Games; the national federations whose sports are included in the Asian Games program; national sports federations that have deep roots in the richness of Afghan culture. The NOC takes care of all issues concerning the sports law in the country, the development of sports science, its sports education, the training of coaches and judges, as well as school sports.

➤ *Afghanistan and the Paralympic movement*

Afghanistan first competed in the 1996 Paralympic Games in Atlanta, where it was represented by two cyclists. With the exception of 2000, when the country's participation was banned because of the Taliban regime's treatment of women, during all other subsequent Summer Paralympics, Afghanistan was represented by athletes from various sports such as cycling, weightlifting and javelin throwing.

3.1.4. The sport successes of Afghanistan after the Taliban regime

Despite the lack of regulations and strict organization and administration of sports in the country, Afghanistan's national successes in various sports are impressive. This part of the dissertation provides a brief overview of the more remarkable successes of Afghan athletes since 2001. It is these international successes that make the country's case exceptional and interesting from a research point of view.

➤ **Cricket**

Afghanistan's national cricket team was founded in 2001. Cricket became popular in the country in 2002, when Afghan refugees from Pakistan returned to their country (Afghanistan Sports and Traditional Games, n.d.). At first, the sport developed as an amateur, but a strong passion for the game allowed cricket teams to start competing internationally, bringing fame to their homes. In November 2007, Afghanistan and Oman shared the Asian Cricket Council Cup, an event attended by 10 Asian countries, including Afghanistan, which won the Elite Trophy. In 2008, Afghanistan took part in the World Cricket League. In 2009 he played in the International Cricket Council (nd) World Cup qualifiers (ICC) and for the first time ranked in

2010 at the 20 World ICC in the first division (Live Cricket Scores & News — ICC T20 World Cup 2020 , nd).

Along with the success of the men's teams, the development of women's cricket began, as the first teams were formed in 2010.

Officially, the country's sports management is governed by the Afghanistan Cricket Board (n.d.), which represents the country on the International Cricket Council, of which Afghanistan has been a full member since 2017. The country is also a member of the Asian Cricket Council (n.d.). In 2017, the International Cricket Council awarded first class status in the 4-day domestic competition. In May 2017, the International Cricket Council awarded status A to the one-day Ghazi Amanullah Khan regional competition, the 4-day Ahmad Shah Abdali competition, and the Twenty20 Shpageeza Cricket League, which made it possible to announce the first Afghanistan in 2018. Premier League (annual T20 domestic league) by the country's cricket board. There are currently 320 registered cricket clubs in Afghanistan.

➤ **Taekwondo**

The sport began to enjoy more fame after Afghanistan won a bronze medal at the 2008 Summer Olympics in Beijing. (XXIX Summer Olympics in Beijing). During the Games, Afghan 58kg athlete Rohullah Nikpai defeated two-time world champion Juan Antonio Ramos to become Afghanistan's first Olympic medalist. The same athlete again defended a bronze medal at the 2012 Olympic Games in London. 2012 (XXX Summer Olympics in London).

➤ **Football**

The Afghan national football team joined FIFA in 1948 and the Asian Football Confederation in 1954. In 2007, the country's women's national football team was formed. During the SAFF Championship in 2011, Afghanistan marked its first international victory over Nepal. In the same year he won the FIFA Fair Play Award. In addition to the growing popularity internationally, there is a positive development of events in professional sports in the country and in 2012 the Afghan Premier League was founded. In 2013, the country won the football championship of the South Asian Football Federation.

➤ **Muay Thai**

At the Asian Open Muay Thai Championship in Tashkent in 2010, Afghanistan was represented by 16 athletes and ended with one gold and eight bronze medals.

➤ **Basketball**

In 1966, the National Olympic Committee of Afghanistan established the country's national basketball team. The national team of Afghanistan participated in the eleventh games of South Asia in 2010, where it managed to win its first gold medal in basketball. The team also participates in the Asian Beach Games Championship.

➤ **Bodybuilding**

Bodybuilding in Afghanistan has a long history, being first institutionalized through the establishment of the National Bodybuilding Federation of Afghanistan in 1965 (Qazi Abdullah, 2018). It is one of the few sports that was tolerated by the Taliban during the regime (The Economic Times, 2018). This is a favorite and increasingly popular sport of young men in the country. Apart from being an amateur sport, bodybuilding is gaining more and more supporters and athletes in the ranks of professional sports. International successes are not long in coming, as in 2017 Afghans won gold, silver and bronze medals at the World Bodybuilding Championships, where Ahmad Yassin glorified his country, winning the title "Mr. Universe" (World Bodybuilding and Physique Sports Federation, 2019). In 2018, Yasin Salik Qaderi managed to win a gold medal at the Global Classic bodybuilding competition in Macau, China (The Khaama Press News Agency 2018). The Afghan athletes also managed to earn 6 gold, two silver and three bronze medals at the Twelfth Bodybuilding Championship of South Asia in 2019 in Nepal. This is the third championship in which the national team of the country declared its leading position (ToloNews, 2019).

Given the above, the question remains how this nation, for which the Taliban has for years imposed severe restrictions on sports and sports participation, with nearly 30 years of hostilities, serious security threats, a lack of experts, coaches, sports professionals and appropriate conditions, manages to motivate itself to the extent that it demonstrates serious sporting success at the international level.

3.1.5. Sport and social well-being in Afghanistan

This section is devoted to the results of an annual national survey on the well-being of Afghans, and for the purposes of this dissertation, we will focus on the topic of sport, insofar as it is embedded in its results.

It has been held since 2004 and by 2018 it was attended by 112,000 people from all over the country. Each year, about 10,000 Afghans take part in the survey, with an approximately equal proportion of men and women representing 14 ethnic groups in all 34 provinces. According to current data as of the date of the interviews, the number of participants is a representative sample of the Afghan population. The survey is conducted in partnership with the Afghan Center for Socio-Economic Research and Opinion Research, which conducts the survey each year through nearly 1,000 pre-trained interviewers, and its parent company provides analytical and methodological support. Sayara Research conducts field validation by a third party.

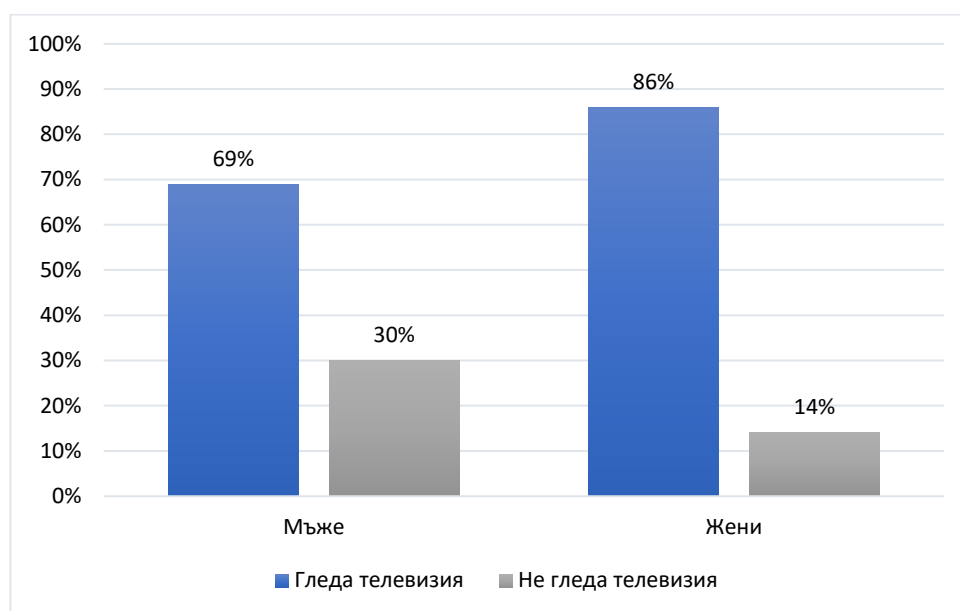
➤ *Happiness, pessimism and interest in sports*

The survey examines the subjective perception of one's own happiness through a question about the extent to which respondents feel happy. In 2014, 78.6% of participants in the survey said that they somehow felt happy (Afghanistan in 2014: A Survey of the Afghan People, 2014). Interestingly, the researchers noticed a positive correlation between the participants' sports activities and the extent to which they identified themselves as happy. Other factors that predetermine the feeling of happiness are higher education, life in an urban area, a higher standard of living, less fear for personal safety. It is noteworthy that higher incomes do not have a significant impact on this indicator.

Among the reasons for pessimism are mainly insecurity (44.6%), unemployment (25.4%), corruption (13%), bad economy (12.4%), bad governance (11.4%). Since the uncertainty in the study is not defined, we cannot say with absolute conviction that we are talking about uncertainty in the sense of a physical one. Given the results of Ventevogel and Faiz (Ventevogel & Faiz, 2018), we have reason to assume that it may contain both the direct effect of war - on physical security, and its secondary effect at the national level - economic security.

The study for the same year found that there was a correlation between television viewing and the level of sports participation among study participants. This connection may be due to the success of the Afghan football team, national cricket and taekwondo athletes in

international competitions, as well as the establishment of the Football and Cricket Premier League in Afghanistan. These events are regularly covered on Afghan television channels.



Фигура 1. Relationship between watching TV in Afghanistan and participating in sports (Afghanistan in 2014: A Survey of the Afghan People, 2014)

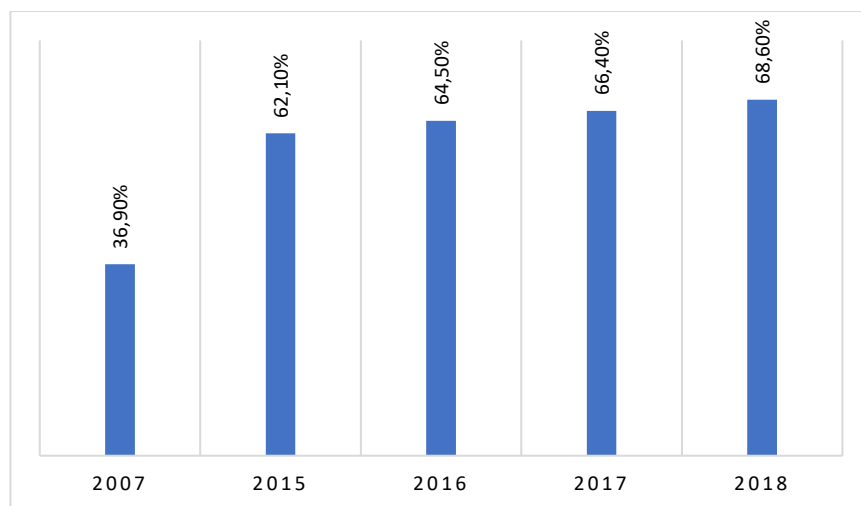
Of interest is the fact that although men in the country are more active in sports, watching TV has a greater effect on sports participation on women.

Next year's survey (The Asia Foundation, 2015) showed that the number of people who have TVs increased from 36.9% in 2007 to 62.1% in 2015, with sports programs among the 40 most watched shows.

Regarding television viewing, a 2015 study found that ordinary viewers are usually young people who play sports. Women who watch TV are four times more likely to start playing sports than women who do not.

With this data, it is interesting to see which are the most watched shows on TV channels.

The following graph shows the increasing trends in the number of households that have a TV. There is a significant increase in the number of households compared to the first year in which the survey was conducted from nearly 34% in 2004 to nearly 70% in 2018.



Фигура 2 Percentage of the total number of Afghan households that have a TV at home

Considering these patterns and the progressive increase in the number of households that have the opportunity to watch television, it can be assumed that the number of athletes in the coming years will increase significantly and this will be especially evident among women.

We seek support for this statement by following how the interest of viewers changes during the period under review.

From the reports we have data for 2015, 2017 and 2018, as shown in the following graph.

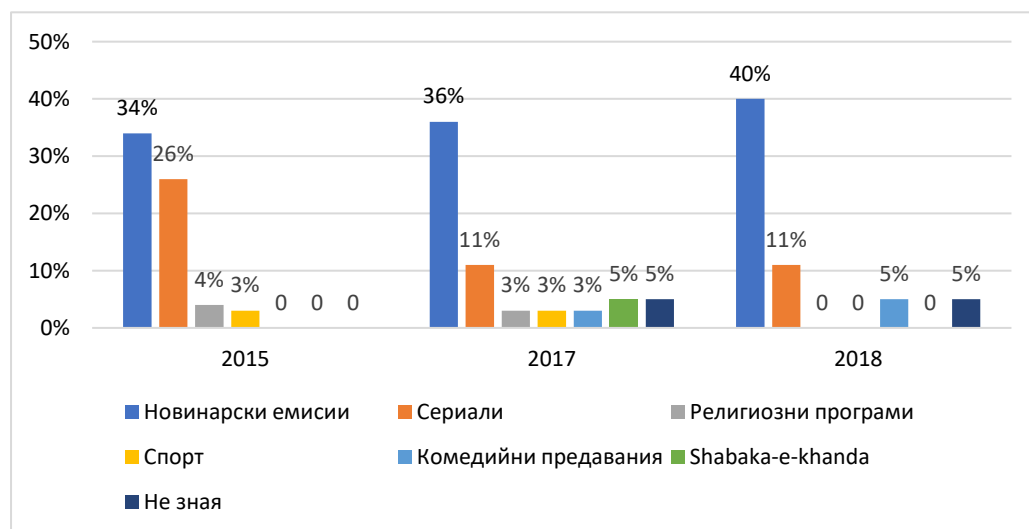


Figure 3. TV preferences of the Afghan people (2015-2018)

What is striking is that the news programs have a significant advantage in the preferences of Afghans for all the years under review, and there has even been an increase in the number of viewers. It should be noted that when presented in this way, we cannot consider that these results are due to an increase in the number of users, as for all years the values of the indicators are measured in percentages. After the news, most are fans of the series. In 2015, sports broadcasts, although with a small percentage, are in fourth place. In 2017, they were

moved from the place due to comedy shows, and in 2018, the respondents did not mention them among their preferences at all. These data categorize our assumption of an increase in the number of athletes due to sports broadcasts in the field of optimism.

We devote such a place to the analysis of these facts, because it is on them that the recommendations for formulating a sports policy for the purpose of taking advantage of the therapeutic effects of sports on the population can be based. On the one hand, at the micro level, these therapeutic effects are sought precisely in the improvement of the subjective feeling of happiness, which is correlated with sports activities. Participation in sports activities, in turn, is influenced by the level to which the persons concerned watch sports programs. The problem here is that in the search for the effect of "motivating to sport through television", over the years, sports have become less and less interesting to viewers, at least compared to other types of programs. In order to get the desired effect, it would seem good, when forming a policy to stimulate sports, to be positioned in the top rated shows. For example, the time for sports within the news program may be increased or the sport may be more prominent in the series that are produced / bought, as well as reflected as an element in comedy shows or in advertisements during the broadcast of the most rating broadcasts. This would be possible from the perspective of the state by providing measures and tools to stimulate television to such activities.

From the data provided in the study we have the opportunity to analyze the interests of respondents to certain sports and the regulation is to indicate two favorite sports, which should be ranked preferably in the first and second choice, respectively.

From the following figure it is clear that the greatest interest is in football - a leading position as both the first and second choice.

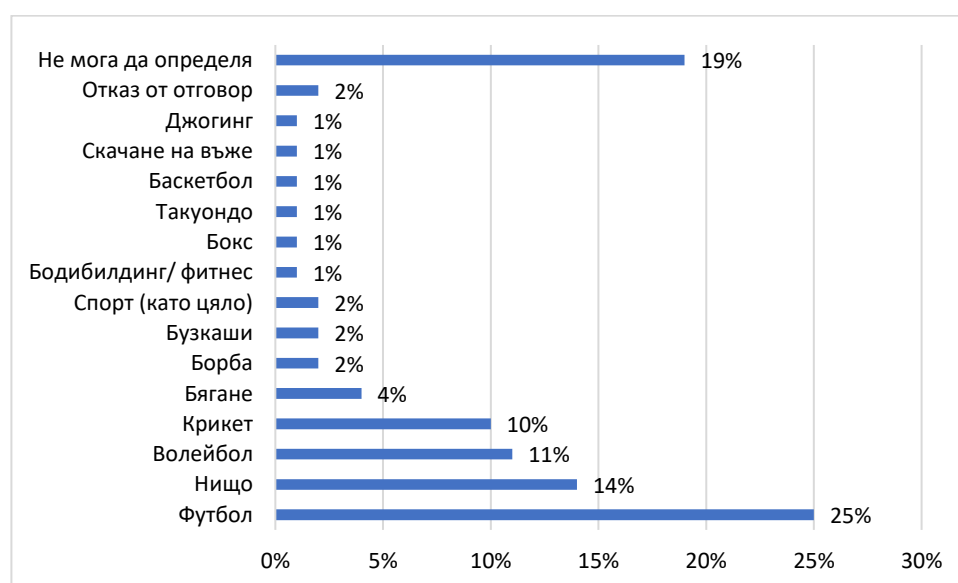


Figure 4. Interest of the respondents towards different types of sports

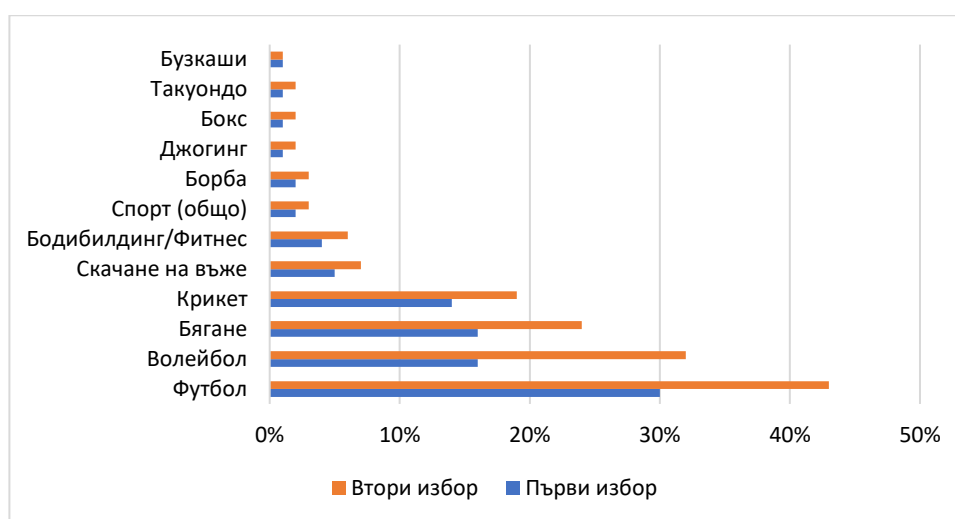


Figure 5. Interest of the respondents towards different types of sports – first and second choice

Next are volleyball, running and cricket, for which the relative percentage of first choice is also proportional to the paths of second choice. This pattern is also preserved for jumping rope and bodybuilding.

Given the sporting successes of Afghanistan in recent years, we have reason to look for a pattern between these answers about a favorite sport and the national successes of professional sports at the international level. From this we can assume that sports preferences are to some extent predetermined and formed under the influence of the development of elite sports. If we have to connect this conclusion with the ones made above, then it would be logical to recommend for the purposes of increasing the mass participation of sports participation, in sports policies to pay special attention to parallel and intensity-intensive development of elite and opportunities. and the conditions for practicing mass sports of the same discipline.

➤ **Sports engagement**

From the projections discussed above in the future, we return to the actual data on the sports activities of Afghans. For 2015, the majority of them (80%) do not play sports, which provides a wide field of work and is at the same time a challenge for professionals tasked with developing sports policies in the country.

Those who answered "Yes" to the question were asked about the frequency of their sports activities, and it is noticeable that those who do sports do so regularly. More than 80% of athletes report exercising every day or several days a week.

The same national survey surveys the opinion of Afghans on the biggest problems of young people (15-24 years) on an annual basis. The most common answers are related to unemployment and illiteracy (only 38.2% of the population is literate (South Asia: Afghanistan — The World Factbook — Central Intelligence Agency, 2015)). Although with a low percentage, it is interesting to note that among all the other problems related to physical and economic security, sport finds a place among the topics that are mentioned as serious. In 2015, 1% of respondents believe that problems with sports opportunities are significant for the young population. The percentage remains low, but has a tendency to increase, as in 2017 (Afghanistan in 2017: A Survey of the Afghan People, 2017) and 2018 (Afghanistan in 2018: A Survey of the Afghan People, 2018) it increased to 2 %. We consider these data as a positive indicator for public awareness of the need for sports and opportunities for sports in general.

III.2. Sport in the Social media

As described in the methodological part, to explore the presence of sport on social media and the way it provokes public reactions. For this purpose we use the Facebook application Netviz.

The preparatory phase in this analysis is the selection of the Facebook pages to be studied. From a research point of view, we are interested in two types of Facebook pages - those that are directly related to sports (official pages of federations, sports clubs, fan pages) and official pages of mass conventional media - radio and television.

The search for pages related to sports is realized by searching by keywords Afghan / Afghanistan: sport / federation / media / news / TV / Radio.

In the search results we find 31 pages related to sports and 15 media channels. The degree of popularity is determined by the number of followers at the date of the survey.

3.2.1. Pages connected to sport

The initial analysis shows that three of the pages are clearly significantly more popular than the others. The page of the Afghan Cricket Board enjoys the most followers (n = 2 415 481). The second most popular page is the Football Federation of Afghanistan (n = 921 636), and the third is the Afghan Premier League (n = 399307). It is noteworthy that among the first 15 pages related to cricket predominate - more than half. Other sports that are followed more

intensively on social media are football, volleyball, bodybuilding. These are the sports in which Afghanistan has made significant strides on the international stage in recent years.

As parameters for the analysis in Netviz we set:

- to cover publications on the page made by the administrators of the page itself;
- The time period should be five years (in cases where the page was created more than 5 years ago) or from the very creation until August 2019;
- To generate an analysis of the reactions of the followers (as reactions the Facebook algorithm treats all variations of expression of attitude to the publication with one of the six possible emoticons);
- To generate an analysis of the comments below the posts;
- To take into account the type of publication - photo, video, status, link to a web page;
- To generate a graphic image of the obtained results.

➤ Крикет бордът на Афганистан

Analysed period: from 31.05.2015/14:13:44 to 14.08.2019/ 14:36:47

Table1. Interaction of the followers of the page of the Cricket Board of Afghanistan with its publications (2015-2019)

1	Total number of publications	3041
2	Total comments	838 931
3	Average number of comments per publication	276
4	Total reactions	12 574 660
5	Average number of reactions per publication	4135

When analyzing the graphic data, it is noticed that the larger circles are in red, which indicates the fact that more reactions and interactions with the followers of the site are created by video posts. In order to establish patterns and connections between the most popular publications, we synthesize the basic information for those for whom more reactions are observed, as we encode the information provided in the comments.

As mentioned above, Afghanistan's Cricket Board is the most popular site for Afghan sports with over 2 million followers, which should be noted that they are not only Afghans, but also many followers from India, Bangladesh, Nepal, Pakistan and other countries. The events related to live broadcasting at international meetings became a platform for interaction between Afghans and other citizens, a platform for demonstrating moral support.

The analysis of the prevailing comments shows that the broadcasts of these sporting events evoke a predominant feeling of joy and enthusiasm, an uplifted national spirit, national pride. It is noteworthy that some of the most popular videos are related to the expression of social approval of individual behavior and the expression of the players of the cricket team, which become a model of behavior. Saying Prayer After a Workout is the video with the most reactions, dominated by "God is Great" comments, combined with comments about the pride of success and faith in Afghanistan. The video, titled "Afghanistan Premier League T20 Players Draft 2018" on the other hand, shows a modern environment that declares the professionalism of the organization of this sport in the country and once again provokes pride that Afghanistan is at a level that can compete internationally. It should be noted that the comments about national pride prevail over the comments that are specifically aimed at the team and the sport itself.

Table 2. Publications on the official page of the Cricket Board of Afghanistan (most popular)

N	Publication	Date	Type	Description	R	S	C	Keywords in the comments
1	Azan by Shahzad and getting ready for pray after hard training session ¹ ..	2015	Video	A cricket player performs a prayer after a hard workout	78 000	92 000	4735	"God is Great"; we are proud of Afghanistan; I am proud of the people from the team, love and respect for the team
2	National Team win and players congratulation to the nation ²	2017	Video (Live)	Comments from cricket players and their personal congratulations to the nation	31 000	2144	-	Congratulations on the victory, gratitude for bringing a smile and pride to the people of Afghanistan, dissatisfaction with the participation of some players in the team
3	Bangladesh have set a target of 146 runs for Afghanistan A to chase in 20 overs ³	2017	Video (Live)	Afghan team match against Bangladesh	31 000	6244	-	Comments on the game itself and separately on the teams, support for Afghanistan by followers from India
4	Продължение ⁴	2017	Video (Live)	Afghan team match against Bangladesh	29 000	3185	-	
5	Afghanistan Premier League T20 Players Draft 2018 ⁵	2018	Video (Live)	Player draft	18 000	3419	-	Comments on the distribution and individual players; "A great moment for Afghanistan", pride, excitement; "I love my country," "a great day for Afghanistan.""

¹ <https://www.facebook.com/AfghanistanCricketBoardOfficial/videos/1642288236025768/>

² <https://www.facebook.com/AfghanistanCricketBoardOfficial/videos/1898189103769012/>

³ <https://www.facebook.com/AfghanistanCricketBoardOfficial/videos/2097298790524708/>

⁴ <https://www.facebook.com/AfghanistanCricketBoardOfficial/videos/2097363900518197/>

⁵ <https://www.facebook.com/AfghanistanCricketBoardOfficial/videos/738859153120741/>

➤ The Football Federation of Afghanistan

Period : from 05.01.2014/06:32:09 to 15.08.2019/15:55:07

Table 3: Interaction of the followers of the website of the Football Federation of Afghanistan with its publications (2014-2019)

1	Total number of publications	3343
2	Total comments	268763
3	Average number of comments per publication	80
4	Total reactions	8 227 462
5	Average number of reactions per publication	2461

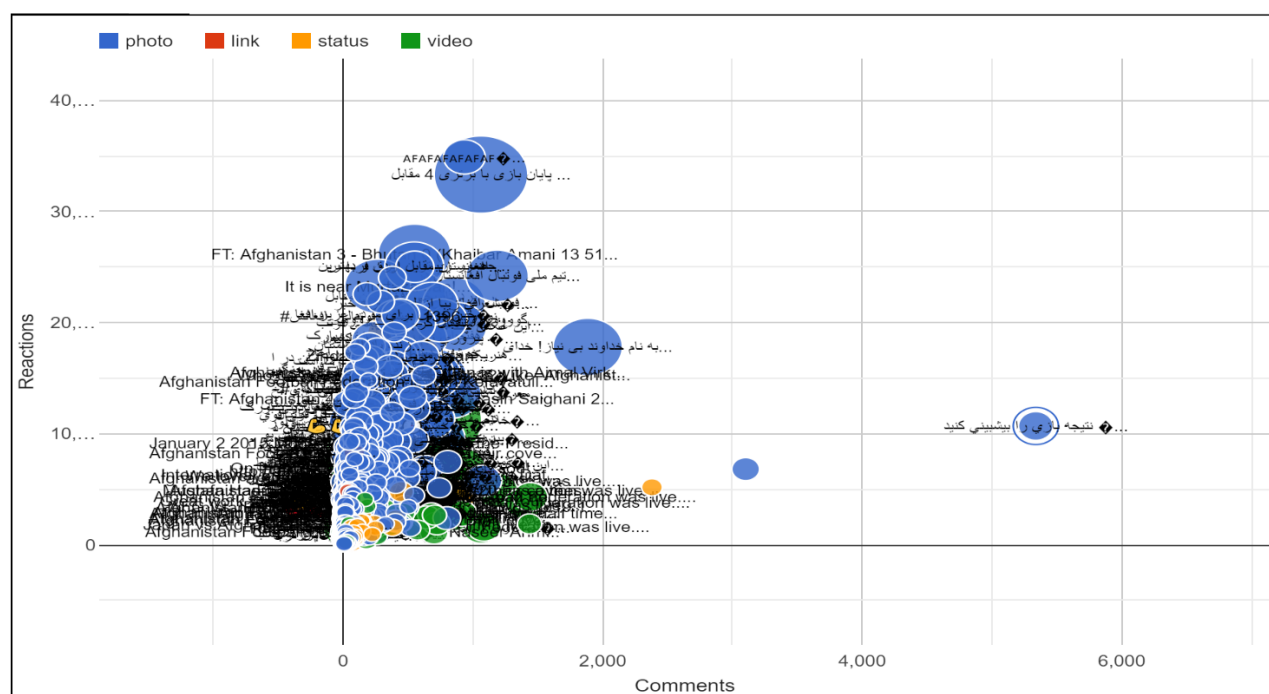


Figure 6. Graphic analysis of reactions and comments on the page of the Afghan Football Federation (the size of the circle corresponds to the effect of the interaction with the page, on the abscissa - comments; on the ordinate - number of reactions)

The analysis of this graph is similar. Thanks to the graph, we identify the larger circles, as well as those that are higher vertically or those that are furthest from the ordinate, and draw an equivalent to Table 6 in order to synthesize the information..

Table 3. Publications on the official website of the Football Federation of Afghanistan (most popular)

N	Publication	Date	Type	Description	R	S	C	Keywords in the comments
1	نتیجه بازی را پیشبینی کنید و بك پایه تلویزیون ⁶	01.06.2015	Picture	Announcement of the upcoming match of the national team against Bangladesh and invitation to predictions for the result	10710	88	5338	Result forecast
2	„One nation one voice long live Afghanistan“ ⁷	24.12.2015	Picture	Photo after a goal by the national team of Afghanistan in a match against Bangladesh during the group stage round 1 of 3 of the Cup of the South Asian Federation	34 916	163	934	Gratitude to the team for the happiness and pride they bring, gratitude, happiness, pride, beautiful game, heroism, "long life for Afghanistan", courage, support, change for Afghanistan, "after years of suffering, we return our joy"
3	FT: Afghanistan 3 - Bhutan 0 ⁸	26.12.2015	Picture	Announcement of the final result of a match against Bhutan in the second round of the group stage of the Cup of the South Asian Federation	26 166	547	560	Congratulations, respect, happiness, pride, "Long live Afghanistan", the comments are dominated by photos with the national flag and symbols such as eagle and lion
4	„End of game With an advantage of 4 AGAINST 1 Afghan National teams against Maldives...“ ⁹	28.12.2015	Picture	Announcement of the final result of a match against Maldives in the third round of the group stage of the Cup of the South Asian Federation	33 327	1062	907	Afghanistan, victory, congratulations, great performance, "we will be as strong as Australia, Japan, Korea", unstoppable, "despite the years of war, we regain our honor", success, pride, "Oh, great nation, your name is famous again in the world ", we have a long way to go," war has tired us enough, now is the time for tears of joy "

⁶ <https://www.facebook.com/affofficial/photos/a.613970878670447/868157346585131/?type=3&theater>

⁷ <https://www.facebook.com/affofficial/photos/a.211648655569340/969435306457334/?type=3&theater>

⁸ <https://www.facebook.com/affofficial/photos/a.211648655569340/970827289651469/?type=3&theater>

⁹ <https://www.facebook.com/affofficial/photos/a.211648655569340/972133586187506/?type=3&theater>

➤ Premier League of Afghanistan

Period: from 01.02.2014/08:33:03 to 15.08.2019/12:24:16

Table 4. Interaction of the followers of the page of the Premier League of Afghanistan with its publications (2014-2019)

1	Total number of publications	2769
2	Total comments	67300
3	Average number of comments per publication	24
4	Total reactions	1 466 169
5	Average number of reactions per publication	529

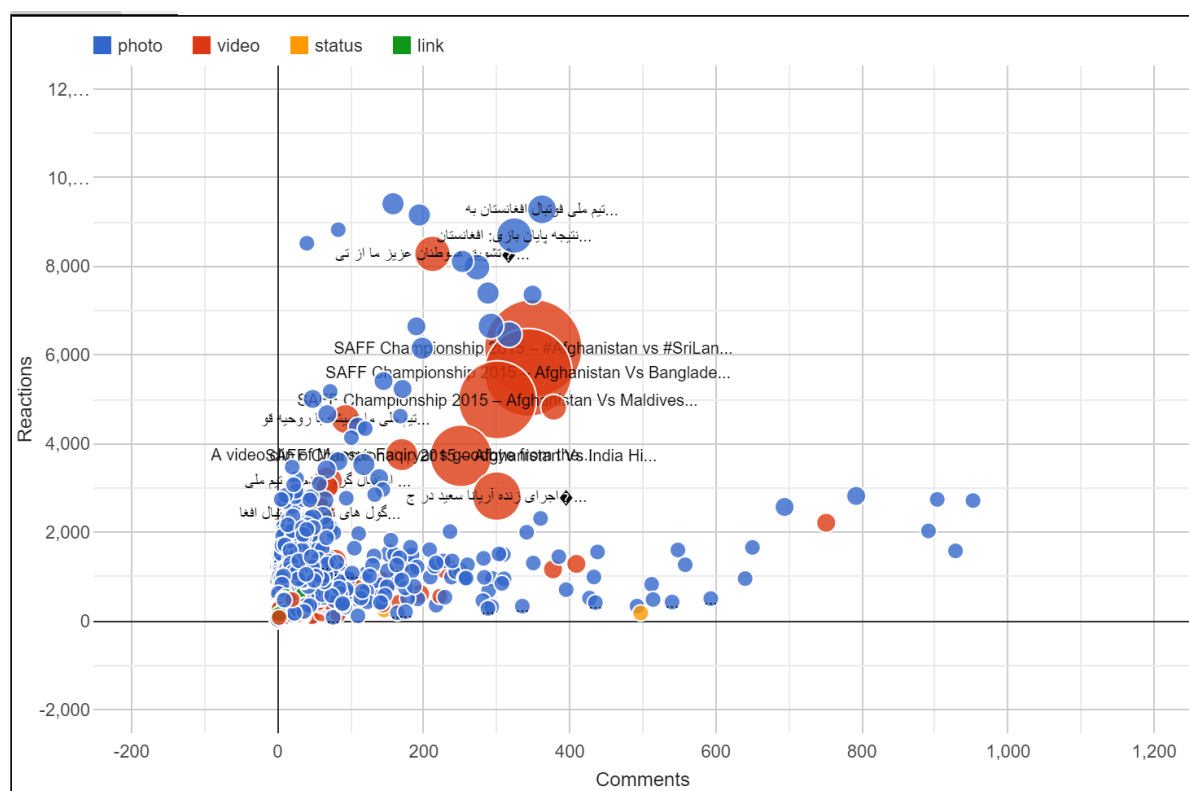


Figure 7. Graphic analysis for reactions and comments on the page of the Premier League of Afghanistan (the size of the circle corresponds to the effect of the interaction with the page, on the abscissa - comments; on the ordinate - number of reactions)

Table 5. Publications on the official website of the Afghan Premier League (most popular)

N	Publication	Date	Type	Description	R	S	C	Keywords in the comments
1	We are proud of your football, of your morals and chivalry and your unity and empathy. You are not only the heroes of our sport, but you have been able to take a great step for dear Afghanistan. Heroes God bless you! ¹⁰	04.01.2016	Picture	Photo of four of the national athletes a day after India's victory in the South Asian Federation Cup final	10 710	88	5338	"Afghanistan is the national team", pride, "Long live Afghanistan", heroes, gratitude, "You proved to the world that you are champions", "don't get tired, you are lions", "you brought smiles to the depressed young and sad people of Afghanistan and you have entered the hearts of every home ", "you are the honor of this country ", a decent game, a bribed referee, a dishonest victory
2	Afghanistan National Football Team forward to another championship in the South Asian Football Tournament! Don't forget the important meeting of Afghanistan and Sri Lanka in the attractive semi-final stage! ¹¹	30.12.2015	Picture	Announcement of the upcoming match against Sri Lanka for the South Asian Federation Cup	9290	216	362	"With God's help", wishes for success, "victory is ours", "Afghanistan is its national team", hope
3	Afghan Premier League SAFF Championship 2015 ¹²	31.12.2015	Video	Live broadcast of excerpts from the match against Sri Lanka for the Cup of the South Asian Federation	6154	3781	350	Gratitude, pride, "God bless you", congratulations, beautiful game, unity and friendship for all the peoples of Afghanistan

¹⁰ <https://www.facebook.com/AfghanPremierLeague/photos/a.188828524580812/770412189755773/?type=3&theater>

¹¹ <https://www.facebook.com/AfghanPremierLeague/photos/a.188828524580812/768276459969346/?type=3&theater>

¹² <https://www.facebook.com/watch/?v=768900583240267>

From the results obtained for the first three most popular Facebook pages related to sports, we can conclude that the success of national teams and the international scene brings a real revival among Afghans, judging by their comments. The key words show not only the joy of cricket and football team victories, but also the spirit of the nation. More than once, comments have emerged that oppose the nation's suffering from military conflicts against the dignity of the people, their honor and their unification. In Afghanistan, 14 ethnic groups coexist with their specific cultural and religious characteristics (South Asia: Afghanistan — The World Factbook — Central Intelligence Agency, 2015). In a 2017 post-war reconstruction of Afghanistan, anthropologist Fariba Adelhah (Adelhah, 2017) noted that conflicts over local traditions and identities have become more common since the Taliban regime was abolished. She points to some sociological transformations beyond Islamic radicalization, ethnic polarization and tribal atavism that contribute to social and political violence in the country. We pay attention to this study in order to give a little more clarity to the highly heterogeneous structure of society, which for various internal and external reasons is realized in the disunity of the population. As a counterpoint to this are the international victories in elite sports, where we see publications such as "One nation, one vote, long live Afghanistan" (Table 8, line 2), which provoked nearly 35 thousand reactions among consumers. Comments in Pashto, Dari, English and Arabic sound in unison in support of this statement after the national team's victory against Bangladesh during the first round of the group stage for the South Asian Federation Cup. In live broadcasts of excerpts from the match against Sri Lanka, comments such as "united Afghanistan", "united", "friendship", "strong Afghanistan" again prevailed. Along with them, in the reactions in the comments, many symbols of strength and unity appear, symbols of Afghanistan as a flag state, a lion, an eagle. There are also many comments such as "Afghanistan is the national team", through which the sports team itself becomes a symbol and a reflection of hopes for unification.

This gives us confidence to believe that it is through the means of developed elite sports that significant successes can be achieved in the development of a sense of national belonging, unity, faith in one's own country, which are elements of the reconstruction of postwar society in social and anthropological meaning and respectively determinants of therapeutic effects at the macro level.

In several places, there are comments related to the message of Afghanistan, which the country has the opportunity to send through its sporting victories, and here we can begin to think about how the national team becomes a single voice to express the people of Afghanistan,

who receive a platform from which they have the opportunity to send their message to other nations.

The publication from 04.01.2016 on the website of the Premier League of Afghanistan is interesting. If we neglect the post itself and focus on the content of the comments, we would be left with the impression that the post is about announcing a big win while in fact it is about the outcome of a match that ends in India's favor. The focus of this reasoning is that even without victory, decent play is highly valued in society and has the same effect of exaltation as observed in publications announcing victory.

3.2.2. Pages of conventional media in Facebook

Aimed shaping of public opinion through the mass media is an old technique used in the implementation of various political plans and strategies, including elements of social psychology (socialization, values, attribution theory, social consciousness) (Doob, 1948; Milburn, 1991). . Whether the media in Afghanistan is used for targeted socio-psychological influences, they have such an effect on society. Through a similar analysis of the social media pages of the most widespread media, we will try to determine the projections of their publications on public opinion by examining the structure and content of comments and reactions.

What makes an impression in the first place is the fact that in the first two positions, with a significant advantage are two radio stations. This can be explained by the limited possibilities and the relatively smaller number of households that have TVs compared to those that have access to radio. For the purposes of the analysis in the following lines we will examine the publications of these two radio stations, which according to our data have a national coverage.

Таблица 6. Most popular Facebook pages of Afghan media as of 15.08.2019

	Page	ID	Followers
1	Azadi Radio	346344192125581	2784065
2	Arman FM 98.1	144547135610676	1931275

➤ **RADIO “AZADI”**

Period: from 01.01.2014/07:04:29 to 15.08.2019/04:46:13

Table 7. Interaction of the followers of the page of Radio Azadi with its publications (2014-2019)

1	Total number of publications	3817
2	Total comments	287736
3	Average number of comments per publication	75
4	Total reactions	7703734
5	Average number of reactions per publication	2018

The page of radio "Azadi" shares a variety of news with topics with different coverage, incl. political, economic, social, sports and others. Of all this news, we note that those that have the most impactful followers are news that bring hope for a change in the conventional way Afghanistan is viewed. This is news that has a positive connotation in the context of religion, education, youth and their future. The prevailing comments are related to hope for change in Afghanistan, hope that in the future the country's youth will be able to realize their potential on an equal footing with the youth of other countries. Against the background of all other publications on the radio's page, the three publications with the highest rating are of particular importance for raising national pride, which speaks of the psycho-social need for hope in post-war society, for the validation of faith. in a better future and the country's potential to regain its dignity. The same tone is carried by the above-analyzed publications related to sports and sports successes of the nationals.

Table 8. Publications on the official page of Radio Azadi (most popular)

N	Publication	Date	Type	Description	R	S	C	Keywords in the comments
1	One of India in the city of sheberghan, the center of jawzjan province before noon today in public, read the word martyrdom on the tongue and turned to the religion of Islam ¹³ .	03.03.2015	Picture	A Hindu resident of the town of Sheberghan changed his religion to Islam	82352	4600	87188	"Mashallah", "God is great", "Thank you God", congratulations
2	زمان یک در روبات این می انجام را کار هفت واحد دهد ¹⁴	23.02.2017	Video	An Afghan youth creates an invention that can perform seven tasks at once	95125	33 000	6676	Support, desire to stimulate the talented children of Afghanistan, congratulations, admiration, pride, dissatisfaction with the government for the lack of conditions for such young people
3	منصور دیگر کارگر نیست ¹⁵	26.02.2018	Video	The video tells the story of a 5-year-old Afghan boy who worked on the streets, but after a report about him, he returned to school, where he is learning to read and write.	52755	3600	1765	joy; hope that one day the children of Afghanistan will not be forced to do things they do not want to do; sympathy; support and blessings for the people who help these children; desire for better days; blaming the country's enemies for forcing children to live in poor conditions and work from an early age;

¹³ <https://www.facebook.com/AzadiR/photos/a.487279438032055/798472560246073/?type=3&theater>

¹⁴ <https://www.facebook.com/watch/?v=1265826180177373>

¹⁵ <https://www.facebook.com/AzadiR/videos/1648839361876051/?v=1648839361876051>

➤ **Radio „ArmanFM 98.1“**

Period: from 01.01.2014/07:20:27 to 15.08.2019/13:30:00

*Table 9. Interaction of the followers of the page of Radio Azadi with its publications
(2014-2019)*

1	Total number of publications	3642
2	Total comments	409998
3	Average number of comments per publication	112
4	Total reactions	7176577
5	Average number of reactions per publication	1970

Among all other publications, two stand out as more significant and provoking the public interest. The one that has the most views and comments is a video in defense of women. After more than a million and a half shares, the video reached users around the world and became a message to change the image inherited from the Taliban regime about the place of women in Afghan society.

Interesting is the post with the most comments - the one that invites the followers of the page to share which game they prefer - cricket or football. From the point of view of social media marketing, asking an open or closed question is an approach that can lead to greater interaction with followers (websolutionsinc, 2018). As the two sports are precisely those in which Afghanistan excels, the post has had the effect of numerous comments, but at the same time the site's administrators have been condemned by users for opposing the two sports. Followers became particularly sensitive and accepted the publication as an attempt at separation. In all more than 25,000 comments, the importance of both sports for the country and national pride is strongly emphasized, "it doesn't matter if it's Afghan." In proof of this thesis is the next most popular publication from 12.01.2018, where again a question is asked about the preferences for a football player - Ronaldo or Messi. There is no such sensitivity here, and the predominant comments are concrete answers to the question, with occasional praises of Afghan football and national players appearing between them.

Table 10. Publications on the official page of Radio "Arman FM 98.1" (most popular)

N	Publication	Date	Type	Description	R	S	C	Keywords in the comments
1	هر دین زن را حمایت میکند ¹⁶	17.02.2017	Video	The video shows a girl walking only on the street and two men notice her, but walking towards her with wicked thoughts, men appear, bearing the symbols of different religions and forming a protective circle for the girl. Message at the end of the video: "Every religion protects women. Protecting women is a religion	461813	1596013	23541	" I want every man to follow the example "," defend women "," very good message ", comments of positive exclamation, approval and encouragement of behavior
2	Which game do you like most??? 01-football 02-cricket ¹⁷	06.01.2016	Picture	Invite followers to share which sport they prefer - football or cricket	26752	63	26752	General tone: disapproval that the two games are opposed. "We like both, both are Afghanistan", "the radio is trying to separate us, we like both games because they are the games of Afghanistan", "both are the games of our nationals" it doesn't matter if it's cricket or football when is Afghan "," we are proud of both games "," I love everything that is Afghanistan and raises the flag of Afghanistan "
3	Which one are you interested??? 01-Messi 02-Ronaldo ¹⁸	12.01.2018	Снимка	Picture of Ronaldo and Messi	8960	17	4579	"Ronaldo", "Messi", "but mostly the stars of Afghanistan"

¹⁶ <https://www.facebook.com/watch/?v=839383902793659>

¹⁷ <https://www.facebook.com/arman.fm/photos/a.147081592023897/1007001126031935/?type=3&theater>

¹⁸ <https://www.facebook.com/arman.fm/photos/a.147081592023897/1652337614831613/?type=3&theater>

In summary of this point of the analysis, we can conclude that among the surveyed pages, with the strongest response in social media are publications related to sports and those that raise the national spirit and provoke pride, invite unity and promise more good future. In the context of the present dissertation, the conclusions confirm the high potential of elite sports to obtain significant effects in the process of social reconstruction of the post-war society of Afghanistan. While various other programs with similar goals give privilege to individual peoples and tribes in the country and exacerbate social tensions (Adelkhah, 2017), sport and national sporting success stand out as a single universal means of influencing the effects of war on identity, unification of the nation, faith in the future, national pride, dignity and values. Leaving aside the indisputable positive effects of sports participation on the physical and mental well-being of the individual, the importance of the development of elite sports and its therapeutic effect for the recovery of the nation in macro terms stands out.

III.3. Interview

The selection of the topics and the wording of the questions we addressed to the two interviewees were made on the basis of the previously made literary research. According to summary data, the effects of war on the affected civil society are most often expressed in fear, post-traumatic stress, desire for revenge, identity restructuring, anxiety, hatred, feelings of betrayal, ethnic prejudice. To confirm whether these effects are also being found in Afghan society, we ask about the observed effects of the war on the people of Afghanistan. Given the specifics of the topic and the danger of losing some of the interviewees' messages in the analysis, we keep the full text of the answers as repetitive, different, complementary or contradictory statements will be marked in the original text and analyzed after it.

Table 11. Interview: effects of the war on Afghan society

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
Uncertainty is of kinds of insecurity observed - <u>physical</u> and <u>mental</u> . The mental leads to <u>distancing people, reducing their sociability</u> to protect themselves, <u>lack of trust, anger, hatred</u> . They <u>do not feel protected when they are together, they feel safe when they are at distance from each other</u> . One of the biggest effects is regarding trust. SO they do not trust each other. Distance between people is one of the most	At a recent wedding, there was an explosion that killed seven members of a family. Such events <u>discourage people from gathering or meeting, going out, or surrounding themselves with their families</u> . This is a common feeling in Afghanistan. We are <u>afraid</u> to go out, we are <u>afraid</u> to attend events where a lot of people gather. We are <u>afraid</u> to go out during the holidays and spend our free time in public places... 3

serious effects of war, <u>human rights are violated and they do not believe in the state and its institutions</u> . People become <u>more egocentric</u> and in their quest to protect themselves, they less and less strive for the good of the other - <u>reduced sense of humanity and friendship</u> .	months ago we had to travel to Italy because of our work on university sports. On the same day, there was an explosion in the NOC building and some of our colleagues were injured and some died. Such things have a negative effect on our society.
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Both interviews confirmed the general feeling of fear as an effect of insecurity. This insecurity and the ongoing attacks distance people from each other and discourage them from participating in any social events. Dr. Popalzai's response confirmed the effects of anger, hatred and lack of trust reported by other studies. From this we can conclude that there are significant negative consequences on the social and mental health of the population. It is from the answers to this question that the directions that should be worked on in the planning of therapeutic impacts and social reconstruction of the Afghan society can be identified. With proper planning and good organization of the security of public events, sport can have significant contributions in such activities, due to the time-proven effects on the social and mental health of the individual.

From the analysis of the reactions in the social media we see that the sports successes are a reason for hope, pride, unity, excitement among the people of the country. Therefore, it is of research interest to establish the current place of sport in Afghan society, which is the aim of the second question of the interview.

Table 13 Interview: the place of sport in Afghan society and the effects of sport on it

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p><u>Sport is the only factor that unites people</u> and makes them <u>feel happy</u>. Examples are the successes in football, volleyball, cricket, taekwondo.</p> <p>When Afghanistan became the champion of Southeast Asia in 2016, everyone was crying out of happiness. <u>Sport unites them</u> regardless of their religion, language, and geographical location. <u>At this moment, everyone is an Afghan crying because of his team's victory</u>. When Rohullah Nikpai became a bronze medalist in taekwondo at the 2008 Olympics, <u>everyone was dancing and rejoicing</u>. He brought pride to the nation which <u>celebrated</u> this occasion. This year, the national team of Afghanistan is competing in the World Cricket Championship and <u>this makes the whole nation excited and praying for them</u>. We believe that at this stage, sport is <u>the only thing that unites people</u> in Afghanistan and <u>has the potential to change people's thinking</u>. Especially</p>	<p>Today the sport in Afghanistan is developing very fast and I can confirm <u>the enthusiasm of the Afghan youth to play sport</u>. This is observed especially for individual sports. <u>We do not have a choice</u>. Regardless of the fact whether there is an explosion, a war, or a Taliban attack, <u>we have to continue</u>. Our people</p>

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p>when the news and all the media are full of bombs, military action, suicide attacks, or other terrorist acts, <u>the only positive news is the sports news</u>. The Olympic movement has played a major role, especially since 2001, but before that, the idea was suppressed by the Taliban regime.</p> <p>Our observations are that <u>when children play together, they forget all the bad things that happened yesterday, all the traumatic experiences that have an effect on them because of the war.</u></p> <p><u>Sport creates role models for the young people.</u> For example, Rohullah Nikpai was a man who was completely unknown to anyone, but when the Olympic Committee supported him and gave him the opportunity to compete internationally, he is now an adviser on the sports issues to Afghanistan's second vice president. We believe that <u>sport is a powerful tool that can change people's thinking and unite them, building positivity, friendship.</u></p>	<p><u>do not lose hope</u>, they are very <u>keen on sport</u>. I wish I could say that the war did not influence sport but definitely it has an effect on it because it suppressed the strive of the people to go out and participate in events. But <u>we do not have a choice</u>. Our youth continues to <u>do sports passionately and to make its best to reach results.</u></p>

The answers of the two respondents confirm the conclusions made in the analysis of social media. Dr. Popalzai has repeatedly said that sport is "the only factor that unites people," the only good news on television, "the only thing that has the potential to change thinking." Given the highly heterogeneous structure of Afghan society and the lack of an Afghan ethnic group, the words of the NOC Secretary General that "everyone is Afghan" during sports events have a particularly strong charge. This is a particularly important point, because identity problems are one of the main directions of work in the stages of social reconstruction. Dr. Popalzai also identifies sport as a means by which the effects of war on children can be reduced. As a new statement in our work so far, the creation of role models through sports is emerging. Here, the story of Olympian Rolullah Nikpai, who transforms from an unknown citizen to a world star who currently holds a high government position, serves as an inspiring example of how far a person can go through sports.

As for Mr Amiri's response, there is a repetition of two phrases "passionate" and "we have no choice", where the role of sport is a passion that encourages you to move forward in a situation where fear and reconciliation do not. are a choice.

Given the obvious negative effects of the war on society and the undeniable effects of sport, on the other hand, it sounds logical to use it as a means of 'healing' society, on the basis of which we ask our next question about Afghanistan's existing sports policies.

Table 14 Interview: existing sports policies, strategic documents, targeted actions at the state level

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p>The development of the sport takes place in both directions (top-down and bottom-up) in different cases. I can give you an example. Previously, society or national federations were more active and organized sports championships on their own, sending a message of friendship and respect for the individual. But now the policy is changing and the government is more active. The President personally fully supports sports organizations such as the National Olympic Committee and the General Directorate of Sport in Afghanistan. They give not only their political support, but also financial support to bring back friendship, hearing. This is now the policy of the president's office and there are several large meetings where sport is the main topic. Let's give an example with a recent meeting. There was a national advisory council (Loya jirga). According to the constitution, it is the largest body that brings together the leaders of the society - about three thousand people who are invited by the government to consult on peacebuilding with the Taliban. 30 people from the sports circles are invited to take part in this meeting and to consult on the topic, as it is considered that sport plays a key role.</p> <p>So far, there are only a few decrees, which are rather instructions from the president. We have recently drafted a law on sports, which has been approved by the president, and a decision by parliament is now awaited. This will be the first law on sports. It has a separate article that deals with friendship and sportsmanship. Some of the articles in the law are taken from the Olympic Charter. This is the idea to move from here to the creation of policies and strategies. We are currently performing activities, but we do not measure their results and performance. I am optimistic that this will soon change, as we need analysis so that we can pass on the results to future generations to build on our experience and move forward.</p>	<p>Recently, the government has begun to focus on sports, but not in the way it should be. The sport is not supported at a high level. For example, four years ago, the Afghan National Committee had no budget to participate in Asian and international events. Somehow the problem was solved and the government gave a budget to the NOC, but that is not enough to say that the government fully supports sports in the country. For example, the university sports federation has no budget. Five years ago, we were able to activate our membership in the International University Sports Federation, but the government refused to pay for the federation. It is one of the largest federations in Afghanistan. I can say that out of 100% possible, the government pays attention to sports issues to 30%.</p> <p>There are official documents about the sport, but they are not realistic because they are only on paper, but in reality they do not exist.</p> <p>The impetus for development comes mainly from the people to provoke the government. For example, we have the Afghan Premier League, which, however, was founded with private sector investment, not public investment. We also have the Roshan Premier League of Afghanistan, which gathers more than 20,000 people during the competitions. Unfortunately, all this is happening only thanks to the private sector, without which the government does not pay attention to such events. There were Asian Olympics last year. President Ghani was invited by the host country, and then Ghani realized that Afghanistan had to participate in the games and decided to give a budget for it. I would say that sports initiatives come from the bottom up, not the other way around.</p>

From the answers we understand that in recent years there is an awareness of the need for state policy on sports and partial public support of individual organizations. Despite the obvious benefits that targeted development of sports would have, although both respondents reported on the creation of strategic documents, we do not find information on the implementation of a specific type of sports policy.

It is optimistic that the first law on sports in the country has already been submitted for discussion, which is a big step in the development of sports in the country, which will become the basis for more specific strategic documents. In Dr. Popalzai's comment we find evidence of the relevance of such studies in the field, as no such studies have been done so far. This gives us reason to believe that the present work would have a concrete practical contribution.

Since the public sector does not develop its full potential in the development of sports in the country, but nevertheless there are significant successes of the country in the field, we assume that they can be stimulated by external organizations or sponsorship by the private sector.

Table 12. Interview: External organizations supporting the development of sport in Afghanistan

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p>There are two large organizations - the IOC, under whose auspices the NOC and international federations work. They are the main player who supports and stimulates national federations. If international federations do not support national ones, it would be very difficult to achieve quality and apply new methods. They also bring in new ideas, regulations, methodologies and knowledge transfer. But the NOC definitely has a major driving role and is also a coordinator between national federations, through instruments such as the Olympic Solidarity Program, the national budget and sponsors.</p> <p>Unfortunately, there are not many sponsors, because the private sector is not well developed in Afghanistan, but there are some potential sponsors who do not sponsor the sport as a whole, but focus on those sports in which Afghanistan has a good performance such as football, cricket, taekwondo, struggle. We are now trying to connect the national federations with the sponsors. National federations are also still not so good at being accountable and accountable to sponsors. Institutional capacity development is needed.</p>	<p>Some international organizations have a presence, for example through the NOC. They have their own solidarity program, which in some cases can help Afghanistan. In some cases, this is FIFA, and there is growing talk that FIFA will help the Afghan Football Federation in some way. But I can't say that there is any specific external organization that supports sports in the country. This is done mainly by the private sector, and the state subsidizes larger federations such as football, taekwondo, boxing, and others. but the sponsors are not many.</p>

It is clear that international federations, the IOC and FIFA are important for the development of Afghan sport, but there is no mention of other foreign private, state or non-governmental organizations. Sports in the country are developed with the financial support of private organizations, sponsorship, which is relatively small and state support, but only for certain sports. Apart from the underdeveloped private sector, there is another problem for the development of sponsorship, namely the need to develop institutional capacity and mechanisms to ensure accountability in the federations. Interestingly, both interviewees did not mention sports clubs. This question is important for the analysis because it brings information about the modern organization, mechanisms and financing of sport, as well as about the strengths and weaknesses on which a possible model for therapeutic impact through sport could be built.

From the analysis above, it became clear that in Afghanistan, watching television in some way has a positive effect on the level of sports participation of viewers. Therefore, through the following questions we try to establish what is the place of sports in the media in Afghanistan and whether there is an adopted strategy for involving the media in the processes of social reconstruction in the postwar period.

Table 13. Interview: Media coverage of sports in Afghanistan

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
Together with sports, Afghanistan made great strides in media, <u>media freedom</u> , and media reach to the people. <u>Sports have always been close to the media.</u> Those <u>role models, sports heroes, and champions have always been presented in the media.</u> We have more than <u>40 TV channels</u> and <u>more than 170 radio channels.</u> I can assure you that <u>every</u> radio and TV broadcast sports every day and follow those people who become a reason for pride during the competitions. They are broadcasted <u>every morning.</u> There are several very famous TV channels like TolaTV, Arayanot TV, and Shamshad TV. <u>More than 20% of their program is a live sport.</u> Now there is another channel -3Sport which broadcasts <u>sport 24 hours.</u> Regarding the radio, there is another channel “ Azadi ” which is connected to the “Voice of America” which is also the most famous radio. Every Tuesday they broadcast a <u>3-hours show dedicated only to the sport.</u> Also, we as NOC every week make a press release and update our Twitter and Facebook as well as our website which is still under construction. These are mostly the instruments which are used and <u>the people are always happy to see such programs; people are</u>	The TV’s and the radios broadcast the big sports events. <u>Many people watch sports and follow sports.</u> For example, in a few days, there will be a Martial Art competition between an Athlete from Afghanistan and his opponent from Russia. There is more than a week to the match but the people are already researching, <u>they are thirsty to watch more.</u> I told you, the sports events <u>have a very positive impact on the people.</u> And when our athletes go abroad to present Afghanistan, this aims to show the world that the <u>Afghans are not terrorists;</u> this has a <u>very positive message to the other countries.</u> This is the reason why our people <u>are excited and follow the events.</u> In Afghanistan, there is only one sports TV channel – 3Sport but the

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p>always happy to see their heroes, the people who bring pride. All the TV channels are private except for one and they are commercially oriented. They have their own strategies. For example, ToloTV has a strategy for sport. Every Saturday they broadcast a two-hours show dedicated to the Martial Arts and they invite athletes from foreign countries – Iran, Tajikistan, Russia, to compete with Afghans. This is very good but for them, this is a strategy to bring more profits and attract more sponsors and advertisers. On the national TV and on national level unfortunately there is no strategy for sports broadcasting but this is an interesting point which I will direct to our president to present it to the Ministry of Communications which controls and monitors all the media.</p>	<p>other TV's also broadcast sports. For example, Roshan, the Prime League of Afghanistan is broadcasted live on one of the biggest TV channels – TolaTV. The smaller events or local events are broadcasted on 3Sport where are broadcasted many other sports events – national, international, championships, Olympic Games, World Cups, etc.</p>

In Dr. Popalzai's response, we get a broad picture of the media-sports relationship in Afghanistan and we understand that sports broadcasts play a key role in any media. From a social point of view, people "always enjoy such programs", "people like to watch their characters who bring joy", which is why the media themselves start to build strategies for broadcasting sports, because it guarantees them a rating and respectively - profit. This symbiosis sounds like a self-sustaining mechanism that secures the place of sport among the population and maintains levels of joy and national pride. Ideally, in addition to the joy of sporting events, in internationally broadcast sports matches, along with athletes, Afghans send their own message of peace and a desire to present the face of their country in a different way.

With a last question to the two interviewees, we are trying to find out what is the public response to sports success and whether national events internationally are important for increasing the number of athletes.

Table 14. Interview: the way the national sports achievements influence the sport participation of the people of Afghanistan

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p>Increasing the number of people doing sports is one of the success factors in sport. Let me give an example. We are working to increase the number of women in sports. Robina Jalali is the first woman to compete in the Olympics, representing Afghanistan in 2004. She is now a member of parliament and is becoming a very good role model for other girls. I see the reactions of the girls who come to play volleyball or</p>	<p>Yes, <u>people start playing more sports after seeing the national success</u>. On one hand, this is not just in Afghanistan. This is a phenomenon all over the world, which is also observed in our country. <u>After the first cricket team was formed</u> and its <u>success</u></p>

Dr. Mohammad Yunus Popalzay (NOC)	Mr. Sayed Saraf Amiri (USFA)
<p>football after school. They all see Robina as an example of a good person, a successful athlete, and a politician. There are also other female athletes who are not as prominent as medalists, but they bring pride to the country and have become an example in a way that <u>families have begun to allow their daughters to do sports</u>. Families are beginning to realize that their <u>sons and daughters can bring pride not only to Afghanistan but to their families</u>.</p> <p>If someone is a professional cricket or football player, you can hear on the streets "<u>Oh, look, this is Hamid Asan's father</u>". <u>This way of thinking is already here and it helps a lot</u>. Now we plan to organize <u>national Afghan games</u> because we believe that they <u>legitimize the sport</u>. More than 500 people will take part in this national competition and more than 100 medals will be awarded. It is also a kind of strategy with which we want to make people encourage their children to play sports.</p>	<p><u>followed, more and more people started playing cricket</u>. Also, free fights are now very fashionable in Afghanistan. <u>Several athletes have become heroes</u> of Afghanistan after their international victories. And we notice that <u>when something good happens, people start doing it because people are very likely to continue something good</u>.</p> <p>When our athletes win a medal in an international competition, people gather to welcome them and celebrate with them.</p>

The answers support our hypothesis that greater success in elite sports would have a significant effect on increasing the sports participation of other citizens, "because people are very willing to continue something good." Interesting here is a specificity for the society, which the NOC has very successfully captured and strives to use - a change in attitudes and the specific for this type of society honor of the family. While during the Taliban regime, the sportswoman was a disgrace to the family, today, professional sports events bring honor to the family and more and more families encourage their children to play sports. It is worth noting an expression that appears relatively often when it comes to professional athletes, not only in the context of the interview, but also in the previous analysis of social media, namely - "heroes". This word encodes the whole meaning of Afghanistan's attitude towards sport and its potential to contribute to social reconstruction. The creation of a national hero was one of the first steps in the unification of a nation, and unknowingly this process began to occur naturally in Afghanistan.

This gives us reason to believe that targeted influences in this direction would be highly effective and would realize the therapeutic potential of sport in post-war societies.

III.4. Model of social reconstruction through the means of sport

Jeong's study (Jeong, HoWon, n.d.) on strategies for establishing a peace process defines the first condition necessary for starting a peace-building process, namely:

"In practice, peace-building in a post-conflict society begins when the conflict is controlled to the extent that normal social activities can be carried out... When intense violence fades, there are conditions for creating long-term political and social stability. In this sense, the control of interpersonal and intergroup violence is a necessary condition for building constructive relationships. "

In this regard, Afghanistan is in transition: some sources mark the end of the war as the overthrow of the Taliban regime, while their attempts to regain power and foreign intervention aimed at preventing it have identified the country as still in conflict. However, intense violence has already faded and the conditions for long-term policy are in place.

Focusing on the therapeutic impact of sport in post-war societies, here we can rather talk about the place of sport in the process of social reconstruction.

Social reconstruction is a state in which society reaches a level of tolerant and peaceful coexistence; manifestation of social cohesion through the adoption of a national identity that transcends individual and societal differences; there are desires and mechanisms for resolving conflicts without aggression; there are public institutions that connect different structures of society; addresses the effects of problems in the past. Two approaches to social reconstruction have been adopted - one is related to the direct (Shaw, 2005) intragroup and intergroup addressing of the effect of violent conflict and the second - indirectly (Kumar, 2019), by promoting reconciliation through community-centric development and cooperation.

Reconciliation is a process during which a society moves from a past of division to a shared future, in which the goal is peaceful coexistence (United States Institute of Peace, 2019).

The purpose of this part of the dissertation is based on the results obtained so far, to propose a model for building a long-term sports policy that will contribute to the restoration of society in its socio-psychological sense, building trust between citizens and citizens to institutions.

The process of building and maintaining peace in each country is strictly individual, given the different effects of conflict situations preceding the peace process (effect of the intensity and degree of violence in the intergroup relations of the transforming dynamics).

However, we believe that a common conceptual framework and approach can be proposed so as to identify the steps and actions that will lead to the recovery of post-conflict societies.

To this end, we will initially consider two main models (approaches) in the reconstruction of post-war societies - Silov's model and the views on the social reconstruction of the US Institute of Peace.

➤ **Models of Social Reconstruction**

We are far from believing that sport can be used as a main pillar around which to resolve all the severe socio-psychological consequences of war and military conflicts. However, given the above, we firmly believe that the means of sport can be successfully used in targeted socio-psychological impacts as a complement to the processes of reconstruction of a country in social, political and economic terms. As a result of the research work on the present dissertation, we outline a model with four main components in the use of sports in the recovery of post-war societies.

Component 1: Defining the specific effects of war on society

From Table 2 it became clear that the most common problems in society are the emergence of hatred, ethnic prejudice, desire for revenge, post-traumatic stress, depression, social anxiety and others. It should be borne in mind here that the "symptoms" thus enumerated do not manifest themselves unambiguously in this sequence in all societies, which leads us to think of the cultural determinant of the consequences of military conflicts in society. In proof, we present the arguments of the study of Ventevogel and Faiz (Ventevogel & Faiz, 2018), which challenge the claim of the existence of mass depression in Afghan society, based on the action of various economic and cultural factors. On the other hand, although listed sequentially, these factors are a summary of research done among different nations, ie. their simultaneous manifestation has not been established. While for some there may be a desire for revenge, for others, military conflict can cause deep depression and a rethinking of existential meaning. To examine the extent to which these effects can be universal, we asked both respondents in the interview what was happening in Afghan society after the war. What they perceive as social change is universal fear, distancing between individuals, lack of trust, reduced sociality, anger. These effects can be defined as specific to Afghan society and, accordingly, in the process of social reconstruction we should take them into account in the design of targeted impacts. The

way in which society will respond to hostilities can be largely determined by the way in which society existed and social groups interacted before the conflict began. Here we can talk about specific social, cultural and religious determinants that form the community psyche.

Component 2 - Institutionalization of sport

From what has been said so far, it can be convincingly argued that sport has an undeniable potential to strongly support the processes of reconciliation and social reconstruction in post-war society. From the example of Afghanistan, we see that sport is a right enshrined in the country's new constitution after the Taliban regime. However, the creation of institutions to ensure this civil right was initially lacking. At the time of the creation of the current work, the Ministry of Sports was missing, physical education and sports were taught formally and theoretically in schools. Professional sports are developing on their own initiative, the adoption of a law on sports is pending. There are some commissions to the President and the Ministry of Sports, but their activity in the development of sports is controversial. The National Olympic Committee, which with the help of the IOC and some international federations is making efforts to develop sports, is the main unit that takes over the functions of responsibility for the development of sport, but we believe that at this stage, the need for creation of a departmental department and development of a coordination mechanism, through which the planned strategies can be subsequently implemented. First of all, during the reconciliation processes, there is a clear need to create a central unit committed to sport, to protect the interests of its development in the creation of policies at the state level, to monitor the inclusion of sport in formation of policies and programs related to health, education, social needs, international relations, etc. The same unit should be proactive with regard to the development of sports in the country as a whole. Along with the necessary directorates for the existence of this unit, here we allow ourselves to propose the creation of one, in our opinion, mandatory one - "Research and Development". This idea is based on one of the remarks noted in Table 22, namely - to take into account local specifics, to use traditional culturally defined bases in the respective society. This justifies the need to form a team of local researchers, or in the absence of such - a mixed team of foreign researchers and experienced local people. In this way, a smooth and adapted to local specifics institutionalization of sport would be obtained. One of the facts that Dr. Popalzai noted as a weakness in the informal part of the interview was the lack of data and research so that the indicators of targeted social reconstruction and at the same time the development of sports can be monitored, which would allow timely elimination of errors in the system being created.

Component 3 - Identification of sports needs / interests / traditions

Once the specific psychological features affected by the war have been clarified, political and strategic action can be taken at the national level. From the conducted interviews we found that in Afghanistan the development of sports is to some extent stimulated by the society and not so much by the state. Here we can point to the return of refugees from Pakistan, where they have mastered the game of cricket or the passion for football, which was nurtured even during the Taliban regime. Obviously, the local population has a psycho-social need for sports. Once aware of its effects, the population on its own initiative is looking for a way to perform sports. This provoked the state to start actions for institutionalization of sport and its financial and material support. Here we believe that the processes of development of sport in its natural form - on its own initiative, should be identified in a timely manner and in parallel with their natural spread, the state support for the development of sport should be expressed. In this case, the above-mentioned R&D unit would play a key role in researching the sporting interests of the local population, identifying existing trends and taking into account sporting traditions (in the case of Afghanistan, these are football, cricket, taekwondo, volleyball, бузкаши). In a post-war society with a specific cultural context, to "import" and develop a sport that has no traditions in the country would be unnecessarily difficult and would require suboptimal investments by the recovering state.

Component 4 - Policy and strategy for the development of elite sports

We accept that it may be debatable whether in the next stage it would not be more logical to invest in the mass dispute, but from the point of view of the objectives of the present work and the results of the research done so far, we believe that for the purposes of social reconstruction at the macro level, it is logical to make investments in elite sports and the participation of elite national athletes in international championships. Sport is a key element when it aims to raise national self-confidence and increase national pride (Elling et al., 2014). This can also be seen in the analysis of social media in Afghanistan, where national athletes are most often called "heroes". Their appearances became an emanation of the spirit and hopes of the Afghan people. Their participation in sports games encourages the population and becomes an expression of the strength and hopes of the suffering nation. In the moments of international competitions, the population forgets the ethnic and kinship quarrels and everyone shares the joy under one flag. Here we can say that sport and sporting success are beginning to play a role close to that of national symbols of national identity (Chala, n.d.). It is through him that the socio-psychological need for belonging is realized and the creation of national identity

is stimulated, which are two of the five key elements in Silov's model (Silove, 1999). Here is the place to recall Mr. Amiri's words about the importance of elite sports as a platform for international cooperation, namely, "Our people want peace. Afghanistan is not just terrorists. Sport is the only way we can send our message of peace to all other nations. "

Through elite sports competitions that can be observed by the whole population, mass impacts are realized, which have a result on the dignity and pride of the nation, the feeling of happiness (Hallmann et al., 2013) (Kavetsos, 2012). This was confirmed by the respondents in the interview, who noted that sporting success is the only moment of national happiness that brings positivism in the lives of the people of Afghanistan.

On the other hand, due to the high interest, the national participation in international competitions is increasing and the media interest in broadcasting them. Through the media, mass messages of peace can be sent and role models can be shown among the population. Such is the case that Dr. Popalzai tells us about the Olympic athlete Robina Jalali, who became an example to many Afghan girls. Through her sporting successes and subsequent political ones, she declares the place of women in the social and political life of Afghanistan and gives hope to other women that through sports, they have a chance of success. At the same time, the coverage of elite sports in the media has a positive effect on the sports participation of citizens, as can be seen from the results of the national survey (Fig. 4) and, accordingly, it is important for the development of mass sports.

Thus, we believe that in the process of recovery of a post-war society, there would be a member for regulation of the national media, through which when issuing a license, they should be obliged to have a minimum percentage of broadcasting sports programs and news in their air. time.

Component 5 - Strategies and policies for the development of grassroots sports

Sport and physical activity have significant potential for positive effects on post-war society at the individual level. Its various positive effects on the physical and mental health of its practitioners have been repeatedly studied and proven in the scientific literature. Therefore, we believe that it is appropriate to take active action to ensure the conditions for sports of the population and to encourage them to do so. This refers to sports participation as a factor in overcoming the negative emotional consequences of military conflicts - sports as an effective method in combating anxiety, symptoms of depression, asociality, low self-esteem and others. (Gleser & Mendelberg, 1990). Specifically on the topic of its therapeutic impact in post-war

societies, we take into account the social reconstruction advice of the US Institute of Peace on the need for intergroup and intragroup reconciliation. By organizing mass sports participation, such effects can be achieved by simultaneously stimulating the development of individual human capital at the individual level - developing various sports skills and increasing the dignity of athletes. With the concept of "fair play", sports play brings a sense of justice, which is usually one of the most affected during a war.

CONCLUSIONS AND RECOMMENDATIONS

The following conclusions can be drawn from the performed research and analysis:

1. Literature research shows that military conflicts have a significant impact on the psycho-social health of the population of the country involved in the military conflict. The most common negative effects are anger, hatred, distancing, post-traumatic stress, depression, mistrust, identity problems, ethnic prejudice, brutalization, desire for revenge and more. However, the very manifestation of these individual traits is not the same for all societies, and it is largely culturally predetermined.

2. The scientific literature abounds with examples in which the means of sport can be used to reduce the negative effects of war. Sport is proving to be effective both on an individual level and on a socio-political level. Especially important for the therapeutic impact of sport at the macro level is the development of professional sport. The success of national athletes in international competitions lifts the spirits of the population, unites the population, brings a sense of happiness, pride, satisfaction, sends a message of peace and friendship.

3. For the studied Afghan society it is established that sport does not stop being present in the everyday life of the population. On the one hand, sport reaches people through the media and the media. Despite the scarce available sports infrastructure, Afghans continue to play sports and have won a number of international sporting awards in less than 15 years since the fall of the Taliban regime.

4. In Afghanistan, the development of sports is initiated and supported by the population of the country, and subsequently the country slowly begins to realize and realize its role in its development.

5. Sport at school level remains insufficiently developed due to the lack of the necessary infrastructure and qualified pedagogical staff.

RECOMENDADTIONS

1. Given the proven positive effects of sport on societies affected by military conflicts, it is recommended that in planning the social reconstruction in the post-war period, public administration should include in the architecture of its policies the development of professional and grassroots sports.

2. The development of sports and sports policies to be coordinated with other departments and purposefully for the purposes of achieving a therapeutic impact on the affected people.

3. It is recommended that the development of sports in post-war societies follow the culturally specific traditions, trends and sports interests of the local population.