

Analysis of Road Safety Reporting of Bangladesh in Covid-19 in a Constructive Way

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Abstract

The problem of road safety in Bangladesh is widely discussed, commented on, and researched. In 2021, public transportation was suspended for 85 days due to a surge in corona infection in Bangladesh; even so, the growth in road accidents and deaths disturbed the conscious majority, with 8,609 individuals murdered in 5,729 road accidents in one year. The concern grows considering that while the entire country of Bangladesh was under lockdown in May 2021, the transportation system was shut down, but many people moved from cities to villages and died in accidents. Solution-oriented journalism, such as constructive journalism, could play a role in overcoming circumstances such as Covid-19 and road safety. The current study looked at how Bangladeshi media outlets covered road safety over Covid-19 days. The study was based on the media framing theory and employed a content analysis method with a constructive journalism focus. In-depth interviews were also conducted to learn about the psychology of reporters and news executives on these topics. According to the study's findings, in the case of the Covid-19 pandemic, a lack of sufficient training and expertise and a lack of some code of ethics caused increased dread, helplessness, and hopelessness in the media's coverage of road hazards. The stories were not particularly constructive. Road safety coverage could benefit from proper training and adopting a fair code of ethics.

Introduction

The socio-economic development of a country largely depends on the mass transportation system. An established and mature mass transportation system becomes consistent with the international, national, and regional road networks (Rodrigue, 2020). The growth of a country's transportation road network is vital to its economic development. The number of kilometers of paved roads in a country is frequently used to gauge its progress. The correct development of the transportation road network lowers the cost of transportation in terms of both money and time and aids in the integration of diverse regions within the country and

a better understanding of neighboring countries on a global scale (Aldagheiri, 2009).

The number of nodes and linkages, infrastructure amenities, public and private transportation, vehicle conditions, and driver behavior all influence how well a road network functions (Kumar et al., 2017). Weng and Meng (2013) discovered that the road system is an important aspect of the infrastructure that may influence economic development in any country throughout the world and that the road system can boost economic development by improving local transportation performance

Bangladesh, a highly populated South Asian Republic, has observed the 50th anniversary of independence in 2021. Within these 50 years, the country has made notable developments in the economic and infrastructure sectors (Ahmed, 2021). By the mid-1980s, the country succeeded in developing a solid network of roads connecting the country's medium-sized cities to the bigger ones, including Dhaka, the capital, and Chittagong, the country's largest port city. Rural Bangladesh, on the other hand, suffered from a lack of connectivity. Most routes connecting the villages and cities were unpaved and inaccessible throughout the year. The development of so-called feeder roads dramatically improved the situation over a ten-year period, from 1988 to 1997. Bangladesh had roughly 3,000 kilometers of feeder roads in 1988. This network had grown to 15,500 kilometers by 1997. These all-weather "last-mile" roads helped to connect Bangladesh's villages to the rest of the country (Mahmood, 2021).

In recent years, authority of Bangladesh fostering road connectivity by introducing mega projects like Padma Bridge, Metro-rail, Dhaka Elevated Expressway, Karnaphuli tunnel, and others (Adhikary, 2021).

Despite progress in creating an extensive road network, the road network's overall condition in the country remains inadequate. Only 27% of rural roads and 40% of main highways are paved, and only half of those is in acceptable shape. Another problem with Bangladeshi roads is accidents and fatalities. According to World Bank, more than 20,000 people are killed, and 200,000 are badly injured in road traffic accidents every year in Bangladesh, which costs 2-3 percent of the GDP of the country. Road traffic crashes are accounted for 12% of all deaths among men aged 15 to 49 (Feller, 2021).

Under these circumstances, the road safety issue in Bangladesh is highly talked about, reported, and researched. Even a country-wide movement by the student took place to

ensure road safety after the death of two students in the capital Dhaka (Star Online, 2019).

Due to the increase in corona infection, public transport was closed for 85 days last year; even then, the increase in the number of road accidents and deaths concerned the conscious majority 8,609 people were killed in 5,729 road accidents in one year. 9 thousand 39 people were injured at that time (Passenger Welfare Association, 2022).

However, accidents are daily headlines of the news articles of Bangladesh. A study by Das (2021) reveals that road deaths covered in the news online vary significantly from one news organization to the next. Furthermore, these reports rarely capture significant contributing aspects of collision occurrences, such as the geometric characteristics of crash occurrence sites. The findings show how important it is to analyze media coverage to establish feasible safety risk mitigation strategies in Bangladesh. According to Naziz (2020), the attribution of blame farming is the most common story about road safety in Bangladesh, followed by the conflict frame and the human-interest frame. In most situations, the government was blamed for the problem rather than the individual actors and solutions.

From the above explanation, the current study determines that the topic is a concern. The concern becomes deeper when we see that in theme month of May 2021, while the whole of Bangladesh was under lockdown, the transportation system was off, but a lot of people moved somehow from cities to villages and many people died in accidents under this circumstances, Solution-oriented journalism like constructive journalism could be a part of the solution in the circumstances like covid-19 and road safety. With this hypothesis in mind, the current study will examine Bangladeshi media outlets' coverage of road safety in covid-19 days via the lens of constructive journalism.

Key words: Road safety reporting, constructive journalism, Covid-19.

Rational of the study

Constructive journalism never focuses on what is wrong with the world. Instead, it strives to give people a balanced, truthful, and contextualized picture, as well as explore grey areas and nuances and find solutions to problems (MacGregor, 2020). According to Bornstein (2017), solution-oriented journalism focuses on a reaction to a societal problem and how that answer has worked or why it has not. It demonstrates what can be learned from a

reaction and why it matters to the audience of a newsroom. It also gives quantitative or qualitative outcomes that suggest effectiveness, and it is not afraid to point out flaws. On the other hand, Goodwin (2021) suggests, reporting about responses and unique approaches to problems empowers readers to act, makes them feel positive about the state of human ingenuity, and gives them a sense of connection to their immediate community. In May 2021, 615 people were killed and 1,008 injured in 596 road accidents (Passenger Welfare Association, 2022). However, research was not found to evaluate the reporting nature of the road safety issue in this pandemic situation in Bangladesh. So, the study intends to assess how much the stories about road safety in Bangladesh are being written in a solution-oriented and constructive way to ensure road safety in a situation like COVID-19.

Objectives of the study

The study aims

1. To assess the scenario of road safety reporting in Bangladesh to find out how the traffic situation is currently being reported, constructively or more event or problem oriented?
2. To suggest how constructive journalism can work as an advisory tool to the solution of road safety issue in Bangladesh.

Key Concepts

Conceptualization of Road safety Reporting

Within the road transportation system, safety means a state where death and injury are unacceptably common and may be avoided and where a safe system approach is developed. This technique ensures that no road user is exposed to kinetic energy transfer in a crash that results in death or substantial long-term disability (PIARC, n.d.). The Safe System approach to road safety attempts to ensure that all road users are safe. People's sensitivity to serious injuries in road traffic crashes is considered in this approach, which also recognizes that the system should be designed to be tolerant of human mistakes. Safe roads and roadsides, safe speeds, safe cars, and safe road users are the cornerstones of this approach, all of which must be addressed to prevent fatal crashes and lessen

catastrophic injuries (WHO, 2021).

Reporting entails gathering information and delivering it to newspapers and other forms of mass media. Reporters get their information from various sources, including tips, press releases, and personal observation. Public records, interviews, and other sources are used to conduct research. Most reporters are assigned a beat or area to focus on (Mencher, 2013).

Reporting on road safety involves more than a casual familiarity with a country's driving statistics. This type of reporting must dig deeper than the data to comprehend the complicated interaction of numerous elements that ultimately contribute to a fatal traffic accident. The deadly incident reported in this morning's newspaper is a small part of a much larger tale about road safety (Hundley, 2015).

The media presents road traffic collisions as isolated incidents rather than a primary cause of death and a significant threat to a country's human, health, and financial resources. By acknowledging road safety as a health and development story and providing facts and in-depth information, journalists may influence how these stories are conveyed, influencing public behavior and attitudes, influencing policy, and saving lives (WHO, 2021).

Constructive Journalism

The tendency for mainstream news to focus on problems, crises, and negativity (Galtung and Ruge 1965; Harcup and O'Neill 2001) has alarmed practitioners and academics, who believe that a singular focus on negativity contributes to audiences becoming disillusioned and uninterested in civic issues (Oliver 2016; Krüger 2017). Considering these concerns, constructive journalism, also known as solutions journalism in Europe and the United States, has emerged as a form of journalism that aims to create positive social impact by informing people about issues and suggesting specific, effective ways to resolve these issues (McIntyre 2015).

Constructive journalism reports focus on solutions to issues rather than the problems themselves. Rather than just looking into what is wrong, constructive journalism investigates what is correct as well, providing a complete view of our world (Green 2019). According to Verdens Bedste Nyheder (2017) constructive journalism as a term drives journalism to react to today's news media's rising tabloidization, sensationalism, and

negativity bias. It is a strategy to give viewers a balanced, truthful, and contextualized picture of the world, rather than overemphasizing the bad and wrong. While a proper dosage of negativity in the media is required, chronic overexposure to negative represents a concealed media bias that erodes the society in which we live. The democratic purpose of journalism is taken seriously by constructive journalism. As a result, constructive journalism aims to enable public discourse not only about significant issues but also about potential solutions to improve the quality and tone of public debates.

Considering constructive journalism as two-eyed journalism Constructive Institute (2021) defines the way of journalism as balanced reporting on both the good and the negative in society produces constructive news reports. Which covers major societal concerns, putting them in context and placing them in the larger picture and this strategy aims to improve the quality and tone of public debates by facilitating discussions about significant issues and potential solutions.

Research Questions

1. Are the reports on road safety in Bangladesh written in a constructive way?
2. What is the ratio between hard stories and constructive stories in Bangladeshi media about road safety issue?
3. What elements get importance in a Bangladeshi road safety news story?
4. How constructive journalism can may suggest solutions for road accident in Bangladesh?

Literature Review

The issue of road traffic accidents, injuries, and property loss is a complex, and worrying issue in Bangladesh, as it is in many other developing countries throughout the world. To address this issue, road safety research has proven helpful in documenting the problem of road accidents, assessing the existing status in terms of priority and problem areas, and providing solutions (Mahmud et al., 2011). Numerous studies (Mahmud et al., 2013; Hoque et al.; Ahsan 2012) have been conducted over road safety in Bangladesh. These studies were basically focused in finding out the scientific causes behind the road accidents and the assessment of fatalities due to road crashes.

The mainstream media is, in general, the most likely source of information on hazards such as traffic accidents (Singer and Endreny 1993). The way the media portrays traffic accidents can influence the public's understanding of the reasons and remedies to the problem. When road accidents are portrayed as mini dramas, with a victim against a villain scene, news reports may lose the potential to place them in a larger public health perspective (Connor and Wesolowski 2004).

In this regard, aiming in the research objectives this study went through some literary works about the media news reports over road and its safety. Within some published articles Daniels et al. (2010) offer a case study on the reporting rate of traffic crashes in Flanders–Belgium. According to the study, around 80% of incidents with serious injuries were registered in official statistics, whereas about 55% of crashes with minor injuries were reported. About half of all serious injury crashes were covered by newspapers. With the severity of the crash, the rate of reporting in both official data and newspapers rose.

In another study Beullens et al. (2008) investigated the media framing of motor vehicle crashes on television news and claimed that media personalize and emotionalize road crashes. Giving focus on sensationalizing these issues media ignore issues like wearing seat belts.

Current study finds a little academic study over the news report portrayal of road safety in Bangladeshi context. A notable study of Naziz, A. (2020) regarding sustainable development goals and media framing over road safety governance in Bangladeshi newspapers was conducted. The author found that the Bangladeshi newspapers frame road safety issue from different perspectives and media could have play an important role to influence the government to ensure road safety. Nevertheless, study of A. B. M. K. Alam, (2018) over road accidents in Bangladesh and suggested that the traffic police department should use the media to disseminate information about driving and road safety to the public.

Yankson et al. (2010) finds the press as a valuable source of injury information, but with flaws. The study recommends there should be a broad agreement on the need for improved communication between public health activists and the media. According to the study, road safety advocacy will be more effective if advocates and public health spokespersons intentionally establish relationships with media professionals and aggressively seek

opportunities to influence media reporting.

Literature reading for the research showed a big gap that many authors are studying the road safety issue and trying to find out the infrastructural shortcomings. But this sort of recommendations from little studies available about road safety and media, creates a track to analyze the road safety reporting of Bangladeshi media under the lens of constructive journalism.

Constructive journalism as a mediator suggests us that, only reporting the negative or the bleeding part of an issue is not a leading story for a journalist. Media has opportunities to work as a solution generator by promoting the positive part and enabling public debate to mitigate the bleedings. Media could have played an advocacy roll to incorporate solutions through informing people the right duty to do (Aitamurto & Varma, 2018).

From this regard, this study intends to investigate the published news stories in road safety regards in a constructive way.

Theoretical Framework

Media Framing

The research will be conducted following the media framing theory. Goffman pioneered the concept of Frame Analysis. According to this view, humans comprehend their surroundings through their core framework. This framework is mainly because the user implicitly expects it. Its usefulness as a framework is not contingent upon the presence of additional frameworks (Goffman & Berger, 1986).

The media can shape our perceptions of some things. The process of arranging news items so that they focus attention on specific issues and attribute weight to those issues is referred to as media framing (Littlejohn & Foss, 2006). In other words, the arrangement of a narrative may influence how the message and the broader news story are interpreted. This is performed by directing readers' attention to aspects of an issue (Littlejohn & Foss, 2006). Headlines, metaphors, and various audio/visual elements are all examples of literary features that affect a story (Rhee, 1997). Media messages may be used to elicit a person's memory of cognitive frameworks in this manner (Littlejohn & Foss, 2006). I will highlight the discourse of my sampled media texts and analyze them under the media framing theory in

this research.

Methodology and Sampling

The research will be done using qualitative method. Two components of qualitative research method, the Content analysis and in-depth interview method will be used to answer the research questions. The sample cases will be selected purposively.

Content analysis

Content analysis is widely used to analyze words, themes, or concepts within given qualitative data, such as texts, articles, posts, etc. With this method, the presence, meanings, and relationships of qualitative samples, such as words, themes or concepts are analyzed (Gheyle & Jacobs, 2017). This method will be used to analyze and cross check the data and text has been used in the shared news among sampled cases to find out the problem-oriented and solution-oriented news.

The sample case taken for this research was road safety-related news published by two most read and online news portals and two most circulated newspapers in Bangladesh on Covid-19 transportation movement restricted but highest road accident conducted month May 2021 (Jai jai Din, 2022). According to Alexa, prothomalo.com and jaagonew24.com are Bangladesh's most trafficked news portals (Alexa, 2022). On the other hand, Bangladesh Pratidin and Prothom Alo are the most circulated newspapers in Bangladesh (Department of Films & Publications, 2022).

In-depth interview method

An in-depth interview is a strategy for gathering thorough information about a topic from an open-ended and discovery-oriented stakeholder. In-depth interviews are a qualitative research method that aims to delve into a respondent's thoughts, feelings, and viewpoints in greater depth (Boyce and Neale, 2006).

The interviews will be open-ended and semi or un-structured and will revolve around a few central questions. Paul D. Leedy and Jeanne Ellis Ormrod say about the advantages of this kind of interviews that they are "more flexible and more likely to yield information that the researcher hadn't planned to ask for." Leedy and Ormrod goes on to say about the disadvantage of this method that, "the researcher gets different information from different

people and may not be able to make comparisons among the interviewees” (Leedy and Ormrod, 2001).

The current study will use in-depth interview method to deeply understand the condition of road safety reporting in Bangladesh. One reporter and one sub-editor from the content analysis sampled news organizations are sampled and interviewed.

Quantitative Content analysis of the news items

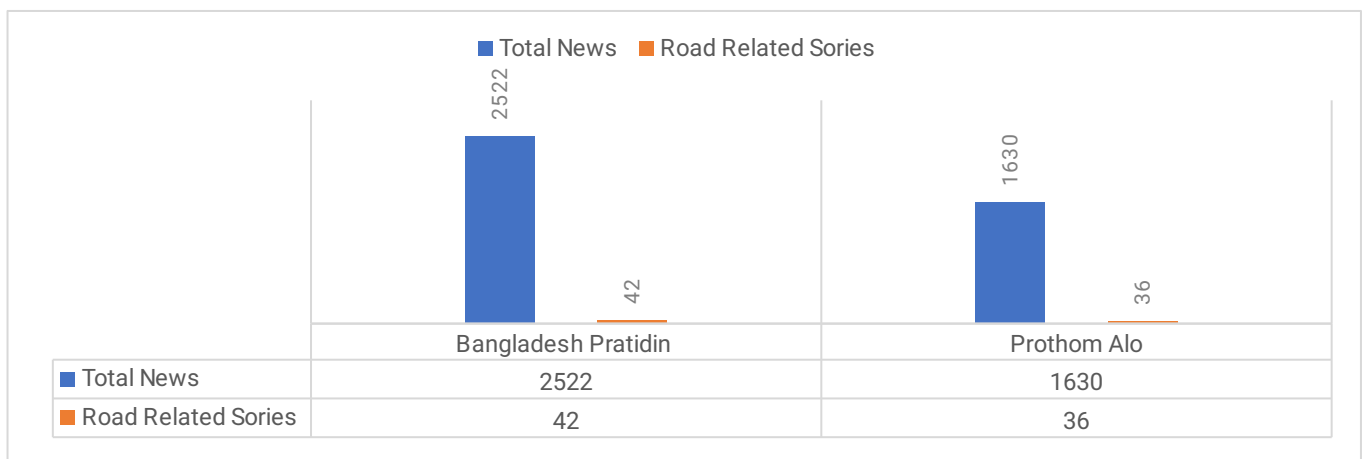
Analysis of Print News Items

Analysis topic: Treatment of news

Unit of measure: Share of Road related stories

Prothom Alo published 36 stories, out of 1630 stories, related to roads in various issues rather than accidents sampled for this study. That means 2.21% of the total items were related to road incidents.

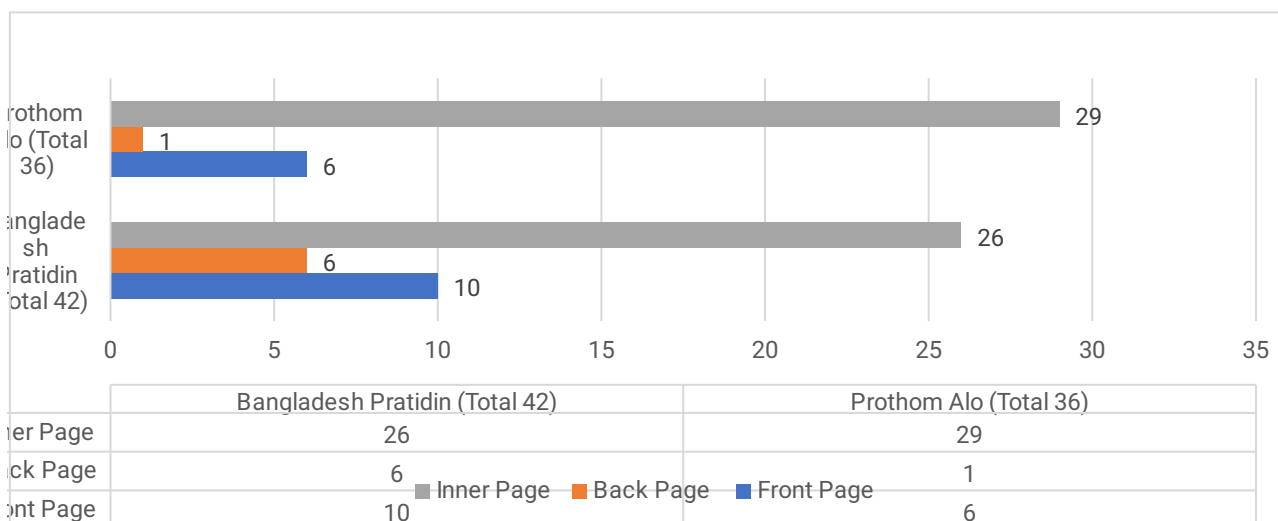
On the other hand, *Bangladesh Pratidin* published 42 stories, out of 2522 stories, related to roads in very few issues rather than accidents sampled for this study. That means 1.67% of the total items were related to road incidents.



Graph 1: Share of Road Related stories

Unit of measure: Page wise distribution of road related stories

Among the sampled news items, *Prothom Alo* published 6 (16.67%), 1 (2.8%), and the significant share, 29 (85.56%) items, respectively, on the front, back, and inner pages of the daily. In contrast, 10 (23.81%), 6 (14.3%), and 26 (62%) items were published respectively on

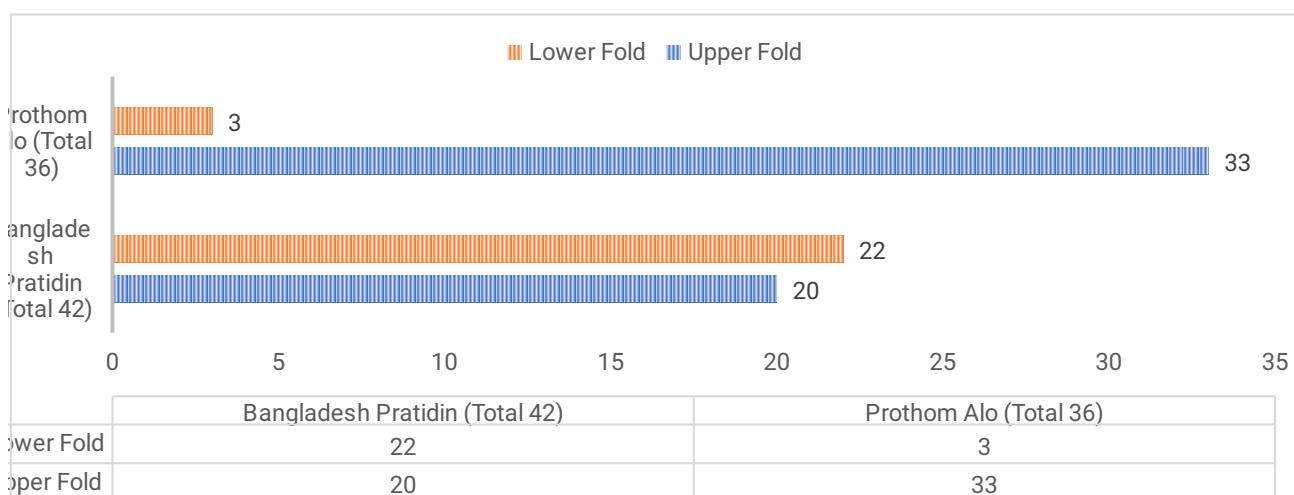


the front, back, and inner pages of *Bangladesh Pratidin*.

Graph 2: Page Wise Distribution

Unit of measure: According to the position in fold

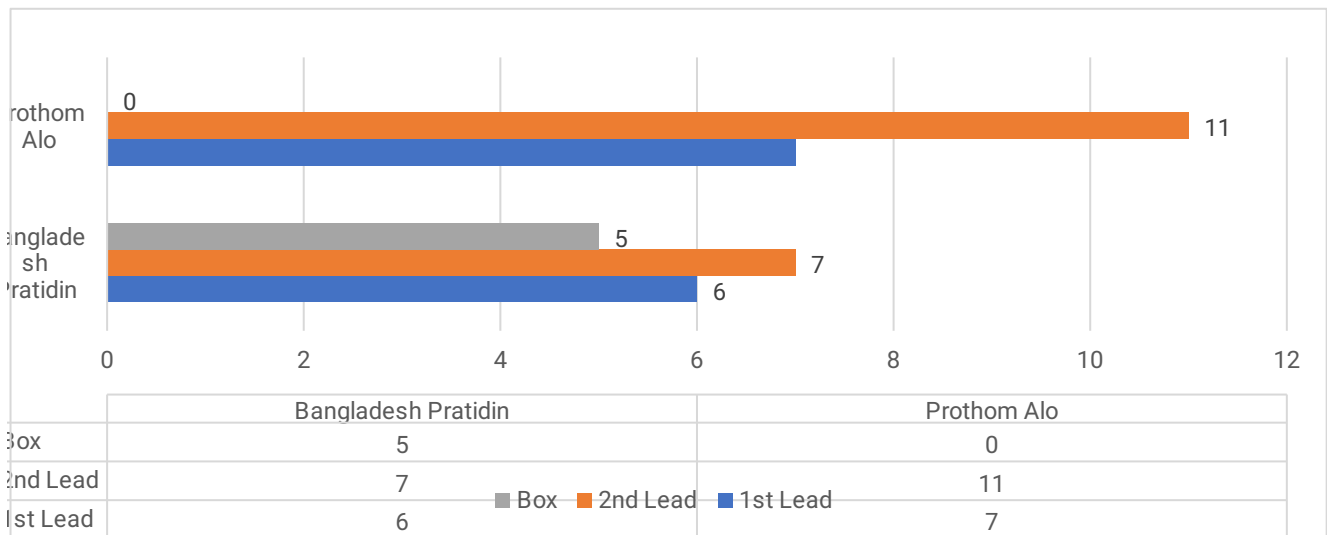
Of the 36 sampled news items of *Prothom Alo*, 3 (8.33%) were in the lower fold and 33 (91.67%) on the upper fold. On the other hand, *Bangladesh Pratidin* treated 20 (47.62%) and 22 (52.381%) news items on the upper and lower fold, respectively.



Graph 3: Fold wise distribution of road related stories

Unit of measure: According to the prominence

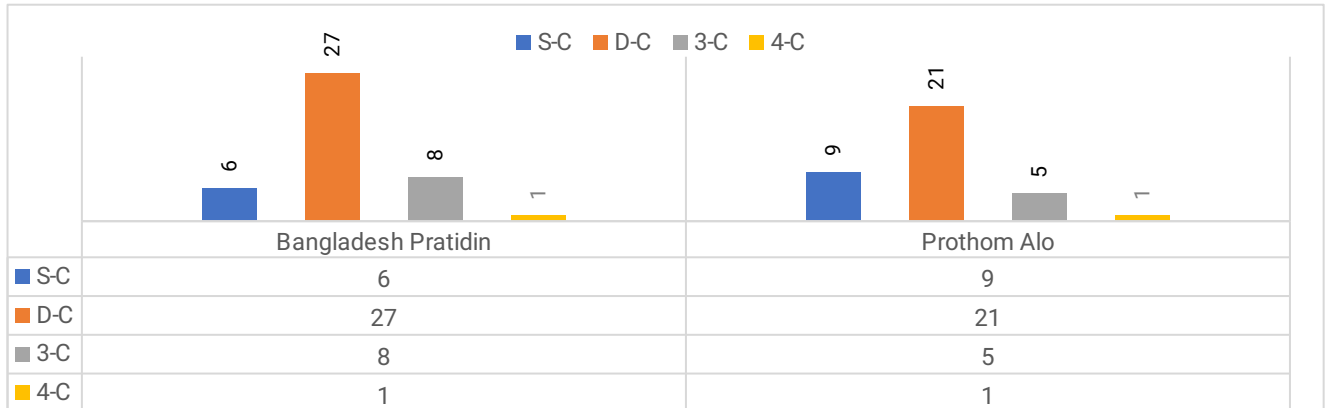
In the sample news, *Prothom Alo* placed a total of 7 (19.44%) stories on the first lead and 11 (30.56%) stories on the second lead on different pages. On the other hand, with 5 (12%) box stories, *Bangladesh Pratidin* placed 6 (14.3%) stories on the first lead and 7 (16.7%) on the second lead.



Graph 4: Road Related stories with prominence

Unit of measure: Column-wise treatment of the road related stories

Among the sampled 36 news, *Prothom Alo* got the single (9 items, 25%) and double column (21 items, 61.8%) treatment. While 5 items (13.9%) and 1 (2.8%) item got 3C and 4C treatment. On the other hand, *Bangladesh Pratidin* got the single (6 items, 14.3%) and double column (27 items, 64.3%) treatment. While 8 (19.04%) and 1 (2.4%) item got 3C and 4C treatment.



Graph 5: Column-wise treatment of the road related stories

The data presented above shows that *Bangladesh Pratidin* published the highest amount of news stories in the sample period but gave a minor percentage (1.67%), among the *newspaper*, of its items to road-related issues. In contrast, *Prothom Alo* published the second-lowest number of news items among the *newspapers* but granted the most percent (2.21%) of its items to road-related issues.

Prothom Alo focused on road-related issues with utmost priority over others among these two newspapers. It made the lead stories and second led 7 and 11 times, respectively on-road issues. Other *newspaper Bangladesh Pratidin* did first lead six times and second lead seven times on respective pages. However, *Bangladesh Pratidin* published the highest five box stories where *Prothom Alo* was null.

Prothom Alo published the highest percentage of stories related to the road rather than *Bangladesh Pratidin*, but this *newspaper* put a smaller number of stories 6 (16.67%) on its first page, while *Bangladesh Pratidin* covered the highest 10 (23.81%) of road-related stories in its front pages. The same case happened on back page coverage; here, *Prothom Alo* put 1 (2.8%) the lowest news on back pages, whereas *Bangladesh Pratidin* covered 6 (14.3%) stories on the back page. Share of the news items in the inner pages of *Prothom Alo* and *Bangladesh Pratidin* were corresponding, 85.56% and 62%.

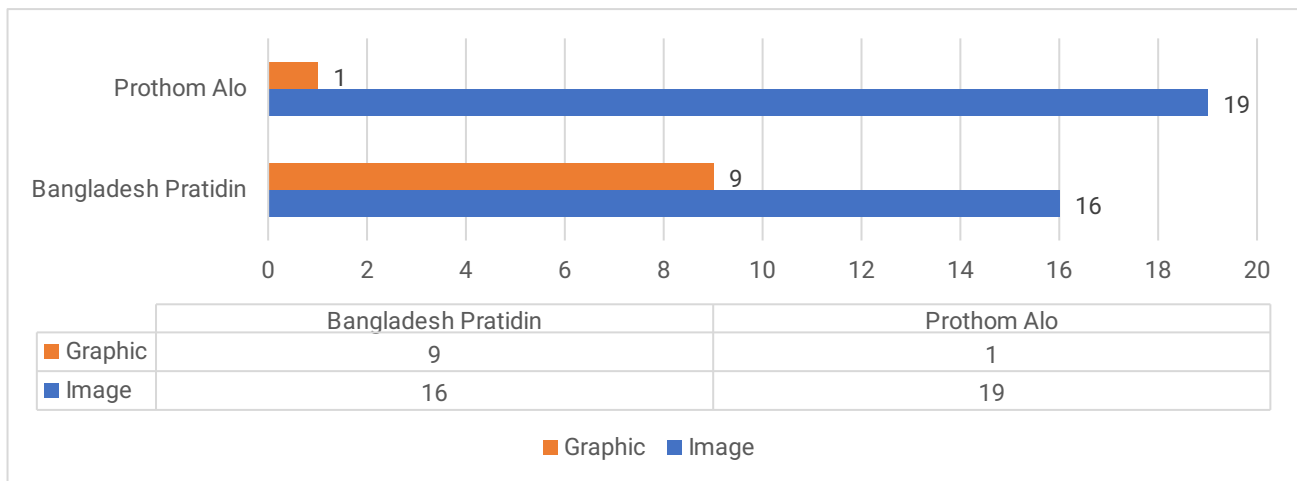
As the advertisements are usually published in the lower portion of any page, news items generally find their place on the upper fold. That is why the *Prothom Alo* treated the road-related incidents with the utmost care on the fold discussion compared to *Bangladesh Pratidin*. The highest 33 (91.67%) of news were placed on the upper fold, whereas only 3

(8.33%) were found in the lower fold. In contrast, *Bangladesh Pratidin* treated 20 (47.62%) and 22 (52.381%) news items on the upper and lower fold, respectively.

The news treatment of road-related issues on *Prothom Alo* and *Bangladesh Pratidin* was very close in publishing double-column news percentage, which was prominent also. The percentage between them was 61.8% and 64.3%. Among the sampled news from the two newspapers, the single-column treatment percentage was more than 25%) in *Prothom Alo* and less than 14.3% in *Bangladesh Pratidin*. The significant share of three column news, 19.04%, was counted in *Bangladesh Pratidin*, and the less share of 13.9% was in *Prothom Alo*. However, both newspapers published only 4C news on the topic.

Unit of measure: Items with photographs

A photograph can express thousands of words. The photograph, attached with news, increases the importance and value of items published. *Bangladesh Pratidin* used both images and graphics in sampled news, where the number of images attached was 16 (38.1%), and graphic was 9 (21.43%). On the other hand, *Prothom Alo* published 19 (52.8%) of news with images and only 1 (2.8%) of news with graphics.

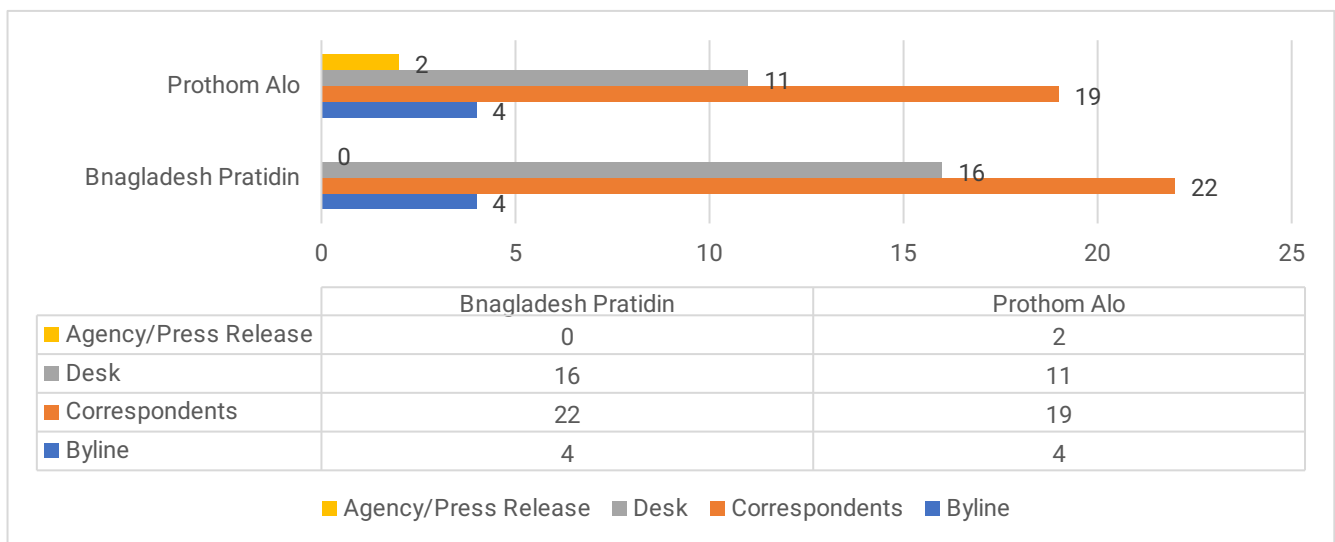


Graph 6: Photographs in the road related news

The *Prothom Alo* shared 52.8% of stories with photographs, while *Bangladesh Pratidin* attached 38.1% of photographs. But in terms of sing graphics in the news, *Bangladesh pratidin* was ahead with a percentage of 21.43, and *Prothom Alo* lagged with a tiny 2.8%.

Unit of measure: According to the Credit Line

Among the samples, *Prothom Alo* used 11.11% (4) byline in the road items. On the other side, a big share of 52.8% (19) of news credit went to the correspondents, 30.56% (11) credit was given to the desk, and the rest of the credit, 5.6% (2) was to agencies. *Bangladesh Pratidin* used a 9.52% (4) byline in the sampled items. On the other side, a big share of 52.4% (22) of news credit went to the correspondents, 38.1% (16) credit was given to the desk, and no credit was for agencies or press releases.



Graph 7: Credits in the road related news

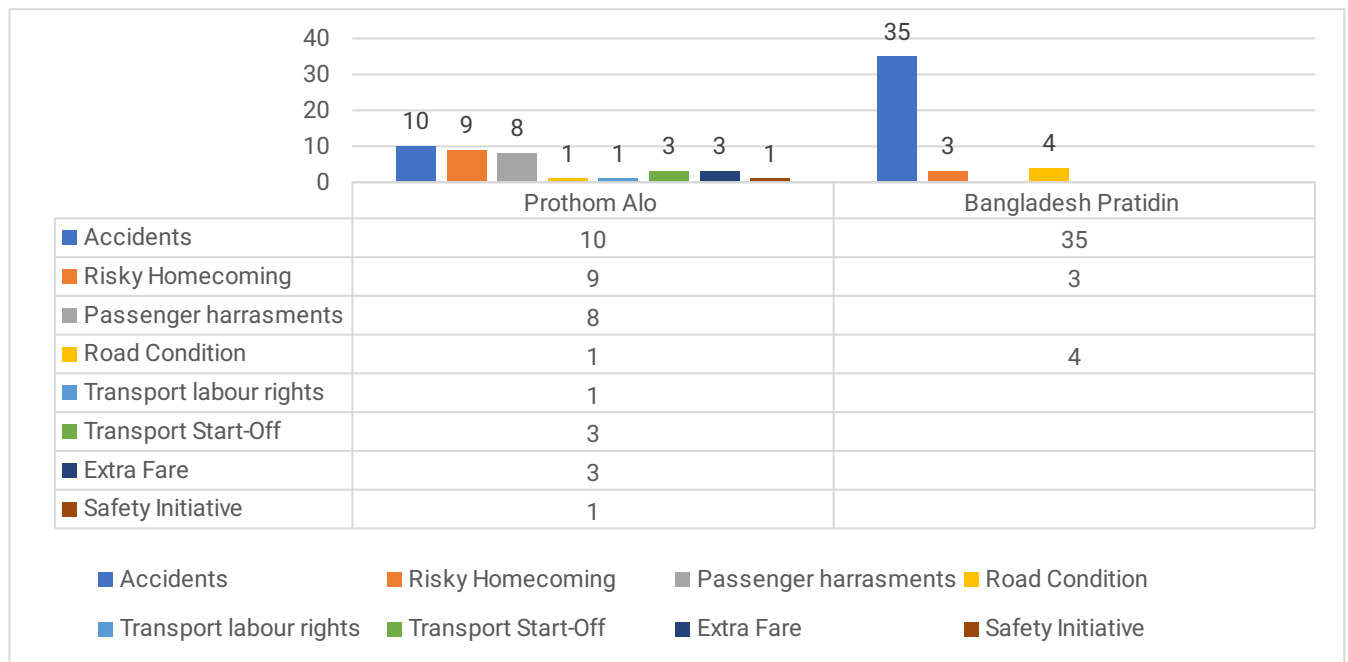
Among the samples, *Prothom Alo* is slightly ahead in using byline with a percentage of 11.11 and 9.52 than *Bangladesh Pratidin*. Surprisingly, the share of the correspondent's credit percentage for both papers was the same at 52%; however, in the case of manufacturing news from desk credit, *Prothom Alo* is slightly behind with a percentage of 30.56 and 38.1 than *Bangladesh Pratidin*. Lastly, *Prothom Alo* gave 5.6% credit to other agencies, while *Bangladesh Pratidin* gave to none.

Unit of measure: Road-related areas they covered

Among the sampled 36 news *Prothom Alo* covered 9 (25%) stories over risky homecoming for the biggest festival of majority Muslims of the country under lockdown for covid-19 by using small and risky vehicles. 10 (27.78%) stories over road accidents were placed in this

paper. Stories over harassment of passengers in many ways were 8 (22.22%) in number. 3 (8.33%) over mass transport starts, and shutdown and a similar number of stories over extra fare in transports got coverages in this daily. Stories over transportation labor rights, road conditions, and different initiatives for road safety got single coverage, particularly which was 2.8 percent of the whole.

On the other hand, among the sampled 42 news, *Bangladesh Pratidin* covered 3 (7.14%) stories over homecoming, the biggest festival of majority Muslims of the country under lockdown for covid-19. The daily published 35 (83.33%) stories about road accidents. Another topic, road conditions, got 4 (9.5%) coverage among the samples of this daily.



Graph 8: Road related areas they covered

As we see in the graph, the big share of road accident-related news coverage came from *Bangladesh Pratidin*, which was 83.33 in percentage, while the percentage of accident-related news in *Prothom Alo* was one-third of *Bangladesh Pratidin*. However, *Prothom Alo* covered a lot of areas without accidents, which is 11 in number, but *Bangladesh*

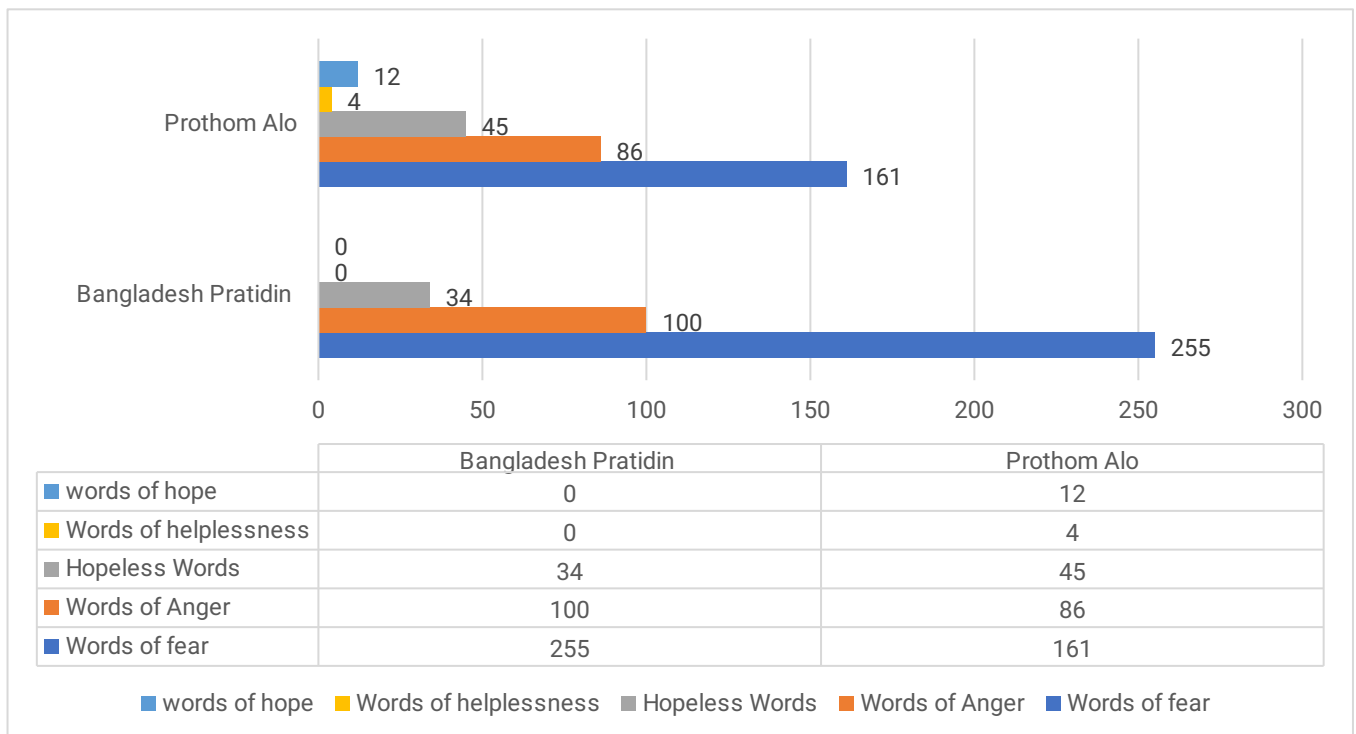
pratidin covered only two areas of road issues other than accidents. These two areas are risky homecoming and road conditions. Among these two areas, the two *newspapers* were very close with very little difference in the percentage of risky homecoming story coverages. But in the coverage of road conditions, *Bangladesh Pratidin* acquired the highest with a percentage of 9 and a half, whereas *Prothom Alo* was behind with only 2.8 percent. However, harassments of passengers were the highest (22.22%) in number, and the second highest was (8.33%) stories over mass transport starts and shutdown and extra fare. Lastly, 2.8% of stories were about road conditions, transport labor rights, and different steps for road safety initiatives.

Unit of measure: Frequency of major Keywords and expected emotions of the readers

Keyword	Bangladesh Pratidin	Prothom Alo	Emotion that may create over the readers
Nihoto (Dead)	41	27	Fear
Ahoto (Injured)	34	19	Fear
Durghotona (Accident)	49	23	Fear
Songhorso (Collission)	37	17	Fear
Khotipuron Nei (Crisis of Demurrage)	0	04	Helplessness
Somadhaner Assas (Hope of solution)	0	05	Hope
Gonoporibon Bondho (Transport Shutdown)	19	31	Hopelessness
Gonoporibone Sathobidhi Nei (No Hygiene in Transport)	22	18	Fear
Jatrider Osontosh (Dissatisfaction of Passengers)	13	21	Anger
Roktakto (Blooded)	28	11	Fear
Barti vara (Extra Fare)	21	09	Anger
Lockdown	15	14	Hopelessness

Mormantic (Smashing)	28	16	Fear
Beporoa Goti (Reckless Speed)	05	06	Fear
Voganti (Suffrages)	08	33	Anger
Durniti (Corruption)	-	09	Anger
Batikromi Uddug (Different Step)	-	07	Hope
Janjot (Traffic Jam)	14	11	Anger
Behal Rasta (Bad Road)	23	12	Anger
Jhuki Niye Cholachol (Risky Movement)	11	24	Fear

Considering the major keywords, the expected emotions of the readers have counted. So, the expected emotion 'fear' created by *Bangladesh Pratidin* was 255 times, and *Prothom Alo* expectedly feared the readers 161 times with keywords about road and mass movement like a dead, accident, injured, collision, no hygiene in transport, blooded, smashing and reckless speed. In the sense of usage of expectedly anger-creating words, 100 of these type words were found in *Bangladesh Pratidin*, and *Prothom Alo* expectedly makes their readers anxious 86 times by using keywords like a traffic jam, corruption, bad roads, suffrages, extra fare, and dissatisfaction of passengers.



Graph 9: Frequency of major Keywords and expected emotions of the readers

In terms of expectedly making the readers hopeless *Bangladesh Pratidin* used keywords like transport shutdown and lockdown for 34 times and *Prothom alo* used them for 45 times. *Prothom alo* expectedly made the readers helpless for 4 times by using word like crisis of demurrage but no words of this context were found in *Bangladesh Pratidin*. Same case was found in terms of using expectedly hope creating keywords. No keywords of this context were used in *Bangladesh Pratidin* but *Prothom Alo* used the keywords like hope of solution and different steps for 12 times.

Considering a major keyword once as a single point the data found that *Bangladesh Pratidin* expectedly used more fear with 255 times regarding road related news while *Prothom Alo* feared the readers less with 161 times. But *Prothom Alo* expectedly created more hopelessness with 45 times where *Bangladesh Pratidin's* point is 34. In terms of expectedly creating anger among the readers *Bangladesh Pratidin's* point was highest 100 while *Prothom Alo* was close with 86 times.

In terms of expectedly making the readers helpless *Prothom alo* got 4 times but *Bangladesh Pratidin* was null. Same case was found in terms of using expectedly hope creating keywords. No times were achieved by *Bangladesh Pratidin* but *Prothom Alo* managed 12 times.

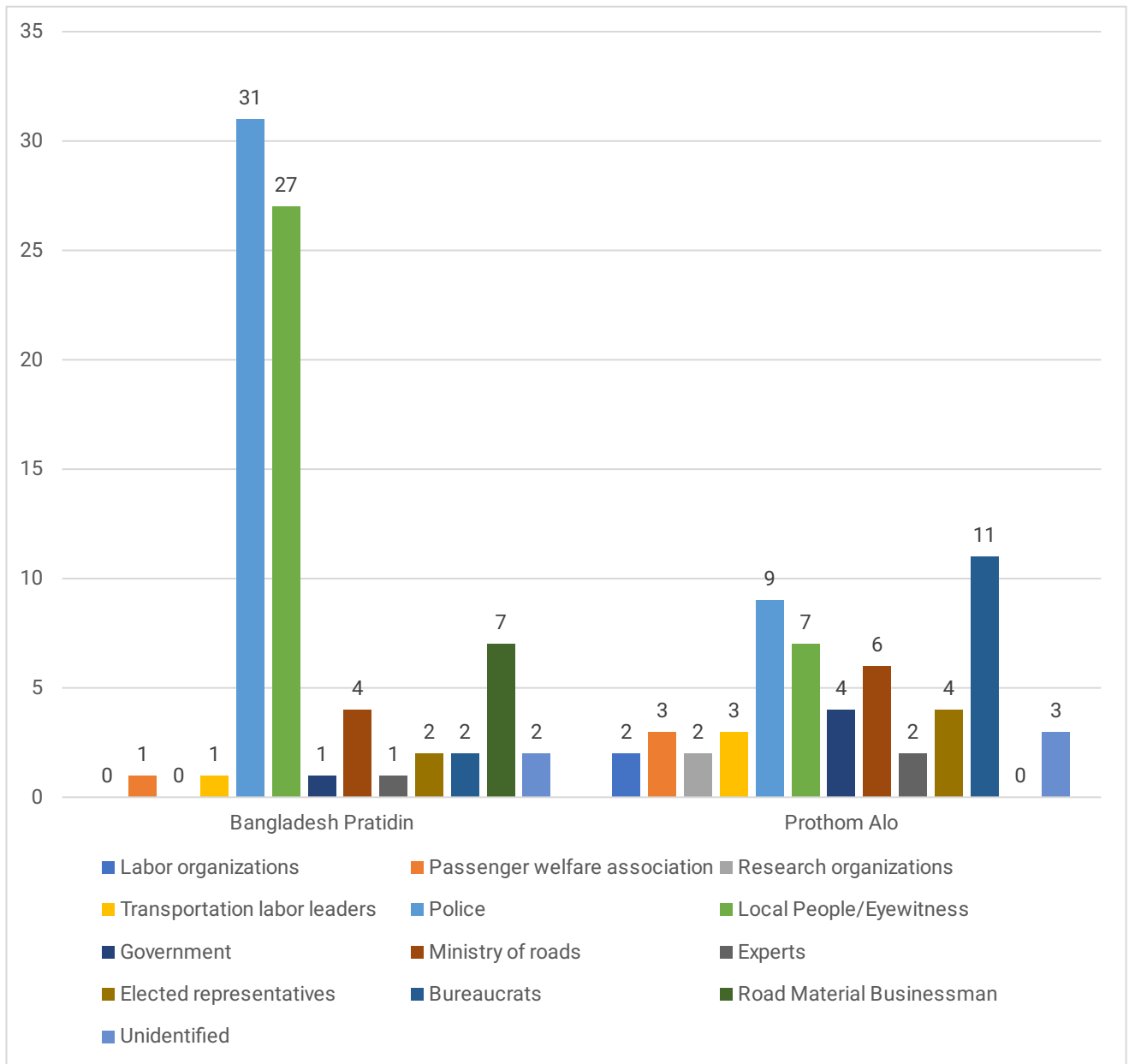
Unit of measure: Who is speaking from inside, do they give solution?

Among the two newspapers *Prothom Alo* used the highest quantity (12) of source types in its road related items. The sourced used by *Prothom Alo* were like persons from research organizations, passengers' welfare association, labor organizations, transportation labor leaders, police, local people/eyewitness, government, ministry of roads, elected representatives, bureaucrats, experts, and unidentified sources. *Bangladesh Pratidin* used less (10) source types where voices from research organizations, labor organizations, elected representatives were missing but the voice of road material businessman were found. The study counts how many times this source types are mentioned and the tone of their comments to find out if there was any solution or not.

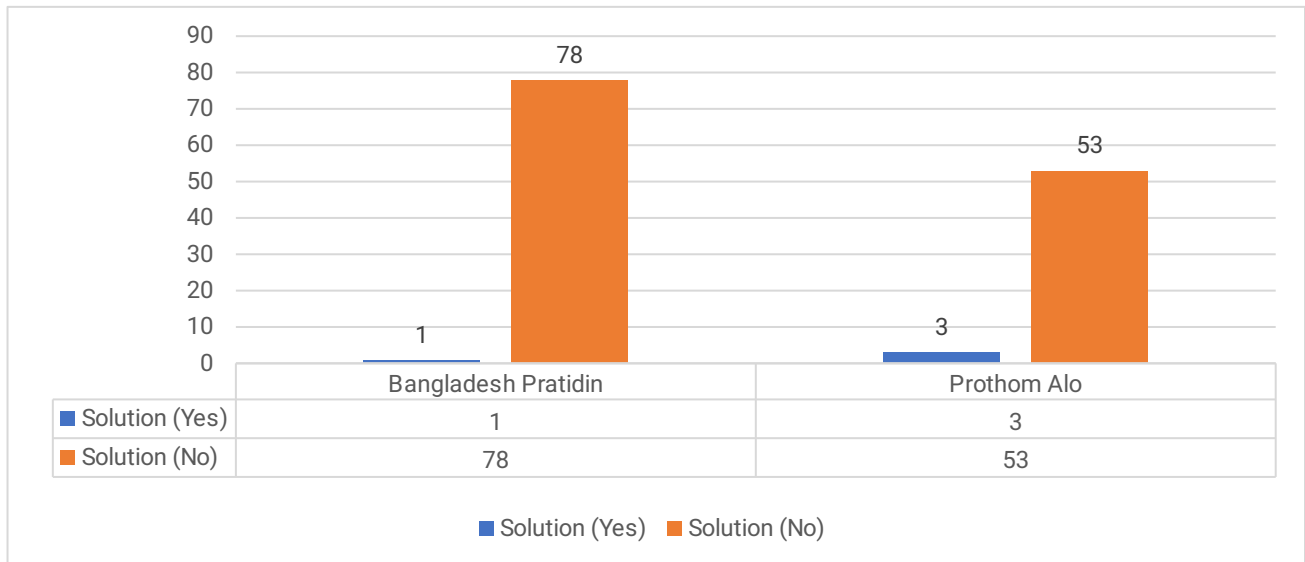
Presentation of the voices tone and suggestion of solution:

Source type	Times of use		Tone of Comment	Solution (Yes)
	Prothom Alo	Bangladesh Pratidin		
Labor organizations	2	0	Describe Crisis	0

Passenger welfare association	3	1	Describe Problem	0
Research organizations	2	0	Describe Problem	0
Transportation labor leaders	3	1	Describe Crisis	0
Police	9	31	Information Confirmation	0
Local People/Eyewitness	7	27	Describe Situation	2 (PA)
Government	4	1	Gives Information	0
Ministry of roads	6	4	Gives Information	0
Elected representatives	4	2	Gives hope	0
Bureaucrats	11	2	Gives Information	0
Experts	2	1	Suggests Solution	1 (PA) 1 (BP)
Road Material Businessman	0	7	Describe Situation	0
Unidentified	3	2	Describe Problem	0



Graph 10: Presentation of the voices of the sources



Graph 11: Presentation of the voices of the sources with solution and without solution

In terms of using the voices of different types of sources, the *Prothom Alo* was highest with 12 types, while *Bangladesh Pratidin* engaged the voices of 10 different sources where the engagement of road-making material business source was unique than other sources of *Prothom Alo*. The source segmentation police were used highly. *Bangladesh Pratidin* used the source police 37 times which was more than *Prothom Alo*. Both newspapers engaged the biggest law enforcement agencies' voices to confirm road accident news. Secondly, engaging the voice of local people or eyewitnesses was second highest. Most of them were also to confirm accident news. But *Prothom Alo* engaged locals in a different story two times to publish a story which was about taking the initiative to keep the bus drivers refreshed while driving. The initiative was taken by the highway side local youths. *Bangladesh Pratidin* was also highest in using this type with a number of 27 while *Prothom Alo* used their voice seven times. Engaging the voice of Bureaucrats was seen highest in *Prothom Alo* to publish stories of mass transportation shut down or on and transportation system in lockdown where *Bangladesh Pratidin* used this source type only two times. In the case of using the voice of the government, *Bangladesh Pratidin* was again behind with 1 in front of 4 times

of *Prothom Alo*. Other sources like passenger welfare association, transportation labor leaders, ministry of roads, elected representatives, and unidentified sources were used closely by both *newspapers*. But voices from labor organizations and research organizations were missing in the case of *Bangladesh Pratidin*. The analysis found a voice very constructive, which is experts. Their use is very little in both *newspapers*, but all the time, this source gives a solution to any problem which were addressed in front of them.

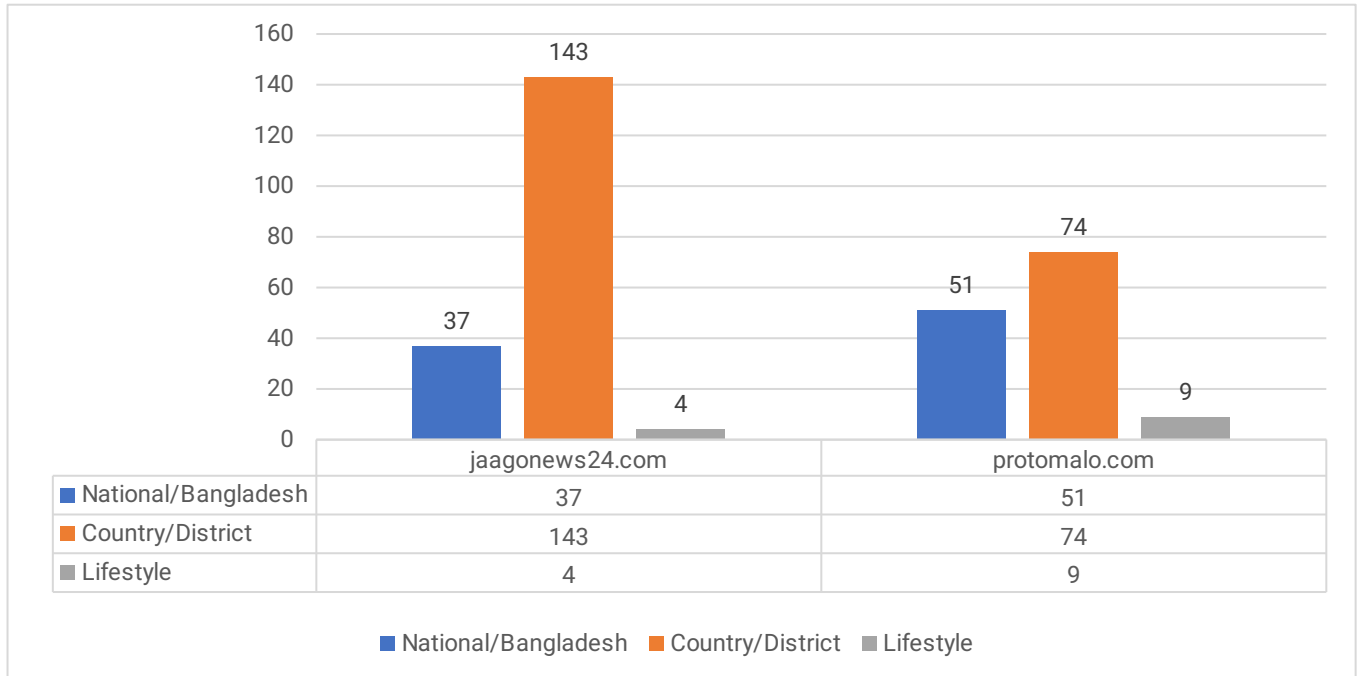
Analysis of Online News Items

The sampled news items from the online daily Prothom Alo, *prothomalo.com*, and *jaagonews24.com* were analyzed in this study. *Prothomalo.com* published 134 stories, and *jaagonews24.com* published 182 stories related to road issues within the targeted time.

Unit of measure: Presentation of category

The category is an important variable for analyzing the contents of an online *newspaper*. The road-based news is found to be published in two major categories basically. The issues related to government and road transport authorities and some issues which happened in Dhaka city got the category of national/Bangladesh, and all others were published in Country/District categories. Very few articles about road use behavior were published in the lifestyle category.

The online daily Prothom Alo, *prothomalo.com*, published 51(38.1%) stories in the Bangladesh category and 74 (55.22%) stories in district categories. 9 (6.72%) stories were found in lifestyle categories which were about road and transportation using behavior. On the other hand, *jaagonews24* published 37 (20.33%) stories in their national category and 143(78.5%) stories in the country category. 4 (2.2%) stories were found in lifestyle categories which were about road and transportation using behavior.



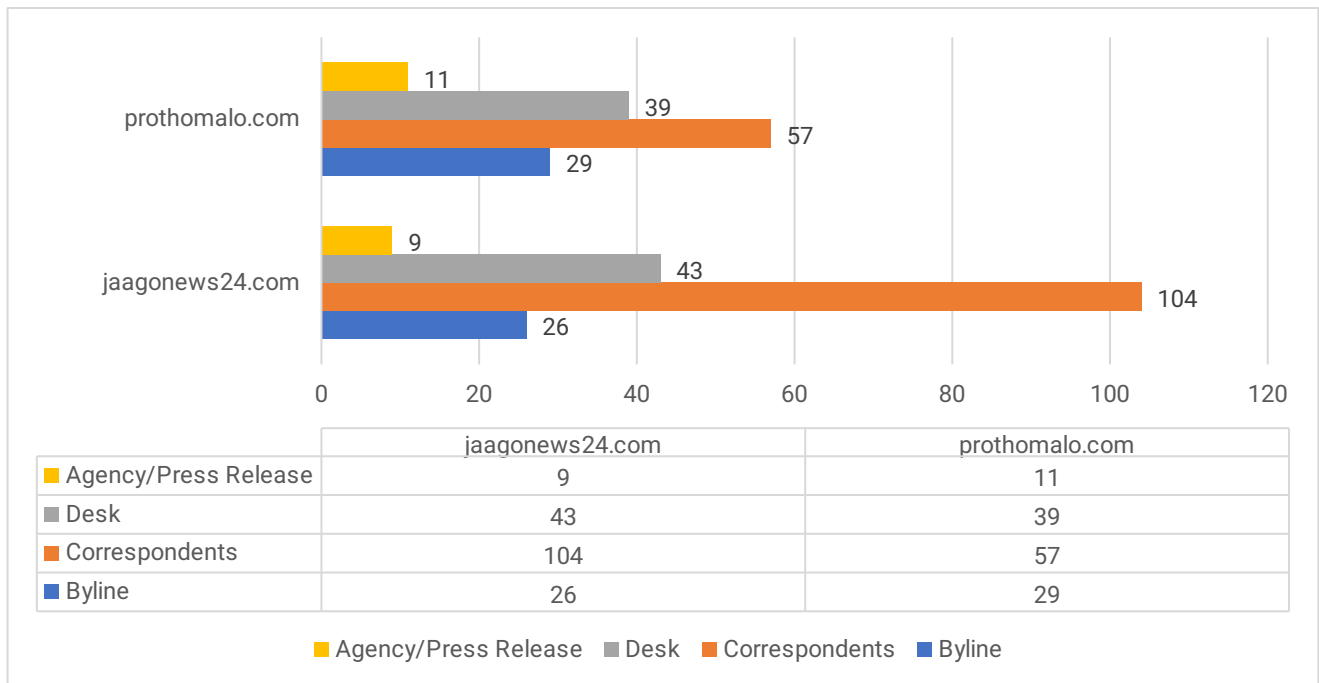
Graph 12: Presentation of category

The online newspaper *jaagonews24.com* uploaded the highest number of road-related stories than *prothomalo.com*. However, the newspaper lagged in uploading news in the National category as *prothomalo.com* published the highest 38.1% stories in the Bangladesh category, where the percentage of *jaagonews24.com* was 20.33%. Another category, lifestyle, was loaded by *prothomalo.com* with more percentage than *jaagonews24.com*, which was 6.72% vs. 2.2%. However, in the case of the country/district category, *jaagonews24.com* was highest with 78.5% stories, and *prothomalo.com* was followed with 55.22%.

Unit of measure: According to the credit line

Among the samples, *jaagonews24.com* used 14.29% (26) byline in the road items. On the other side, a big share of 57.14% (104) of news credit went to the correspondents, 23.63% (43) credit was given to the desk and the rest of the credit, 5% (9) was for press-release. *Prothomalo.com* used 21.64% (29) byline in the sampled items. On the other side, a

big share of 42.54% (57) of news credit went to the correspondents, 29.10% (39) credit was given to the desk, and 8.21% (11) credit was for agencies or press releases.



Graph 13: Credit lines in the road related news

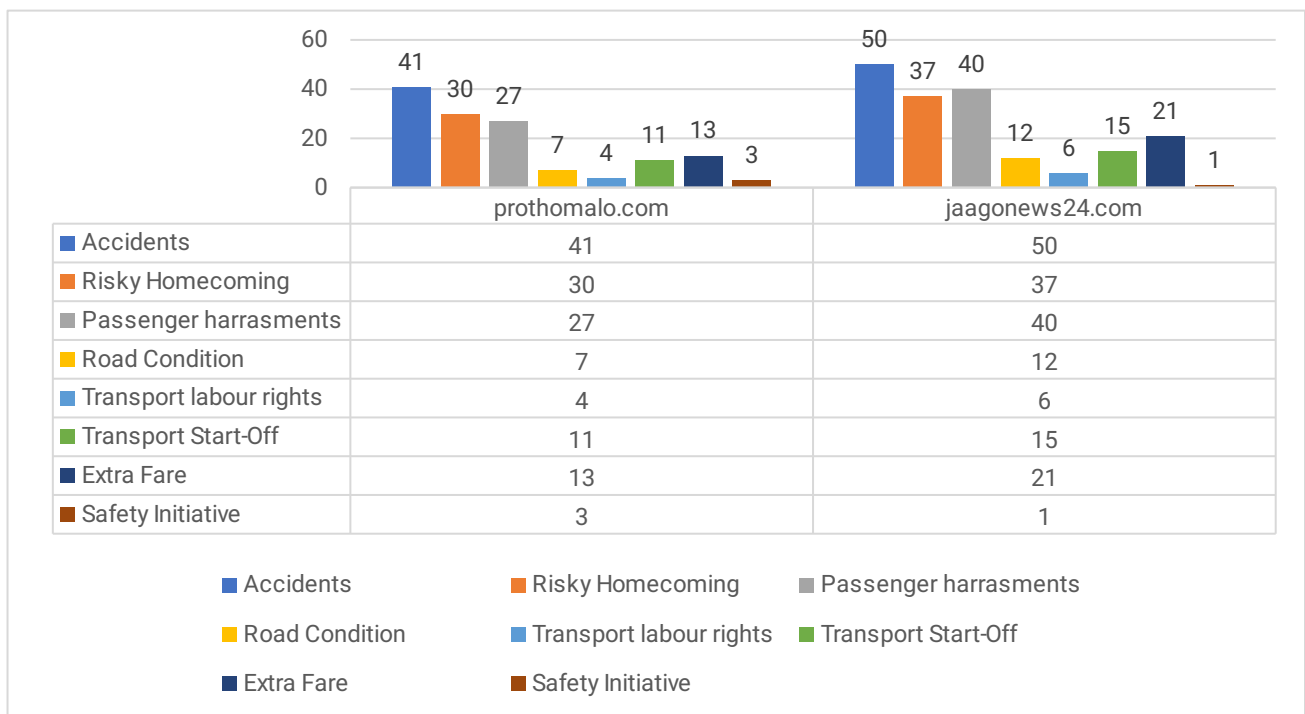
Among the samples, *prothomalo.com* is slightly ahead in using byline with a percentage of 21.64, *jaagonews2.com* with 14.29. The share of correspondent's credit percentage for *jaagonews24.com* is ahead (57.29) of *prothomalo.com* (42.54%). However, in the case of manufacturing news from desk credit, *prothomalo.com* was slightly ahead with a percentage of 29.10, whereas *jaagonews24.com* carried 23.63%. Lastly, *Prothom Alo* gave 8.21% credit to other agencies, which is more than *jaagonews24.com* of 5%.

Unit of measure: Road-related areas they covered

Among the sampled 134 news, *prothomalo.com* covered 30 (22.1%) stories over risky homecoming for the biggest festival of majority Muslims of the country under lockdown for covid-19 by using small and risky vehicles. 41 (30.14%) stories over road accidents were placed in this paper. Stories over harassment of passengers in many ways were 27 (20%) in

number. Stories over bad road conditions were 7 (5.15%) on *prothomalo.com*, and stories about transportation labor rights were 4 (3%) and 11 (8.1%) over mass transport starts and shutdown. This online published 13 (9.56%) stories over extra fares in transport for road safety. The coverage was 2.21% (3) of the whole.

On the other hand, Among the sampled 182 news, *jaagonews24.com* covered 37 (20.33%) stories over risky homecoming for the biggest festival of majority Muslims of the country under lockdown for covid-19 by using small and risky vehicles. 50 (27.5%) stories over road accidents were placed in this paper. Stories over harassment of passengers in many ways were 40 (23%) in number. Stories over bad road conditions were 12 (7%) on *jaagonews24.com*, and stories about transportation labor rights were 6 (4%) and 15 (8.24%) over mass transport starts and shutdown. This online published 21 (11.53%) stories over extra fares in transport for road safety. The coverage was 0.55% (1) of the whole.



Graph 14: Road related areas they covered

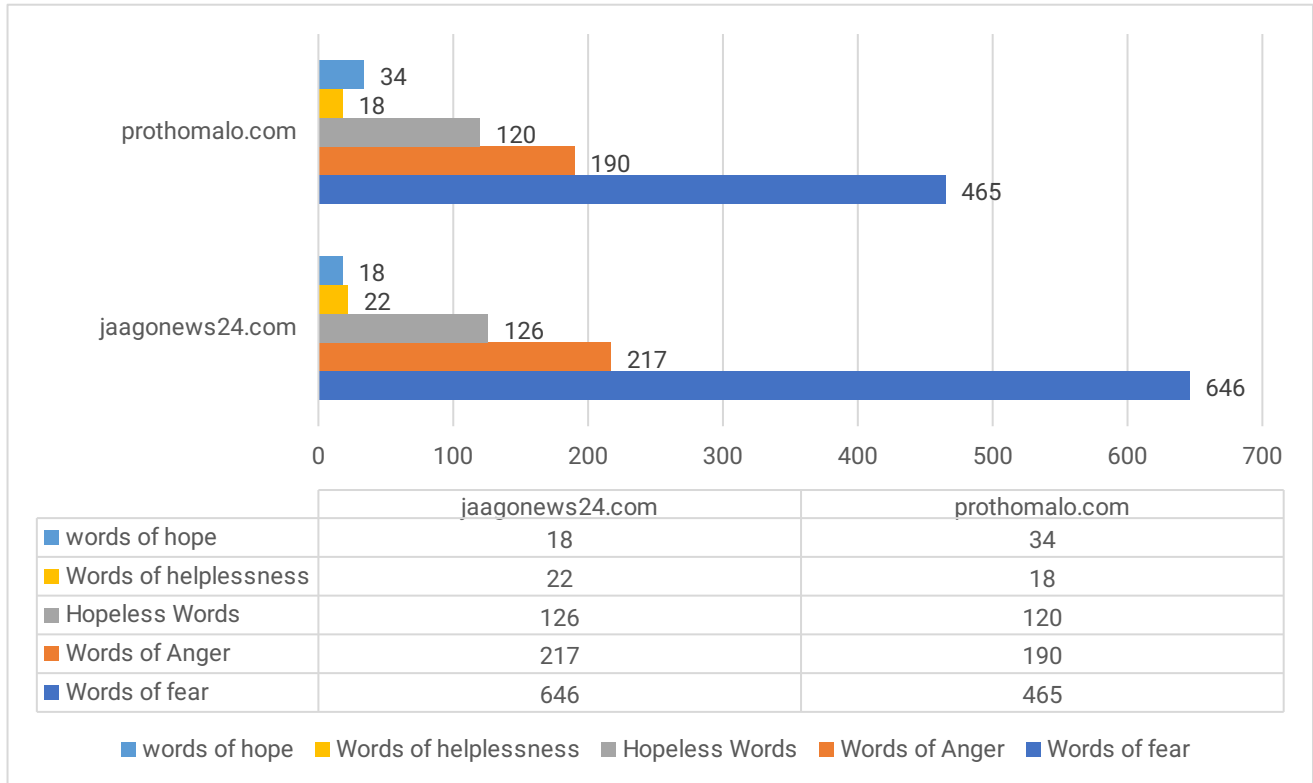
As we see in the graph, the big share of road accident-related news coverage came from *prothomalo.com*, which was 30.14 in percentage, while the percentage of accident-related news on *jaagonews24.com* was close to 27.5%. *Prothomalo.com* and *jaagonews24.com* covered very closely harassment of passengers, mass transport starts and shutdowns, and risky mass movement. Harassments of passengers and risky mass movements were around 22 and 20 percent. The issue of transport labor rights was also close with 3 and 4%. In the case of addressing extra fares in transport, *jaagonews24.com* crossed *prothomalo.com* (9.56%) with a percentage of 11.53%. Making stories about safety initiatives got 2.21% coverage from *prothomalo.com*, which is more than *jaagonews2.com* (0.55%).

Unit of measure: Frequency of major Keywords and expected emotions of the readers

Keyword	<i>Jaagonews24.com</i>	<i>Prothomalo.com</i>	Emotions that may create over the readers
Nihoto (Dead)	121	93	Fear
Ahoto (Injured)	91	76	Fear
Durghotona (Accident)	131	104	Fear
Songhorso (Collission)	87	71	Fear
Khotipuron Nei (Crisis of Demurrage)	22	18	Helpless
Somadhaner Assas (Hope of solution)	18	26	Hope
Gonoporibon Bondho (Transport Shutdown)	53	45	Hopeless
Gonoporibone Sathobidhi Nei (No Hygiene in Transport)	62	32	Fear
Jatrider Osontosh (Dissatisfaction of Passengers)	52	48	Anger
Roktakto (Blooded)	53	34	Fear

Barti vara (Extra Fare)	48	37	Anger
Lockdown	51	57	Hopeless
Mormantic (Smashing)	28	16	Fear
Beporoa Goti (Reckless Speed)	24	16	Fear
Voganti (Suffrages)	28	33	Anger
Durniti (Corruption)	11	19	Anger
Batikromi Uddug (Different Step)	05	18	Hope
Janjot (Traffic Jam)	47	34	Anger
Behal Rasta (Bad Road)	31	19	Anger
Jhuki Niye Cholachol (Risky Movement)	48	39	Fear

The study counted expected emotion 'fear' created by *jaagonews24.com* was 645 times, and *prothomalo.com* expectedly feared the readers 465 times with keywords about road and mass movement like a deadly accident, injured, collision, no hygiene in transport, blooded, smashing and reckless speed. In the sense of usage of expectedly anger-creating words, 217 of these types of words were found in *jaagonews24.com*, and *prothomalo.com* expectedly make their readers anxious 190 times by using keywords like a traffic jam, corruption, bad roads, suffrages, extra fare, and dissatisfaction of passengers.



Graph 15: Frequency of major Keywords and expected emotions of the readers

In terms of expectedly making the readers, hopeless *jaagonews24.com* used keywords like transport shutdown and lockdown 126 times, and *prothomalo.com* used them 120 times. *jaagonews24.com* expectedly made the readers helpless 22 times by using words like the crisis of demurrage, and 18 words of this context were found in *jaagonews24.com*. 23 hope creating keywords of this context was used in *jaagonews24.com*, and *Prothom Alo* used the keywords like the hope of solution and different steps 34 times. The data found that *jaagonews24.com* expectedly used more fear with 645 times regarding road-related news while *prothomalo.com* feared the readers less with 465 times considering a major keyword once as a single point. *Prothomalo.com* expectedly created close hopelessness with 120 times, whereas *jaagonews24.com*'s point is 126. In terms of

expectedly creating anger among the readers, *jaagonew24.com*'s point was highest at 217 while *prothomalo.com* was less with 190 times.

In terms of expectedly making the readers helpless, *prothomalo.com* got 18 times, but *jaagonews24.com* was close with 22 times. In terms of using expectedly hope to create keywords, *jaagonew24.com* got 23 times, and *prothomalo.com* was ahead as they got 34 times.

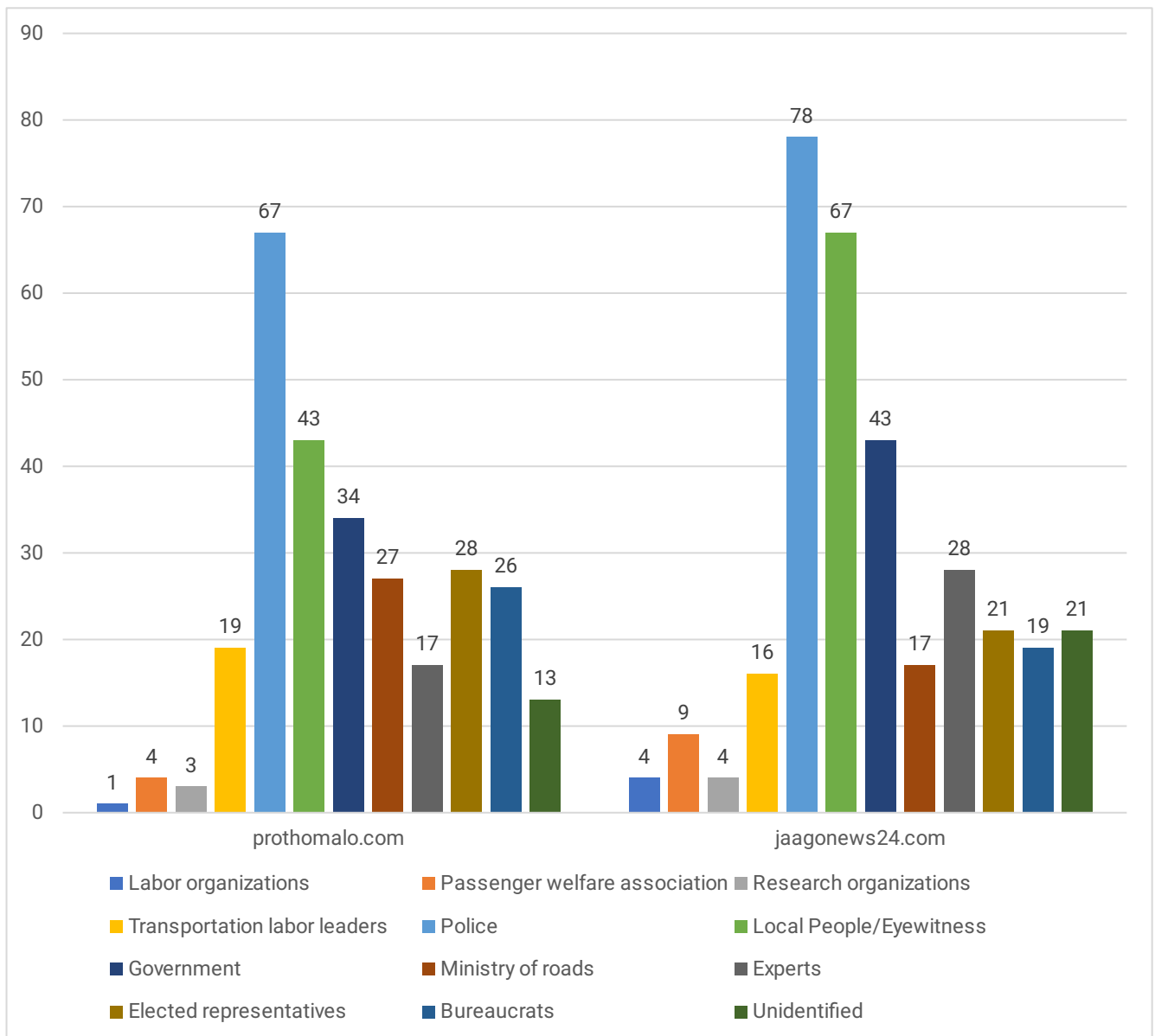
Unit of measure: Who is speaking from inside? Do they give a solution?

Among the two online newspapers, *prothomalo.com* and *jaagonews24.com* relatively used 12 source types in their road-related items. The source used by them were persons from research organizations, passengers' welfare associations, labor organizations, transportation labor leaders, police, local people/eyewitness, government, ministry of roads, elected representatives, bureaucrats, experts, and unidentified sources. The study counts how many times these source types are mentioned and the tone of their comments to find out if there was any solution or not.

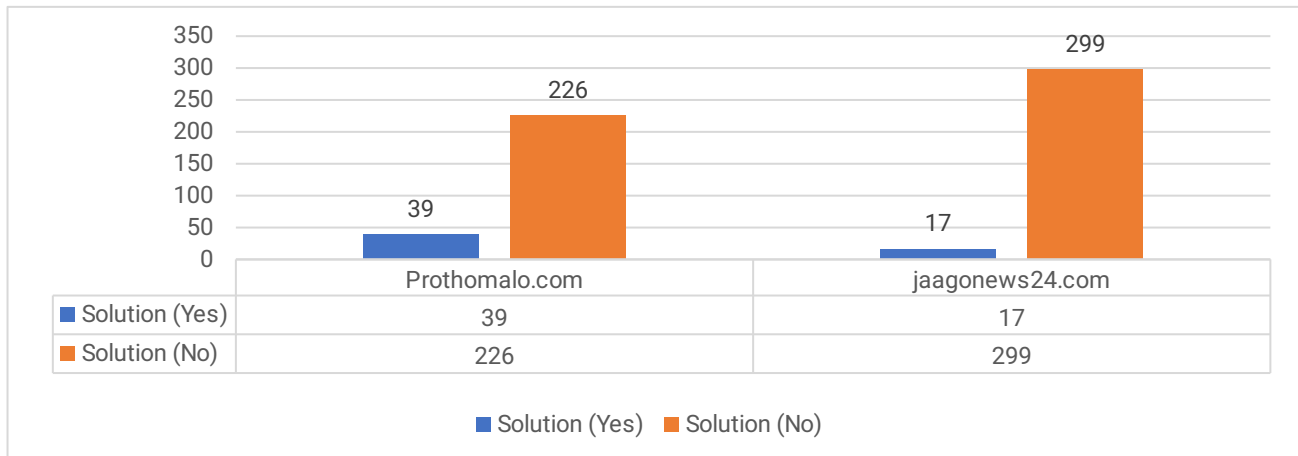
Presentation of the voices tone and suggestion of solution:

Source type	Times of use		Tone of Comment	Solution (Yes)
	<i>prothomalo.com</i>	<i>Jaagonews24.com</i>		
Labor organizations	1	4	Describe Crisis	0
Passenger welfare association	4	9	Describe Problem	0
Research organizations	3	4	Describe Problem	0
Transportation labor leaders	19	16	Describe Crisis	0
Police	67	78	Information Confirmation	0
Local People/Eyewitness	43	67	Describe Situation	11 (PA)
Government	38	43	Gives Information	0
Ministry of roads	27	17	Gives	0

			Information	
Elected representatives	28	21	Gives hope	0
Bureaucrats	19	26	Gives Information	0
Experts	17	28	Suggests Solution	28 (PA) 17 (Jaago)
Unidentified	13	21	Describe Problem	0



Graph 16: Presentation of the voices of the sources



Graphn 17: Presentation of the voices of the sources with solution and without solution

In terms of using the voices of different types of sources, the source segmentation of police was used highly by both portals, but jaagonews24.com was the highest (78), and prothomalo.com was a bit less with 67. Both portals engaged the biggest law enforcement agencies' voices to confirm road accident news. Secondly, engaging the voice of local people or eyewitnesses was second highest. Most of them were also engaged to confirm accident news. But *prothomalo.com* engaged locals in different stories 11 times to publish a story about normal people making solutions for road safety. jaagonews24.com was also highest in using this type with a number of 67 while *prothomalo.com* used their voice 43 times.

Engaging the voice of Bureaucrats was seen highest (26) in jaagonews24.com to publish stories of mass transportation shut down or on and transportation systems in lockdown, where prothomalo.com used this source type 19 times. In the case of using the voice of government *again*, *jaagonews24.com* was again highest with 43 in front of 38 times *prothomalo.com*. Other sources like passenger welfare association, transportation labor leaders, ministry of roads, elected representatives, and unidentified sources were used closely by both portals.

The analysis found a voice very constructive, which is experts. Their use is very little online, but all the time, this source gives a solution to any problem which were addressed in front

of them.

In-depth Interview

The study engaged one veteran reporter and one news manager under in-depth interview to know the view of the journalists and news managers who are very much connected with the news making and publishing processes.

Reporter's view

Mr. Anwar Hossain

Special Correspondent, *Prothom Alo*

Mr. Anwar Hossain wants to see the scenario of Bangladeshi roads and the use pattern of roads by the people of Bangladesh to find out which should he lift in focus to make reports. In this observation, Bangladesh is the country in South Asia that is very much prone to road accidents. He says many people die on the roads of the country every year. Even the movement that happened in Bangladesh by the students' named road safety movement also broke out after the death of two teenage students on the roads of Dhaka. He recalls the death of famous directors Tareq Masud and Mishuk Munir by road accidents and said the country shouts about road safety every time after fatal accidents or death. So he thinks the news of accidents and death numbers at inroads are very choosy topics for the reporters of roads and highway beats.

This veteran journalist thinks that news of accidents creates fear. He also thinks there is a positive part to reporting accidents on the road. He thinks if road accidents are being reported, then the authority and the press both become more serious about the problems and accident-prone areas and report them to reduce the problems. He gave an example that he and his workplace gave more attention to the 22 risky corners of Manikganj road after the death of Mishuk Munir, and the roads authority became concerned about that and changed the patterns of the roads.

Mr. Anwar in this beat indicated some areas in which he wanted to give importance to accidents throughout his reporting career in road and highway beats. He gave importance to the issue of ensuring driving licenses to the drivers as they are an essential part of the transport. He thinks if the authority can ensure that the license giving process to the drivers becomes very much adaptive to the condition of roads, then the drivers will be more capable, and the safety of the road will come early. So, he suggested that media outlets focus on reporting about the status of licensing process of the drivers.

According to the journalist's analysis of some symptoms, after the student movement, the reports of this beat gained prominence in the context of licenses, and the government passed a measure in parliament, which is now the country's road law. However, he regrets that the government of Bangladesh cannot make it more vital to apply this law because the transport labor organizations strongly oppose this law, and they shut the engines off for days. He advised both media and government to be more robust against them.

This experienced journalist observed that Bangladeshi media is totally failed to inform people about the road using patterns. He says, 'Very few times Prothom Alo tried to do campaigns about informing people about traffic rules. But this did not continue for some internal reasons and advertisement crisis.'

He was saying that under the covid-19 lockdown, an Eid came, and a lot of people moved home. There was no regular transport available for a long journey. People use small vehicles, and many accidents snatched so many lives. He thinks reporters could not give any solution to that issue. They just described this. For this, he suggests giving proper training to the journalists to teach them about reporting under the new or emergency like covid-19.

Mr. Anwar Hossain said the journalists should not only report the accident incidents and deaths. They should go thoroughly about the cause of the accidents and research for which reasons accidents are commonly happening. He recalls that once they found out that the face-to-face collisions were happening because there was no divider in the roads. They addressed it, and the government started giving dividers.

The journalists suggest some less discussed issues be more reported, like the rehabilitation of the injured people in road accidents. He strongly suggested that the government should make a central data center where the road issues and accidents will be stored so that the researchers can find the data properly. He said, 'If researchers get data properly, then the journalist will be able to make good reports, and the process to get the

safer road in Bangladesh will be faster.

News-Managers View

Mr. Razib Hassan,

Deputy News Editor, *Prothom Alo*

Razib Hassan has dealt a long period of his life with the copies related to roads and gave them treatment in both printed newspapers and online. He thinks death is not a pleasant thing for anyone. So, all the media outlets report about road accidents as the country is very accident-prone, so the news reporting nature is like this.

However, Mr. Razib Hassan confirmed that in *prothom alo* they focus on the road safety issue more rather than accidents and fatal deaths. To do so, he and his teams give more importance to observing the discipline on the road, observing the obeying of traffic rules and licenses. He said, 'We think and try to write in our media that if the authority can wash out illegal money collecting from roads, can make the control of road out from the powerful political leaders than the road safety will come fast.' He also encourages other media outlets to do so.

This experienced news manager thinks death, footpath, roads, cars, all these things are connected. So, the journalist and news managers must be more knowledgeable about the road transportation systems and patterns. After that, they should start dealing with the reports about roads and road safety.

He thinks a journalist should know that in a situation like the covid-19 lockdown where a lot of people are moving toward home without any health hygiene, and they are moving through risky small vehicles, then the journalist should not only report the scenario of everything falling out or people are not under control. He or she also has the duty to inform people about the risks of moving through these types of vehicles and suggests them another safe way.

This veteran news manager includes many different things without only informing about the bad road conditions or fatal accidents inroads. He marked the areas as collecting opinions from experts and freelance workers whom they are working as a voice to ensure road safety. He thinks regular round table should also be arranged about road and its safety by engaging experts and authority by the media can reveal out good ideas about this area which can be implemented in reporting to make solutions of the problems available in the road sector.

He thinks the media has a duty to inform people about road issues, and they do so. But in this context, the government has more duty to do. He was annoyed about a thing that the government of Bangladesh has recently passed a new law about roads, but the law is not being applied in front of the denial of the powerful transport leaders whom they are somehow connected with the ruling party. He thinks that if the government become strict against them, then it will be easy for media to report against them in a hard manner.

The veteran news manager indicates some new places for the journalists to work for road safety. Areas like road law enforcement, the resettlement of the injured people from the accident, demurrage of them, modern road designing, and vehicle designs can be the new areas to be focused on.

Lastly, the news manager emphasized making a central place for the information on the road. He thinks most research organizations are dependent on media for information. He says the data that the police provide, and other nongovernment organization provides never matches. The lack of a centralized place of information is a big barrier to road safety. He also suggested doing more research as it is also a very important thing for road safety context of Bangladesh.

Findings and Conclusion

The prime objective of the study was to assess the scenario of road safety reporting in Bangladesh under the covid-19 situation to find out how the traffic situation is currently being reported, constructively or more event or problem oriented.. Findings from these methods have been found to be very much complementary to each other.

Findings

To summarize the findings in a few words, it may be said that the portrayal of and its different issues is essential for the newspaper and online depends. However, the issue of road safety is not well available. A newspaper and online portrayal of road safety depend mainly on framing accident-related news that creates fear in the readers. In a situation like the Covid-19 lockdown, people are generally feared, and off in this time, this sort of accident news creates more fear. The accidents articles were mainly placed on the pages covering the news outside of Dhaka. In a country like Bangladesh, there was a situation like Covid-19 in the targeted month when the country was under lockdown, and the government announced to shut all the vehicle engines off. This sort of accident is enough to create

more fear of covid-19 among the country's people. The study finds that the road safety reporting nature of Bangladeshi newspapers and online covers accidents and many areas that create negative emotions.

Topics that the sampled newspaper and online covered in road safety are mostly problem oriented. Problems like bad road conditions, non-availability of vehicles, and safety measurements on tiny available vehicles were reported regularly, but an indication of the solutions to these problems was hardly found.

Through analyzing the most frequent keywords, the study has found that newspapers and online guided the reader's motive. The study has found a dramatic change in the use of words. The newspapers have also shown an exceptional bias in choosing words at different times. They used derogatory signifiers like the crisis of demurrage, no hygiene in transport, dissatisfaction of Passengers, blooded, smashing, reckless, risky Movements. Besides using these words, this study suggests that newspapers were not adequately sensitive to the emotions that the words expectedly can create to covid-19 affected countries.

The concentration of the sources used in groups shows the negative bias more clearly. As road-safety journalism requires enough different sources and voices from all the people involved in a situation, the news becomes poorer insensitive using few groups as sources. The tones of the engaged sources are primarily negative and situationless. The study finds that most of the sources attached to the government could not give any solution. They just described a problem and gave information. However, analysis of the content surprisingly found the tiny solutions to any problem that came in the news were basically from the local people and sometimes from the experts. However, the engagements of the experts were minor in the news.

In the interviews, the discussants agreed that the nature of Bangladeshi road safety reporting is mostly accident and road problem oriented. However, they also think the road safety issue is reported from various angles. In this defense, they presented examples of when the media found out the cause behind accidents and the need for developments to ensure road safety. However, from their examples, it became clear that the media focus on road safety only when something very over-talked happened on the road, like the death of a movie director or the student movement for road safety. Whenever the media focuses more deeply on an issue behind the problem, the government makes the solution to this.

Form this context; the study finds that if the identification of a problem can be colored in reporting, then the solution will come out. The discussants suggested that to report and

manage the road safety issue in media in a situation like Covid-19, the media professionals should be more knowledgeable and expert to handle. They cannot make people more vulnerable by spreading only the news of death and crisis problems; they should have to lead people to the solution.

Experts identified that solution-oriented constructive journalism could be done very well. As with the finding from the content analysis, the engagement of experts is appreciated by them to find out solutions. They supported the findings of content analysis that most the reporting of Bangladesh about road is accident focused not solution focused. These expert reporter and news manager suggested that the main problem behind the lack of road safety on Covid-19 is the powerful allies in the transportation sector. If the media can address them and the government becomes stricter, then the crisis will be down very fast. Many areas of constructive journalism in this area of reporting, like addressing the lack of centralized information centers, the habitation of the injured people, and more research about the problems in roads and available solutions, are highly appreciated to be reported. From the experience of reporting and news managing about 2021 mass movement of people in the **Conclusion**

Many reasons lay behind the lack of road safety; the lion's share of the readers of Bangladesh are familiar with them from their birth. The media's projection of the whole issue was far from a solution, suggesting tone and showing more illogic and emotion. Most of the media content seemed to be in a race of creating more fear in a pandemic situation by using many voices and sources in the news and many different keywords. The persuasion for safety was little found. It seemed that the reports were not constructive at all. They are problems describing contents.

However, the media can make an excellent contribution to ensuring road safety. For contributing and making a resolution, the media must be concerned with choosing words tone of presentation uses of sources. The media should not wait for the government's statements, nor should they publish those statements without searching for a solution part in a pandemic situation. Instead, it should investigate and excavate the facts behind a problem on the road and present the solutions by engaging stakeholders who suggest a solution to a problem.

It has been clear from the study that in the Covid-19 pandemic situation, the lack of proper training and experience and lack of some kinds of code of ethics about conflict coverage created more fear, helplessness, and hopelessness in the media on the coverage of the

road issues. Proper training and development of a fair code of ethics for road safety coverage may help the media play a better role in the discussed section of society.

Recommendations for future studies

This study has focused only on the newspapers and online. As the coverage of electronic media, especially television channels, has a significant share of viewers, the study of TV content – news stories would be more enjoyable. As the TV journalists must work with time, their situation was more critical to them: they had to make decisions at moments. That is why the coverage of TV channels may provide somewhat different findings.

This study has used issues of two days and two online portals of a Covid-19 lockdown month. It is quite a considerable number of samples for the timeline, but it could not concentrate more on the more profound aspect. Further research can be carried out by focusing on bigger sample and more time.

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