

المجلة العربية لبحوث الاتصال والإعلام الرقمي

مجلة نصف سنوية محكمة

العدد الثامن
يوليو-ديسمبر ٢٠٢٥
(الجزء الثاني)

Analyzing Television Coverage Representation of Egyptian Transportation Projects

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Abstract:

Transportation projects play a crucial role in Egypt's economic and social development, with the government making significant investments in infrastructure expansion. This study examines the representation of transportation projects in Egyptian television coverage, focusing on framing, socio-economic implications, public safety concerns, and transparency.

Utilizing a qualitative content analysis, the study examines television coverage from Extra News, a private channel, and the Second Egyptian TV Channel, a state-owned broadcaster. The research applies Framing Theory to analyze how transportation projects are depicted in media discourse. Episodes aired in 2024 were analyzed, assessing the diversity of perspectives, the portrayal of transportation initiatives, and the role of television in informing public opinion.

Findings indicate that both channels predominantly framed transportation projects as symbols of national progress and economic growth, with heavy reliance on government officials as primary sources. While the coverage highlighted infrastructural advancements, sustainability, and public safety measures, it largely lacked critical engagement with issues of financial feasibility, accessibility, and long-term sustainability. The study also found limited inclusion of independent voices, urban planners, or public perspectives, reinforcing a state-aligned narrative that prioritized promotional storytelling over investigative scrutiny.

This research contributes to media studies by revealing how Egyptian television constructs narratives of development and modernization. It underscores the need for more balanced media representation that integrates diverse perspectives and critical analyses of transportation policies.

Keywords:

Egyptian television; transportation projects; media representation; public perception; infrastructure coverage

Introduction:

Transportation is a fundamental element in Egypt's national development, influencing economic growth, public welfare, and social dynamics. In recent years, the Egyptian government has initiated a series of large-scale transportation projects, including the expansion of the Cairo Metro, the construction of new roads and bridges, and the development of the country's railway network. As part of its efforts to position Egypt as a regional logistics hub, the government has made substantial investments in infra-

structure, to improve trade and transportation efficiency.

In 2023, Egypt ranked 57th in the International Logistics Performance Index (LPI), and in the sub-index evaluating the quality of trade and transport-related infrastructure, it secured the 55th position among 139 countries with a score of 3. The transport sector plays a vital role in Egypt's economy, contributing 5.1% to the nation's GDP in fiscal year 2022/23. During this period, the sector's GDP increased by 28%, reaching EGP 493 billion, up from EGP 385 billion the previous year. The government aims to further elevate the sector's contribution to GDP to EGP 864 billion in the current fiscal year (Hussein, 2024).

In 2023, Egypt also established 25 dry ports and a logistics park, in addition to initiating projects worth EGP 129 million. The national road network expanded to over 7,000 kilometers, and Egypt's 18 ports collectively handle 270 million tons of cargo annually. The Suez Canal has played a significant role in this expansion, with transport proceeds rising by 43.8% to \$14 billion in FY2022/23, bolstering the country's economic surplus.

Looking to the future, Egypt's transportation and storage sector is set to grow, with the government targeting a 6% average growth rate by 2030. As part of its 2024-2030 strategy, Egypt plans to invest EGP 1.53 trillion in transportation infrastructure, a significant increase compared to the EGP 1.32 trillion invested between 2014 and 2023. The planned expansions include a 50% increase in the national road network to 10,500 kilometers, the construction of 34 new corridors and 1,160 bridges, and improvements to railway systems to accommodate 3.5 million passengers per day and 25 million tons of goods. Television, as a primary source of information for Egyptians, plays a key role in shaping public understanding of these transportation projects. This research will explore how Egyptian television frames and represents transportation projects, focusing on social and economic issues, public safety concerns, and the diversity of perspectives presented in coverage. It will also examine the role of television in enhancing transparency and accountability in the execution of these critical national projects.

Research Problem:

Transportation projects are vital for economic growth, social development, and improving public safety. In Egypt, significant investments have been made in developing infrastructure to modernize the transportation system. Despite the importance of these projects, there is a noticeable disparity in the way they are covered by television media.

Additionally, the framing of transportation projects often fails to adequately address critical social, economic, and safety dimensions, potentially influencing public opinion in ways that do not fully reflect

the projects' significance. There is also limited understanding of how television coverage targets different audience segments and whether it effectively communicates the intended message.

This research seeks to address these issues by exploring the scope, depth, and impact of television coverage of transportation projects in Egypt. It aims to uncover gaps in representation, analyze the framing of socio-economic and safety concerns.

Research Objectives:

- 1.To explore transportation projects in Egypt that have received television coverage.
- 2.To examine how television coverage highlights social and economic issues associated with transportation projects.
- 3.To analyze how television media frames transportation projects with regard to public safety concerns.
- 4.To evaluate the diversity of perspectives presented in TV coverage, including voices from government, private sector, and the public.
- 5.To explore the role of television in enhancing transparency and accountability in the execution of transportation projects.

Research Importance:

This research holds significant theoretical value as it contributes to the academic understanding of media representation, particularly in the context of large-scale infrastructure projects such as transportation. By focusing on television coverage in Egypt, the study provides understandings into how socio-economic, and safety issues are framed within the media.

On a practical level, this research offers actionable understandings for stakeholders involved in media production, policymaking, and public communication. Media practitioners can benefit from the findings by improving their strategies to ensure balanced and comprehensive coverage of transportation projects. For policymakers, the research highlights how television can be leveraged as an effective tool for increasing transparency and gaining support for transportation initiatives. By identifying gaps and opportunities in current television coverage, the research also provides a roadmap for engaging diverse audiences and promoting inclusivity in media narratives.

Literature Review:

This literature review presents an analysis of the role of media in shaping road safety perceptions and outcomes. It explores key dimensions, including the framing and bias in traffic crash reporting, the correlation between media coverage and accident rates, the influence of media narratives on policy change, and the use of social media and new data sources in improving traffic management.

The role of media framing in shaping public perceptions of traffic safety is crucial, as it influences both victim-blaming and support for systemic road safety measures. Studies like (Goddard, Ralph, Thigpen, & Iacobucci, 2019) and (Hickman, 2023) highlight how editorial patterns, such as shifting the focus from pedestrian to driver responsibility, can reduce victim-blaming and increase support for infrastructure improvements. (Goddard, Ralph, Thigpen, & Iacobucci, 2019) specifically find that emphasizing driver responsibility fosters more positive attitudes toward systemic changes. Similarly, (Hickman, 2023) reveals that U.S. media often frames pedestrian fatalities episodically and blames pedestrians, especially in cities with less partisan segregation. This framing contrasts with more thematic approaches in cities with higher fatality rates, suggesting a deeper connection between media framing and road safety awareness. Studies such as (Bezboruah, Sloan, Mattingly, & Nargesi, 2022) also illustrate that media narratives, particularly those focused on victims, correlate with policy changes aimed at improving active transportation safety, further underlining the influence of media on public policy.

In terms of media biases, both (Khan & Chand, 2024) and (Ceunynck, Smedt, Daniels, Wouters, & Baets, 2015) explore how factors like gender, crash severity, and demographics affect media attention. (Khan & Chand, 2024) identify gender bias in Indian media, with accidents involving female victims receiving more coverage, while (Ceunynck, Smedt, Daniels, Wouters, & Baets, 2015) reveal that severe crashes, particularly those involving young victims or female fatalities, are more likely to be reported in Belgium. In contrast, incidents involving motorcycles or mopeds are often underreported, skewing public perceptions of road safety. These findings echo those in (Gupta, Kakar, Peden, Altieri, & Jagnoor, 2021), which shows that while Indian media mostly avoids technical language, it predominantly focuses on individual crashes rather than systemic solutions to road safety. This highlights the need for a clearer approach in media reporting to ensure comprehensive coverage of road safety issues, beyond sensationalizing individual incidents.

The relationship between media coverage and accident rates is also explored in studies like (Lucas, Alonso, Faus, & Javadinejad, 2024) and (Zhang, Ni, He, & Gao, 2016), which highlight the role of media in promoting road safety. (Lucas, Alonso, Faus, & Javadinejad, 2024) find a strong correlation between

increased media coverage of road safety and a reduction in traffic accidents in Spain, suggesting that informative campaigns can encourage pro-social behavior and contribute to lower accident rates. Similarly, (Zhang, Ni, He, & Gao, 2016) demonstrate the potential of social media to enhance transportation management by detecting traffic surges and accidents, providing an additional layer of insight into how real-time data and media can work together to improve safety outcomes. These studies suggest that while traditional media plays an important role in raising awareness, integrating new data sources can further enhance the accuracy and timeliness of road safety information.

Furthermore, (Saporito, et al., 2023) examine the influence of journalist training on media framing in Colombia, finding that the training increased the use of systemic framing and WHO-recommended reporting practices, thereby fostering a public health approach to road safety. This aligns with the broader findings in (Brömmelstroet, 2020), which critiques the tendency to frame traffic crashes as isolated incidents. Both studies highlight the importance of adopting a systemic perspective to understand traffic safety, advocating for a richer, more nuanced approach to media reporting.

Extent of Benefit from Literature Review:

This literature review highlights how media coverage influences road safety perceptions and policy changes. However, there is a gap in understanding how Egyptian television coverage specifically covers transportation projects. This research will analyze how transportation projects are portrayed in Egyptian television news, focusing on the media framing, the role of media in shaping public discourse on infrastructure, and the socio-political and economic impacts. It aims to fill the gap in region-specific studies of transportation media coverage in Egypt, contributing to the broader literature on media influence in infrastructure development in emerging economies.

Research Methodology:

This research will adopt a qualitative methodology to explore how Egyptian television covers transportation projects and to analyze the framing of these projects in the media.

Research Sample:

The channels selected for this study will be Extra News Channel, a private TV channel and The Second Egyptian Channel, a state-owned TV Channel. These channels regularly cover transportation projects in Egypt, making them ideal for content analysis in this research.

Research Time Frame:

The research time frame extended for a one year period from the beginning of 2024 until the end of it.

Theoretical Framework:

This research will utilize framing theory as a key framework to examine how the media emphasizes particular aspects of reality and steers audience attention toward specific perspectives on issues or events. While the concept of framing was initially introduced by Gregory Bateson in 1972, its theoretical foundation is often credited to sociologist Erving Goffman, who asserted that interpretive frameworks are fundamental components of cultural belief systems. Framing theory emphasizes the media's role in shaping perceptions by promoting selected definitions, descriptions, or analyses that resonate with audiences and influence their cognitive responses to information (Baresch, Hsu, & Reese, 2012). It posits that media frames filter raw information, presenting it in ways that amplify certain elements while downplaying others, thus guiding public interpretation of events (Ikegbunam, 2017).

Framing is a structured process that magnifies certain aspects of an issue by exploring its significance, causes, and accountability while contextualizing it within prevailing social and cultural norms (McQuail, 2010). Frames act as interpretative tools that link social structures to individual understanding, shaping not only what is seen but also how it is comprehended.

According to (Adisa, et al., 2018), frames are not neutral representations of facts but reflect the journalist's interpretative choices. They function as persistent cognitive patterns that influence how information is selected, emphasized, or omitted, thereby shaping media discourse. These interpretative storylines outline why an issue is significant, identify its causes, and determine accountability.

Extent of Benefit from Theoretical Framework:

Framing theory will significantly enhance the analysis of television coverage of Egyptian transportation projects by providing a lens to examine how the media emphasizes specific aspects of these projects to shape public perception. The theory will enable the research to identify the dominant frames employed, such as those focusing on progress, economic benefits, or challenges, and analyze how these frames guide audience interpretations. For instance, it can reveal whether the media prioritizes narratives about national development and infrastructure success, or highlights concerns like environmental impacts or project delays.

Additionally, framing theory will help contextualize the media's representation within broader social and cultural norms. By analyzing how certain elements are amplified or minimized, the research can

uncover how journalists' interpretive choices align with public priorities or governmental agendas. This approach will also provide insights into the narratives of accountability, significance, and causation embedded in the coverage, illustrating how television shapes collective understanding of transportation projects in Egypt.

Research Questions:

- 1.Which transportation projects in Egypt have received significant television coverage,
- 2.What are the key characteristics of this television coverage?
- 3.How does television coverage of transportation projects in Egypt emphasize the social and economic issues related to these projects, such as public welfare, job creation, and economic impact?
- 4.How does television media in Egypt frame transportation projects in terms of public safety, and what safety concerns are most frequently highlighted?
- 5.To what extent does television coverage of transportation projects in Egypt incorporate diverse perspectives, including those of the government, private sector, and the general public?
- 6.What role does television play in promoting transparency and accountability in the execution of transportation projects in Egypt, and how is this reflected in the coverage?

Research Results:

This qualitative research involved analysed nine episodes covering transportation projects across the timeframe of the study. These were classified as five episodes ran by Extra News and four episodes ran by the Second Egyptian TV Channel.

Extra News

Extra News has covered transportation projects five times throughout the timeframe of the study. Firstly, Extra News episode of “Men Al Assema” program on January 18th, 2024, featuring an interview with Kamel El Wazeer, the Transportion Minister, the Industry and Trade Minister and the Deputy Prime Minister of Egypt, provided a comprehensive overview of Egypt's transportation projects, aligning with key themes of economic development, public safety, and government transparency. The interview focused extensively on the transportation infrastructure developments from 2014 to 2024, particularly in relation to the New Administrative Capital. Through structured television coverage, the episode explored major projects that received government investment, where it highlighted the “3+3” transportation strategy, comprising three major roads and three rail systems, illustrating how these

developments facilitate daily commuting, improve urban connectivity, and contribute to the nation's broader economic growth.

This interview also reflected on the social and economic implications of transportation projects, emphasizing the reduction of carbon emissions and the promotion of sustainability. The discussion around modernizing railway networks, implementing smart ticketing systems, and integrating AI-driven safety measures indicated an effort to frame transportation as a key driver of economic progress and technological advancement. However, the coverage largely focused on the government's achievements, with minimal exploration of potential challenges such as public accessibility concerns, affordability, or social displacement caused by large-scale infrastructure projects.

In terms of media framing, the episode predominantly portrayed transportation projects as a symbol of progress, modernization, and Egypt's aspiration to become a regional leader in infrastructure. Public safety was addressed through discussions on railway modernization and AI-driven safety mechanisms, yet the interview lacked in-depth scrutiny of existing safety issues, such as past transportation-related incidents or citizen concerns regarding implementation efficiency.

Regarding the diversity of perspectives, the episode largely presented a government-centric narrative, with the Minister of Transportation acting as the primary voice. While the discussion covered various aspects of infrastructure expansion, there was limited inclusion of perspectives from the private sector, independent experts, or members of the public who directly experience these transportation systems. Finally, the role of television in enhancing transparency and accountability was evident in how the program provided a platform for government representatives to share project updates and future plans. The minister's discussion on expanding port facilities, improving logistics, and promoting yacht tourism indicated a forward-looking approach, reinforcing the state's narrative of progress. However, the coverage did not critically question project execution timelines, budget allocations, or potential socioeconomic disparities in benefiting from these developments.

Secondly, "Kalam Fy El Syasa" episode on July 16th, 2024, also featuring an interview with Kamel El Wazeer, the Transportation Minister, the Industry and Trade Minister and the Deputy Prime Minister of Egypt, covered the strategic government perspective on Egypt's major transportation projects, addressing public skepticism while reinforcing the state's commitment to modernization. This interview focused on key projects such as the Monorail, Express Train, and Light Rail Transit (LRT), positioning them as "transformative infrastructure investments" aimed at improving connectivity and reducing traffic. By linking these developments to Egypt's broader strategic transportation plan, the program

framed these projects as necessary steps in phasing out outdated systems, particularly the aging railway network, and aligning the country with global modernization trends.

The interview also addressed the social and economic implications of these transportation projects by emphasizing their long-term benefits, such as increased mobility, urban expansion, and sustainability. The expansion of the Metro in Alexandria was highlighted as a critical response to the city's growing population and urban demands, reinforcing the government's commitment to providing efficient and environmentally friendly alternatives to older transportation modes. However, while the interview acknowledged public skepticism, it did not fully explore specific concerns such as project costs, affordability for the average citizen, or the financial burden of these extensive developments on the national budget.

Regarding the framing of the newly inaugurated transportation projects, the program positioned them as essential investments in Egypt's infrastructure, contributing to economic growth and improved quality of life. The discussion on the New Suez Canal further reinforced this perspective, portraying it as a major achievement that enhances Egypt's role in global trade. The overall narrative was strongly aligned with the government's messaging, presenting these projects as symbols of progress without in-depth exploration of potential challenges, such as delays, operational hurdles, or criticisms regarding execution efficiency.

In terms of diversity of perspectives, the coverage remained largely one-dimensional, centering on the minister's explanations without incorporating viewpoints from urban planners, transportation experts, or members of the public. While the discussion aimed to counter skepticism, it did not include opposing voices or alternative perspectives that could provide a more balanced assessment of the transportation projects' impact on different societal segments.

Even though role of television in promoting transparency and accountability was evident in the program's effort to address public concerns and clarify government strategies, the coverage functioned more as a platform for reinforcing official narratives rather than critically examining the implementation challenges, financial feasibility, or public reception of these large-scale projects. While the interview provided insight into future transportation plans, it lacked investigative depth in questioning budget allocation, timeline efficiency, or the effectiveness of integrating these projects into Egypt's existing urban infrastructure.

The Extra News special coverage on October 12th, 2024, dedicated to the opening of the Upper Egypt train station in "Bashtil," provided an extensive overview of Egypt's ongoing transportation expansion,

framed as part of the country's broader developmental strategy. The coverage began by quoting Dr. Hassan Mahdy, a professor of highway and traffic engineering, who emphasized the strategic location of the new station, its connectivity to major highways and transportation hubs such as the monorail in 6th of October City and the 26th of July Corridor. His technical insights, along with descriptions of the station's Pharaonic architectural style, reinforced the project as both a functional and symbolic achievement. The framing of this event aligned with the government's broader narrative of infrastructural modernization and economic development, particularly through the extension of railway networks to all governorates to enhance industrial and logistical efficiency.

The coverage also highlighted the economic and social implications of transportation projects by incorporating key quotes from the Egyptian president, such as "Heavy spending in the transportation sector was necessary" and "Overcrowding and lack of services necessitated operations." These statements positioned investments in railway expansion as a direct response to urban challenges and a necessity for national progress. The pre-recorded video report, Bashtil – Upper Egypt Railway Station, complemented this framing by featuring visual evidence of the station's benefits, including its potential to ease traffic congestion in central Cairo, particularly in the Ramses and downtown areas. The coverage effectively reinforced the idea that these infrastructure projects serve both practical urban planning needs and broader economic goals.

Beyond Bashtil Station, the special coverage expanded its focus to other transportation projects inaugurated by the president, illustrating a pattern of large-scale infrastructural development across different governorates. The opening of the "Abu Homos Bridge" in Beheira Governorate was framed as another major achievement, covered through an on-field report that included interviews with the executive manager of the bridge and construction workers who expressed pride in their contributions under Egypt's governmental leadership. The incorporation of vox pops from Beheira citizens and volunteers from the Ministry of Youth further emphasized the direct benefits of the project, particularly in terms of improved safety measures and reduced commuting times.

Similarly, the on-field coverage of the new tank replacement axle in Aswan emphasized its role in connecting the eastern and western banks of the Nile, supporting both domestic transportation and international trade. Through an interview with Engineer Yehia Kromar, Chairman of the Roads and Bridges Authority in Aswan, the coverage detailed the specifications of the new road and its economic significance, particularly in facilitating commerce between desert zones and urban centers. The inclusion of the Zagazig-Senbellawein Axis inauguration further reinforced the government's narrative of

efficiency and modernization, with the reporter from Al-Sharqia highlighting safety enhancements such as concrete barriers and reflectors for night driving, as well as the massive reduction in travel time from two hours to less than 30 minutes.

The coverage framed these transportation projects as “symbols of national progress” and state-led development. The reliance on government officials, engineers, and state-affiliated professionals as the primary sources of information contributed to a largely one-dimensional perspective, with limited representation of independent voices or potential critiques. While the coverage included testimonials from workers and citizens, these contributions aligned closely with the overarching celebratory tone of the coverage, reinforcing state narratives rather than presenting diverse perspectives on potential challenges such as budget allocation, displacement, or long-term sustainability.

Regarding transparency and accountability, the special coverage functioned as a promotion of government achievements rather than an investigative report. While it successfully informed the public about major infrastructure projects and their expected benefits, it did not critically engage with questions of financial feasibility, operational challenges, or the long-term economic impact of such heavy investments. On the same day, on October 12th, 2024, Extra News dedicated another special coverage to the volume of achievements in transportation projects, which presented an extensive overview of Egypt’s infrastructural transformation over the past decade. The 35-minute-long coverage framed these developments as part of a national strategy to modernize transportation, with the anchor emphasizing the president’s statements about the sector’s past inefficiencies and its remarkable transformation. The program strategically utilized six on-site reporters covering the newly opened projects across different governorates, reinforcing the scale and impact of these developments.

The coverage began with a report from Bashtil Railway Station, highlighting its strategic location and improved accessibility through major axes such as Kamal Amer and Ahmed Oraby. The reporter emphasized how the station’s smart services and design would ease congestion at Cairo Railway Station, reflecting the government’s broader goal of improving urban transport efficiency. Similarly, in Sharqia, the reporter detailed the construction history and significance of the Senbellawein Axis, which spans 40 kilometers and connects Zakazik City to Senbellawein. By citing indirect citizen testimonials stating that the road would “revive the villages it passes through,” the coverage reinforced a positive community impact narrative without directly engaging with public feedback.

The framing of transportation projects as developmental milestones continued with the report from Aswan, where the newly inaugurated axis was described as “a critical link between the east and west

banks of the Nile.” The 5-kilometer-long, 29-meter-wide structure was positioned as essential for regional connectivity and economic growth. Similarly, the coverage of the Abu Homos Bridge in Beheira highlighted its role as an “artery to achieve development,” improving commuting services and integrating with key routes like the Cairo-Alexandria Agricultural Road. The coverage included specific project details, such as the bridge’s 1,270-meter length, 24-meter width, and a construction cost of 350 million Egyptian pounds since its inception in 2022, reinforcing the theme of government investment in large-scale infrastructure.

A recorded videography report on Bashtil Railway Station further supplemented the program’s promotional tone before shifting focus to the reopening of railway services to North Sinai for the first time in 50 years. The Be’r El Abd railway station report highlighted the unprecedented connection between the Suez Canal stations and North Sinai, with future extensions to Arish and, eventually, Egypt’s eastern border in Taba. The coverage framed this project as a historic achievement, aligning it with the president’s statement that it marked a “third crossing to Sinai,” a reference to previous military and security efforts in the region. Additionally, the report included positive reactions from Arab tribes in North Sinai, reinforcing the project’s national unity message while also briefly touching on ongoing developmental projects, such as the construction of an artificial river in mid-Sinai to expand agricultural zones. The program concluded with a report from Sadat City at Kafr El Gazzar Railway Station, emphasizing its role in serving the Alexandria port’s logistics zone. The coverage included an interview with Engineer Wael Mahdy, the executive officer in charge of the new railway line connecting Sadat City with Kafr Dawood. His statement that this connection represents “a dream come true” for Menoufia citizens further reinforced the celebratory tone of the coverage. The coverage also highlighted how the station’s original concept, dating back to 2008, was only realized following presidential directives in 2019, further crediting the government’s leadership in executing long-planned infrastructure developments.

Lastly, the Extra News special coverage on November 23rd, 2024, titled “Transportation Projects Over 11 Years,” served as a follow-up and wrap-up of Egypt’s infrastructure advancements, reinforcing the long-term impact of transportation projects over the past decade. The coverage was structured to emphasize the developmental role of these projects, commencing with a visually compelling video report featuring drone-captured extreme long shots of newly constructed roads and railway expansions. These visuals were accompanied by audio excerpts from previous speeches by the Egyptian president, further echoing the government’s narrative of progress and national development. The imagery of construction workers standing and welcoming the president added a symbolic element, portraying these labor forces

as key contributors to the nation's modernization efforts.

Throughout the coverage, transportation projects were framed as essential to Egypt's economic and logistical transformation, with the anchor referring to the sector as a "lifeline." This framing aligned with previous government discourse, positioning infrastructure as a fundamental pillar of national development. To reinforce this narrative, the program included a phone-in interview with Dr. Hassan Mahdy, a professor of highway and traffic engineering at Ain Shams University, who provided statistical insights into the advancements made since 2014. His analysis highlighted the extension of over 30,700 kilometers of roads across Egypt, including major urban centers in Upper Egypt and new cities such as Alamein and the New Administrative Capital. The interview also covered ongoing projects, such as the Express Electric Train from West Cairo to Abu Simbel, monorail expansions, and new metro line inaugurations, demonstrating a forward-looking approach to national transportation.

The coverage also utilized text-based reinforcement of key messages, displaying subtitles on the screen that showed the broader implications of infrastructure development. One such subtitle, "Road and railway development makes Egypt a logistics hub for global trade," reinforced the idea that these projects not only serve local mobility needs but also contribute to Egypt's strategic positioning in international commerce. This aligns with the state's vision of enhancing its role as a transit and logistics center, capitalizing on improved connectivity and transportation efficiency.

While the coverage effectively communicated the scale of transportation advancements and their intended benefits, its framing remained largely celebratory and government-focused. The program relied heavily on official discourse and expert validation without incorporating critical perspectives or independent evaluations of project costs, long-term sustainability, or potential socioeconomic disparities in accessibility. Furthermore, while statistics were presented to highlight infrastructural growth, there was minimal discussion on the challenges faced during implementation, such as financial constraints, environmental concerns, or community displacement.

In terms of transparency and accountability, the special coverage functioned more as a retrospective promotional piece rather than an investigative report. By focusing on completed and ongoing projects without addressing execution challenges, the segment reinforced a state-driven narrative that emphasized success over critical analysis. The use of visually compelling footage, expert testimony, and presidential speeches contributed to the overarching portrayal of transportation development as a transformative national achievement.

The Second Egyptian TV Channel

The “Bensabah Alaik” episode on January 23rd, 2024, on the Second Egyptian TV Channel explored the role of Egypt’s transportation system in enhancing tourism and economic growth, reinforcing the government’s vision of infrastructure as a key driver of national development. The episode primarily focused on the significance of transportation advancements in strengthening Egypt’s global trade connections, particularly through partnerships with Italy. A phone interview with Prof. Abdallah Abo Khadra, Professor of Road and Airports Engineering at Beni Suef University, provided technical insights into these developments, particularly the partnership with Italy in the “Roro” (Roll-on, Roll-off) project, a transportation system facilitating the movement of wheeled cargo such as agricultural machinery between Damietta Port and various Italian counterparts. This project was framed as a crucial step in streamlining trade logistics, positioning Egypt as a more efficient player in global maritime transportation. In addition to Roro, Prof. Abo Khadra introduced the “Lolo” (Lift-on, Lift-off) system, which involves the development of crane technology in Northern Egyptian ports. The episode framed these technological advancements as a major step forward in modernizing Egypt’s shipping infrastructure, increasing operational efficiency, and reducing logistical costs.

Beyond the technical aspects, the integration of Roro and Lolo technologies was presented as a driver of job creation, providing new opportunities for Egyptian laborers in port management, logistics, and engineering sectors. This emphasis on employment opportunities reinforced the broader governmental narrative of transportation infrastructure as a tool for economic empowerment and national growth.

The program also provided a historical perspective by referencing the 1964 Vienna Treaty, which, according to the interviewee, Egypt is currently reactivating to enhance trade relations with European countries. By linking present-day transportation policies to international agreements from the past, the discussion framed Egypt’s strategy as part of a long-term vision of strengthening its role in global trade. From a transparency and accountability perspective, the episode functioned more as an informative yet promotional discussion rather than a critical analysis of Egypt’s transportation policies. The reliance on a single expert limited the diversity of viewpoints, and the absence of investigative questioning meant that the discussion remained within a state-aligned narrative of success and growth. While the program effectively communicated the economic and technological advancements in Egypt’s maritime transport sector, it did not explore any potential obstacles or areas needing further development.

The “Hona Maspero” episode on September 3rd, 2024, on the Second Egyptian TV Channel explored Egypt’s advancements in smart transportation, framing these projects as a transformative shift toward

a modern, eco-friendly infrastructure system. The interview with Dr. Mohamed Sadek Ouf, a professor of roads engineering at Helwan University, provided an in-depth discussion on Egypt's efforts to develop smart transport solutions, particularly electric train systems such as the Light Rail Transit (LRT), high-speed trains, and the monorail. The episode aligned with the government's broader narrative of modernization and sustainability, positioning these projects as crucial to improving connectivity and reducing environmental impact.

Throughout the episode, Dr. Ouf differentiated between these advanced transport modes, highlighting their efficiency, reduced carbon footprint, and contribution to Egypt's sustainable development goals. The LRT, serving the New Administrative Capital, was emphasized as a key urban mobility solution, while the high-speed train linking Ain Sokhna to Marsa Matrouh and Alexandria was framed as a milestone in enhancing intercity transportation. Additionally, the expansion of regional train networks into Upper Egypt and the Red Sea was presented as a strategic move to improve accessibility and economic integration across different parts of the country.

A significant aspect of the interview was its focus on the economic benefits of shifting freight transportation from roads to rail. Dr. Ouf argued that expanding rail-based freight transport would not only reduce congestion and wear on highways but also serve as an alternative to the Suez Canal for cargo movement, increasing Egypt's competitiveness in the global logistics sector. This perspective reinforced the government's strategy of positioning Egypt as a regional transportation hub, integrating railways into national and international trade routes.

Beyond rail, the episode also addressed the National Road Project, which has expanded and rehabilitated thousands of kilometers of roads and bridges, particularly in underdeveloped regions such as Sinai, Upper Egypt, and the Western Desert. By focusing on infrastructure development in these areas, the interview highlighted the government's commitment to equitable development and regional connectivity, ensuring that modern transportation systems reach both urban and rural populations.

The conversation concluded with an emphasis on sustainable and smart transportation policies, advocating for public transit over private vehicles as a means of reducing congestion, pollution, and fuel consumption. The framing aligned with global sustainability trends, portraying Egypt's efforts as part of a broader shift toward greener urban planning and enhanced mobility solutions.

While the episode effectively detailed Egypt's transportation advancements, its framing remained largely promotional, focusing on the successes of these projects without addressing potential challenges such as financing, project execution timelines, or public accessibility. The interview relied on expert testimony

without engaging diverse perspectives, such as independent analysts or citizen feedback, limiting the scope of discussion to state-aligned messaging. The discussion reinforced the state's vision of progress and modernization without scrutinizing long-term sustainability, operational efficiency, or economic feasibility.

The "Ard Masr" episode on September 18th, 2024, on the Second Egyptian TV Channel, provided another reference to Egypt's transportation projects, reinforcing the state's narrative of infrastructural transformation and modernization. The anchor interviewed Prof. Abdallah Abo Khadra, Professor of Road and Airports Engineering at Beni Suef University, who framed the national road and transportation projects inaugurated since 2014 as unprecedented in scale and impact. His statements emphasized the contrast between Egypt's pre-2014 transportation sector and its current state, highlighting the significant advancements made under President Abdel Fattah El-Sisi's leadership.

A central theme of the episode was Egypt's improved global ranking in road quality, which Prof. Abo Khadra noted had jumped from 118th to 18th place worldwide. This claim was presented as evidence of the success of state-led efforts in overhauling road infrastructure. The professor also cited a 30% increase in Egypt's road network, explaining that while the initial plan aimed to construct 7,000 kilometers of new roads, 6,300 kilometers have been completed, with the remainder still under construction.

The episode further addressed Egypt's entry into the era of the Intelligent Transportation System (ITS), a technological advancement aimed at optimizing traffic management, improving road safety, and integrating digital monitoring tools. This was accompanied by a video report featuring visuals of newly constructed roads and bridges, supplemented with statistical statements that reinforced the program's celebratory tone. One such statistic highlighted that the number of bridges in Egypt had increased from 1,500 in 2014 to 2,435 in 2023, marking a 65% growth rate. The budget allocated for transportation development was also prominently mentioned, with Prof. Abo Khadra stating that 2 trillion Egyptian pounds had been dedicated to these efforts, revealing the state's commitment to infrastructure expansion.

Another key point of the episode was the focus on eco-friendly transportation alternatives. Prof. Abo Khadra referenced the Ministry of Environment's statement that pollution caused by transportation had decreased by 30%, attributing this progress to new sustainability initiatives. Additionally, he highlighted the development of Egyptian ports, particularly Damietta Port, as a critical step in reinforcing Egypt's strategic geographic location. By improving port efficiency, the government aims to enhance trade connections with Europe and streamline import/export processes, further positioning Egypt as a regional

logistics hub.

The episode aligned closely with government narratives of success and progress, portraying transportation advancements as a direct result of presidential initiatives. The statistical evidence and video footage reinforced the scale and impact of these projects, while the expert testimony provided validation from an academic perspective. However, the discussion remained largely promotional, with limited critical engagement regarding the financial burden of such large-scale projects, potential challenges in execution, or issues related to accessibility and affordability for citizens.

The Second Egyptian TV Channel episode of “Economy and People” program on November 19, 2024, broadly covered Egypt’s progress in transportation, framing the discussion as a national success story rather than linking it to a specific event. The episode, titled “How Did Egypt Manage to Make a Breakthrough in Transportation?”, emphasized Egypt’s strategic geographic location as a foundation for its ambitions to become an international logistics hub. The anchor’s introduction established the narrative that Egypt’s advancements in transportation infrastructure, integration of multiple transit systems, and the inauguration of dry ports collectively contributed to reducing import costs and enhancing trade efficiency. A pre-recorded report supported this claim through animated infographics illustrating the paths of receiving and distributing imported goods across different governorates, visually reinforcing the state’s logistical improvements.

In the studio, the program hosted Said El Kafrawy, a transport logistics expert and member of the Egyptian Maritime Transport Association, who provided an in-depth discussion on the efficiency of Egypt’s evolving transportation sector. He emphasized the shift away from air transportation for imports, citing its high cost and limited suitability for most goods except for perishable items such as food and medication. He discussed the importance of newly constructed airports, particularly Sphinx Airport, in ensuring safety precautions and thorough inspections before goods reach the market. Additionally, he highlighted the introduction of insurance systems that link clients, agents, and airlines, ensuring greater accountability in cargo handling. The explanation of how air freight pricing is based on occupational weight rather than actual weight further educated viewers on industry-specific practices.

Beyond air transport, the discussion expanded to include the importance of maritime and land transport in Egypt’s logistics network. El Kafrawy referenced the role of Sokhna Port in facilitating goods reception and acknowledged the unprecedented railway expansion, particularly in regions like Sinai, where new rail connections have enhanced both passenger mobility and cargo transportation. This emphasis on railway development aligned with the state’s broader narrative of integrating multiple

transportation modes to maximize efficiency and economic growth.

The episode, which lasted 25 minutes, was almost entirely dedicated to the interview with El Kafrawy, making it a deep analysis rather than a diverse discussion with multiple viewpoints. The framing of transportation projects remained largely positive, with a strong emphasis on their logistical benefits and economic impact. However, the coverage lacked critical engagement with potential challenges, such as the financial sustainability of these projects, potential delays in execution, or the impact on local communities.

In terms of transparency and accountability, the program provided a well-structured overview of Egypt's transportation advancements but remained aligned with state narratives of success and modernization. While the use of infographics, expert analysis, and logistical insights made the episode informative, it primarily served as a reaffirmation of the government's infrastructural achievements rather than a balanced exploration of the complexities involved in transportation development.

Results Discussion

Both Extra News, a private channel, and the Second Egyptian TV Channel, a state-owned broadcaster, extensively covered Egypt's transportation projects, aligning with the state's development agenda. However, their approaches differed in focus, depth, and framing.

Despite being a private channel, Extra News closely echoed government narratives, primarily focusing on event-driven coverage tied to project inaugurations, such as the Bashtil Station and Abu Homos Bridge. The framing was highly promotional, emphasizing government achievements without engaging in critical analysis. The Second Egyptian TV Channel, as a state broadcaster, adopted a more thematic approach, often discussing transportation in broader economic and logistical contexts. While still aligned with state discourse, its coverage was less tied to specific events and included more expert-driven explanations rather than direct government endorsements.

Both channels emphasized economic benefits, such as improved trade, connectivity, and employment. Extra News focused more on infrastructure expansion, while the Second Egyptian TV Channel provided a broader economic perspective, particularly on trade logistics, maritime transport, and sustainability. However, neither critically examined project affordability, accessibility, or financial feasibility.

Safety discussions were technology-focused, with Extra News highlighting AI-driven railway safety and the Second Egyptian TV Channel discussing Intelligent Transportation Systems (ITS). However, neither channel investigated transportation accidents, maintenance issues, or emergency preparedness.

Despite Extra News being a private entity, it relied heavily on government officials and state-affiliated experts, such as Kamel El Wazeer, Minister of Transportation, with little input from independent analysts or public voices. The Second Egyptian TV Channel included more industry experts and academics, offering technical insights into logistics and smart transportation. However, like Extra News, it lacked citizen testimonials, critical viewpoints, or alternative perspectives on policy effectiveness.

While both channels provided informative coverage, their role in enhancing transparency was limited. Extra News, despite its private status, functioned as a state-aligned promotional platform, focusing on success stories without policy critique. The Second Egyptian TV Channel took a more analytical approach, featuring expert discussions rather than celebratory endorsements. However, it avoided direct criticism of government spending, delays, or project efficiency, maintaining an informative yet non-investigative stance.

Regarding the research questions, the coverage of both TV channels under study has extensively highlighted major transportation projects, including the Bashtil Upper Egypt Train Station, the Light Rail Transit (LRT), the high-speed electric train, the monorail, and key infrastructure developments such as the Abu Homos Bridge, Zagazig-Senbellawein Axis, and the expansion of railway services in North Sinai. The coverage of both channels was predominantly event-driven, promotional, and aligned with state narratives, often focusing on project inaugurations rather than investigative analysis. While economic and social issues such as job creation, urban expansion, trade facilitation, and sustainability were highlighted, there is limited discussion on affordability, accessibility, and financial feasibility. Public safety was presented through technological advancements, such as AI-driven railway safety, smart ticketing systems, and Intelligent Transportation Systems (ITS), yet past transportation incidents, maintenance risks, or emergency preparedness were rarely addressed. The coverage largely lacks diverse perspectives, as it predominantly featured government officials and state-affiliated experts, with minimal input from independent analysts, urban planners, or the general public. While the coverage played a role in informing the public about infrastructure progress, it did not function as a strong accountability mechanism, as it avoided critical engagement with financial constraints, execution challenges, or project efficiency issues, instead reinforcing government-led narratives of success and modernization.

As per the review of literature, the findings from the analysis of Extra News and the Second Egyptian TV Channel's coverage of transportation projects in Egypt align with the broader literature on media framing, policy influence, and road safety narratives. Both channels predominantly framed transportation projects as state achievements, emphasizing infrastructure expansion, economic growth, and modern-

ization, while avoiding critical analysis of affordability, accessibility, or financial feasibility. This aligns with studies like (Goddard, Ralph, Thigpen, & Iacobucci, 2019) and (Hickman, 2023), which highlight how media framing influences public perception, often reinforcing government narratives rather than systemic critiques. Similarly, the lack of investigative reporting on safety concerns in Egyptian television aligns with (Brömmelstroet, 2020) and (Gupta, Kakar, Peden, Altieri, & Jagnoor, 2021), which critique the tendency of media to present infrastructure-related issues episodically rather than thematically, failing to highlight systemic challenges such as maintenance, long-term sustainability, or emergency preparedness. Moreover, while Egyptian television extensively covered technological safety advancements like AI-driven railway safety and Intelligent Transportation Systems (ITS), it largely ignored historical accident trends or maintenance issues, echoing (Bezboruah, Sloan, Mattingly, & Nargesi, 2022) and (Ceunynck, Smedt, Daniels, Wouters, & Baets, 2015), which show that media often sensationalizes technological progress over addressing existing systemic failures. In contrast to (Lucas, Alonso, Faus, & Javadinejad, 2024) and (Zhang, Ni, He, & Gao, 2016), which found that increased media coverage can reduce accident rates, Egyptian coverage lacked direct engagement with road safety awareness or policy advocacy, meaning its impact on public behavior and safety reforms remains limited. Additionally, while the Second Egyptian TV Channel included more expert-driven discussions, it still avoided direct government criticism, reflecting the broader trend identified in (Saporito et al., 2023), where media training improved systemic reporting but did not fully shift away from government-aligned narratives. The results of this research align closely with framing theory, illustrating how Egyptian television channels selectively emphasize certain aspects of transportation projects while downplaying others to align with state narratives. Extra News and the Second Egyptian TV Channel both amplify the achievements of infrastructure expansion, focusing on government-led successes in modernization, connectivity, and economic growth, while minimizing discussions on affordability, accessibility, financial feasibility, and systemic safety concerns. This selective emphasis reflects Goffman's concept of interpretive frameworks, wherein the media's framing choices shape public perceptions by guiding audience attention toward particular interpretations of events (Baresch, Hsu, & Reese, 2012). The structured process of framing, as described by McQuail (2010), is evident in how Egyptian television contextualizes transportation projects within national progress and development, reinforcing government legitimacy while avoiding narratives that might question the efficiency or inclusivity of these initiatives. The framing also reflects Adisa et al. (2018) in that it is not neutral but rather shaped by interpretative choices, presenting transportation projects as symbols of progress rather than as policy initiatives requiring accountability and

critical evaluation. Moreover, the exclusion of independent analysts, citizen perspectives, and policy critiques demonstrates how media frames act as filters, amplifying government successes while minimizing alternative viewpoints (Ikegbunam, 2017). Ultimately, this research illustrates how Egyptian television employs strategic framing to reinforce state narratives, steering public discourse toward a celebratory perspective on infrastructure expansion while neglecting issues of budget transparency, public accessibility, and long-term sustainability.

Research Conclusion:

This study examined the representation of transportation projects in Egyptian television coverage, focusing on framing, socio-economic implications, public safety concerns, and transparency. Through qualitative content analysis of Extra News (a private channel) and the Second Egyptian TV Channel (a state broadcaster), the findings reveal that television coverage primarily frames transportation projects as symbols of national progress and economic growth. The portrayal relies heavily on government officials as primary sources, often reinforcing a state-aligned narrative that prioritizes promotional storytelling over investigative scrutiny.

While the coverage highlights infrastructural advancements, sustainability, and public safety measures, it largely lacks critical engagement with issues such as financial feasibility, accessibility, and long-term sustainability. There is limited inclusion of independent voices, urban planners, or public perspectives, reducing the diversity of viewpoints in the media discourse. Additionally, safety discussions primarily focus on technological advancements rather than systemic risks, maintenance issues, or emergency preparedness.

The research confirms that Egyptian television channels play a role in informing the public about infrastructure development, but their role in enhancing transparency and accountability remains limited. The reliance on official sources and the absence of investigative reporting suggests that television coverage functions more as a promotional tool rather than a platform for critical discourse on policy effectiveness and public concerns.

Research Recommendations:

1. Television coverage should integrate a broader range of voices, including independent analysts, urban

planners, transportation experts, and members of the public.

2.While government sources are valuable, reliance on official statements should be balanced with independent assessments and expert analysis.

3.Reporting on transportation projects should be enriched with data visualization, infographics, and comparisons with similar infrastructure projects in other countries.

4.Engaging with civil society organizations and advocacy groups can enhance public participation in infrastructure discourse.

5.Journalists should push for more transparency in government contracts, project budgets, and timelines.

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