



The right formula

Taking driving into the classroom

Communications – Theme 11: The media

Activity 11b

Road safety in the media

Road safety is not a particularly popular topic with the media. Collect a wide range of newspapers – all of the same day – and search for news items or features that relate to safety (or danger) on the road. Use **Worksheet 11b: Road safety in the media** to record the coverage.

Discuss the following:

- Which topics featured more often in the press? (Road crashes and casualties, new safety measures, statistics, advice.)
- Why do you think some topics get more exposure than others?
- Do topics that involve famous people get more coverage than others? Why?
- How many column centimetres were given to road safety? Compare with the coverage given to sports items – for each newspaper and as a total.
- When photographs were used, were they appropriate? How does the number of photographs used compare with sports coverage?
- Was the reporting objective? What was the proportion of facts to opinions?

Extension

Look on the internet (most newspapers have also an electronic edition and there are numerous road safety related sites).

Class organisation

Individual work

Class discussion

Resources

Worksheet 11b:
Road safety in the
media