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## SAFE TRAFFIC, REFLECTED IN THE DAILY NEWSPAPER *CRISANA* (2021)

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### ***Abstract***

*Accidents and informative-preventive materials have always had a special echo in the media, whether we refer to the written press, radio, television or online journalism, arousing the interest of the public eager for fresh and exciting information.*

*This article aims to observe the current importance of safe traffic in a local newspaper during 2021 (until the time of writing this material) and to identify the most interesting news and stories on this topic.*

*The researched materials could be divided into several categories, due to their specificity: information, prevention, accidents and materials related to traffic safety.*

***Keywords:*** road traffic, safety, accidents, *Crisana*, news

### **INTRODUCTION**

Safe traffic was and remains a topical issue in the press, a fact observed in the numbers of the daily newspaper *Crisana*. Accidents are events that meet the criterion of information, because they interest as many readers as possible. These media materials are part of the event news category, along with fires, natural disasters, scandals, crimes, arrests, etc. They can of “have a fast impact, strong, but only for a short duration”. (Coman M., 2009)

Beyond reflecting these events in the print media, we must also consider the legal framework for the safe movement of citizens. Law number 265/2008 on road safety management on road infrastructure, on road safety audit aims to “ensure and increase traffic safety on public roads”, “to prevent loss of life and injury to bodily integrity of persons”. The same law seeks to “avoid the occurrence of material damage as a result of traffic accidents” and contains

provisions on “acquiring and terminating the status of road safety auditor/inspector, road safety impact assessment, road safety audit and inspections.

The materials on safe traffic identified by this research in 2021 in the daily *Crisana* are varied, and can be classified into informative materials on restrictions, preventive materials, accidents and materials on other topics, which partially affect the issue of traffic safety. We will also focus on a few examples from each category.

## II. INFORMATIVE MATERIALS

A number of texts are information sent by the police, law enforcement, local institutions to the newspaper in the form of press releases. Many of these are not signed by journalists.

*In cadrul programului de bugetare participativa - Treceeri de pietoni iluminate inteligent (Within the participatory budgeting program - Intelligently lit pedestrian crossings)* is a material from July 21st, 2021 which shows that “the city of Oradea will have intelligent illuminated pedestrian crossings, for traffic safety”. Other news on the same topic are the *Inelul rutier metropolitan - Se analizeaza variante de traseu (Metropolitan Road Ring - Route variants are analyzed, October 13th)*, *Modernizarea zonei centrale a municipiului Beius - Au inceput lucrarile (Modernization of the central area of Beius - Work has begun - October 11th, 2021)*, *Finis - Podul Catanelor, intre util si periculos (Finis-Catanelor Bridge, between useful and dangerous (Dan Ispas) from August 4th, 2021*, *Comisia tehnica - Restrictionari ale traficului in Oradea (Technical Commission - Traffic Restrictions in Oradea - September 16th, 2021)*, *Parcarea etajata de la fosta baza Vointa, finalizata - Acces gratuit timp de trei luni (Multi-storey car park at the former Vointa base, completed - Free access for three months - September 16th, 2021)*.

*Restrictii pentru autocamioane pe teritoriul Ungariei (Restrictions for trucks on the territory of Hungary)*, from October 29th sends the message of the Hungarian border authorities to the Territorial Inspectorates of the Border Police Oradea and Sighetul Marmatiei “through the Artand-Bors Contact Point, on the territory of Hungary, will be restricted greater than 7,5 tonnes.”

On November 3rd, a CNAIR press release is published, called *Transport agabaritic inspre Bors (Oversized Transport to Bors)*, about a vehicle that “transports a transformer. The maximum width of the vehicle shall be 3,5 m, and the speed shall be adapted to the traffic conditions.”

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### III. ARTICLE ON PREVENTIVE TOPICS

The relationship of the police or other institutions with the press is a strong link between civil society and it, through a permanent communication, made through press releases or interviews, which helps the activity of road accident prevention.

*Joi, in Parcul Libertatii - Atelier de educatie pentru siguranta (Thursday, in Liberty Park - Safety Education Workshop, Ionas Loredana)* is a material that presents safety education workshops organized by prevention police officers from the Bihor County Police Inspectorate for children, during the summer holidays, in Liberty Park in Oradea. Within them “the topic of road safety will be addressed through traffic simulations and stories accompanied by role-playing games”.

In July 2022, more than 220 police officers were involved in an action to “combat indiscipline among all participants in road traffic and to maintain a climate of public order and peace among local communities” according to the article *Politistii au facut perchezitii, au confiscat o arma si au retinut mai multe persoane - Razie in tot judetul (Police searched, confiscated a weapon and detained several people - Raid throughout the county -Ungur, Alina)*.

Actions within the accident prevention campaigns appear in the pages of *Crisana*, as well as *Apa, cafea si recomandari preventive oferite soferilor care au condus mii de kilometri - Actiuni preventive in PTF Bors (Water, coffee and preventive recommendations offered to drivers who drove thousands of kilometers - Preventive actions in PTF Bors)*, meant “to prevent victimization by accidents caused by driving fatigue”.

The safety of citizens in traffic is the central topic of the news *Politistii continua controalele anti-Covid in Bihor - Zeci de amenzi pentru nepurtarea mastii (Police continue anti-Covid checks in Bihor - Dozens of fines for not wearing a mask)*, specifying verification of compliance with anti-Covid prevention measures in traffic and means of transport, by citizens of Oradea and fines taken by those who did not comply with “legal provisions and health protection measures, in order to prevent the spread of Covid-19 in Bihor County and in order to inform economic operators and citizens about the new legislative changes regarding the introduction of the Covid Green Certificate.” (Ungur Alina, November 7th)

In the article on the social sector, *In Cetatea Oradea - Lectii de siguranta in trafic pentru elevi si soferi (In Oradea Fortress - Traffic safety lessons for students and drivers)*, from September 2nd, 2021, the topic is preventive education, being about the resumption of a road safety laboratory, established in order to “reduce road accidents and to save, in the end, as

many lives as possible". The anti-Covid measures led to the cessation of its activity, and "if the sanitary norms imposed by the pandemic will allow, the students will resume, from this fall, the road education activities in the laboratory from Oradea Fortress".

#### IV. EVENTS: ACCIDENTS OR THE TRAFFIC DANGERS

The media is primarily a means of information, but also of educating the public. The phenomenon of traffic accidents is always a sector sought by readers in the pages of newspapers, on their number, the causes that led to their occurrence and their consequences, often with totally unpleasant long-term consequences.

We list the materials *Doua persoane, intre care un copil, au murit - Accident mortal la iesirea din Biharia* (Two people, including a child, died - Fatal accident at the exit from Biharia July 25th, 2021), *Oradea-Biharia - Un nou accident mortal* (Oradea-Biharia - A new fatal accident July 29th, 2021), *Accident pe DN1* (Accident on DN1, November 5th, 2021) - in Tileagd, *O femeie și-a pierdut viața. Traficul este blocat - Accident mortal pe DN79* (A woman lost her life. Traffic is blocked - Fatal accident on DN79 October 8th, 2021), *DN 76 in Dusesti - Autocar cu 20 de pasageri izbit in plin* (DN 76 in Dusesti - Bus with 20 passengers hit in full (October 6th, 2021).

#### V. MATERIALS ON TOPICS RELATED TO TRAFFIC SAFETY

The media makes public the regulations of road legislation on traffic on public roads, changes in legislation in force in pedestrian indiscipline, indiscipline of drivers of animal-drawn vehicles, indiscipline of drivers of mopeds and motorcycles, non-compliance with traffic rules by drivers. auto. The information and prevention campaigns organized by the Police and the media are joined by various articles related to the topic of traffic safety.

One such text is *Critical Mass 2021 - Biciclistii vor respect in trafic!* (Critical Mass 2021 - Cyclists will respect traffic! of September 19th, 2021). On November 8th, two materials on traffic safety appear. On the one hand, the *Calendar* section briefly mentions the celebration of the Vienna Convention on Road Signs and Signals at that time - "1968: The Vienna Convention on Road Traffic is adopted". On the same day, the journalist Vasilica Achim signs the *Cluj-Napoca. Elevi si studenti oradeni in Gala Academiei - Premiati pentru inovatie* (Cluj-Napoca relationship. Oradea pupils and students in the Academy Gala - Awarded for innovation). Even if the report describes how "two teams of pupils and students from Oradea were recently awarded special prizes, during the Academy Gala Discover your passion in IT (DpIT)

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2021, for their innovative applications”, a reference is made and to another winning project also from Oradea, but from 2020, regarding “an application created in order to reduce the number of traffic accidents”.

This is also the material from November 9th, 2021, on the topic of “pedestrian safety”. *Leaga Parcul Libertatii de Aleea Strandului - A fost finalizata noua promenada (Connect Libertatii Park with Strandului Alley - The new promenade has been completed)* coming to meet those who want to recreate, to enjoy the view and the peace that the proximity of Crisul Repede offers, thus avoiding road traffic. “The new pedestrian alley can also be used by cyclists who want to avoid the Magherul Passage. For the safety of pedestrians, a metal protection railing was installed along the entire length of the alley”, says Oradea City Hall.

The news of November 11th, 2021, *Pe traseul drumului expres Arad - Oradea - Studii si lucrari pregatitoare (On the route of the express road Arad - Oradea - Studies and preparatory works)* presents the important stages regarding traffic safety, which must be done for the construction of the express road Arad - Oradea. Another news, *In perioada 17 noiembrie - 6 decembrie - Circulatie inchisa pe str. Sf. Apostol Andrei (Between November 17 and December 6 - Closed traffic on Sf. Apostol Andrei Street)* takes over a press release sent by the “municipality of Oradea” to Crişana, briefly announcing the citizens that due to the works being done in the area, traffic will be deviated.

Also in this category we mention other articles: *Amenzi si permise suspendate (Fines and suspended permits October 15th)* and *Investitie estimata la 10,9 milioane lei pe strada Iosif Vulcan - Licitatie pentru parcare etajata (Investment estimated at 10.9 million lei on Iosif Vulcan Street - Auction for multi-storey parking - September 15th, 2021).*

Some materials reflect the concern for the increased safe movement of citizens, presenting various urban projects that are carried out locally for this purpose. One such informative material is the one from November 3rd, 2021 - *Pasajul subteran din dreptul Pietei Cetate - Se lucreaza la devierea conductelor (The underground passage next to the Citadel Square - Works on diverting pipes)*, which explains that through this “investment we aim to streamline road traffic to reduce pollution, increase safety and attractiveness of public transport in the city.” This material has a continuation in the issue of November 19th, 2021, entitled *Pasajul din zona Pietii Cetate - A inceput forarea primilor piloti (The Passage in the Citadel Square area - The drilling of the first pilots has started)* on the construction of a new road crossing, which “aims to streamline road traffic in order to reduce pollution and increase safety, support public transport by reducing

the travel times of buses and trams, and increase the attractiveness of public transport in Oradea.”

### CONCLUSIONS

Observing the materials from the daily *Crisana* during the current year, it is clear that the issue of safe traffic is a topical one, of major importance for the newspaper’s public, due to the frequency of these texts.

Most of the texts on safe traffic are of the preventive type - campaigns to combat and prevent traffic lights, difficult traffic, dangerous situations for citizens involved in traffic.

Most of the texts are treated remotely, they arrive in the editorial office in the form of press releases sent by central institutions or by organizations. Accidents are also common in the newspaper, it is felt that the tone is more alert, a sign that the reporter was on the ground at the time of documentation, they have a more generous space in the pages of the newspaper than informative or preventive materials.

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