

Media Representation and Construction of Public Perception of Airport Services in Bangladesh: A Content Analysis of Selected Media Reports

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ABSTRACT

The media is an important instrument that can influence public opinion by providing information about airport activities. Every day in a modern information-based society, individuals are inundated with information across a variety of print, electronic, and online media and are kept abreast of topical events. Topics such as airport development, passenger services, security systems, and the expansion of airport infrastructure have been in the mass media in Bangladesh in recent years. In this sense, it is relevant to examine the representation of airport-related news in the mass media and its possible influence on their perceptions. The main aim of this study is to analyze the representation of airport-related activities in different print, electronic, and online media to assess the possible impact of news on the people. All the news coded into theme, tone, framing, source, and so on. Content Analysis was employed in the study. Over a three-month period, 120 news reports from print, electronic, and online news media were selected for posting and subsequently analyzed. The news items were chosen according to the relevance and importance of the airport-related issues. The study revealed that the media mostly covered aviation-related news in print and online, and that news with a negative tone received the most attention. The discussion most often centered on security, infrastructure, and passenger service, with human-interest and problem-oriented frames most common in the media. The study's findings offer policymakers, airport authorities, and communication experts' insight into developing effective communication strategies.

Keywords: Media Representation, Airport Services, Public Perception, Content Analysis.

1. INTRODUCTION

Airports are important gateways for national and international communication, contributing to a country's economic development, tourism, trade, and social communication (Saut & Song, 2022). In addition to providing transportation services, airports also reflect a country's image, service quality, and institutional efficiency, which shape the country's identity among domestic and foreign passengers (Mahmud, Islam & Sultana, 2026). Besides, an airport is a unique gateway where diverse people, emotions, and experiences come together. Every traveler is on a journey, and the airport serves as an important chapter in that story, connecting destinations, aspirations, and memories (Jearth, Singh, Munjal, 2021).

Bangladesh has made significant efforts in the past decade to both develop and modernize airports, build up security facilities, and enhance the quality of airport passenger services. Consequently, the civil aviation sector has expanded remarkably in the country. Bangladesh currently operates four international airports—Hazrat Shahjalal International Airport, Shah Amanat International Airport, Osmani International Airport, and Cox's Bazar International Airport—as well as several domestic airports, including Shah Makhdum Airport, Jashore Airport, Saidpur Airport, and Barishal Airport (Mahmud, Islam & Sultana, 2026). In addition, the Government of Bangladesh has undertaken initiatives to reconstruct and develop several airports across the country to strengthen the national aviation network. Airports perform a wide range of operational, commercial, security, and passenger service functions, making them important public infrastructure and subjects of continuous public interest. Consequently, airport operations, development projects, service quality, safety and security issues, and other aviation-related activities frequently generate newsworthy events that attract considerable public and media attention. As a result, airport-related issues are regularly reported and discussed across various media platforms (The Business Standard, 2026; Dhaka Tribune, 2026; The Business Standard, 2023).

Basically, the media is an important tool for informing the public about the progress, problems, and achievements of the aviation industry. The media influence people's perceptions and expectations of airport services through news reports, features, editorials, TV programs, and through a range of content on digital platforms (Linus et al, 2024). The information, the prominence of information on certain issues, and the way events are presented all impact public opinion. Consequently, the media, which is the primary source of news and information about the airport, is important to the general public. The media, both positive and negative, can affect the public's perception of the quality, efficiency, safety, and reliability of airport services. Media presentations play an important role, as they influence public trust, satisfaction, and evaluations of services provided at the airport (Fontaine, 2023). Thus, it is important to analyze the themes, tones, frames, and likely public perceptions reflected in how various print, electronic, and online media outlets cover airport-related news in Bangladesh.

2. Literature Review

Airports are among the most vital infrastructure in the country and are the principal points of national and international communication. Airports are not merely playing a vital role in the transportation of passengers and goods but are also contributing to economic development, tourism growth, international trade expansion, and connectivity between countries and continents (Saut & Song, 2022). Modern airports are seen as assets that enhance a country's competitiveness in the global economy, while well-managed airports promote business activities, foreign investment, and regional integration.

The quality of airport service, security, airport infrastructure capacity, and efficiency are believed to be indicators of a country's overall image and institutional capability (Mahmud, Islam & Sultana, 2026). Research on airport service quality indicates that services are influenced by both tangible and intangible aspects, such as terminal infrastructure and transportation services, as well as service quality factors such as service attitude, service timeliness, and service reliability (Fodness & Murray, 2007; Bezerra & Gomes, 2016).

In Bangladesh, the aviation industry has undergone significant changes over the last couple of years. The construction of the Third Terminal at Hazrat Shahjalal International Airport, the expansion of Cox's Bazar Airport, and the modernization of regional airports have brought airport services and infrastructure development to the public's attention. The growth of these facilities has transformed airports into more than just transportation hubs, but also into a symbol of the country's development and connection with the rest of the world (CAAB Website).

However, the media is one of the principal tools for distributing information and shaping public opinion in today's society. Newspapers, television, the internet, and social media are all ways people obtain information about social, political, and economic issues (Linus et al., 2024). Media houses do more than merely report events; they actively construct social meanings through the selection, emphasis, and presentation of news.

The agenda-setting theory proposed by McCombs and Shaw (1972) states that the media does not necessarily shape the public's opinion, but rather it sets the agenda for what the public thinks about. Media outlets can steer public attention by focusing on certain issues more than others. In the same way, it can be argued that framing theory has shaped audiences' perceptions of events and issues by shaping how information is communicated (Entman, 1993). Media frames emphasize certain aspects of reality while obscuring others, thereby influencing perceptions and assessments of the world.

Studies have shown that media framing can significantly affect public perceptions of institutions and public services. Positive media representations can foster trust and confidence, while negative media representations can lead to doubts and discontent (Liu, 2021; Bhattacharya, 2016). Therefore, the media's representation of airport-related activities has important implications for public perceptions of airport performance and service quality.

However, airport-related activities are frequently the subject of media coverage because they relate to passenger services, security, infrastructure development, flight operations, technological innovations, and crisis management. Everything from airport development projects and flight delays to safety incidents and passenger suffering is widely reported in the media. These reports enable the public to understand the airport's performance and service quality and, therefore, to form their expectations and evaluations of the airport (The Business Standard, 2026; Dhaka Tribune, 2026; The Business Standard, 2023).

Previous studies have shown that transport-related news is a very strong determinant of public trust in transport systems and infrastructure projects. Positive coverage of modernization projects and technological developments often improves institutions' reputations, whereas coverage of problems, delays, accidents, and passenger complaints tends to create negative perceptions (Gkritza, Niemeier & Mannering, 2006). As a result, the media can have a profound impact on the image of transportation organizations, such as airports.

Public perception refers to the collective understanding, attitudes, and evaluations that people develop regarding institutions, services, or events. Scholars have long recognized that media serve as a key intermediary between organizations and the public, influencing how information is interpreted and assessed. Cultivation Theory argues that continuous exposure to media messages shapes audience perceptions of reality over time (Gerbner, Gross, Morgan & Signorielli, 1986).

Studies on public services indicate that citizens often rely on media reports to assess organizational performance when they have limited direct experience. As a result, repeated exposure to positive or negative news can affect levels of trust, satisfaction, and confidence in public institutions (Liu, 2021). In the aviation sector, media representations of airport services may influence public expectations regarding safety, efficiency, customer service, and infrastructure quality.

The relationship between media representation and public perception is particularly relevant in developing countries, where large-scale infrastructure projects receive extensive public attention. Positive media narratives can strengthen public support for modernization efforts, while persistent negative coverage may undermine confidence in institutional performance (Gkritza, Niemeier & Mannering, 2006). Therefore, understanding how airports are represented in the media is essential for evaluating the broader social construction of public perceptions.

In recent years, significant development and modernization efforts have been undertaken in Bangladesh's civil aviation sector. The ongoing construction of the third terminal at Hazrat Shahjalal International Airport, the expansion of Cox's Bazar Airport, the development of regional airports, and the enhancement of technological services have sparked interest nationwide. In the wake of this, airports are today considered not just transport hubs but also symbols of national development, economic progress, and international connectivity (CAAB Website).

However, media representation of airport activities is crucial, as it shapes public perceptions. Now people are more connected to the media and can get news in no time. Positive news may increase their confidence, while negative news may decrease confidence and trust. Therefore, it is necessary to research the representation of airport-related news from various media and their influence on public opinion in Bangladesh. The results will provide important guidance for policymakers, airport authorities, and public relations professionals.

2.1 Gap of the Study

Though airport-related news is gaining prominence in the mass media, studies on its impact on public opinion are limited, especially in Bangladesh. The content, tone, and framing in airport news have rarely been the subject of studies examining perceptions of public services at airports. This is a notable gap, given the ongoing rise in media consumption and the many concerns raised about airport-related issues. Furthermore, there is limited research in the international context. This study thus aims to fill the gap by examining the impact of airport media coverage on public opinion regarding airport services in Bangladesh.

3. Theoretical Framework

This study is based on three main communication theories: Agenda Setting Theory, Framing Theory, and Public Relations Theory. These theories help explain how the media show airport services and how these portrayals can shape what the public thinks.

3.1 Agenda Setting Theory

The agenda-setting theory by McCombs and Shaw (1972) suggests that the media play a significant role in shaping society's agenda. The central tenet of this theory is that the media doesn't tell people what to think, but rather what to think about. That is, the media continually raises issues to the forefront of public discussion and helps set the agenda for public opinion. The relevance of the theory for the current study lies in the significance assigned to various issues concerning airports, such as infrastructure development, passenger services, security, flight delays, technological innovations, and operational issues, which can influence public perception and awareness. The more an issue is publicized, the more important it becomes in the public mind and the more it impacts people's perceptions, expectations, and evaluations of airport services. For this reason, in this study, the media topic selection pattern and media topic emphasis can be analysed using agenda-setting theory as a theoretical basis.

3.2 Framing Theory

Framing theory is a theory that describes the way media conveys information in a particular way or in a certain order to shape the way people think and understand the information. Entman (1993) defines framing as the selection of certain aspects of reality and the presentation of a particular meaning, cause, evaluation, or solution to an event, problem, or issue, and then giving it more weight. In other words, how it is perceived and how the audience reacts to the same event can vary depending on the presentation. The framing theory is highly relevant to the present study because news and reports about the airport can be framed in positive, negative, or neutral ways across various media. The examples below demonstrate how news content can generate positive

perceptions and, in others, negative perceptions. Examples of this include news about airport infrastructure development or service quality improvement, whereas news about flight delays, safety issues, or management constraints could generate negative perceptions. This study employs framing theory to understand the frames the media constructs of airport services and how those frames influence the public perception of airport services in news reports, based on the content, language, tone, and narrative style of those reports.

3.3 Public Relations Theory

One of the key concepts of PR Theory is the value of good communication, understanding, and working well with an organization's stakeholders. The ultimate purpose of effective public relations is to create, establish, and sustain public confidence, credibility, and a positive image of the organization in the long term, Grunig & Hunt (1984) state. This theory suggests that transparency of information, timely communication, and effective interaction with stakeholders are very important for boosting an organization's reputation and acceptance. The theory of public relations is especially relevant in this regard, as airport authorities and aviation-related organizations rely on the media as a significant channel for communicating to the public about their activities, development projects, passenger services, safety programs, and crisis management. The manner in which this information is disseminated in the media can either positively or negatively impact the airport authority's image, credibility, and public trust. Therefore, the media is not only used to communicate information but also plays an important role as a communication tool to establish relationships between institutions and the public.

4. Conceptual Framework

Based on the above discussion, the study has designed the following framework:

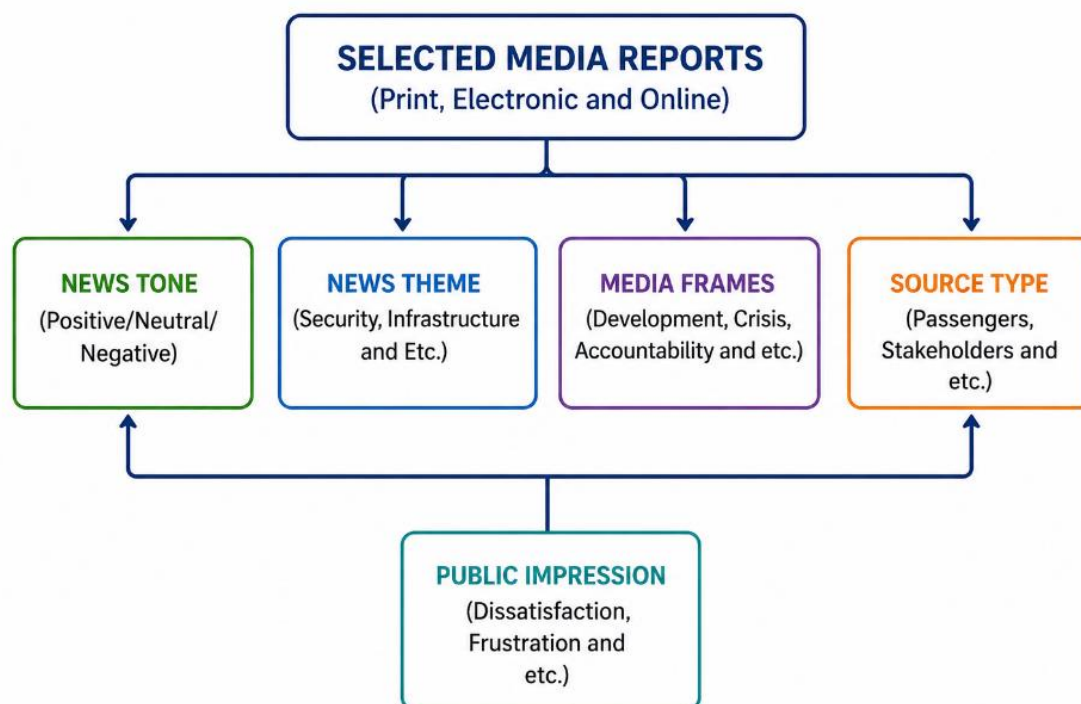


Figure 1: Conceptual Framework of the Study

Figure 1 illustrates the key variables examined in this study. It presents the tone of news coverage, indicating whether the reported news is portrayed as positive, negative, or neutral. The figure also identifies the major themes covered in the news and highlights the specific issues on which journalists focus through different framing approaches. Furthermore, it shows the sources of

information used in news reporting and, finally, depicts the public impression reflected in the media, which serves as a mirror of society.

5. METHODOLOGY

This study applied a content analysis approach to analyze the media presentation of airport service in Bangladesh. The data source for the study was purposive sampling, which involved collecting a total of 120 news reports, printed, broadcast, and made available online over a three-month period, that related to airports. The news items were chosen for their relevance, the importance of their content, and their suitability for the research goals. Coding and classification were used to systematically analyze the collected reports. The main indicators used in the analysis were: Tone of the news (positive, neutral, and negative); What was the main topic of discussion? What was the source of information? What was the authorities' response? What might have been the public perception? The prevailing narratives, presentation styles, and characteristics of the media's news structure regarding the services offered at the airport were identified through this process. Agenda-Setting Theory, Framing Theory, and Public Relations Theory were used to interpret and analyze the results of the study. In light of these theoretical perspectives, the influence of media representations on the formation of public opinion, expectations, and perceptions regarding airport services has been evaluated.

6. Findings

Table 1: Coding Sheet

News ID	Date	Media Name	Media Type	Entity	Headline	Theme	Tone	Framing	Source Type	Authority Response	Possible Public Impression
N-01	25 Feb 26	Amar Desh	Print	HSIA	বিমানবন্দরে মশা মারার ওয়ুধ ছিটানোর নির্দেশ মন্ত্রীর	Passenger Service	Neutral	Problem-oriented	Passengers	No	Dissatisfaction
N-02	25 Feb 26	Amader shomoy	Print	HSIA	কার্গো হাউস পুনরায় খোলার ব্যাপারে কোনো দৃশ্যমান অগ্রগতি নেই	Cargo Operations	Neutral	Development-oriented	Stakeholders	Yes	Frustration
N-03	26 Feb 26	Jugantor	Print	FSR	ককপিটে বসেননি, নেই ফ্লাইং অভিজ্ঞতা, লাইব্রেরিয়ানের হাতে ফ্লাইট অপারেশন	Flight Operation	Negative	Problem-oriented	CAAB Officials	Yes	Fear
N-04	27 Feb 26	Amar Desh	Print	HSIA	হজ যাত্রীদের ভিসা প্রক্রিয়া ৫ মার্চের মধ্যে শেষ করার নির্দেশ	Passenger Service	Positive	Human-interest	Government	Yes	Trust-building
N-05	28 Feb 26	Observer	Print	HSIA	2 held at HSIA with Tk. 3.8 cr in foreign currency	Security	Negative	Human-interest	Intelligence Agency	No	Negative Image
N-06	11 Mar 2026	Amader Shomoy	Print	HSIA, SAIA and OIA	যুদ্ধের ঝুঁকী সামলাতে গার্মেন্ট পণ্য পরিবহনে ৭৫ কার্গো ফ্লাইট	Cargo Operations	Positive	Development-oriented	Stakeholders	No	Positive Image
N-07	12 Mar 2026	Bangla Tribune	Online	HSIA	সক্রিয় হয়ে উঠেছে সুযোগ-সন্ধানী চোরাকারবারিরা	Security	Negative	Problem-oriented	Intelligence Agency	No	Fear
N-08	13 Mar 2026	Bangla Tribune	Online	HSIA	শাহজালালে কার্গোতে জলিয়াতি, শুক্করয়ন ছাড়াই পণ্য খালাস	Cargo Operations	Negative	Problem-oriented	Stakeholders	No	Dissatisfaction
N-09	13 Mar 2026	NTV	Electronic	HSIA	২ বছরেও চালু হয়নি তৃতীয় টার্মিনাল	Infrastructure	Negative	Accountability	CAAB Officials and Stakeholders	No	Dissatisfaction
N-10	15 Mar 2026	Bangla Tribune	Online	Cox's Bazar	বিমানবন্দরের রানওয়ে থেকে কয়েক কোটি টাকার আইএলএস তার চুরি	Security	Negative	Problem-oriented	CAAB Officials	No	Fear

N-11	21 Mar 2026	Bangla Tribune	Online	HSI	ঈদ উপলক্ষে শাহজালালে মিষ্টি বিতরণ করলেন মন্ত্রী	Passenger Service	Positive	Human-interest	Government	Yes	Satisfaction
N-12	23 Mar 2026	Somoy TV	Electronic	HSIA	যুদ্ধের প্রভাবে সৌদিতে আটকা ৪০ হাজার ওমরাহ যাত্রী	Passenger Service	Negative	Problem-oriented	Government	No	Fear
N-13	24 Mar 2026	Bangla Tribune	Online	HSIA	চার বছরের সাজাপ্রাপ্ত আসামি ৩২ বছর পলাতক, বিমানবন্দরে চালাচ্ছেন দাপুটে ব্যবসা!	Security	Negative	Accountability	CAAB Officials	No	Dissatisfaction
N-14	25 Mar 2026	Dhaka Post	Online	HSIA	দেশে ফুরিয়ে আসছে অকটেন-পেট্রলের মজুত	Aviation Operations	Negative	Problem-oriented	Government	Yes	Dissatisfaction
N-15	25 Mar 2026	Bangla Tribune	Online	HSIA	ঈদের ছুটিতে শাহজালালে ৪ অভিযানে কোটি টাকার মালামাল জব্দ	Security	Positive	Success	Airport Authority	Yes	Satisfaction
N-16	25 Mar 2026	Bdnews24	Online	HSIA, SAIA and OIA	ইরান যুদ্ধ: বাতিল ফ্লাইটের সংখ্যা হাজারে ছুই ছুই	Flight Operation	Negative	Problem-oriented	Airport Authority	Yes	Dissatisfaction
N-17	26 Mar 2026	Star News	Electronic	All Airports	জেট ফুরিয়েল দাম বৃদ্ধিতে অভ্যন্তরীণ রুটে বাড়ছে বিমান ভাড়া	Aviation Operations	Negative	Problem-oriented	Airport Authority	Yes	Dissatisfaction
N-18	28 Mar 2026	Bangla Tribune	Online	HSIA	বিমানবন্দরে দুই মাসে ৩৬ জন 'দর্শনার্থী' ছদ্মবেশি' গ্রেফতার	Security	Positive	Problem-oriented	Airport Authority	Yes	Satisfaction
N-19	29 Mar 2026	Bdnews24	Online	HSIA	শাহজালালে বিমানের শৌচাগারে মিলল ৩৮ কোটি টাকার সোনার বার	Security	Positive	Problem-oriented	Airport Authority	Yes	Satisfaction
N-20	29 Mar 2026	Kalerkanta	Print	HSIA	শাহজালালে বিমানের কার্গো থেকে ১৫৩ সোনার বার উদ্ধার	Security	Positive	Problem-oriented	Airport Authority	Yes	Satisfaction
N-21	29 Mar 2026	BSS	Online	Saidpur	Nepal eyes upgrading Saidpur Airport into international airport	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Satisfaction
N-22	01 April 26	Ittefaq	Print	HSIA	শাহজালাল বিমানবন্দর জিয়া নামে পুনর্বহালের সিদ্ধান্ত হয়নি	Infrastructure	Neutral	Human-interest	Government	Yes	Confidence
N-23	01 April 26	Inquilab	Print	SAIA	কার্গো ফ্লাইটে পিছিয়ে শাহ আমানত	Infrastructure	Negative	Human-interest	Airport Authority	No	Dissatisfaction
N-24	02 April 26	Bangla Tribune	Online	HSIA and SAIA	মানবপাচার প্রতিরোধে দেশের দুই বিমানবন্দরে গোয়েন্দাদের 'জাল'	Security	Neutral	Human-interest	Airport Authority	Yes	Confidence
N-25	03 April 26	Amader Shomoy	Print	HSIA	থার্ড টার্মিনাল পরিচালনায় চূড়ান্ত সিদ্ধান্ত আজ যাত্রীদের ওপর বাড়ছে ব্যয়ের বোঝা	Infrastructure	Negative	Human-interest	Airport Authority	Yes	Confidence
N-26	04 April 26	Ittefaq	Print	All Airports	বিমানভাড়া দিশেহারা যাত্রীরা	Passenger Service	Negative	Problem-oriented	Airlines	No	Dissatisfaction
N-27	04 April 26	Bangladesh Protindin	Print	HSIA	জাপানকে থার্ড টার্মিনালের দায়িত্ব দিতে চায় সরকার	Infrastructure	Neutral	Human-interest	Government	Yes	Satisfaction
N-28	04 April 26	Star News	Electronic	HSIA	খালস জটিলতায় শাহজালাল বিমানবন্দরে কার্গো জট	Cargo Operation	Negative	Problem-oriented	Stakeholders	No	Dissatisfaction
N-29	05 April 26	Bangla Tribune	Online	HSI	বিমানবন্দরে চাকরি দেওয়ার নামে প্রতারণার ফাঁদ	Security	Neutral	Problem-oriented	Intelligence Agency	No	Dissatisfaction
N-30	05 April 26	Bangla Tribune	Online	HSIA	অনুমতি ছাড়া ড্রোন ওড়ানোয় জব্দ করলো বিমানবন্দর কর্তৃপক্ষ	HSIA	Positive	Human-interest	Airport Authority	Yes	Confidence
N-31	06 April 26	Ittefaq	Print	HSIA	দুর্নীতির বিরুদ্ধে জিরো টলারেন্স নীতি বাস্তবায়ন করা হবে	Infrastructure	Positive	Human-interest	Government	Yes	Trust-building
N-32	06 April 26	Channel Ekattor	Electronic	OIA	ওসমানী বিমানবন্দরে আগুন	Fire Incident	Negative	Problem-oriented	Airport Authority	Yes	Dissatisfaction
N-33	06 April 26	Amar Desh	Print	HSIA	বিমানবন্দরে সেবারমান উন্নয়নের নির্দেশ মন্ত্রী রিতার	Passenger Service	Positive	Human-interest	Government	Yes	Trust-building

N-34	07 April 26	Bdnews24	Online	All Airports	জেট ফুয়েলে শুষ্ক-কর প্রত্যাহার চায় বেসরকারি এয়ারলাইন্সগুলো	Aviation Operations	Neutral	Human-interest	Exporters ' Association	No	Trust-building
N-35	08 April 26	Amader Somoy	Print	HSIA	কর চাপে বিপর্যস্ত এভিয়েশন খান	Passenger Service	Negative	Problem-oriented	Airlines	No	Dissatisfaction
N-36	08 April 26	Amar Desh	Print	HSIA	এভিয়েশন সিকিউরিটি জোরদারে বৈচিত্র্য কর্মশালা অনুষ্ঠিত	Security	Positive	Human-interest	CAAB	Yes	Trust-building
N-37	09 April 26	Financial Express	Print	HSIA, SAIS, OIA	Biman's cargo earnings fall amid efficiencies	Cargo Operation	Negative	Problem-oriented	Stakeholders	No	Dissatisfaction
N-38	09 April 26	Desh Rupantor	Print	HSIA	উড্ডয়নের আগে অসুস্থ যাত্রী, রানওয়েতে ফিরল বিমান	Passenger Service	Positive	Human-interest	Passenger	No	Trust-building
N-39	10 April 26	Inquilab	Print	SAIS	ছোট হুচ্ছে শাহ আমনতের আকাশ	Infrastructure	Negative	Problem-oriented	Stakeholders	No	Dissatisfaction
N-40	12 April 26	Dhaka Post	Online	HSIA, SAIS, OIA	হজ ফ্লাইটে বিপর্যয়ের শঙ্কা, একক প্রচেষ্টায় সমাধান করলেন বৈচিত্র্য কর্মকর্তা	Passenger Service	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-41	12 April 26	Amader Shomoy	Print	All Airports	দেশের এভিয়েশন শিল্প কঠিন সময় পার করছে	Aviation	Negative	Problem-oriented	Contractors	No	Frustration
N-42	12 April 26	Jugantor	Print	All Airports	বিদেশি এয়ার লাইসেন্সে তেল বিক্রির কারসাজি, বছরে রাষ্ট্রের ক্ষতি শতকোটি টাকা	Aviation	Negative	Problem-oriented	Businessmen	No	Frustration
N-43	13 April 26	Ittefaq	Print	CAAB	বৈচিত্র্যে বছরের পর বছর একই পদে কর্মকর্তারা	Admin Task	Negative	Problem-oriented	CAAB Officials	Yes	Frustration
N-44	15 April 26	Bangla Tribune	Online	Cox's Bazar	আন্তর্জাতিক খেতাব ফিরে পাচ্ছে কক্সবাজার বিমানবন্দর, চালু কয়েক মাসের মধ্যে	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-45	16 April 26	Amader Shomoy	Print	HSIA	হজ ফ্লাইটের সিটের মনিটর নষ্ট	Airlines	Negative	Problem-oriented	Biman Authority	No	Frustration
N-46	16 April 26	Banglatribune	Online	Biman	'ডি-চেক' শেষ করে আসা বিমানের ফ্লাইটে ৪৩ ভ্রুটি	Airlines	Negative	Problem-oriented	Biman Authority	No	Frustration
N-47	18 April 26	Jugantor	Print	Biman	ব্যাগেজ চক্রের কবজায় বিমানের কুয়েত স্টেশন	Airlines	Negative	Problem-oriented	Biman Authority	No	Frustration
N-48	18 April 26	Nayadiganta	Print	HSIA	আগামী হজে বিমানভাড়া কমপক্ষে ২০ হাজার টাকা কমবে	Passenger Service	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-49	16 April 26	Ittefaq	Print	CBX	আন্তর্জাতিক মর্যাদা ফিরে পাচ্ছে কক্সবাজার বিমানবন্দর	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-50	18 April 26	Banglatribune	Online	HSIA	দেশের প্রধান বিমানবন্দর যেন 'গাবতলী-সায়দাবাদ' টার্মিনাল!	Infrastructure	Neutral	Human-interest	Airport Authority	No	Trust-building
N-51	19 April 26	Samakal	Print	HSIA	হজ অফিসে মশা-মাছির উৎপাত, যাত্রী ভোগান্তি	Hajj	Negative	Problem-oriented	Passenger	No	Frustration
N-52	20 April 26	Desh Rupantor	Print	CAAB	উড্ডোজাহাজের লাইসেন্স পেল আকিজ বশির এভিয়েশন	Aviation	Negative	Human-interest	Airport Authority	No	Trust-building
N-53	21 April 26	Banik Barta	Print	HSIA	শাহজালাল বিমানবন্দরে চালু হলো আধুনিক এয়ারট্রাফিক ম্যানেজমেন্ট সেন্টার	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-54	23 April 26	Bangladesh Protidin	Print	All Airports	বিমানবন্দরের সিডিকেট ভেঙ্গে দেওয়া হবে	Service	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-55	23 April 26	BSS	Online	Biman	Boeing deal by April 30, 3rd terminal opening by Dec: Millat	Aviation	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-56	23 April 26	News24	Electronic	CBX	আগামী ২-৩ মাসের মধ্যে কক্সবাজার থেকে আন্তর্জাতিক ফ্লাইট শুরু	Flight Operation	Positive	Human-interest	Airport Authority	Yes	Trust-building

N-57	23 April 26	Jugantor	Print	All Airports	জেট ফ্যুয়েলের সংকট ও মূল্যবৃদ্ধি, এয়ার টিকেটের বাড়তি দামে দেশেহারা যাত্রী	Airlines	Negative	Problem-oriented	Passenger	No	Frustration
N-58	23 April 26	Jamuna TV	Electronic	CBX	‘দুই-তিন মাসের মধ্যে কক্সবাজার এয়ারপোর্টকে আন্তর্জাতিক ঘোষণা করা হবে	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-59	24 April 26	ATN Bangla	Electronic	HSIA	এ বছরেই উদ্বোধন হবে হযরত শাহজালাল আন্তর্জাতিক বিমানবন্দরের থার্ড টার্মিনাল	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-60	26 April 26	Jugantor	Print	HSIA	থার্ড টার্মিনাল খুলছে ১৬ ডিসেম্বর	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-61	28 April 26	Samakal	Print	All Airports	দেশের সব বিমানবন্দরে নিরাপত্তা জোরদার	Security	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-62	27 April 26	Star News	Electronic	All Airports	জ/সি হা/ম/লার শঙ্কায় সব বিমানবন্দরে নিরাপত্তা জোরদার!	Security	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-63	27 April 26	Independent TV	Electronic	HSIA	তৃতীয় টার্মিনাল; সেবা চালুর কয়েক মাস আগেই শুরু হবে স্বাগণ দেয়া	Loan	Negative	Human-interest	Airport Authority	No	Frustration
N-64	27 April 26	Bangladesh Protidin	Digital	HSIA	বিমানবন্দরে নিয়ম ভাঙার হিড়িক, দুর্ভোগে যাত্রীরা	Passenger Service	Negative	Human-interest	Airport Authority	No	Frustration
N-65	27 April 26	Channel 1	Electronic	SAIA	শাহ আমানত বিমানবন্দর; অপারেশন গুটিয়ে নিয়েছে এক ডজন বিদেশি	Airlines	Negative	Human-interest	Airport Authority	No	Frustration
N-66	28 April 26	Kalerkanta	Print	HSIA	শাহজালালসহ ৮ বিমানবন্দরে সতর্কতাজারি	Security	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-67	28 April 26	Amader Shomoy	Print	HSIA	সতর্কতা জারির পরদিনই শাহজালাল বিমানবন্দরের রানওয়েতে ঢুকে গেলেন যুবক	Security	Negative	Problem-oriented	Airport Authority	No	Frustration
N-68	29 April 26	Daily Post	Online	Airports	CAAB: Ministry to Decide on 8 inactive airports	Airport Policy & Management	Neutral	Policy Frame	CAAB Officials	Yes	Trust-building
N-69	29 April 26	Desh Shamachar	Online	HSIA	তৃতীয় টার্মিনাল ভেঙে ফেলা নিয়ে কি বলছে বেসিক? সমাধান কিভাবে হচ্ছে?	Neutral to Negative	Positive	Accountability	CAAB Officials	Yes	Concern
N-70	30 April 26	Financial Express	Print	Biman	Biman Signs 3.7b Boeing deal today for 14 aircraft	Fleet Expansion	Positive	Development-oriented	Biman Officials	Yes	Trust-building
N-71	01 May 26	Channel 24	Electronic	Flight	শাহজালাল বিমানবন্দরে জেদ্দা, ওমানসহ তিনটি ফ্লাইট চালু	Flight Operation	Positive	Human-interest	Airlines	Yes	Trust-building
N-72	01 May 26	Bangladesh Protidin	Digital	HSIA	টার্মিনালে ভিষ্কা না দেওয়ায় উত্তেজনা, যাত্রীর সঙ্গে ভিক্ষুকের হাতাহাতি!	Passenger Service	Negative	Problem-oriented	Airport Authority	No	Frustration
N-73	02 May 26	Banglatribune	Online	CAAB	দুই বছরেও শুরু হয়নি বেসিকের ৯ ভবন নির্মাণের কাজ	Infrastructure	Negative	Problem-oriented	Airport Authority	Yes	Frustration
N-74	03 May 26	Desh Rupantor	Online	CAAB	ঘুয়াকাতে আটকে আছে ২০০ কোটি টাকার ভবন নির্মাণকাজ	Infrastructure	Negative	Problem-oriented	Airport Authority	Yes	Frustration
N-75	03 May 26	Banglatribune	Online		বিমানবন্দরের কার্গোতে ‘রোস্টার বাজিরা’, মাসে আয় লাখ লাখ টাকা	Negative	Negative	Problem-oriented	Airport Authority	No	Frustration
N-76	04 May 26	Somoyer Alo	Print	HSIA	থার্ড টার্মিনাল পরিচালনায় স্বাধীন চুক্তি হবে	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-77	04 May 26	Jugantor	Print	HSIA	শাহজালাল বিমানবন্দর গ্রাউন্ড হ্যাভেলিংয়ে আগ্রহী তুরস্ক	Positive	Positive	Human-interest	Airport Authority	Yes	Trust-building

N-78	04 May 26	Dhaka Post	Online	CAAB	১৫ দিনের ছুটি নিয়ে ২০ মাস নিখোঁজ: ‘পলাতক’ সেই বেবিচক কর্মকর্তা বরখাস্ত	Neutral	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-79	05 May 26	Amader Somoy	Print	HSIA	শাহজালালে থামছে না চোরচালান	Security	Negative	Problem - Oriented	Detective Branch	Yes	Frustration
N-80	05 May 26	Banglatribune	Online	CAAB	দীর্ঘদিন কর্মস্থলে অনুপস্থিত, বেবিচকের দুই কর্মকর্তা বরখাস্ত	Admin	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-81	05 May 26	Banglatribune	Online	HSIA	শাহজালালে বেবিচক কর্মচারীর নেতৃত্বে ‘বডি কন্ট্রাস্ট’ সিডিকেট	Security	Negative	Problem - Oriented	Airport Authority	Yes	Frustration
N-82	05 May 26	Ekushey Barta	Online	CAAB	বেবিচক: ছাত্রলীগের নেতা এখন সিএনএস স্টোরে: সাবেক স্বরাষ্ট্র মন্ত্রীর পাশে বসে অনুষ্ঠান করছেন	Admin	Negative	Problem - Oriented	Airport Authority	No	Frustration
N-83	07 May 26	Amader Somoy	Print	Bogura	বগুড়া বিমানবন্দর চালুর তোড়জোড়	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-84	08 May 26	Bangladesh Protidin	Print	Bogura	বগুড়ায় আন্তর্জাতিক বিমানবন্দর ও ঘাটি	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-85	08 May 26	Amader Somoy	Print	Bogura	শাহজালালের আদলে হচ্ছে বগুড়ায় আন্তর্জাতিক বিমানবন্দর	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-86	12 May 26	Banglatribune	Online	CAAB	প্রধান প্রকৌশলীর নিয়োগ নিয়ে বিপাকে বেবিচক	Admin	Negative	Human-interest	Airport Authority	No	Frustration
N-87	13 May 26	Amader Somoy	Print	HSIA	বিমানবন্দরে মানবপাচার চক্রের সহযোগী ২০ পুলিশ কর্মকর্তা	Security	Negative	Problem - Oriented	Detective Branch	No	Frustration
N-88	13 May 26	Amar Desh	Print	HSIA	লাগেজ পেতে দীর্ঘ অপেক্ষা, যাত্রী ভোগান্তি চরমে	Passenger Service	Negative	Human-interest	Airport Authority	No	Frustration
N-89	13 May 26	Bangladesh Protidin	Digital	HSI	আকাশপথে সর্বাধুনিক নিয়ন্ত্রণ ব্যবস্থা, সমুদ্রের উপরে থাকা বিমানও নজর এড়াতে না	Aircraft Signal	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-90	14 May 26	ATN News	Electronic	HSIA	শাহজালাল বিমানবন্দরের তৃতীয় টার্মিনাল চালু হলে যাত্রী ধারণ ক্ষমতা দেড় থেকে দুইগুণ বাড়বে	Passenger Service	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-91	15 May 26	Amader Somoy	Print	HSIA	জাপান পাচ্ছে ৭৩ শতাংশ বাংলাদেশের মাত্র ২৭	Income	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-92	15 May 26	Jugantor	Print	SAIA	শাহ আমানতে বিমানের ভেতরে ও ঘণ্টা আটকা যাত্রীরা	Passenger Service	Negative	Human-interest	Airport Authority	No	Frustration
N-93	16 May 26	Asia Post	Print	HSIA	বিমানবন্দরে বেড়েছে চোর-ছিনতাইকারীর উৎপাত	Security	Negative	Problem - Oriented	Stakeholders/Passengers	No	Frustration
N-94	17 May 26	Samakal	Print	HSIA	শাহজালালে ফ্রি ওয়াই-ফাই উদ্বোধন, সুবিধা পাবেন ৩৭ হাজার যাত্রী	Passenger Service	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-95	17 May 26	Ekushey Barta	Online	CAAB	বেবিচকের অডিট শাখায় শাহীনা-জাহিদ সিডিকেটের অডিট আপত্তি বাণিজ্য	Admin	Negative	Human-interest	Airport Authority	No	Frustration
N-96	17 May 26	Amader Somoy	Print	HSIA	শাহজালাল বিমানবন্দরে শেয়ারের খপ্পরে ইভিগোর ফ্লাইট	Security	Negative	Problem - Oriented	Passenger	No	Frustration
N-97	18 May 26	Banglatribune	Online	HSIA	চোরাকারবারীদের ‘টাগেট’ শাহজালাল, ৬ বছরে ৪৭০০ কোটি টাকার স্বর্ণ উদ্ধার	Security	Negative	Human-interest	Airport Authority	No	Frustration
N-98	18 May 26	Banglatribune	Online	HSIA	প্লেনের ‘ফৌক-ফৌকরে’ যেভাবে পাচার হয় স্বর্ণের বড় চালান	Security	Negative	Problem - Oriented	Stakeholders	No	Frustration

N-99	18 May 26	Banglatribune	Online	CAAB	দক্ষ মানবসম্পদ উন্নয়নে অগ্রণী ভূমিকা পালন করছে সিভিল এভিয়েশন একাডেমি	Education	Negative	Human-interest	Airport Authority	No	Frustration
N-100	18 May 26	Samakal	Print	HSIA	শাহজালাল বিমানবন্দরের রপ্তানি শাখায় ৪ স্ক্যানারের তিনটি বিকল	Cargo Operation	Negative	Human-interest	Airport Authority	No	Frustration
N-101	18 May 26	Asia Post	Digital	HISA	আমাদের ইন্টারনেট স্পিড বিশ্বের যে কোন এয়ারপোর্ট এর চেয়ে বেশি: আসিফ আসাদ	Passenger Service	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-102	20 May 26	Amader Somoy	Print	HSIA	লাইসেন্স ছাড়াই চলছে টিকেট বানিজ্য	Aircraft Operation	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-103	20 May 26	Banglatribune	Online	HSIA	লাইসেন্স নবায়ন না করেই চলছে আন্তর্জাতিক এয়ারলাইন্সের টিকিট-কার্গো বাণিজ্য	Aircraft Operation	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-104	20 May 26	Banglatribune	Online	HISA	সোয়া কেজি স্বর্ণ নিয়ে শাহজালাল বিমানবন্দরে এসে ধরা তরুণী	Security	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-105	20 May 26	Banglatribune	Online	HISA	পেটে কোকেন নিয়ে আফ্রিকা থেকে ঢাকায়, শাহজালালে বিদেশি আটক	Security	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-106	20 May 26	Star News	Digital	HSIA	চলু হওয়ার আগেই শোধ করতে হচ্ছে খার্ড টার্মিনালের লোন, গুনতে হবে প্রায় ২৪০০ কোটি টাকা	Loan	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-107	20 May 26	Ekushey Barta	Online	CAAB	বেবিচক: পরিচালক অর্থ পদে বসার জন্য জোর লবিং: ডিডি মোয়াজ্জেম ২ বছর এক্সটেনশনের জন্য মন্ত্রণালয়ে আবেদন: মোটা অংকের ঘুম: ডিডি শাহিনা, ডিডি আনোয়ার সাদপন্থী জাহিদ ও বসে নেই	Negative	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-108	21 May 26	Amader Somoy	Print	Thakurgaon	ঠাকুরগাঁও বিমানবন্দর চালুর উদ্যোগ, পরিদর্শনে ৩ মন্ত্রী	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-109	21 May 26	Asia Post	Digital	HSIA	প্রবাসী সেবায় বিমানবন্দরে অব্যবস্থাপনার অভিযোগ	Passenger Service	Negative	Problem - Oriented	Passenger	No	Frustration
N-110	22 May 26	Jugantor	Print	Bogura	৮ বিমানবন্দর নিয়ে মহাপরিকল্পনা, অগ্রাধিকার পাচ্ছে বগুড়া-ঠাকুরগাঁও	Infrastructure	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-111	22 May 26	Samakal	Print	HSIA	তৃতীয় টার্মিনালে রাজস্বের ৭৩% জাপান, ২৭% পাবে বাংলাদেশ	Profit	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-112	23 May 26	Star News	Digital	HSIA	হেলিকপ্টার কোম্পানির মালিক হতে সাবেক বিমান উপদেষ্টার লঙ্কাগাও	Aviation	Negative	Problem - Oriented	Stakeholders	No	Frustration
N-113	23 May 26	Newage	Print	HSIA	Riyadh Air to Dhaka Flights Aug 1	Aviation	Positive	Human-interest	Stakeholders	Yes	Trust-building
N-114	23 May 26	Daily Star	Print	HSIA	Debt clock ticks on Dhaka airport terminal	Loan	Negative	Human-interest	Stakeholders	No	Frustration
N-115	23 May 26	Bangladesh Protidin	Print	Aviation	আরও কমেছে জেট ফ্যুয়েলের দাম	Fuel	Positive	Human-interest	Stakeholders	Yes	Trust-building
N-116	24 May 26	Banglatribune	Online	HSIA	দেশের রফতানি কার্গো নিরাপত্তা সক্ষমতায় বড় অগ্রগতি	Cargo Operation	Positive	Human-interest	Airport Authority	Yes	Trust-building
N-117	26 May 26	Amar Desh	Print	SAIA	বৈরী আবহাওয়ায় শাহ আমানত বিমানবন্দরে ফ্লাইট বিপর্যয়	Passenger Service	Negative	Human-interest	Passenger	Yes	Frustration
N-118	28 May 26	Jugantor	Print	HSIA	বন্ধ ক্যান্টিন, ভোগান্তিতে যাত্রীরা: ঈদের দিন শাহজালাল বিমানবন্দরে খাবার-পানি সংকট	Passenger Service	Negative	Human-interest	Passenger	No	Frustration

N-119	29 May 26	Banglatribune	Online	HSIA	এটিসি টাওয়ার: সুরক্ষিত আকাশ, বাড়ছে আয়	Air Navigation	Negative	Human-interest	Airport Authority	Yes	Frustration
N-120	30 May 26	Banglatribune	Online	HSIA	বিমানবন্দরের ইজারা পেতে আবেদনের হিড়িক	Business	Negative	Human-interest	Stakeholders	Yes	Frustration

Sources: Compiled by author from Different Sources

Table 2: Divide the 120 Entries by Media Category

Media Type	Number of Entries	Percentage
Print Newspapers	59	49%
Online News Portals/ Digital Media	48	40%
Television/Electronic Media	13	11%
Total	120	100 %

Table 2 shows that the distribution of the 120 news entries across different media categories is clearly dominated by print newspapers, which account for 59 or 49% of the articles. Online news portals account for 48 or 40% of entries, indicating their strong role in disseminating aviation-related news in Bangladesh. Television/electronic media contributed the least, with only 13 or 11% entries. This suggests that print and online platforms are the primary sources for covering airport and aviation-related issues, while television media plays a comparatively limited role. Overall, the data indicate that traditional and digital print-oriented platforms are more actively reporting on aviation sector developments.

Table 3: Tone of Coverage

Tone	Frequency	Percentage
Positive	48	40 %
Negative	63	52.5 %
Neutral	9	7.5 %
Total	120	100 %

Table 3 shows that the tone analysis reveals that the majority of news coverage is negative, with 63 articles (52.5%). Positive coverage accounts for 48 articles (40%), while only a small proportion of news is neutral (9 articles, 7.5%). This indicates that media coverage of airport and aviation issues tends to focus more on problems, challenges, and criticisms than on neutral reporting. Although positive coverage is also substantial, the dominance of negative framing suggests that public perception may be influenced more by critical narratives.

Table 4: Theme-wise Analysis

Theme	Frequency	Percentage
Infrastructure	23	19%
Security	24	20%
Passenger Service	20	17%
Aviation	08	7%
Airlines	05	4%
Cargo Operation	07	6%
Admin	05	4%
Loan	03	2%
Others (Flight, Hajj, Service, Fuel, Education, Policy, etc.)	25	21%
Total	120	100%

Table 4 shows that the “Others” category has the highest frequency (25 or 21%), followed by security (24 or 20%) and infrastructure (23 or 19%). Passenger service (20 or 17%) also represents a significant portion of the coverage, indicating strong media attention on service quality and operational issues. Themes such as aviation (8 or 7%), airlines (5 or 4%), cargo operations (7 or 6%), and admin (5 or 4%) receive comparatively less attention. Loan-related news is the least reported theme (3 or 2%). Overall, the findings suggest that media coverage is primarily concentrated on operational concerns, safety, and infrastructure development, while broader aviation industry topics receive relatively lower attention.

Table 5: Framing of the News

Framing	Frequency	Percentage
Human-interest	65	54%
Problem-oriented	47	39%
Policy Frame	01	1%
Accountability	03	2.5%
Development-oriented	03	2.5%
Success	01	1%
Total	120	100%

Table 5 shows that the framing analysis indicates that human-interest framing dominates coverage, with 65 or 54% of instances, followed by problem-oriented framing with 47 or 39% of instances. Other frames, such as accountability (3 or 2.5%), policy frame (1 or 1%), development-oriented (3 or 2.5%), and success framing (1 or 1%), are significantly less frequent. This suggests that media outlets primarily present aviation-related news in a human-centered and issue-focused manner rather than emphasizing policy outcomes, institutional success, or development achievements. The low frequency of positive and solution-oriented framing may contribute to a more critical perception of the aviation sector.

Table 6: Probable Sources

Sources	Frequency	Percentage
Airport Authority	62	52%
Stakeholders	19	16%
Passenger	08	7%
Airlines	03	2.5%
Government	08	7%
CAAB Officials	08	7%
Biman Authority	04	3%
Others	08	7%
Total	120	100%

Table 6 shows that, stakeholder-wise, airport authorities are the most frequently represented actors in the news, with 62 mentions (52%). This is followed by stakeholders (19 or 16%) and passengers (8 or 7%). Airlines, government, and CAAB officials each appear 8 or 7% of the time, while the Biman Authority and other categories are also minimally represented. This indicates that media coverage is heavily centered on airport authorities, suggesting their central role in aviation-related reporting. However, comparatively lower representation of airlines, passengers, and government actors suggests a limited multi-stakeholder perspective in media narratives.

7. DISCUSSION

The results reveal that the media also plays an important role in shaping public perception of the Airport's services in Bangladesh. This coverage, which has become increasingly significant, points to the fact that these areas have become the main benchmarks for airport users to judge their effectiveness. The pattern is very much in line with Agenda-Setting Theory (McCombs & Shaw, 1972), which holds that the amount of media coverage an issue receives increases its perceived

importance. The media repeatedly expose or highlight issues related to airport operations and infrastructure, thereby shaping the public agenda on airport governance and service delivery.

One very striking result is that of negative coverage. Over half of the reports analyzed highlighted issues such as failures, delays, allegations of corruption, security concerns, or passenger dissatisfaction. This discovery confirms previous studies, which indicated that media organizations seem to have a natural predilection to focus on conflict, risk, and controversy because they have greater news value and appeal to audiences (Liu & Li, 2021; Linus et al., 2024). The conclusion, however, is also an extension of the knowledge, since it shows the workings of negativity in the aviation industry of a developing country. While positive reporting can be a means of holding others accountable, negative reporting can also fuel public anxiety in Bangladesh as the country struggles with institutional and infrastructural issues amid airport modernization. As such, media reporting can be used to monitor and can also hurt aviation authorities' reputations.

A dominance of human-interest and problem-oriented frames further underlines the relevance of Framing Theory (Entman, 1993). Media coverage often highlights passengers' experiences and emotional responses to aviation management rather than its technical, regulatory, or policy aspects. This approach makes the issue more accessible to viewers but can also help streamline a complex reality at an airport. Explanations for long-term modernization plans are less prevalent than explanations for service failures or for what happened in individuals' lives, indicating that more attention is being paid to short-term service failures than to long-term development-oriented and policy frames. This is partly against the backdrop of the significant investment in the airport's development and modernization underway in Bangladesh, suggesting a disconnect between what has been achieved and media coverage.

Another interesting result concerns the level of source dependency. The airport authorities were the most frequently mentioned source in the media. This highlights the importance of official Institutions in disseminating information but also shows a relatively narrow range of voices. The relative lack of passenger, airline, and independent expert voices in public discussion could limit the diversity of voices that are heard. This result implies, from the Public Relations Theory perspective (Grunig & Hunt, 1984), that the airport authorities have established a broad range of media access but perhaps not dialogic communication involving other stakeholders.

The study's contribution to theory is that it shows how the agenda-setting, framing, and public relations processes work together to affect perceptions of airport services. Methodologically, it is one of the few systematic content analyses of aviation-related media coverage in Bangladesh. Contextual: It offers evidence from a rapidly changing aviation industry, where media stories shape people's trust in the industry when facing infrastructural change. In practice, the results suggest that airport operators could use proactive communication approaches that offer context, transparency, and timely information to offset issue-based communication and build public trust. In conclusion, a more balanced media landscape that recognizes not only operational difficulties but also development successes would help build a more informed and nuanced public perception of airport services in Bangladesh.

8. CONCLUSIONS

This study focused on the representation of airport-related services and activities in print, online, and electronic media in Bangladesh, and the implications of this representation for public perception. The results show that the media are mainly focusing on security, infrastructure, and passenger service issues, and that negative media coverage is more dominant than positive or neutral coverage. It was observed that the frames prevalent in media narratives were primarily human-interest and problem-oriented, and that airport authorities were identified as the main source of information. These patterns suggest that the media not only help spread information about the functioning of airports but also help define meaning and provide evaluations of the performance, reliability, and effectiveness of airport services.

The study empirically supports the agenda-Setting Theory and the Framing Theory, in that most frequently discussed issues in the media also become the main issues in the public agenda, and the ways the issues are presented in the media affect public perception and decision-making. The results also highlight the importance of Public Relations Theory in relation to the media's role, as it significantly impacts an institution's credibility, public trust, and perceptions of airport authorities and the aviation industry.

The study is valuable in the context of Bangladesh, as it was considered a niche area of aviation communication and media studies. It enhances the understanding of how media images can influence public perception in today's fast-growing aviation industry. The study indicates that a balanced, contextual, and evidence-based reporting approach is crucial to provide a more holistic view of airport services. At the same time, airport management needs to expand proactive communication and media operations and improve the transparency and publicity of airport services. Overall, harmonious cooperation and coordination among the media and aviation stakeholders can help create an informed public, build trust among institutions, and foster greater support for the future development of Bangladesh's aviation industry

9. RECOMMENDATIONS

1. Airport authorities should strengthen media relations and provide timely, accurate, and transparent information regarding airport operations and service developments.
2. Airport authorities should develop proactive public communication strategies through press briefings, official statements, and digital platforms to address public concerns effectively.
3. Regular monitoring of media coverage should be conducted to identify recurring issues and assess their impact on public perception.
4. Collaboration between airport authorities, airlines, and media professionals should be enhanced to promote accurate dissemination of aviation-related information.
5. Arrange a workshop-type program for the journalists and the common people to share knowledge regarding airport rules and regulations to avoid misunderstandings.

10 LIMITATION AND FUTURE DIRECTIONS

This study is limited by its reliance on content analysis of media reports and does not incorporate the perspectives of passengers, airport personnel, journalists, or other stakeholders. The sample was also confined to 120 news reports collected over a three-month period, which may not fully capture long-term trends in media coverage of airport services.

Future research should employ mixed-method approaches, including surveys, interviews, and focus group discussions, to compare media representations with actual stakeholder perceptions and experiences. Longitudinal studies spanning a broader time frame would provide deeper insights into changes in media narratives.

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