

The Role of Local Radio in Spreading Traffic Awareness Among Drivers - Experimental Study - On a Sample of Taxi Drivers in the State of Jijel.

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Abstract

The human element remains in any society The main and direct cause of traffic accidents, which justifies his need for constant guidance and awareness to control his behavior while driving. In light of this situation, actors in the field of traffic security have been exploiting and using all means, including media institutions and radio in particular, to deliver the preventive awareness message to the largest possible number of target groups (road users). It plays a major role in raising awareness and instilling a culture of traffic safety among various segments of society, in order to develop and enhance knowledge, traffic rules, and traffic safety etiquette. This is what makes local radio today an important pillar and an effective force in society because of its active role in spreading culture and traffic awareness, by virtue of its spread and strong influence on public opinion.

Keywords: Radio - traffic awareness - traffic accidents.

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introduction:

Perhaps one of the most important security and social problems imposed by the social reality today, which presents itself strongly, is the problem of traffic accidents, and the resulting human and material losses, as they have reached a great degree of complexity and exacerbation despite the efforts made by the sectors concerned to address this phenomenon.

Today, Algeria is witnessing a terrible increase from year to year in the number of traffic accidents in their various forms, which confirms the seriousness of the phenomenon and necessitates sounding the alarm to seriously reconsider its consequences and search for effective solutions to limit and reduce traffic accidents in Algeria. Statistics related to traffic accidents issued by the competent authorities confirm that the human factor is the first and main cause of traffic accidents, as drivers bear full responsibility for their reckless and dangerous behaviors while driving that are in violation of traffic rules, such as excessive speed, dangerous transgressions, failure to respect the safety distance, and indifference to traffic signals. Showing off a vehicle based on a sense of social power and considering it as evidence of success and social status makes a person move in a strong way to show that he is not afraid.

This places traffic accidents in the category of social scourges that raise concern, and require concerted efforts by active bodies in the field of road security, and serious efforts to combat this phenomenon, as it is one of the threats to social security and the safety of individuals. The various media institutions, and radio in particular, as a means of mass communication, are considered one of the effective media in the field of combating and preventing traffic accidents, which necessitates serious action and conscious response to all developments taking place in traffic life, due to their effective impact on the souls of listeners and the strength of their influence on Public opinion, and addressing all segments of society, regardless of their educational and social levels. Its role is in defining a new social cultural model for road users based on awareness and instilling a culture of traffic safety among various segments of society, with the aim of developing and enhancing knowledge, traffic rules and traffic safety etiquette, in the form of advertising campaigns with the intention of influencing, acquiring or changing behaviour.

Which makes local radio today an important pillar and an effective force in society because of its active role in spreading traffic culture and awareness among drivers, by virtue of their exposure to the contents of this medium, as this segment spends a significant amount of time inside vehicles, which makes them more exposed to radio contents, including... Traffic awareness programs and campaigns, especially in light of the great radio interest in this topic. This is in keeping with the national media campaign adopted by the National Radio related to traffic safety and prevention of traffic accidents.

On this basis, this study seeks to answer the following question: Does local radio have a role in spreading traffic awareness among drivers?

And This question includes the following sub-questions:

Do radio instructions contribute to developing traffic awareness among drivers?

Do local radio methods contribute to instilling traffic awareness among drivers?

Objectives and importance of the study:

Any study, regardless of its field, cannot be launched from a vacuum, without having a basis or background on which to base it. This study seeks to identify the role of local radio in spreading traffic awareness among drivers as a main goal, and also seeks to achieve the following sub-goals:

- Revealing the role of radio instructions in developing traffic awareness among drivers.
- Providing awareness programs for drivers to realize the seriousness of the phenomenon.
- Diagnosing the media awareness situation regarding traffic accidents in Algeria.
- Revealing local radio methods for instilling traffic awareness among drivers.
- Revealing the effectiveness of traffic awareness media campaigns presented by Jijel Regional Radio in spreading traffic awareness among taxi drivers in the state.

The key concepts of the study:

1- **Local radio:** "The word broadcasting is derived from broadcasting the news, meaning spreading and disseminating it. In Arabic dictionaries, the word broadcaster means the man who revealed the secret and broadcast it. As for the word broadcasting in the conventional sense, it means sending signals that carry sounds and images wirelessly using special devices that convert these signals into electromagnetic waves." (Abu Jalal, 2012, p. 95)

Broadcasting can be defined as "the organized and intentional dissemination by radio of news, cultural, educational, commercial and other programs received simultaneously by listeners scattered throughout the world, individually and in groups, using appropriate receiving equipment." (Al-Dabaa, 2011, p. 12, p. 13)

As for local radio, it is defined as "a station that serves a limited and coherent community in terms of geographical, social, economic...etc., a community that has the characteristics of a distinct economic and cultural environment, provided that it is bounded by geographical boundaries so that it is included in the local transmission area. Local radio as a means of mass communication is essentially linked to A special community with specific features and circumstances. This community may be a city, a group of villages, or small, close-in cities united by a distinct economic and cultural unit." (Al-Soqour, 2012, p. 74)

Operational definition: In this study, local radio means the regional radio of the state of Jijel.

2- **Traffic awareness:** Linguistically, the word awareness means "understanding and sound perception. The word awareness also refers to a person's direct awareness of himself and what surrounds him, and it is the basis of all knowledge. The Arabs say that so-and-so is aware of something, meaning that he collected it, contained it, turned it over, contemplated it, and preserved it." (Abu Jalal, 2012, p. 14)

Consciousness is also defined as "a reflexive mental tendency that enables the individual to be aware of himself and the environment surrounding him, with varying degrees of clarity and complexity. This includes the individual's awareness of mental and physical functions, his awareness of things and the external world, and his awareness of himself as an individual and as a member of the group." (Abdul Rahman, 2013, p. 137)

As for traffic awareness, it is "a system of policies, plans and programs aimed at producing content and messages related to various aspects of traffic life, carrying out various activities and events, and using different means of communication in order to disseminate these contents, which constitute an integrated traffic awareness discourse to various social segments and various audiences." concerned with traffic awareness. (Khasour, 2012, p. 13)

Operational definition: Traffic awareness means the driver's broad knowledge of everything related to traffic, including the vehicle, the road, driving rules, laws, signals, and everything related to traffic safety.

3- **Traffic accidents:** A traffic accident "is an accident that occurs in traffic on the road...in which at least one moving vehicle is involved...causing injury to the passenger, the car, or the facilities." (Ghouiba, 2012, p. 40)

Operational definition: A traffic accident means everything that occurs as a result of the use of a vehicle, resulting in loss of life, bodily injury, or loss of equipment and property, in which individuals are involved without expectation or prior knowledge.

The role of radio in spreading traffic awareness:

Spreading traffic culture and achieving traffic awareness is one of the most important efforts made at the global and Arab levels to create traffic awareness aimed at confronting the traffic problem. The media is considered an effective security tool because of what it achieves by creating public awareness of its activities, carrying out its security message, and providing insight into security risks and preventing them. Media institutions are making remarkable efforts in the field of traffic awareness, by developing traffic awareness programs that seek to respond consciously to the overall developments taking place in traffic life. Security media means “a set of integrated operations carried out by designated media agencies in order to achieve the greatest possible social balance in order to preserve the security of the individual and the safety of the group and society.”(Al-Mushabaqa, 2012, p. 118)

In this context, there is increasing interest in traffic awareness campaigns, which have become a primary goal of the purposeful traffic awareness process. Given that the awareness-raising process is a continuous, comprehensive and integrated process, carried out by multiple parties and targeting different segments and social groups. Security work aims to spread feelings of reassurance and tranquility in people, so all countries are keen to pay special attention to traffic security.

Given the catastrophic rates of traffic accidents, traffic awareness has become everyone's responsibility. Here, the importance of security media is evident in raising awareness about the phenomenon of traffic accidents through media campaigns, which are considered “a planned and organized communication activity subject to follow-up and evaluation, carried out by institutions, groups or individuals, and extending over a period of time, with the aim of achieving specific goals using various means of communication and a series of messages.” The media, by adopting influential methods of persuasion, regarding a specific topic that is for or against it, and targets a relatively large audience.(Dhahabia, 2007, p. 23)

Since its inception, radio has occupied an important position among the means of mass communication, as it has a deep historical dimension in serving the masses and its ability to strongly influence the behaviour, values and aspirations of listeners. The radio has become an important part of the life of almost everyone, and vehicle drivers in particular, which truly reflects the importance of this means on the one hand, and its ability to capture the public's attention and need for it on the other hand.

From this standpoint, radio occupies great importance in the field of traffic awareness and prevention, especially since radio is characterized by several characteristics that distinguish it from other media, the most important of which are:(Mujahid, 2009, p. 70)

- “Radio transmission can transcend natural boundaries and barriers, which ensures a wider spread of the radio message. Therefore, radio is considered the fastest means of dissemination, as it is superior to the press, television, and various other means of dissemination.

Radio is distinguished by its use of various methods of expressing and influencing emotion, which are represented by sound and musical effects, which gives the listener a feeling of participation and its effect is closer to the personal effect that is close to face-to-face communication.

Another characteristic of radio, which is unique from other means of communication, is the feature of repetition, which is done by recording radio material and rebroadcasting it more than once and in more than one way, which makes radio have an effective force equal to the power of personal communication.

Therefore, radio, as an audio media, is the closest to the driver in making him aware of the seriousness of the phenomenon, through awareness and security programs related to raising awareness about traffic accidents, which are broadcast over the radio waves, which aim to make him aware of the danger of speeding driving or talking while driving, in addition to reminding him that his family is waiting for him. Most studies have proven that the majority of accidents are the result of speeding, cutting the wrong signal, failure to adhere to driving rules and principles, belittlement or mockery, and lack of awareness of the causes of accidents.

The most important factors for the success of the media message can be summarized as follows: (Khatatna, Abu Al-Saad, 2010, p. 67, p. 68)

- "Harmony or similarity and participation in the experiences and images of both the sender (the media) and the receiver (the audience) in a way that ensures understanding, knowing, and responding to the symbols.
- Drawing the attention of the future and using understandable symbols.
- Linking the media message to the needs of the future while proposing solutions that satisfy them, provided that they do not conflict with customs, traditions, values and social standards.
- Taking into account the psychological state of the recipient and taking into account accuracy in choosing the appropriate time, appropriate place, and feasible means according to the type and ability of the recipient.
- Paying attention to using words and presenting images that the future can understand and respond to according to their frame of reference and their social and economic background.

Therefore, traffic awareness is no longer dependent on the individual's purely personal experiences, but rather has become more dependent than before on what he obtains from the mass media. These means play a vital and effective role in developing traffic awareness for citizens in general, through the information, guidance, security knowledge they provide, traffic safety systems, and how to use and benefit from them. "Working in the field of traffic awareness is considered an individual responsibility, which is represented by the individual's adherence to the controls and laws while driving by adhering to the correct lanes, and displaying the spirit of an ideal vehicle driver in order to protect himself first and then others."

Methodological procedures for experimental study:

1- Fields of study:

1-1- Spatial field: It is the place where the field study for the research was carried out, which is the eastern land station for transporting passengers in the state of Jijel.

1-2-Human domain: It is a sample of taxi drivers at the eastern land station for passenger transport in the state of Jijel, where the questionnaire was applied to 40 drivers.

2- The approach followed in the study: The method plays an important and fundamental role in revealing various phenomena through which the researcher can understand what surrounds him, and we decided to rely on The descriptive approach, as it relates to the topic of the current study, to reveal the role of local radio in spreading traffic awareness among drivers. And In its ability to discover all variables of This is amazing The phenomenon is depicted quantitatively by summation All the Information about the problem, classifying it, analyzing it, and subjecting it to study Field.

3- The instrument of the study:

The questionnaire was used in this study, and this is due to the nature of the study sample, which is a sample of Drivers transporting passengers at the eastern land station in Jijel State, who were subjected to the study. The research form is considered one of the most common data collection tools used in social research. She is A direct technique for asking individuals questions in a targeted manner, Complete to set answers in advance, In a way Allows for quantitative processing And how For the data obtained.

4- Study the sample: The research tool represented in the questionnaire was applied intentionally to 40 taxi drivers at the eastern land station for transporting passengers in the state of Jijel, and listeners to the regional programs of Radio Jijel.

the findings of study:

Through the field study and analysis of the data in the questionnaire by transcribing it into tables, a number of results were reached, as follows:

1- Radio instructions and developing traffic awareness among drivers.

Table no 1: It represents the distribution of respondents according to the nature of their listening to Regional Radio Jijel.

percentage	Repetition	The choice
82.50%	33	Daily
17.50%	07	weekly
00%	00	Monthly
100%	40	the total

From Table No. 1, it is clear that most of the respondents admit that they listen to Jijel Regional Radio on a daily basis, according to 82.50%of the respondents, instead 17.50%Of the respondents admit that they listen to the regional Jijel Radio on a weekly basis.

Table no 2: It represents the distribution of respondents according to their opinions about whether they listen to awareness programs related to traffic awareness provided by the radio.

percentage	Repetition	The choice
95%	38	Yes
05%	02	no
100%	40	the total

From Table No. 2, it is clear that most of the respondents acknowledge that they listen to awareness programs related to traffic awareness, according to 95%Of the respondents, This is due to drivers' interest in the issue of traffic awareness because it often addresses their feelings by virtue of their presence in this field. On the other hand, we

find that05%Some of the respondents admit that they do not listen to traffic awareness programs presented by Jijel Regional Radio.

Table no 3: It represents the distribution of respondents according to their opinions about following up on awareness programs.

percentage	Repetition	the choice
72.50%	29	always
15%	06	Scarcely
12.50%	05	sometimes
100%	40	the total

From Table No. 3, it is clear that most of the respondents acknowledge that they always follow awareness programs related to traffic awareness, according to 72.50%Of the respondents, This is due to the interest of drivers in the issue of traffic awareness on the one hand, and to their daily listening to regional Radio Jijel programmes. While we find that 15%Of the respondents admit that they rarely follow traffic awareness programmes. On the

other hand, we find that 12.50%Some of the respondents admitted that they sometimes follow traffic awareness programs, due to drivers being busy.

Table no 4: It represents the distribution of respondents according to their opinions about the timing of broadcasting traffic awareness programs, if appropriate.

percentage	Repetition	The choice
82.50%	33	Yes
17.50%	07	no
100%	40	the total

From Table No. 4, it is clear that most of the respondents acknowledge that the timing of broadcasting traffic awareness programs is appropriate82.50%Among the respondents, on the other hand, we find that:17.50% of the respondents acknowledge that the timing of broadcasting traffic awareness programs is not appropriate.

Table no 5: It represents the distribution of respondents according to their opinions on the matters that catch their attention when they listen to traffic awareness programs and campaigns.

percentage	Repetition	The choice
44.94%	40	Campaign theme
42.70%	38	Tips and advice
12.36%	11	sound effects

100%	89	the total
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From Table No. 5, it is clear that most of the respondents acknowledge that

what catches their attention when they listen to traffic awareness programs and campaigns is the topic of the campaign, according to 44.94% Of the respondents, which confirms that traffic awareness programs attract the attention of drivers to read the advice provided by the radio within the framework of traffic awareness. While that 42.70% Some of the respondents acknowledge that what catches their attention when they listen to traffic awareness programs and campaigns is advice and instructions, but 12.36% Some of the respondents acknowledge that what catches their attention when they listen to traffic awareness programs and campaigns is the sound effects.

Table n o6: The distribution of respondents according to their opinions represents whether listening to traffic awareness programs and campaigns on Radio Jijel has contributed to raising the level of their traffic culture.

percentage	Repetition	The choice
35%	14	a lot
07.50%	03	alittle
57.50%	23	somewhat
100%	40	the total

From Table No. 6, it is clear that most of the respondents acknowledge that listening to traffic awareness programs and campaigns on Radio Jijel has contributed to raising the level of their traffic culture somewhat, according to 35% of the respondents, instead 07.50% Some of the respondents acknowledge that listening to traffic awareness programs and campaigns on Radio Jijel has greatly contributed to raising the level of their traffic

culture. 57.50% Some of the respondents acknowledge that listening to traffic awareness programs and campaigns on Radio Jijel has contributed to raising the level of their traffic culture slightly. Accordingly, Jijel Regional Radio has contributed to developing traffic awareness among drivers by broadcasting advertising campaigns, as well as classes and programs dealing with traffic awareness topics, accompanied by advice and instructions calling for responsibility and respect for traffic law and rules.

Table no 7: It represents the distribution of respondents according to their opinions about the reality of traffic awareness in the state of Jijel.

percentage	Repetition	thechoice
77.50%	31	good
17.50%	07	It needs more attention
05%	02	Don't give him any importance
100%	40	the total

From Table No. 7, it is clear that most of the respondents acknowledge that the reality of traffic awareness in the state of Jijel is good, according to 77.50% of the respondents, As for 17.50% Of the respondents agree that traffic awareness in the state of Jijel needs greater attention, while he acknowledges 05% Among the respondents, traffic awareness in the

state of Jijel is not given importance.

Table no 8: It represents the distribution of respondents according to their opinions about the extent to which awareness campaigns about traffic safety, which are broadcast on the regional radio Jijel, affect them.

percentage	Repetition	The choice
70%	28	Significantly
22.50%	09	Moderately
07.50%	03	Weakly
100%	40	the total

From Table No. 8, it is clear that most of the respondents acknowledge that the awareness campaigns about traffic safety broadcast by Jijel Regional Radio have greatly influenced them, according to 70% of the respondents, instead 22.50% of the respondents, they acknowledge that the awareness campaigns about traffic safety broadcast by Jijel Regional Radio have had a moderate impact on them, but 07.50% Some of the

respondents acknowledge that the awareness campaigns about traffic safety broadcast by the regional Jijel Radio had a weak effect on them. Accordingly, Jijel Regional Radio has contributed significantly to developing traffic awareness among drivers by broadcasting awareness campaigns related to traffic awareness and safety issues, which call on drivers to bear responsibility and respect the traffic law.

2- Local radio methods for instilling traffic awareness among drivers.

Table no 9: It represents the distribution of respondents according to their opinions if they like the advertising breaks for traffic awareness on Broadcasting Jijel regional colloquial language.

percentage	Repetition	The choice
92.50%	37	Yes
07.50%	03	no
100%	40	the total

From Table No. 9, it is clear that most of the respondents acknowledge that they like the colloquial dialect used in presenting traffic awareness advertising breaks on Radio Jijel. 92.50% Among the respondents, this is due to the simplification and ease of understanding for listeners so that the language is not an obstacle for them, especially those with lower

educational levels, and this is so that everyone has the opportunity to understand the awareness message. While that 07.50% Some of the respondents admitted that they do not prefer the colloquial (colloquial) language used in displaying traffic awareness advertising breaks on Jijel Regional Radio.

Table no 10: It represents the distribution of respondents according to their opinions if they find it difficult to understand instructions related to traffic safety.

percentage	Repetition	The choice
05%	02	Yes
95%	38	no
100%	40	the total

From Table No. 10, it is clear that most of the respondents acknowledge that they do not find it difficult to understand instructions related to traffic safety, according to 95% Among the respondents, on the other hand, we find that: 05% Of the respondents admit that they find it difficult to understand instructions related to traffic safety.

Table no 11: It represents the distribution of the respondents according to their opinions whether using the intimidation method used in most of the awareness-raising advertising breaks to persuade drivers affects them.

percentage	Repetition	The choice
57.50%	23	Yes
20%	08	no
22.50%	09	sometimes
100%	40	the total

From Table No. 11, it is clear that most of the respondents acknowledge that the use of intimidation in most of the awareness-raising advertising breaks to persuade drivers affects them, according to 57.50%. Of the respondents, this is what attracts most drivers towards these campaigns, which often play on paternal feelings and thinking about the family to draw drivers' attention to the seriousness of traffic accidents, to be vigilant, to pay

more attention, and to exercise a spirit of responsibility while using the road. While we find that 22.50% of the respondents acknowledge that the use of intimidation in most of the awareness-raising advertising breaks to convince drivers sometimes affects them. in contrast, we find that 20% Some of the respondents acknowledge that the use of intimidation in most of the awareness-raising advertising breaks to convince drivers does not affect them.

Table no 12: It represents the distribution of respondents according to their opinions on the factors that increase the effectiveness of establishing awareness instructions among drivers.

percentage	Repetition	The choice
35%	14	Improving the quality of traffic safety programs
45%	18	Intensifying traffic safety programs
20%	08	Increase the time allotted to it
100%	40	the total

From Table No. 12, it is clear that most of the respondents acknowledge that intensifying traffic safety programs increases the effectiveness of consolidating awareness instructions among drivers, according to 45% of the respondents, instead 35% of the respondents, they

acknowledge that improving the quality of traffic safety programs increases the effectiveness of establishing awareness instructions among drivers. 20% Some of the respondents acknowledge that increasing the time period allocated to traffic safety programs increases the effectiveness of consolidating awareness instructions among drivers. The respondents' preference to intensify and improve awareness programs is due to the fact that it helps them to acquire new knowledge about traffic safety, and the process of repetition helps to speed up understanding and realization and to make up for the points that they missed if they did not pay attention to what was presented previously.

Table no 13 : The distribution of respondents according to their opinions represents the best way to consolidate the conviction of respect for traffic laws among drivers.

percentage	Repetition	The choice
17.50%	07	Voluntarily through awareness
35%	14	Teaching individuals traffic culture and their commitment to it
47.50%	19	Imposing penalties on violators of traffic laws
100%	40	the total

From Table No. 13, it is clear that most of the respondents acknowledge that the best way to consolidate the conviction of respect for traffic laws among drivers is to impose penalties on violators of traffic

laws, according to 47.50% of the respondents, either 35% Some of the respondents believe that the best way to establish the conviction of respect for traffic laws among drivers is to teach individuals traffic culture and their commitment to it, while 17.50% Some of the respondents acknowledge that voluntariness through awareness is the best way to consolidate the conviction of respect for traffic laws among drivers.

Table no 14 : It represents the distribution of respondents according to their opinions on the role of Radio Jijel in traffic awareness through campaigns and awareness programs about traffic safety.

percentage	Repetition	The choice
65%	26	effective
25%	10	acceptable
10%	04	inactive
100%	40	the total

From Table No. 14, it is clear that most of the respondents acknowledge that the role of Radio Jijel in traffic awareness through campaigns and awareness programs about traffic safety is effective, according to 65% of the respondents, which is confirmed by previous results. While that 25% Of the respondents, they acknowledge that the role of Radio Jijel in traffic awareness through campaigns and awareness programs on traffic safety is

acceptable, but 10% of the respondents, they acknowledged that the role of Radio Jijel in traffic awareness through campaigns and awareness programs on traffic safety is ineffective.

***General result of the study:**

From the results presented above, it can be said that the hypotheses proposed at the beginning of the study have been achieved in the field of research, and from this we conclude that the regional radio of Jijel Province has played a major role in spreading traffic awareness among drivers. Where awareness-raising radio guidelines contributed awareness raising awareness of traffic among taxi drivers in the state, by making them aware of the seriousness of traffic accidents, their consequences and effects, and urging them to take preventive and traffic safety measures.

Therefore, it can be said from the results obtained that the awareness-raising guidelines presented on the regional radio of the state of Jijel have achieved satisfactory results at the local level with regard to traffic safety, whether by modifying behavior or gaining experience or skill in dealing

with the road, through awareness-raising media programs designed to prevent traffic safety. Traffic accidents.

Recommendations:

Based on the results of the study, the researchers recommend the following:

- The necessity of serious and permanent research in the field of traffic media and traffic safety.
- Involving all sectors concerned with traffic safety, and intensifying awareness campaigns raising awareness in order to reach a national policy for road prevention and security.
- Combating recklessness and recklessness in using the road by strictly applying the deterrent measures stipulated in the law for anyone who violates the traffic law.
- Setting traffic security and safety as a goal upon which a national policy to combat traffic accidents is built.
- Improving and developing awareness programs awareness on traffic safety, and allocating awareness flashes and regular radio sessions on traffic security, highlight the dangers of traffic accidents and add more traffic culture among society.
- Instilling a sense of precaution and traffic safety by including traffic education in curricula and curricula, at least in the primary educational level.
- Permanent monitoring and maintenance of roads, setting signals, and focusing on dangerous points and sections of the road.

Conclusion:

Radio traffic awareness campaigns, regardless of their type and size, constitute just a moment or a drop in the endless flowing river of traffic awareness. This intensive awareness effort is imposed by certain considerations and circumstances, in order to reach a serious preventive policy based on well-studied legal and media standards, as traffic awareness campaigns gain great importance in directing human behavior.

Local radio in Algerian society has played an effective role in the field of awareness and raising awareness of traffic accidents, through various awareness-raising media programs about this phenomenon that prevents stability and societal security. This requires intensifying efforts to improve the information materials provided related to traffic safety and raise awareness of traffic accidents. By alerting and guiding drivers to proper behavior while driving, and trying to convince and remind road users of the dangers posed by some behaviors that violate traffic safety rules, which often lead to tragic traffic accidents.

Despite this, the efforts made to combat the phenomenon of road terrorism remain insufficient, in light of the frightening statistics of traffic accidents that increase day after day and the resulting material and human damage, which requires those active in the field of road security to make additional efforts to mitigate the severity of the phenomenon..

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List of appendices:

University of Jijel

College of Humanities and Social Sciences

Department of Sociology

Search form titled:

The role of local radio in spreading traffic awareness among drivers - a field study - on a sample of taxi drivers in the state of Jijel.

My dear brother, we ask that you cooperate with us in this study and fill out this form by answering the questions posed with all credibility and reality so that we can reach accurate results. We inform you that the answers contained in this form are confidential and will only be used to serve the purposes of scientific research.

Note: The answer is to put a mark (X) in front of the appropriate answer.

Preparation of researchers:

1- bouab redouane

2- boulacheb hakima

3- milat sabrina

4- Boukhedouni toufik

5- kias abderrachid

6- cherbai mostefa

University year: 2023/ 2024

First: Personal data:

1- Age: 26 – 30 years () 31 – 35 years () 36 – 40 years () More than 40 years ()

2- Educational level: Primary () Intermediate () Secondary () University ()

3- Family status: Single () Married () Divorced () Widowed ()

Second: Radio instructions and developing traffic awareness among drivers.

4- Do you listen to Jijel Regional Radio in: daily () weekly () monthly ()

5- Do you listen to awareness programs related to traffic awareness provided by the radio? Yes No ()

6- To what extent do you follow these programs? Always () Rarely () Sometimes ()

7- Do you think that the timing of broadcasting these programs is appropriate? Yes No ()

8- What catches your attention when you listen to traffic awareness programs and campaigns?

Campaign theme () Advice and guidance () Sound effects ()

Others mentioned

9- Do you think that listening to traffic awareness programs and campaigns on Radio Jijel has contributed to raising the level of your traffic culture?

A lot () a little () somewhat ()

10- How do you view the reality of traffic awareness in the state of Jijel?

Good () Needs more attention () Not given importance ()

11- To what extent did the awareness campaigns about traffic safety broadcast by Jijel Regional Radio affect you?

Greatly () Moderately () Weakly ()

Third: Local radio methods for instilling traffic awareness among drivers.

12- Most of the traffic awareness advertising breaks on Radio Jijel are presented in colloquial (colloquial) language. Do you like it?

Yes No ()

13-Do you find it difficult to understand traffic safety instructions? Yes No ()

14- Most awareness-raising advertising breaks rely on intimidation to convince drivers. Does this method affect you?

Yes () No () Sometimes ()

15- In your opinion, what are the factors that increase the effectiveness of establishing awareness instructions among drivers?

Improving the quality of traffic safety programs () Intensifying traffic safety programs ()

Increase the time allotted to it ()

Others mentioned

16- In your opinion, what is the best way to establish the conviction of respect for traffic laws among drivers?

Voluntarily through awareness () teaching individuals traffic culture and their commitment to it ()

Imposing penalties on violators of traffic laws () Improving the level of training in driving schools ()

Others mentioned

17- How do you evaluate the role of Radio Jijel in traffic awareness through campaigns and awareness programs on traffic safety?

Effective () Acceptable () Ineffective ()

Thank you for your cooperation with us