



NEWS TREATMENT ON THE PADMA BRIDGE INAUGURATION: A STUDY ON GLOBAL MEDIA PERSPECTIVE

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Abstract

The Padma Bridge inauguration, a landmark infrastructure project, has garnered significant attention from media outlets worldwide. This study delves into the diverse global media perspectives surrounding the inauguration of the Padma Bridge. The study's main objective is to evaluate and quantify the global media coverage of the Padma Bridge's inauguration on June 25, 2022 with a focus on how the international media views the event. About 40 news articles from various globally famous news media were chosen to be used in the study's qualitative and quantitative analysis. This study attempts to move forward with data gathered from various international news media through purposive sampling by using Google Search Engine Customization from June 24 to 30, particularly the 25th, which is the date of Padma Bridge's inauguration searching by using keywords like 'Padma Bridge inauguration related news coverage in global media'. By employing a comprehensive content analysis approach, this study examines how the event was covered by media outlets across the globe. Findings reveal that media treatment of the Padma Bridge inauguration varies significantly based on geographical location, political affiliations, and cultural factors. While some media outlets highlighted the inauguration as a symbol of economic progress and regional connectivity, others critiqued the project's cost and environmental impact. The chosen reports' most focused subject, as shown through analysis is Bangladesh's potential and audacity to fulfill its' people's dream. Additionally, it provides insights into the complex interplay between media, politics, and public perception of major infrastructure projects. This study also contributes to the fields of media studies, international relations, and infrastructure development, shedding light on the intricate dynamics that influence global media coverage of significant events like the Padma Bridge inauguration.

Keywords: Padma multipurpose bridge, Global media, News, Inauguration, Bangladesh

Introduction

One of the biggest, most significant, and most challenging self-financing projects for the government of Bangladesh is the Padma Bridge project and it was up to the government to create self-financing after the World Bank's shelter plan (Daily Star, 2022). The Bangladeshi districts of Louhajong, Munshiganj, Shariatpur, and Madaripur has connected by the building of a multipurpose road and rail bridge across the Padma River. It has connected the nation's south-west to its north and east. The two-level steel truss bridge includes a four-lane roadway on the upper level and a single-track railway on the lower level. With a 150 m span, 6150 m overall length, and 18.10 m width, it is the longest bridge in the Padma-Brahmaputra-Meghna river basins in the country (Islam et al., 2020).

The Bangladeshi people's ideal name for the structure that would transform their nation's economy is Padma Bridge. Twenty-one districts and 27% of the population of the country is in the south-west. To determine whether the inauguration of the Padma Bridge by Prime Minister Sheikh Hasina on June 25, 2022 would be a source of national pride for Bangladesh, this study examines how international media has covered the event (Daily Star, 2022). The Padma Bridge project in Bangladesh has been generating headlines in international media, especially in light of its importance to the nation's politics and economy. According to Maunsell, the project's designer, the Benefit-Cost Ratio (BCR) of the project was 1.6% in 2010 and its Economic Internal Rate of Return (ERR) was 18% (Haider, 2021).

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The Japan International Cooperation Agency (JICA) conducted accessibility studies, which indicate that when the Padma Bridge is finished, daily traffic will increase to 21,300 cars and 41,600 vehicles per day by 2025 (Vazquez et al., 2012). While the project calls for building a straightforward bridge across the Mawa-Jajira Corridor for a distance of around 6.15 kilometers, of which 6 kilometers are at the Mawa site and 12 kilometers are at the Jajira site, it will save more than 681,600 gallons of gasoline every day (Sharmin et al., 2017). The Mawa location is home to the 0.273-kilometer-long River Training Works (RTWs).

The construction of Padma Bridge will have a huge positive impact on the economy. Capital inflows will encourage the growth of commercial and industrial activity and expand the neighborhood's economic and employment potential. It is quite challenging to build the bridge because Padma turns into a swift-moving river during a storm and since it is situated in a seismically active area. Bangladesh is building the Padma Multipurpose Bridge, a multifunctional street railway bridge spanning the Padma River. The Padma Bridge is the most challenging building venture in all of Bangladesh. According to Islam et al. (2020), the two-story steel pallet bridge will carry a separate track railway line on the lower level and a four-way roadway on the top level.

The construction of the envisioned Padma multifunctional bridge is a significant undertaking that calls for several advanced projects. To improve connections with the country's southwest, the Bangladeshi government also plans to develop roads, railroads, transmission, and telecommunications companies in addition to the Padma Multipurpose Bridge. The southwest of these areas will see provocative and encouraging development projects in addition to increased urbanization. The government estimates that when the new bridge is finished, Bangladesh's GDP will rise by 1.2 percent. These modifications have brought nature and energy together in the mission-affected region (Sohag, 2022).

A more thorough evaluation of the Padma Bridge's effects on the neighborhood, family wage use, geotechnical needs, and territorial demands will be made in general (Jalil & Mia, 2021). This study aims to evaluate the multipurpose Padma Bridge's news coverage in different global media on the inauguration of Padma Bridge. As a result of the preceding research, we can infer that worldwide media coverage of the Padma Bridge's opening is critical for understanding what other nations' media believe about the bridge's openings that will help to disclose what world media thinks and says about the issue. The global media has been crucial in drawing attention to the possible effects of the Padma Bridge in Bangladesh. The media has assisted in increasing awareness of the significance of infrastructure development in Bangladesh by reporting bridge building and its potential effects on economic and social growth. In addition, the news coverage of the Padma Bridge by the global media has highlighted the capability of Bangladesh to fulfill huge projects like the Padma Bridge and the government's focus on fulfilling the people's dream.

While there are challenges and controversies surrounding the project, the potential economic and social benefits of the bridge are significant and, in that sector, the global media coverage has great impacts that how they report on the Padma Bridge inauguration and in short what they are thinking about the issue. As the global media news coverage on any important issue is very impactful, the news coverage on the inauguration of Padma Bridge is also significant because it will create a positive image of Bangladesh and also will help to get more focus on Bangladesh issues in future that Bangladesh can perfectly complete these types of infrastructural projects with courage.

For all that reason, this kind of news coverage is important and that's the significance of the study. The reason behind choosing the topic is that it holds importance as it delves into how the world media covered the inauguration of the Padma Bridge. This research can provide insights into how a major infrastructure project's significance and impact are perceived on a global scale. It could reveal patterns in media bias, framing, or portrayal of development projects, shedding light on the bridge's geopolitical, economic, and social implications. The findings might also contribute to understanding how narratives are constructed and disseminated across diverse media outlets, impacting public perception and international relations.

The primary objective of this study is to find out how the opening of the Padma Bridge was covered by the worldwide media. Examining how the inauguration of the Padma Bridge is portrayed in the international media is another goal. Another crucial goal is to investigate, quantify, and assess how the international media covered the opening of Padma Bridge.

Literature Review

Padma Bridge is one of the most discussed issues when researching the economic development-related issues of Bangladesh and some studies were conducted on Padma Bridge and other related things to Padma Bridge. Because of the Padma Bridge, according to Sohag (2022). The time and cost of crossing the river will be greatly reduced, and the cross-Padma transit system's dependability will be improved. The bridge would shorten the route from the southwest to Dhaka by 100 kilometers while reducing travel times. These brand-new and historic tourist destinations, along with Kuakata Beach in the south, the Sundarbans, the 60-domed mosque, Bangabandhu Mazar in Tungipara, and the historic and contemporary resorts at Mawa and Jazira, has drawn tourists from both domestic and foreign countries as the tourism industry has flourished (Hossain, 2022). It also indicates that the Padma Bridge was built to boost cross-Padma transport reliability while considerably reducing travel time and cost over the river. The bridge will cut the distance from the south-west to Dhaka by 100 kilometers and significantly reduce travel time. By providing a dependable and quick transportation link, the Padma Bridge will serve to encourage economic development in the south-west area.

Travel time between Dhaka Division and the south-west of Bangladesh, and maybe to India, will be reduced for the bridge. The Padma Bridge will result in huge cost savings for transportation as well as significant structural changes to the economy in the southwest region. Changes in the relative costs of goods, services, and production inputs will encourage the development of new businesses, the relocation of existing ones, and modifications to how existing businesses are run (Ahmed, 2022). The benefit-cost ratio for Padma Bridge is quite high. We will gain a lot from shorter travel times. Additionally, better connectivity will help unite the nation's underdeveloped regions with the rest of the nation and it has linked the industrial district of Khulna to Mongla, our second-most important port. The trans-Asian railroad and the Asian Highway will be connected by Padma Bridge (Adhikary, 2022).

Padma Bridge is important for the economy of Bangladesh and the building of the bridge will have a substantial economic impact on the nation (Haider, 2021). Also, the ease of transportation would create new economic opportunities in the agricultural and industrial sectors, according to Khan & Naher (2021). Due to the development of a new center for investments that attracts both domestic and global capital, several new industrial buildings and job possibilities will be built. To fulfill increasing industrial needs, there will be more recruitment, retraining, or up-skilling of the workforce, as well as perhaps higher wages. Greater economic possibilities will eventually help to reduce poverty, raise living standards, and benefit future generations by lowering the cost of healthcare and education. Due to its potential to help Bangladesh meet a number of Sustainable Development Goals (SDGs), the Padma Bridge has received considerable attention from the international media (Rashid et al., 2023).

From the view of Talukdar (2022), new resorts, hotels, shopping malls, and other establishments would be erected in Mawa and Jazeera, greatly enhancing the tourism industry. A few neighboring nations will be able to use the ports of Mongla and Payra once they are operational. According to estimates from 2010, traffic would treble, and the number of vehicles would rise by 6-7 percent annually if the bridge were to be opened where 12,000 cars cross the Padma River each day, reaching 67,000 vehicles every day by 2050. In any event, a separate World Bank analysis (Islam et al., 2020) estimates that this bridge will directly benefit 30 million people, or about one-fifth of all civilians in the nation. Padma Bridge operations will have a substantial impact on the south-west's economy, according to research by Jalil & Mia (2021). So, the research on global media coverage of the Padma Bridge inauguration has much importance because it can provide insights into how a major infrastructure project's significance and impact are perceived on a global scale.

Theoretical Framework

This study is related to two theoretical concepts: framing and agenda setting. The creation of new messages and their impact on audiences are examined through (Mass Communication Theory, 2017). Like the agenda-setting tradition, the idea of framing broadens research by focusing on the content of the pertinent topics rather than a narrow topic. Framing theory asserts that the media highlights specific occurrences and then contextualizes them. Agenda Setting Theory has been modified into Framing Theory, and both theories describe how media may draw attention away from a topic's significance.

Framing and agenda-setting go hand in hand. The framing hypothesis contends that after paying particular attention to a specific issue, the media convey it to the public inside a field or frame. They have an influence not just on what we think, but also on how we think about it (Mass Communication Theory, 2017). This study is based on multiple news pieces published by various worldwide media outlets to assess what people believe about the Padma Bridge's opening, which reflects the media's point of view and is directly tied to the idea and is closely connected with those theories that are selected for analysis.

Framing theory also emphasizes how media representations can shape public perceptions, while agenda-setting theory examines the media's influence on the salience of issues. By analyzing news coverage from various global media outlets, this study seeks to uncover the relationship between these two theoretical frameworks and their impact on the portrayal of the Padma Bridge inauguration. The correlation between framing and agenda-setting theory in the context of news treatment on the Padma Bridge inauguration has significant implications for understanding the role of the media in shaping public opinion and agenda construction.

Methodology

Regarding the nature and requirement of the present study, content analysis research methods have been adopted to explore and measure the news coverage of different global media on the inauguration of Padma Bridge. About forty (40) news articles from many internationally famous news media outlets that were broadcasted from different viewpoints were chosen to conduct the research using qualitative and quantitative analysis. The study attempts to move forward with data gathered from various international news media through purposive (Google Search Engine Customization) sampling from June 24 to June 30 in the year of 2022, with a focus on the news coverage of the inauguration of the Padma Bridge on June 25, 2022. Textual analysis is done using the content analysis method to examine how various news media from various countries treat the news. The researcher used a keyword in English titled "global media news coverage on Padma Bridge inauguration" through Google.

Population and Sampling

There are different types of media (print, online, and electronic) worldwide that published so much news on the inauguration of Padma Bridge. From all of them, the researcher has selected forty (40) news stories from different countries' media news which were published from date 24th to 30th of June 2022. Here, the purposive sampling method is used to sample data for better analysis.

Result and Discussion

The completion of the Padma Bridge signifies a dream come true for the nation's 170 million residents. By constructing the Padma Bridge with its funds, the Bangladeshi government set an example for other South Asian nations, which will undoubtedly inspire other nations to advance and carry out similar projects of this nature to promote regional connectivity. Numerous media outlets from different nations have different perspectives on the Padma Bridge problem. Some international media saw it as a cause for celebration, while others viewed it as one of Bangladesh's greatest triumphs. The capacity of the Bangladeshi administration to realize a dream in the face of several obstacles is also mentioned by certain other international media.

Approximately 40 news stories from various international news media agencies were published on the topic of the Padma Bridge's opening. Some international media like ABC News, AP News, ALJAZEERA, Arab News, The Economic Times, Bloomberg, The Hindustan Times, The Hindu, NDTV, Pakistan Today, Khaleej Times, Global Times from China, the Malaysian Insight from Malaysia are included in this study. For ease of comprehension, the country of the media, name of the media, number of news they have published, position and picture treatment, and also the type of column and edition of all the chosen news are listed in Table 1.

Table 1. Name of Different Global Media including Country Origin

Sl. No.	Country	Newspaper & TV.	Number of News	Position of News	Picture Treatment	Type of Column	Edition (Online)
01	USA	ABC News	01	Front Page	Yes	03	Print
		The Washington Post	01	Back Page	Yes	02	Print
		VOA NEWS	02	Inner Page	Yes	02	Online
		AP News	01	Front Page	Yes	02	Print
		Bloomberg	02	Front Page	Yes	03	Online
02	Qatar	The Seattle Times	01	Back Page	Yes	01	Online
		ALJAZEERA	02	Front Page	Yes	03	Online
		The Indian Express	02	Front Page	Yes	02	Online
03	India	Hindustan Times	01	Back Page	No	01	Print
		THE HINDU	01	Inner Page	Yes	02	Online
		NDTV	02	Front Page	Yes	03	Online
		India Today	02	Back Page	Yes	02	Print
		Ananda Bazar Online	02	Back Page	Yes	03	Online
		NEWS18Bangla	01	Front Page	Yes	02	Online
		ZEE News	01	Inner Page	Yes	02	Online
		R.REPUBLICWORLD.COM	01	Back Page	Yes	01	Online
		WION TV	01	Inner Page	No	01	Online
		The Economic Times	02	Inner Page	Yes	03	Print
04	France	AFP	01	Front Page	Yes	03	Print
05	Saudi Arab	ARAB NEWS	01	Back Page	Yes	02	Online
		Gulf News	01	Front Page	Yes	03	Online
06	Pakistan	Daily Times	02	Back Page	Yes	02	Print
		Pakistan Today	01	Inner Page	No	01	Online
07	UK	BBC NEWS BANGLA	01	Front Page	Yes	03	Online
08	China	China Daily.Com.CN	02	Back Page	Yes	01	Print
		Global Times	01	Inner Page	Yes	03	Online
09	South Korea	The Federal	01	Inner Page	Yes	01	Online
10	Hong Kong	Asia Times	01	Front Page	Yes	03	Online
11	UAE	Khaleej Times	01	Inner Page	Yes	01	Online
12	Malaysia	The Malaysian Insight	01	Back Page	Yes	01	Online

Source: Information is collected from the news media's own websites through Google search.

This table shows the different global media's news coverage of the Padma Bridge inauguration. Also, the country of news media, name of media, number of news, position of news, etc. are presented in Table 1.

News Treatment of Padma Bridge Inauguration

Researchers have selected about 40 world media news on the inauguration of Padma Bridge from different angles. All about the news treatment of different country's media are given below with detailed descriptions:

ABC News

ABC News is the name of the American television network's news department. The network's centerpiece is the weekday evening program ABC World News Tonight with David Muir though there are some other special programs on different days on different exclusive issues that are popular. According to ABC News article on the completion of the Padma Bridge, Bangladesh commemorates the opening of the nation's longest bridge and is a source of national pride. Also, it says that the Padma Bridge has much impact on the country's overall development.

ALJAZEERA

One of the biggest and most powerful international news networks in the world right now is Al Jazeera. The state-owned worldwide news network in Arabic for Qatar is called Al Jazeera. The opening of the Padma Bridge on June 25, 2022, was covered by Al Jazeera twice. The network described the event as a dream realized for 170 million Bangladeshis and a special infrastructure project of the country's government by saying 'PM Hasina opens Bangladesh's longest bridge over River Padma.' (ALJAZEERA, 2022)

AFP

Paris, France serves as the home base for the Agence France-Presse (AFP) French worldwide news agency. In addition to having news offices spread throughout 201 locations in 151 different countries, AFP also has regional offices in Nicosia, Montevideo, Hong Kong, and Washington, D.C. As a prominent international news organization, AFP provides timely, thorough, and reliable coverage of the events that shape our world and the problems that influence our everyday lives. As it's a regular duty to provide reliable news coverage on different recent issues, AFP also covered news on the inauguration of Padma Bridge at the 25th headlining 'Bangladesh opens bridge plagued by graft claims, lynchings'. (AFP, 2022)

AP News

An American news organization with its main office in New York City is called The Associated Press (AP). American newspapers, and broadcasters get its news reports. Since the award's establishment in 1917, The AP has taken home 56 Pulitzer Prizes in total, including 34 for photography. The popular AP Stylebook is another thing for which it is renowned. On the inauguration AP News also covered news on its opening with the headline 'Bangladesh marks the opening of country's longest bridge and said it's a huge achievement for the country's people for their development.' (AP News, 2022)

ARAB NEWS

Arab News is the name of the first English-language newspaper to be printed in Saudi Arabia. Hisham and Mohammed Ali Hafiz established it in 1975. This media also reported on the bridge inauguration saying that 'Bangladesh inaugurates USD 3.6 billion Padma Bridge.' (ARAB News, 2022)

Bloomberg

Located in Midtown Manhattan, New York City, Bloomberg L.P. is a privately held financial, software, data, and media company. Bloomberg has reported on the Padma Bridge inauguration talks about it 'a dream project for Bangladeshi people which is done totally with the country's funding also highlights the PM Sheikh Hasina's indomitable courage to make the impossible thing possible.

The Indian Express

An Indian news publishing organization is called Indian Express Limited. More than a dozen cities, including New Delhi, Mumbai, Ahmedabad, Bangalore, Kolkata, Pune, Chandigarh, Hyderabad, Kochi, Lucknow, Jaipur, Nagpur, Vadodara, and Chennai, receive daily deliveries of the company's publications. The Indian cinema business is covered in its weekly entertainment magazine, Screen, which has a considerable readership. The Padma Bridge opening was also reported by The Indian Express, which stated in their article that the bridge is more than just a collection of bricks and cement; rather, it is a representation of Bangladesh's pride, capability, and dignity. Another article headlined as, 'PM Hasina opens Bangladesh's longest bridge, calls it symbol of country's pride.' (The Indian Express, 2022)

Hindustan Times

Hindustan Times is a daily newspaper in English published in India. It is based in Delhi. It is Shobhana Bhartia's and the K. K. Birla family-controlled company HT Media's main publication. Padma Bridge's inauguration is also covered in Hindustan Times on media claim of Bangladesh's Padma Bridge is a Chinese success story and it was reported on the 26th June of 2022.

THE HINDU

The Hindu is a daily newspaper published in India in English. The Hindu Group is based in Chennai, Tamil Nadu. The second-most widely read English-language daily in India, it is one of the historical Indian newspapers. According to The Hindu, the Padma Bridge project was sponsored by the Bangladeshi government and is a source of national pride for the Bangladeshi people since it proves that Bangladesh is capable of completing these kinds of huge projects.

NDTV

New Delhi Television Ltd., an Indian news firm, focuses on broadcast and internet news distribution. In India, the company is regarded as a pioneer of independent news broadcasting and is credited with launching the first 24-hour news channel and lifestyle channel. The opening of Bangladesh's longest rail-road bridge, which connects the southern portion of the country with the capital, was reported by NDTV on August 25 and was described as a source of pride for the Bangladeshi people. NDTV's news headline was 'PM Sheikh Hasina Inaugurates Bangladesh's Longest Rail-Road Bridge.' (NDTV, 2022)

The Washington Post

The Washington Post, a daily American newspaper, is printed in Washington, D.C. It also covered news on the Padma Bridge inauguration and tried to highlight that Padma Bridge is the longest bridge in Bangladesh and it is fulfillment of the people's dream.

VOA NEWS

Voice of America is a United States of America's state-owned news organization and global radio broadcaster. It is the biggest and oldest worldwide broadcaster supported by US money. About the Padma Bridge inauguration, VOA News covered news, and, in that news, they tried to mention the significance of the bridge and its overall background and headlined that 'Bangladesh unveils Padma River Bridge.' (Mahmud, 2022)

Daily Times

The Daily Times is a Pakistani newspaper published in English. Daily Times, which debuted on April 9, 2002, is concurrently published in Lahore, Islamabad, and Karachi. 'Story of Bangladesh's Padma Bridge: More than Just a Bridge' (Khattak, 2022) is the headline of the news covered by Daily Times on the Padma Bridge which described the importance and impacts of its' and tried to say that this Bridge is more than a concrete bridge, it's a dream.

India Today

Living Media India Ltd. in India publishes the weekly news magazine India Today in English. The Padma Bridge opening was covered in India Today's news, and the article aimed to get readers to consider how PM Sheikh Hasina

used the inaugural to convert tragedy into an opportunity and how it affected GDP development and headlined that 'Inauguration of Bangladesh's Padma Bridge by Sheikh Hasina: Boost of trade and economy.' (Khokon, 2022)

Ananda Bazar Online

The ABP Group owns the daily newspaper Anandabazar Patrika, published in India in the Bengali language. On the Padma Bridge inauguration, Ananda Bazar's online news media had huge coverage and covered more than three pieces of news and mainly tried to focus on the grand opening of the bridge. Also, it tried to discuss the connection of the southern part of Bangladesh with the capital city Dhaka which will help to save time.

BBC NEWS BANGLA

Delivers news from Bangladesh, its neighbors, and the entire world. In addition to correspondent reports, there are interviews, newspaper reviews, and live phone-ins. BBC NEWS BANGLA also covered news on the inauguration of Padma Bridge. It attempted to concentrate on the implications of linking the southern part of the country with the capital.

China Daily.Com.CN

China Daily, established in 1981, is the only national newspaper published in English in China. As it is a Chinese media, reporting on the Padma Bridge inauguration it focuses on the Chinese company that undertook the project and helped to make it happen.

NEWS18Bangla

Network 18, a division of Reliance Industries, is the owner of News18 Bangla, a 24-hour Bengali news channel. The debut date of this free-to-air channel is March 11, 2014. On the reporting of the Padma Bridge's inauguration, the longest bridge in the nation is described as a source of pride and power by saying that 'Padma Bridge: Bangladesh's Longest Bridge to Cut Dhaka-Kolkata Travel Time by Half.' (NEWS18Bangla, 2022)

ZEE News

The Essel Group, a subsidiary of Subhash Chandra, owns the Hindi-language news channel Zee News in India. The Zee Media Corporation's main channel debuted on August 27, 1999. ZEE News covered news on the Padma Bridge inauguration on the 26th, 27th, and 28th of June 2022. In its reports, it mainly focuses on the impact and importance of the bridge in reducing the Dhaka-Kolkata travel time which has an impact on the country's overall economic improvement by headlining 'PM Sheikh Hasina inaugurates Bangladesh's longest Padma Bridge, to cut Dhaka-Kolkata travel time.' (ZEE News, 2022)

R.REPUBLICWORLD.COM

Republic TV debuted on May 6, 2017. The channel was made available nationwide through cable television providers and DTH systems as a free-to-air channel. In its news coverage of the Padma Bridge inauguration, it discussed about India's comments and congratulations to Bangladesh on the completion of the Padma Bridge and the comments of the Indian Embassy.

The Economic Times

India publishes The Economic Times, a daily business newspaper. It belongs to The Times Group. In 1961, The Economic Times made its print debut. This newspaper reported on the opening of the Padma Bridge under the headline, 'PM Hasina opens Bangladesh's longest bridge, calls it the symbol of country's pride' (The Economic Times, 2022). It was noted that the bridge's opening is significant because it was entirely financed by domestic funding.

The Federal

The Federal publishes news, analysis, and commentary like any other digital media platform. It aims to examine India from the standpoint of the states, with a concentration on the south in particular. The Federal covered news on the

inauguration of Padma Bridge which says about China's claim as their company completed the project of Padma Bridge.

Asia Times

The Hong Kong-based English-language news media publisher Asia Times, formerly known as Asia Times Online, provides Asian-centric coverage of politics, economics, business, and culture. Asia Times also covered news on the inauguration of Padma Bridge and the headline was 'Bangladeshis welcome the new Padma Bridge.' (Asia Times, 2022). The report says that Padma Bridge is the longest bridge ever constructed in Bangladesh and the government of Bangladesh decided to build it with its funds and the government of Bangladesh made it true by the hand of PM Sheikh Hasina.

WION TV

WION (World is One News) is a New Delhi-based, international English-language news channel. It is a channel on the Zee Media network and is owned by the Essel Group. WION TV covered different news on the issue of the Padma Bridge Inauguration on different days and tried to say that it's the completion of the dream of the people of Bangladesh and a pride and courage of Bangladesh that Bangladesh can fulfill big projects like Padma Bridge for the overall development of the country's people. One article headlined that 'Grand project: finally, Bangladesh unveils multipurpose bridge on Padma river.' (Walia, 2022)

Gulf News

Daily English-language newspaper Gulf News is published in Saudi Arabia. It was initially introduced in 1978 and is now sold across the United Arab Emirates as well as in other Persian Gulf nations. Gulf News covered news on the 25th of June on the inauguration of the Padma Multi-Purpose Bridge by headlining 'Bangladesh opens bridge plagued by graft claims, lynching's' (Gulf News, 2022). In its reporting, some rumors regarding Padma Bridge are discussed such as rumors of human sacrifices.

Khaleej Times

In Dubai, United Arab Emirates, the daily English-language newspaper Khaleej Times is published. The oldest English daily newspaper in the UAE was first published on April 16, 1978. Khaleej Times says on the Padma Bridge inauguration that the prime minister of Bangladesh Sheikh Hasina, welcomed the inauguration of the nation's longest bridge, which was constructed over eight years despite delays brought on by political disputes and accusations of corruption and the news headline was that 'Bangladesh: PM Hasina opens country's longest bridge.' (Khaleej Times, 2022)

The Malaysian Insight

The Malaysian Insight offers an unbiased perspective on Malaysia, its politics, economics, people, and current events. With the completion of the Padma Multipurpose Bridge, which is now the longest in the country, Prime Minister Sheikh Hasina has achieved a significant infrastructural goal in the almost eight years since work began. The headline was 'Bangladesh opens bridge plagued by graft claims, lynchings.' (The Malaysian Insight, 2022)

Pakistan Today

Pakistan's Naws Media Company publishes Pakistan Today which is a daily newspaper in English. Pakistan Today also makes coverage on the inauguration of Padma Bridge by headlining that 'Padma Bridge proves Bangladeshi economy potential' (Talukdar, 2022). Also, it has much importance in the country's overall economic development.

The Seattle Times

The Seattle Times is one of the few independently run, locally owned news companies in the United States. It has won 11 Pulitzer Prizes and is Washington State's most popular online news source. This media says about the inauguration of Padma Bridge in its news headline, 'Bangladesh marks opening of country's longest bridge.' (Alam, 2022)

Global Times

The Chinese Communist Party's official newspaper, The People's Daily, publishes a daily tabloid called The Global Times that provides ultra-nationalistic commentary on world affairs. Global Times covered two news on the Padma Bridge inauguration and headlined like 'Chinese-built biggest bridge in Bangladesh opens, to boost local GDP growth' (Global Times, 2022). It focuses mostly on China's assistance in the construction of the Padma Bridge, which is also a crucial component of the trans-Asian road network and will significantly increase regional commerce.

These are all about the news coverage of the inauguration of Padma Bridge in detail. There is also the presence of pictures which is used in almost every report and the maximum of the news is two and three columns though there are few in one column which are shown in Table 1. Also, most of the news is on the front and back pages and some are on the inner pages of the media.

Pictures of Different Global News Media



Figure 1. Headlines of The Indian Express (25 June 2022); (The Indian Express 2022)

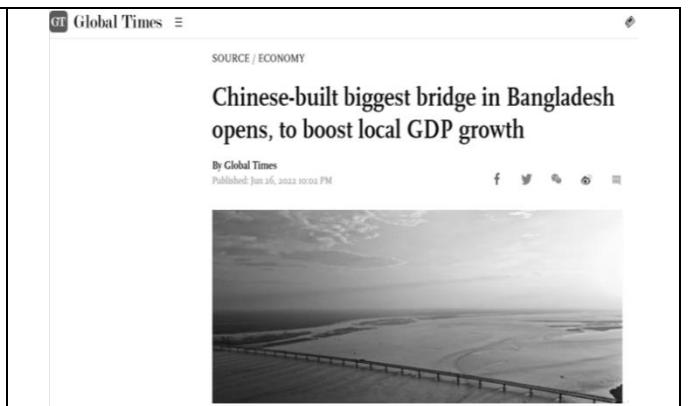


Figure 2. Headlines of Global Times (26 June 2022); (Global Times 2022)



Figure 3. Headlines of Khaleej Times (25 June 2022); (Khaleej Times 2022)

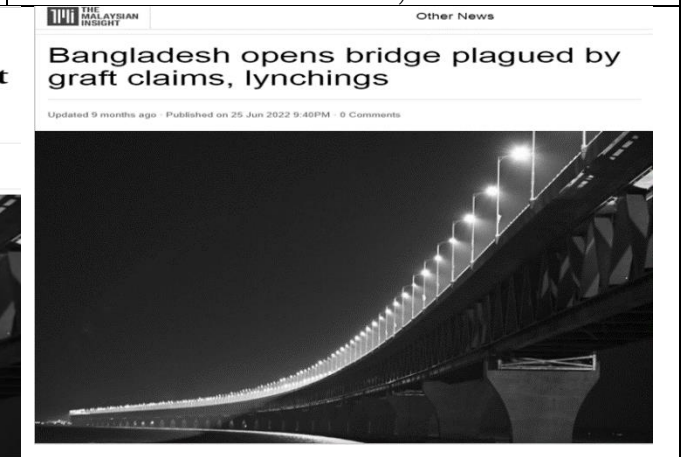


Figure 4. Headlines of The Malaysian Insight (25 June 2022); (The Malaysian Insight 2022)

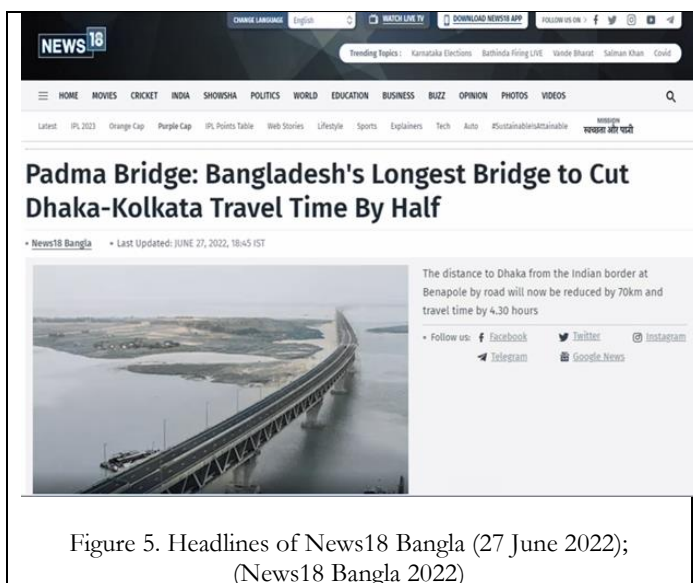


Figure 5. Headlines of News18 Bangla (27 June 2022); (News18 Bangla 2022)

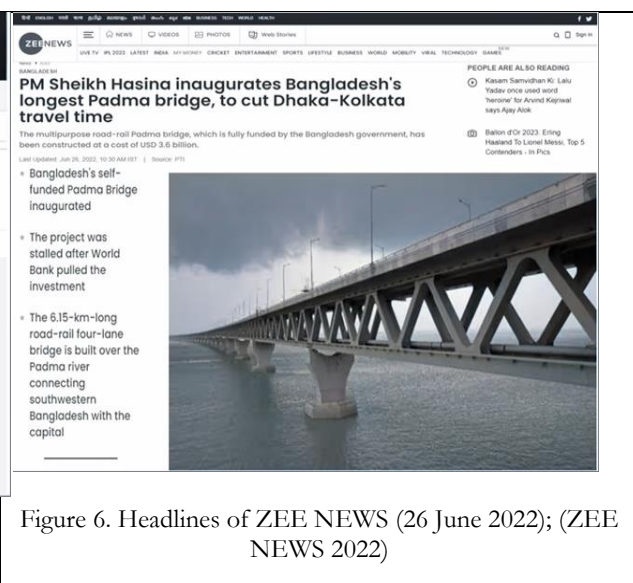


Figure 6. Headlines of ZEE NEWS (26 June 2022); (ZEE NEWS 2022)

Comparative Analysis of Different Country's News Coverage on the Inauguration of Padma Bridge

There are 12 country's news coverage on the inauguration which are USA, Qatar, India, France, Saudi Arab, Pakistan, UK, China, South Korea, Hong Kong, UAE, and Malaysia. The news media of USA says that Bangladesh commemorates the opening of the nation's longest bridge and is a source of national pride. Also, it says that the Padma Bridge have many impacts on the country's overall development, and they mainly tried to highlight that Padma Bridge is the longest bridge in Bangladesh and it is fulfillment of the people's dream.

The news media of Qatar described the inauguration event as a dream realized for 170 million Bangladeshis and a special infrastructure project of the country's government, which is headed by Prime Minister Sheikh Hasina. The Padma Bridge opening was also reported by the Indian news media, and they presented this issues that the bridge is more than just a collection of bricks and cement; rather, it is a representation of Bangladesh's pride, capability, and dignity and this bridge will link the capital city with Bangladesh's southern region which will help in overall economic development of the country. Not only that, but the Indian media also said that the Padma Bridge project was totally sponsored by the Bangladeshi government and is a source of national pride for the Bangladeshi people since it proves that Bangladesh is capable of completing these kinds of huge projects and on the other hand, they also focused on the media claim of Bangladesh's Padma Bridge is a Chinese success story. News media of France also reported on the issue, and they discussed about the importance of the inauguration of Padma Bridge for the country. Saudi news media discussed about the bridge cost estimated \$3.6 billion to build which are all from domestic funding of the country and this bridge will boost the SDG's of Bangladesh and also some rumors regarding Padma Bridge is discussed such as human sacrifices which is a negative issue.

The media of Pakistan focused on the importance of the bridge and says that the Bangladeshi Padma Bridge is more than just a bridge which proves the economic potentiality of Bangladesh. Media of China also deeply thinks about the issue and focuses mostly on China's assistance in the construction of the Padma Bridge, which is also a crucial component of the trans-Asian road network and will significantly increase regional commerce. Not only the Pak and China media focused on the issue, also the media of UK deeply concerned about the issue because of its importance on the overall development of Bangladesh. News media of Hong Kong says that the Padma Bridge is the longest bridge ever constructed in Bangladesh and the government of Bangladesh decided to build it by its own fund and the government of Bangladesh made it true by the hand of PM Sheikh Hasina though the South Korean media thinks the issue differently by focusing on the China's claim as their company completed the project of Padma Bridge.

The UAE news media also gave the story significant coverage and said that the Bangladeshi prime minister was pleased with the opening of the country's longest bridge, which was built over the course of eight years despite

delays brought on by political disagreements and charges of corruption. The Padma multipurpose bridge, which is now the longest in the nation, has been completed and inaugurated, and the Malaysian media has also expressed support for the project. They claim that in the nearly eight years since construction began, Prime Minister Sheikh Hasina has accomplished a significant infrastructure goal. It all has to do with contrasting the news reports from various international media outlets on the opening of Bangladesh's Padma Multipurpose Bridge.

Conclusion

The Padma Bridge, one of Bangladesh's most significant infrastructure projects, has connected the south-west part of the country with Dhaka, the country's capital. By enhancing mobility and communication between the various areas of the country, the bridge is anticipated to play an important role in Bangladesh's economic growth. It has created a direct rail and road connection that has saved travel time and expenses between the southwest area and Dhaka. Furthermore, through fostering regional trade and generating job opportunities, the Padma Bridge is anticipated to have a favourable effect on social development and poverty reduction. Additionally, it has made it easier for residents in the southwest area to access healthcare, education, and other crucial services.

For all that reason, the inauguration of Padma Bridge and the different global media's news coverage and thinking is very much important. The researchers' major goal is to understand how the international media reported on the opening of Bangladesh's longest bridge, the Padma Bridge, and what they genuinely think of it. So, this research is very much important for the overall development of Bangladesh through creating a good image of the country's infrastructural development and Bangladesh's ability to full fill such type of mega projects like Padma Bridge.

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Conflict of Interest

The authors declare no conflict of interest.

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