1. Physical infrastructure of the busway (e.g. nature of provision, change over time, fidelity of implementation)

2. ‘Representations’ of the physical infrastructure of the busway become constructed into media messages which reflect the reality to some degree (discourse as socially shaped)

3. Media messages are distributed through various channels including print and social media

4. Audience interprets messages, taking some meaning from the media representations of the busway

5. ‘Influence’/ ‘effect’ of media messages on audience (e.g. knowledge of the busway and wider social practices) (discourse as socially shaping)