

ROUTLEDGE STUDIES IN RHETORIC AND COMMUNICATION

Communication, Public Discourse, and Road Safety Campaigns

Persuading People to Be Safer

Nurit Guttman



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This book discusses the use of communication campaigns to market road safety, arguing that they have to elicit public discourse on issues regarding culture, equity, gender, workplace norms, environmental issues, and social solidarity. Increasingly, new media channels and types are employed in the dissemination process, making road safety-related text messages ubiquitous, and often controversial. The quantity positions the discourse on road safety as a sociable issue, and treats street safety behavior as a cultural activity that directly relates to other public problems, social values, and social policy, while discussing potential uses of social media and participatory approaches. The discussion turns to the role of road safety communication campaigns within a democratic procedure for eliciting public discourse, including how modern culture could address broader problems of risk and safety. The book highlights the importance of social and behavioral theory in conversation campaigns on road basic safety, and critiques the tendency to focus on specific cognition, affect, and risk conceptions instead of on normative, structural, and cultural factors. Policy manufacturers, educators, experts, and the public continue to debate the utility and morality of a few of the influence tactics employed in these messages, such as the use of graphic images of injury or death, stigmatization (or "blame and shame"), and the usage of "black humor." Guttman argues that influencing road basic safety requires making changes in normative and cultural conceptions of broader problems in society, yet the normal discourse on road security tends to focus on individual attitudes and procedures.



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