

Advertising Themes: Car Ads and Road Safety

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Biographies

Sarah Redshaw is the principal researcher and post-doctoral research fellow on the Transforming Drivers project. She has been carrying out research in the area of youth and road safety for the last three years and has become a media spokesperson on youth and road safety issues. She has recently finished her PhD on ethics and has published a paper on the culture of driving in the Australian Journal of Social Issues. She has further papers forthcoming this year.

Anne Morphett is employed at NRMA Motoring & Services as a Policy Specialist Road User Safety in the Member and Community Relations Team. As a member of this Team Anne works on research projects, community education and consultation, safety campaigns and policy development.

Among Anne's current responsibilities include the issues of motorcycle safety, young drivers, rural road safety and intoxicated and drug affected pedestrians.

Prior to working at NRMA Motoring & Services Anne worked for 6 years as a private consultant in social policy - and in the areas of health and disability.

Abstract

The paper looks at the connections between aspects of driving culture and the themes that advertising draws on. We take the view that advertising is a factor in encouraging and reinforcing driving behaviours through its connections to cultural themes. Advertising works by drawing on and reinforcing cultures of driving. Some of the road themes represented in advertising will be considered, in particular, racing themes. We will also look at some alternative road safety campaigns from overseas.