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Волгоградский государственный архитектурно-строительный университет**

ROAD SAFETY

**Сборник текстов, упражнений и контрольных заданий
по английскому языку
для студентов специальности ОБД**

Волгоград 2011

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R 66

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UNIT 1

1. Прочитайте и выучите слова:

1) road safety	дорожная безопасность
2) harm	вред, ущерб, зло, обида
3) death	смерть
4) injury	повреждение, рана, травма, ушиб
5) property	собственность
6) damage	вред, повреждение, убытки, компенсация за убытки, ущерб
7) crash	авария, поломка, крушение
8) vehicle	средство передвижения
9) mode	метод, способ, манера, образ действия
10) air	воздух
11) exclusively	исключительно, единственно
12) to reduce	уменьшать, сокращать
13) consequence	последствие, результат
14) health	здоровье
15) prevention	предотвращение, предохранение
16) acute	острый, критический
17) victim	жертва
18) overwhelmingly	в подавляющем большинстве случаев
19) prior	предшествующий
20) fatality	катастрофа, несчастье, обреченность
21) complicated	запутанный, сложный
22) casual	случайный, непреднамеренный
23) to involve	вовлекать, вызывать, включать
24) essentially	по существу, существенным образом
25) arbitrary	произвольный, арбитражный, третейский
26) engine	двигатель
27) heart attack	сердечный приступ
28) to occur	встречаться, попадаться, случаться
29) uncertain	точно неизвестный, неопределенный
30) whether	ли, любой из двух, который (из двух)
31) to depend	зависеть
32) compensation	возмещение, компенсация
33) amount (<i>n, v</i>)	сумма, итог, количество; доходить до, составлять

34) even	даже
35) data	данные, факты, информация
36) jurisdiction	юрисдикция, отправление правосудия
37) to exceed	превышать
38) to specify	выдавать спецификацию, определять, устанавливать
39) statute	закон, статус, устав
40) because of	из-за
41) minor	малый, меньший
42) abruptly	резко, внезапно
43) to change	изменять
44) thereby	тем самым
45) driver	водитель
46) single vehicle property damage crashes	повреждение одного транспортного средства в результате аварии
47) benefit	выгода, страховое пособие, преимущество
48) regardless of	невзирая на, не считаясь с, не обращая внимания на
49) legal	юридический, законный
50) obligation	обязательство, долг, долговая расписка
51) rate	норма, степень, скорость, темп
52) performance	исполнение, действие, характеристика
53) measure	мера, измерение
54) indicator	показатель, признак, фактор
55) exposure	подверженность (риску, внешнему воздействию)
56) to count	считать, подсчитывать
57) road traffic	дорожное движение
58) per capita	на душу
59) licensed	имеющий разрешение
60) sense	чувство, ощущение, смысл, значение
61) available	доступный, имеющийся в распоряжении, годный
62) to assess	оценивать, определять сумму штрафа
63) intervention	вмешательство, посредничество
64) goal	цель, задача
65) impact	удар, толчок, место удара; воздействие
66) to affect	действовать, воздействовать, наносить ущерб
67) severity	строгость, суровость, тяготы
68) occupant	пассажир
69) velocity	скорость
70) to estimate	оценивать, устанавливать стоимость

71) surrogate	заместитель, судья по наследственным делам и опеке
72) to post	расставлять, ставить
73) signage	графические и текстовые знаки и обозначения
74) highway	шоссе, автомагистраль, дорога
75) to contribute	содействовать, способствовать, вносить вклад
76) an error	ошибка
77) brake	тормоз
78) steering	рулевое управление
79) throttle	дроссель, тормоз
80) lack	недостаток
81) severity	строгость, суровость
82) comprehensive	всеобъемлющий, обширный, всесторонний
83) outline	очертание, набросок, основы
84) neighborhood	соседство
85) vulnerable (<i>adj, n</i>)	уязвимый, ранимый, уязвимое место
86) calming	спокойный, успокаивающий
87) tool	инструмент
88) shared	разделенный
89) to rely on	полагаться на
90) interaction	взаимодействие
91) distinction	различение, распознавание, различие, отличительная особенность
92) carriageway	проезжая часть дороги
93) footway	пешеходная дорожка, тротуар
94) to approach	приближаться, делать предложения
95) entertainment	прием, развлечение, зрелище
96) option	выбор, право выбора, сделка
97) freeway	дорога с ограниченными подступами, автомагистраль
98) opportunity	удобный случай, благоприятная возможность
99) fuel	топливо
100) despite	несмотря на, вопреки
101) average	среднее число, убыток от аварии
102) to bank	делать вираж, наклоняться; делать насыпь
103) curve	кривая, изгиб, закругление, вираж
104) tire-traction	сцепление шины (с дорожной поверхностью)
105) gravity	тяжесть, серьезность, важность
106) camber	выпуклость, изогнутость крыла
107) frost	мороз
108) bitumen	гудрон, деготь
109) to enhance	увеличивать, усиливать, повышать

110) drainage	водоотвод, дренаж
111) bend (<i>n, v</i>)	сгиб, изгиб, гнуться
112) bystander	свидетель, зритель
113) rail	полоса, перила, ограда, рельс
114) to anchor	скреплять
115) to skewer	насаживать, прорезать
116) compartment	купе, отсек, отделение
117) to break	ломаться, разбивать
118) base	основа, площадка
119) rather	скорее, предпочтительнее, вернее; слегка, до некоторой степени
120) violently	сильно; неправильно, искаженно
121) to hit	ударять
122) to collapse	выходить из строя, сплющиваться
123) vicinity	окрестность, округа, соседство; приближенное число
124) errant	странствующий, заблудший, блуждающий
125) to protect	защищать, предохранять, оплачивать
126) attenuator	поглотитель, затухание, глушитель
127) to absorb	поглощать, всасывать; оплачивать расходы
128) to slow	замедлять
129) gently	мягко, осторожно
130) to strike	ударять, наткнуться, шантажировать
131) devastating	разрушительный, опустошительный, подавляемый
132) to dissipate	рассеиваться, разгонять, расточать
133) transfer (<i>n, v</i>)	передача, переносить, перемещать
134) to tear	изнашиваться, изорвать
135) hazard	риск, опасность
136) intersection	пересечение, перекресток
137) violent	сильный, бешеный
138) pavement	дорожная одежда, дорожное покрытие
139) to incorporate	зарегистрировать, соединяться
140) lane	узкая дорога, проход
141) to fade	постепенно исчезать
142) snowplow	снегоочиститель
143) to glue	клеить; быть неотлучно
144) to embed	вставлять, врезать, вкапывать, закладывать
145) shallow	мелкий, поверхностный
146) trench	канава, ров
147) to carve	резать, вырезать, делить, дробить, разделять
148) to impress	внедрять, запечатлевать, поразить
149) edge	край, кромка, острие, лезвие

150) drowsing	сонный, дремлющий
151) hum	жужжание, гудение
152) to awaken	пробуждать
153) to release	освободить, избавлять, прощать (долг)
154) to drift off	отключаться
155) rumble	поймка на месте преступления; громыхание
156) owing to	по причине
157) shoulder	плечо, уступ, обочина, фланец
158) objective	цель
159) visual	зрительный, оптический, визуальный
160) delineation	очерк, чертеж, план, описание, изображение
161) wet	мокрый, влажный, пьяный
162) audible	слышный, внятный
163) vibratory	вибрирующий, вызывающий вибрацию, колеблющийся, дрожащий
164) warning	предупреждение, предостережение
165) to stray	отклониться (от темы), сбиться (с пути)
166) to participate	разделять, участвовать
167) controversy	правовой спор, дискуссия
168) lobby	лобби, группа лиц; коридор
169) to dominate	преобладать, возвышаться
170) agenda	повестка дня
171) forced	форсированный, принудительный, искусственный
172) segregation	выделение, изоляция
173) opinion	мнение
174) to fail	недоставать, ослабевать, потерпеть неудачу
175) perception	восприятие, осознание

2. Прочитайте и переведите слова, объединенные в гнезда слов:

safety, safe; crash, to crash, to crash through, to crash down; injury, to injure, injurious; to prevent, prevention, preventive; danger, dangerous, to be in danger; fatal, fatality, fatalist, fatalistic, fatalism; to increase, increase, to be on the increase; fail, failure, failing; pavement, to pave, paver; acceleration, to accelerate, accelerating, accelerator, accelerant; removal, move, movement, to remove, removed.

3. Прочитайте и переведите антонимы:

acceleration — deceleration; increased — decreased; forgiving — unforgiving; discouraged — encouraged; fatal — non-fatal; to reduce — to increase; certain — uncertain; modern — ancient; poor — rich; young — old; broad — narrow; increase — minimize; forgiving — unforgiving.

4. Прочитайте, переведите и выучите синонимы:

to assess — to estimate; motorway — freeway; cat's eyes — bottle dots; footway — sidewalk; cambered — crowned; fatality — death; rumble strips — tone bands.

5. Прочитайте и переведите словосочетания:

roadside units; raised rib markings; rumble strips; tone-brand; lane marker; retro-reflective; Fitch barriers; guard rails; light poles; passenger compartment; sight distance; road sight clear zones; interventions areas; traffic calming; road users; eye contact; travel-limited generation; tire-traction; standing water; strict furniture; impact energy; limited access highways.

6. Прочитайте и переведите текст.

ROAD SAFETY

Road safety aims to reduce the harm (deaths, injuries, and property damage) resulting from crashes of road vehicles. Harm from road-traffic crashes is greater than that from all other transportation modes (air, sea, space, etc.) combined. Road safety deals exclusively with road-traffic crashes — how to reduce their number and their consequences.

Background. Road-traffic crashes are one of the world's largest public health and injury prevention problems. The problem is all the more acute because the victims are overwhelmingly healthy prior to their crashes. According to the World Health Organization more than a million people are killed on the world's roads each year.

Types of harm. Fatality. Conceptually, the clearest type of harm in a road-traffic crash is death — or a fatality. However, the definition of a road-traffic fatality is far more complicated than a casual thought might indicate, and involves many essentially arbitrary criteria. In the United States, for example, the definition used in the Fatality Analysis Reporting System (FARS) run by the NHTSA is a person who dies within 30 days of a crash on a US public road involving a vehicle with an engine, the death being the result of the crash. In America therefore, if a driver has a non-fatal heart attack that leads to a road-traffic crash that causes death, that is a road-traffic fatality.

Injuries. How many road-traffic crash injuries occur in the world? The answer to this question is highly uncertain. Whether an injury is reported may depend upon compensation and medical procedures as well as on the amount of harm.

Property Damage. Data for property damage crashes is even more uncertain than for injuries. In some jurisdictions the criterion for reporting is damage exceeding some monetary amount specified by statute. Because of inflation, this requirement may include more and more minor crashes as time passes, until the amount is abruptly changed, thereby reducing the reported number of crashes. Drivers generally report single-vehicle property damage crashes only if they see some benefit in reporting them, regardless of legal obligations.

Crash Rates. The safety performance of roadways are almost always reported as rates. That is, some measure of harm (deaths, injuries, or property damage) divided by some indicator of exposure to the risk of this harm. Simple counts are almost never used. The annual count of fatalities is a rate, namely, the number of fatalities per year. Common rates related to road-traffic fatalities include the number of deaths per capita, per registered vehicle, per licensed driver, or per vehicle mile traveled. There is no one rate that is superior to others in any general sense. The rate to be selected depends on the question being asked — and often also on what data are available. What is important is to specify exactly what rate is measured and how it relates to the problem being addressed.

Defining the problem. The standard measures used in assessing road safety interventions are fatalities and Killed or Seriously Injured (KSI) rates, usually per billion passenger kilometers. In the United States, crashes per million vehicle miles is typically used for road safety.

Speed is a key goal of modern road design, but impact speed affects the severity of injury to both occupants and pedestrians. For occupants, Joksch (1993) found the probability of death for drivers in multi-vehicle accidents increased as the fourth power of impact speed (often referred to by the mathematical term δv (“delta V”), meaning change in velocity). Injuries are caused by sudden, severe acceleration (or deceleration), this is difficult to measure. However, crash reconstruction techniques can be used to estimate vehicle speeds before a crash. Therefore, the change in speed is used as a surrogate for acceleration.

Interventions. One method is to post special safety signage on the most dangerous highways. Interventions take many forms. Contributing factors to highway crashes may be related to the driver (such as driver error, illness or fatigue), the vehicle (brake, steering, or throttle failures) or the road itself (lack of sight distance, poor roadside clear zones, etc.). Interventions may seek to reduce or compensate for these factors, or reduce the severity of crashes that do occur. A comprehensive outline of interventions areas can be seen in Management systems for road safety.

Road design. On neighborhood roads where many vulnerable road users, such as pedestrians and bicyclists (both young and old) can be found, traffic calming can be a tool for road safety. Shared space schemes, which rely on human instincts and interactions, such as eye contact, for their effectiveness, and are characterized by the removal of traditional traffic signals and signs, and even by the removal of the distinction between carriageway (roadway) and footway (sidewalk), are also becoming increasingly popular. Both approaches can be shown to be effective.

Outside neighborhood roads, design features are added to increase motorized safety and mobility. These features come at increasing costs; costs which include monetary amounts, decreased or discouraged usage by non-motorized travelers, as well as aesthetics. Benefits include a broader spectrum of occupational, cultural and entertainment options than enjoyed by more travel-limited generations.

At the other end of the spectrum from neighborhood roads are motorways, which may be called freeways, limited access highways, Autobahnen, Interstates or other national names. Motorways have the best engineered road features, limited access and minimize opportunities for conflict so are typically the safest roads per mile traveled and offer better fuel economy despite higher average speeds.

Better motorways are banked on curves in order to reduce the need for tire-traction and increase stability for vehicles with high centers of gravity. Most roads are cambered (crowned), that is, made so that they have rounded surfaces, to reduce standing water and ice, primarily to prevent frost damage but also increasing traction in poor weather. Some sections of road are now surfaced with porous bitumen to enhance drainage; this is particularly done on bends.

Most street furniture is now designed to absorb impact energy and minimize the risk to the occupants of cars, and bystanders. For example, most side rails are now anchored to the ground, so that they cannot skewer a passenger compartment, and most light poles are designed to break at the base rather than violently stop a car that hits them. Some street furniture is designed to collapse on impact. Highways authorities have also removed trees in the vicinity of roads; while the idea of “dangerous trees” has attracted a certain amount of skepticism, unforgiving objects such as trees can cause severe damage and injury to any errant road users.

The ends of some guard rails on high-speed highways in the United States are protected with impact attenuators, designed to gradually absorb the kinetic energy of a vehicle and slow it more gently before it can strike the end of the guard rail head on, which would be devastating at high speed. Several mechanisms are used to dissipate the kinetic energy. Fitch Barriers, a system of sand-filled barrels, uses momentum transfer from the vehicle to the sand. Many other systems tear or deform steel members to absorb energy and gradually stop the vehicle.

Road hazards and intersections in some areas are now usually marked several times, roughly five, twenty and sixty seconds in advance so that drivers are less likely to attempt violent maneuvers.

Most road signs and pavement marking materials are retro-reflective, incorporating small glass spheres or prisms to more efficiently reflect light from vehicle headlights back to the driver’s eyes.

Lane markers in some countries and states are marked with Cat’s eyes or Botts dots, bright reflectors that do not fade like paint. Bolts dots are not used where it is icy in the winter, because frost and snowplows can break the glue that holds them to the road, although they can be embedded in short, shallow trenches carved in the roadway, as is done in the mountainous regions of California.

In some countries major roads have “tone bands” impressed or cut into the edges of the legal roadway, so that drowsing drivers are awakened by a loud hum as they release the steering and drift off the edge of the road. Tone bands are also referred to as “rumble strips,” owing to the sound they create. An alternative method is the use of “Raised Rib” markings, which consists of a continuous line marking with ribs across the line at regular intervals. They were first specially

authorized for use on motorways as an edge line marking to separate the edge of the hard shoulder from the main carriageway. The objective of the marking is to achieve improved visual delineation of the carriageway edge in wet conditions at night. It also provides an audible/vibratory warning to vehicle drivers, should they stray from the carriageway, and run onto the marking.

The U.S. has developed a prototype automated roadway, to reduce driver fatigue and increase the carrying capacity of the roadway. Roadside units participating in future Wireless vehicle safety communications networks have been studied.

There is some controversy over the way that the motor lobby has been seen to dominate the road safety agenda. Some road safety activists use the term “road safety” (in quotes) to describe measures such as removal of “dangerous” trees and forced segregation of the vulnerable to the advantage of motorized traffic. Orthodox “road safety” opinion fails to address what Adams describes as the top half of the risk thermostat, the perceptions and attitudes of the road user community.

7. Подберите определения к терминам.

- | | |
|---------------------|--|
| 1) raised ribs | a) have rounded surfaces |
| 2) freeways | b) is designed to collapse on impact |
| 3) carriageway | c) consist of a continuous line marking with ribs across the line at regular intervals |
| 4) street furniture | d) roadway |
| 5) cambered roads | e) limited access highways |

8. Ответьте на вопросы.

1. What does road safety aim to?
2. What is the clearest harm in a road-traffic crash?
3. When is death considered to be a road-traffic fatality in America?
4. What property damage crashes do drivers generally report?
5. What do common rates related to road-traffic fatalities include?
6. What is a key goal of modern road design?
7. What forms do interventions take?
8. What measures can be taken to increase safety on the roads?

9. Прочитайте нижеприведенный текст и перескажите его по-русски.

MOTORWAY

Motorways (called freeways in North America) have the highest design standards for speed, safety and fuel efficiency. Motorways improve safety by:
prohibiting more vulnerable road users;
prohibiting slow-moving vehicles, thus reducing speed variation and potential for same direction travel;

separating crossing traffic by replacing intersections with interchanges, thus reducing potential into the side, most vulnerable vehicle section (side impacts are also most responsible for some of the most serious traumatic brain injuries);

removing roadside obstacles.

Although these roads may experience greater severity than most roads due to higher speeds in the event of a crash, the probability of a crash is reduced by removing interactions (crossing, passing, slower and opposing traffic), and crash severity is reduced by removing massive, fixed objects or surrounding them with energy attenuation devices (e.g. guardrails, wide grassy areas, sand barrels).

Motorways are far more expensive and space-consuming to build than ordinary roads, so are unused as principal arterial routes. In developed nations, motorways bear a significant portion of motorized travel; for example, the United Kingdom's 3533 km of motorways represented less than 1.5 % of the United Kingdom's roadways in 2003, but earn 23 % of road traffic.

The proportion of traffic borne by motorways is a significant safety factor. For example, even though the United Kingdom had a higher fatality rates on both motorways and non motorways than Finland, both nations shared the same overall fatality rate in 2003. This result was due to the United Kingdom's higher proportion of motorway travel. Similarly, the reduction of conflicts with other vehicles on motorways results in smoother traffic flow, reduced collision rates, and reduced fuel consumption compared with stop-and-go traffic on other roadways.

The improved safety and fuel economy of motorways are common justifications for building more motorways. However, the planned capacity of motorways is often exceeded in a shorter timeframe than initially planned, due to the under estimation of the extent of the suppressed demand for road travel. In developing nations, there is significant public debate on the desirability of continued investment in motorways.

Motorways around the world are subject to a broad range of speed limits. Recent experiments with variable speed limits based on automatic measurements of traffic density have delivered both improvements in traffic flow and reduced collision rates, based on principles of turbulent flow analysis.

With effect from January 2005 and based primarily on safety grounds, the UK's Highways Agency's policy is that all new motorway schemes are to use high containment concrete step barriers in the central reserve. All existing motorways will introduce concrete barriers into the central reserve as part of ongoing upgrades and through replacement as and when these systems have reached the end of their useful life. This change of policy applies only to barriers in the central reserve of high speed roads and not to verge side barriers. Other routes will continue to use steel barriers.

Pavement Design. Poor pavement construction can lead to safety problems. If too much asphalt or bitumenous binder is used in asphalt concrete, the binder can "bleed" or "flush" to the surface, leaving a very smooth surface that provides little traction when wet. Certain kinds of stone aggregate become very smooth or polished under the constant wearing action of vehicle tires, again leading to poor

wet-weather traction. Either of these problems can increase wet-weather crashes by increasing braking distances or contributing to loss of control, like pavement is insufficiently sloped or poorly drained, standing water on the surface can also lead to wet-weather crashes.

Road safety advertising. Road traffic authorities around the world have mounted advertising campaigns to convince driver to operate vehicles safely.

Non-motorized lobby. Pedestrians' advocates, environmental groups and related organizations such as Road Peace have been strongly critical of what they see as moves to solve the problem of danger posed to vulnerable road users by motor traffic through increasing restrictions on vulnerable road users, an approach which they believe both blames the victim and fails to address the problem at source. This is discussed in detail by Dr Robert Davis in the book "Death on the Streets: Cars and the mythology of road safety", and the core problem is also addressed in books by Professor John Adams, Mayer Hit and others.

UNIT 2

1. Прочитайте и выучите слова:

- | | |
|---------------------|--|
| 1) injury | травма, рана, ранение, повреждение |
| 2) road | дорога |
| 3) safety | безопасность |
| 4) to reduce | сокращать, уменьшать |
| 5) publicity | реклама, пропаганда, гласность |
| 6) to aim to | направлять на |
| 7) to ensure | обеспечивать, принимать меры предосторожно-сти, застраховывать |
| 8) to encourage | поощрять, поддерживать, ободрять |
| 9) support | поддержка |
| 10) to get across | четко изложить, содействовать |
| 11) target audience | объект воздействия, целевая группа, целевая аудитория |
| 12) message | сообщение, письмо, послание |
| 13) to generate | порождать, вызывать |
| 14) safety issues | проблемы техники безопасности |
| 15) to involve | вовлекать |
| 16) to promote | поддерживать, повышать (зд.: безопасность дорог) |
| 17) to reinforce | усиливать |
| 18) attitude | отношение |
| 19) considerate | серьезный, обдуманный, внимательный |
| 20) behaviour | поведение |
| 21) to contribute | содействовать, способствовать |
| 22) casualty | авария |
| 23) approach | подход |
| 24) to raise | поднимать |
| 25) profile | профиль |
| 26) to utilize | использовать |
| 27) media | средства массовой информации |
| 28) poster | афиша |
| 29) ambient | окружающий |
| 30) complementary | дополнительный |

31) authority	власть
32) to cascade	ниспадать каскадом
33) employee	служащий, рабочий
34) customer	заказчик, клиент
35) consistency	постоянство, последовательность
36) sponsorship	спонсорство
37) celebrity	известность
38) advertising	рекламирование
39) key	ключ
40) priority	приоритет
41) seatbelt	ремень безопасности
42) fatigue	усталость
43) overall campaign	повсеместная кампания
44) rational	мотивировка
45) responsibility	ответственность, обязанность
46) vulnerable	уязвимый
47) awareness	осведомленность
48) rather	скорее
49) to happen	случаться, происходить
50) to cause	причинять
51) to influence	влиять
52) acceptance	одобрение
53) brand	знак (заводской или фирменный)
54) pedestrian	пешеход
55) mood	настроение
56) remainder	зд.: создатели (этой газеты)
57) adult	взрослый
58) neatly	точно, четко
59) to encapsulate	излагать, обрисовывать
60) to target	попадать в цель
61) to instill	внушать
62) reminder	напоминание
63) to capture	увлечь, силой навязать
64) crucial	решающий

2. Прочитайте и переведите текст.

BANNER FOR ROAD SAFETY IN THE UK

The UK Government has an objective of reducing road deaths and serious injuries by 40 per cent (50 per cent for children) by the year 2010. Key factors in achieving that objective are improved road user behaviour and acceptance of engineering and enforcement initiatives that increase road safety. Education and publicity play a key role in raising consumer awareness and acceptance.

Our road safety publicity aims to:

- ensure that there is a high profile for road safety as a matter for general concern;
- complement police and local authority activities;
- encourage broader support from private sector partners;
- get across specific messages to target audiences;
- generate media interest in road safety issues.

It does this by:

- involving a broad spectrum of society in promoting safer roads for everyone;
- encouraging and reinforcing attitudes that lead to safer and more considerate behaviour by all road users;
- promoting understanding of the need for better road safety behaviour;
- contributing to the general aim of reducing road casualties and meeting the casualty targets for year 2010.

Our basic approach is national publicity using a mix of emotion and facts that raise the profile of road safety. We utilize a range of media channels — TV, radio, press, posters, ambient etc. — to provide a national platform to stimulate complementary regional and local authority activity and to encourage private sector companies to cascade messages to their employees and customers. A range of free publicity material is made available to local authorities and others to promote consistency of messages at national and local level. We have also entered into sports sponsorship with the Rugby Football League and the English Football League to enable us to get our messages across to a wider audience using a celebrity based approach.

Road Safety advertising has been a key priority for many years. In the past, advertising sad on specific themes such as drink drive and seatbelts. In recent years we have communicated many more messages — such as fatigue and use of mobile phones. We wanted people to see that these extra individual messages were part of an overall campaign to improve road safety. So in June 2000, we launched a new campaign under one banner — THINK! — to unite our various road safety messages.

The rationale for THINK! the aim of Government road safety campaigns is to reinforce the need for drivers and other road users to take responsibility for their own safety and for the safety of others on the road. In the wider context, the theme of personal and social responsibility is central to the Government's philosophy and to its transport policies to encourage more responsible travel choices.

The encouragement of more people to walk or cycle instead of driving makes the promotion of safety for more vulnerable road users and the responsible and considerate behaviour of drivers even more important.

Road safety publicity campaigns raise public awareness that accidents do not just happen, rather they are caused. Public awareness campaigns can help to influence the attitudes and behaviours that cause accidents. They also create public acceptance for safety engineering and police enforcement and they give national focus and context for local initiatives aimed at making the roads safer and for

third parties to carry road safety messages in the context of their own commercial activities.

The THINK! campaign was therefore launched:

to contribute to achieving the targets for road casualty reduction by year 2010, as set out in the Government's policy strategy document "Tomorrow's roads: safer for everyone";

to use all the marketing tools available to us to get across road safety messages effectively and meaningfully;

to draw together a wide range of road safety messages under a single concept;

to get across specific advice to road users while impressing on all the need to THINK! while using the road;

to help to stimulate a year round presence under a new road safety brand;

to encourage new partnerships to associate with the brand in promoting road safety.

The THINK! campaign is not about the motorist as such, or the pedestrians, or cyclists, motor cyclists, etc. It is about *people*, about the *citizen*, about each and *all* of us. It is about how we all use our roads safely, whether we happen to be motoring, walking, cycling or whatever. This is mainly to build a mood of "we're all in it together" to have greater effect.

Having set out the rationale for THINK! the remainder of this paper focuses on what we have done to promote the campaign. The expression, "show me the child at seven and I'll show you the adult" neatly encapsulates our approach. We target people from childhood to adulthood, aiming to instill good practice at a very early age with frequent reminders for teenagers and adults. The remainder of this paper captures our approach. Part 1 looks at our crucial child road safety work. Part 2 focuses on adult road safety looking at individual themes while Parts 3 and 4 look at evaluation and draw conclusions on our overall approach.

3. Подберите английские эквиваленты.

1. Пропаганда безопасности дорожного движения направлена на то, чтобы донести определенную информацию до целевой аудитории.

a) The encouragement of more people to walk or cycle instead of driving makes the promotion of safety for more vulnerable users and the responsible and considerate behaviour of drivers even more important.

2. Нашим базовым методом является пропаганда, использующая как эмоции, так и факты, повышающая роль и значение правил безопасности дорожного движения.

b) Our basic approach is national publicity using a mix of emotion and facts that raise the profile of road safety.

3. Очень важно поощрение большинства людей, выбирающих ходьбу и езду на велосипеде взамен езды на автомобилях, требующей соблюдения

c) Road Safety advertising has been a key priority for many years.

правил безопасности, ответственности и внимания водителей по отношению к наиболее уязвимым пользователям дорог.

4. Уже много лет пропаганда безопасности дорожного движения является приоритетом. d) Our road safety publicity aims to get across specific messages to target audiences.

4. Закончите предложения.

1. The UK Government has an objective of reducing road death and serious injuries...
2. Our road safety publicity aims to...
3. The publicity does this by...
4. Our basic approach is national publicity using a mix of emotion and facts that...
5. In the past, advertising focused on...
6. In recent years we have communicated many more messages — such as...
7. The aim of Government road safety campaigns is...
8. The THINK! campaign was launched...

5. Выскажите согласие или несогласие с заявлениями, начиная свой ответ фразами *that's right; certainly; that's wrong; sorry, but...*

1. Road Safety advertising has been a key priority for many years.
2. In the past, advertising focused on fatigue and use of mobile phones.
3. The encouragement of more people to walk or cycle instead of driving makes the promotion of safety more important.
4. The THINK! campaign is about the motorist as such.
5. The campaign targets people from childhood to adulthood.
6. Education and age play a key role in raising consumer awareness and acceptance of engineering initiatives.

6. Ответьте на вопросы.

1. How greatly is the UK Government going to reduce road death and injuries?
2. What does road safety publicity aim to?
3. What measures does it take to do this?
4. What is the basic approach to ensure road safety?
5. What did advertising focus on in the past?
6. What does advertising focus on in recent years?
7. What is the aim of Government safety campaign?
8. What does road safety campaign raise?
9. What can road awareness campaign help to do?
10. How is the Government road safety campaign called?

7. Составьте несколько предложений о кампании за безопасность дорожного движения в Великобритании.

8. Обыграйте диалог.

A: — Have you heard of UK Government campaign for road safety?

B: — Oh, yes. They hope to reduce road deaths and serious injuries by 40 per cent.

A: — I'm not sure that education and publicity can play a key role in raising consumer awareness.

B: — But you must agree that national publicity may help in this case.

A: — Of course, if they utilize a range of media channels — TV, radio, press, posters, ambient.

B: — I'm sure it'll provide a national platform to stimulate complementary regional and local authority activity.

A: — Well. We'll see.

UNIT 3

1. Прочитайте и выучите слова:

1)	independently	самостоятельно
2)	particularly	особенно
3)	to appeal	обращаться, взывать
4)	code	система сигналов, код
5)	fluorescent	флуоресцентный
6)	clothes	одежда
7)	reflective	отражающий (с отблеском)
8)	medium	посредник
9)	ad	объявление, реклама
10)	cartoon	комикс, мультипликация
11)	hedgehog	еж, переносное проволочное ограждение
12)	to relate	относиться
13)	to tie	связывать
14)	calendar	расписание
15)	hook	событие, ловушка
16)	to extend	продолжать, продлевать
17)	to distribute	раздавать, распределять, распространять
18)	eraser	резинка
19)	pencil case	пенал
20)	t-shirt	футболка, тенниска
21)	taggos (<i>pl</i>) om tag	бирки
22)	website	интернет-сайт, рекламный щит
23)	screen savers	экранная заставка
24)	accident statistics	статистика аварий (несчастных случаев)
25)	to tend to	иметь тенденцию к
26)	to counteract	противодействовать
27)	influential	серьезный, влиятельный
28)	available	пригодный, имеющийся в распоряжении
29)	downloading	загрузка, скачивание
30)	to promote	рекламировать
31)	promotion	реклама
32)	to target	намечать
33)	presenter	представитель
34)	to consume	расходовать

35)	media consumed by parents	мероприятие, оплачиваемое родителями
36)	case study	конкретный пример
37)	to knock down	сбить
38)	to hurt	повредить, ушибить, пораниться
39)	to appropriate	предназначать
40)	restraint	крепление, средства для установки
41)	to apply	применять, касаться, направлять внимание на
42)	to fit	сделать удобным (пригодным), подгонять
43)	trip	поездка
44)	journey	путешествие
45)	washroom	туалет
46)	imagery	образы
47)	listing	список
48)	coverage	освещение события
49)	adult belts	ремни для взрослых
50)	suitable	пригодный
51)	bike (bicycle)	велосипед
52)	to wear	носить, одевать
53)	gear	механизм, коробка передач, сцепление
54)	safety gear	защитное снаряжение
55)	helmet	шлем
56)	recess	каникулы
57)	gang	компания
58)	to update	усовершенствовать, обновляться
59)	virgin	новичок
60)	to train	готовиться

2. Прочитайте и переведите текст.

CHILD ROAD SAFETY IN THE UK

Our publicity to influence child behaviour is broken down into various age bands. Our general approach is to:

target groups that have the most influence over the child/young person. Sometimes this is the child/young person themselves and other times someone close like a parent;

wait with stakeholders who have the power to help us deliver the messages. Our key stakeholder group is the Road Safety Officers (RSOs) who work in local councils and who have very good established channels with the local community. Our road safety material is disseminated primarily through them;

use a mix of marketing tools that compliment and reinforce each other to get the points across effectively e.g. advertising to children, direct marketing through RSOs, PR and websites;

adapt the messages and tactics in the light of changing circumstances and research findings.

Children in the 0—6 age group. Our key target here is parents. In particular we need to make sure we reach parents in the lowest socio-economic groups as their children are up to 5 times more likely to be involved in road accidents and parents from ethnic minorities as their children are also disproportionately at risk. Other targets are the children themselves and teachers.

Two main elements to child road safety campaign for this age group are: child pedestrian road safety and in car safety.

Our main pedestrian campaign messages are: parents start teaching road safety as early as possible and children under 8 have difficulty judging speed and distance and so should not cross roads alone.

Teaching road safety is a process. Parents need to be aware of the dangers and how they change as the child gets older. Within this there are a myriad of messages / advice that parents need to know about, such as explaining to children the meaning of “stop” and “kerb” as early as possible and explaining that they must always stop at the kerb.

Always set a good example yourself. Children learn by example and by joining in.

Delivery Tactics. Our main way to get the messages across to parents is through a leaflet — *Get Across Road Safety for Parents of 0—6 year olds*. There is also another leaflet in the same series aimed at parents of 7—10 year olds. Teaching road safety is not a single message campaign and so needs good explanatory material.

The leaflets were produced following research amongst parents. The research was heavily weighted in favour of parents from the lowest social groups as we wanted to make sure that their view were taken into account, we also did research with mothers from ethnic language communities from the Indian Subcontinent. The results were that parents wanted:

- information on how to teach not just what to teach;

- age specific advice;

- material that they could use with their children;

- the ethnic language groups wanted dual language as proficiency in the native tongue varied across the generations in the household.

The Get Across booklets give lots of tips and advice on teaching road safety and have interactive exercises that parents can do with their children. There are also dual language versions — English with Punjabi, Gujarati, Urdu and Bengali. Other languages are available on request. They are distributed predominantly by Road Safety Officers through the local links they have with the community e.g. links with health workers, nurseries, doctors surgeries, and at local road shows and events.

We have also linked with another government initiative called Sure Start. This project targets parents with children in the 0—5 age range in the most deprived areas in Britain and gives advice and help on a range of subjects such as accident prevention and encouraging children’s speech and language development.

Film. A public information film, which TV stations show when they have a break between programs and unsold advertising space, allows us free advertising. Our pedestrian safety film emphasises to parents the importance of teaching road

safety explaining that parents teach colors and counting and should also remember to teach road safety. This filler would tend to be shown during programming that is watched by mothers with young children.

Editorial/broadcast coverage stimulated by PR is also used to get coverage for our messages on relevant TV programs, in the lifestyle press (primarily women's and parenting magazines) and in the regional media.

Our *website* www.thinkroadsafety.gov.uk provides road safety advice including advice to parents on keeping their children safe on the streets and in cars. Visitors can choose the section they want either by visitor type e.g. parent, teacher, child or by road safety topic e.g. child road safety, child in car safety.

In car road safety. Key target here are parents, primarily mothers or main carer. Our messages are:

- before you fit your child car seat make sure it fits your child;
- make sure your car seat is correctly fitted;
- be careful when using or buying second hand car seats;
- use your child car seat every trip even on short journeys.

We use a mix of tools to convey messages:

Press and poster advertising: we advertise in parenting and women's weekly magazines targeting parents in all social groups. Readership of parenting magazines tends to have a higher socio economic demographic. So we advertise in a mix of titles that together reach groups across the socio-economic spectrum. The advertising has a dramatic style which gives it standout on the page and allows the reader to take out the main message with one glance.

Poster advertising: in baby changing rooms in service stations and out of town shopping centers. The poster gets the messages across as pictorially as possible with ticks and crosses showing what to do and what not to do. In this way it would also be relatively easy for those whose first language was not English to understand or parents with literacy problems.

A *Leaflet* entitled "How to fit your child's car seat" gives advice on what type of car seat to use depending on the size of the child. It comes with its own dispenser and is in a handy pocket style size.

Public Information Film: like the teach road safety film, this is shown by TV channels free of charge in a slot that fits with the intended target audience.

RSOs organize the display of the poster and the leaflet in places where the target group will see them. They sometimes get third parties involved, such as local businesses, to help distribute material. For example, some RSOs have arranged for the leaflet to be displayed by a major child car seat retailer — Halfords — at the point of sale. We also arrange link ups with third parties ourselves to help get across messages and advice to parents and are currently planning some joint promotions with a major car seat manufacturer — Britax.

Children in the 7—10 age range. The campaign aimed at this age group has three elements:

- pedestrian safety;

in car safety;
cycle safety.

Tactics start to change for this group, as it is likely that during this age range children will start to cross roads independently. Children themselves are therefore a key target for the publicity. It is also particularly important that publicity aimed at this group appeals to boys, as they are more than twice as likely to be involved in a road accident as girls. We also want to reach parents and teachers as well.

Our main messages are:

Stop, look, listen and live.

Find a safe place to cross the road.

Know the green cross code.

Be careful even on the roads you know.

Be safe, be seen. Make sure cars can see you in the darker winter months. Wear fluorescent clothes by day and reflective clothes when it gets dark.

Parents/teachers — teach road safety and know how the risks change as your child gets older.

The main medium used for reaching children in this age range is TV advertising. The ads use cartoon hedgehog characters along with humor and music to get the messages across.

The hedgehogs were first used in child road safety advertising in 1997 and are now a familiar and loveable sight. We regularly research how children in the target groups relate to the hedgehogs. Our most recent research in May 2003 showed that there was very high awareness amongst the target group of the hedgehogs and that they related well to the characters.

There are currently 5 TV executions:

“Hedgehogs” (1997) — this 40-second film shows two hedgehogs trying to cross an urban road. The older brother is seen advising his younger, more impatient brother on the safest places to cross. Three opportunities are shown and rejected as unsafe before a final, successful choice is made. The strapline is “Stop, Look, Listen, Live”.

“King of the Road” (1998) — this film shows the older hedgehog stopping his younger brother from running into the road; firstly when he is being distracted by an apple falling from a tree and then by a butterfly. The older hedgehog sings a new song written to the tune of “King of the Road” as he helps his younger brother cross the road safely. The film is 40 seconds long.

“Green Man” (1999) — a 20-second film, the third in the series, uses the same style and animation as the previous two commercials. Carrying on the same relationship between the two hedgehog characters, it is set at a pelican crossing. As the pedestrian signal turns from red to green the younger impetuous hedgehog automatically starts to cross. His older brother then puts his foot out to stop him just as a car stops sharply. The lyrics to the popular song, “King of the Road”, are adapted to communicate the mad safety message.

“Knowing the Road” — this is the first of two new commercials produced in 2003. The ad continues the relationship between the older and younger Hedgehogs but this time places them in a more developed urban environment. This decision was based on qualitative research, which showed that kids enjoyed small points of detail in the ads. “Knowing the Road” highlights, in a humorous way, how unpredictable the roads can be especially those with which children are very familiar. The lyrics are sung to the theme of a quirky 1950s R&B song.

“Camp” — the main message is “Be Safe Be Seen” message and the ad highlights the specific danger posed by poor light conditions during winter months and to remind children of the importance of making sure that they are visible to other road users.

Activity is tied to calendar hooks and the school program. Ads are shown in the school holidays on TV in children’s programming and sometimes at the cinema. The Clump ad is shown during the winter months, starting at the time just before the clocks go back.

Extending the hedgehog brand: we have various hedgehog branded promotional material that we distribute to road safety officers e.g. posters, reflective taggots, pencils, erasers, pencil cases and t-shirts. They use them to support local initiatives and to distribute in local schools. There is also a hedgehogs website — www.hedghogs.gov.uk — where children can find interactive games and screen savers.

Other child road safety material includes:

Get Across Road Safety for Parents of 7—10 year olds. This includes exercises children can do with parents such as finding a safe place to cross.

Two activity books full of fun mad safety exercises for children to do.

Arrive Alive — a cartoon illustrated highway code for young road users that explains how traffic works and pedestrian road safety.

Making Choices materials for children, parents and teachers. This consists of a leaflet for parents, a comic for children and a discussion exercise for teachers. The Making Choices set of materials is specifically aimed at children who will be attending a new secondary school in the next school year — those aged 10—11. When children change from primary to secondary school their journeys to and from school often get longer and more complicated. They also start to expect more independence at this time. Child pedestrian accident statistics tend to peak at around 12 years old. The Making Choices booklets aim to advise parents, children and teachers of the increased risk and how to counteract it.

Teachers are an important and influential group for this age range. We have a special website with many lesson plans for primary teachers available for downloading. We also have a selection of these in hard copy format. The lesson plans allow teachers to discuss aspects of road safety in relation to the children’s everyday lives. Subjects covered include geography, ICT, numeracy and literacy. Topics within these subject areas include “A year in our school road”, “A road traffic survey”.

The lesson plans are promoted at education shows, by RSOs, targeted promotions and advertising and through linking up, where possible, with the Department for Education and Skills.

Using PR. We have been very successful in targeting Children's TV programs. One route we have regularly used to contact children's TV presenters and get them to run competitions based around road safety themes. For the media consumed by parents — TV and press — we have used case studies of children that have been involved in road accidents as a means of getting TV coverage. When we launched the new Hedgehogs ad "Knowing the Road" to help get TV coverage we used a case study of a little boy who had been knocked down on a local road because he had not been looking properly. Luckily he was not seriously hurt because the driver had only been going at 26 miles per hour.

In car safety. Our main target is still the parents/main carers as they will be responsible for making sure their child has the appropriate car restraint. Children are a secondary target. Our main is not to take children out of child car seats too early. Children up to 11 may still need a child car seat if they are under 150 cm. Other messages outlined in the 0—6 age range still apply:

- before you fit your child car seat make sure it fits your child;
- make sure your car seat is correctly fitted;
- be careful when using or buying second hand car seats;
- use your child car seat every trip even on short journeys.

Press and poster advertising promoting the correct use of child car restraints first appeared in magazines in September 2003 and in motorway washrooms in August 2003. The press advertising uses the same style of imagery as outlined above, but we are leading on the "Up to 11" message. The advertising appears in women's and TV listings magazines.

Again, we use PR to get editorial coverage in the women's and parenting press. We will shortly be conducting a survey asking parents at what age they intend to stop putting their child in a child car seat. We will use the results as a news hook for articles in magazines and to get across our advice that adult belts are not suitable for children under 11 if they are under 5 ft.

Child Cycle safety. Our target audiences are children, parents and teachers. Our key messages are:

- make sure that your bike is maintained properly and lights, brakes are working and it is the right size for you;
- wear the right safety gear. In particular always protect your head by wearing a helmet;
- make sure cars can see you by wearing high visibility and reflective clothes and accessories;
- do a cycling training course if you can.

A comic called Cyclesmart is the main tool that we use to deliver cycle safety messages to this group. RSOs distribute the comic at road shows, events and through schools. The comic uses the Disney characters from the Recess gang and is updated periodically. We have been quite successful in getting parenting maga-

zines and women's media to carry child cycle safety messages. The Disney Explorer TV channel also ran a competition on cycle safety, while a leading supermarket chain — Tesco — reproduced part of the comic in the children's section in its customer magazine. Virgin trains included a copy of the comic in every child's pack over the summer.

3. Переведите гнезда слов:

depend, dependence, dependent, dependently, independently, dependable; target, to target; aim, to aim, aimless; safe, safety, safeguard, safety belt; activity, act, acting, action, active, activist; clamp, to clamp, clamper; promote, promotion, promoter; choice, to choose, choicely; responsible, response, responsibility, responsive, respond, respondent; fit, to fit, fit for.

4. Подберите английские эквиваленты.

A.

- | | |
|---------------------------------|---------------------------|
| 1) веб-сайт; рекламный щит | a) safety gear |
| 2) статистика аварий | b) to tend to peak |
| 3) защитное снаряжение | c) screen savers |
| 4) иметь тенденцию к увеличению | d) website |
| 5) экранная заставка | e) accident to statistics |
| 6) зеленый сигнал | f) green cross code |

B.

- | | |
|---|---|
| 1. Поэтому сами дети являются главным объектом пропаганды. | a) Activity is tied to calendar hooks and the school programme. |
| 2. Деятельность привязана к календарным событиям и школьной программе. | b) Teachers are an important and influential group for this age range. |
| 3. Для детей этого возраста очень важно влияние учителей. | c) The lesson plans allow teachers to discuss aspects of road safety in relation to the children's everyday life. |
| 4. Планы занятий позволяют учителям обсуждать аспекты дорожной безопасности в повседневной жизни детей. | d) Children themselves are therefore are key target for the publicity. |

5. Закончите предложения.

1. We will use the results as a news book for articles in magazines and...
2. Our main target is still the parents/main carers as...
3. Our most recent research in May 2003 showed that...
4. Ads are shown in the school holidays on TV...
5. We have various hedgehog branded promotional material that...
6. Tactics start to change for this group, as...

6. Выразите согласие или несогласие с заявлением, начиная высказывания фразами *That's right...*, *Certainly...*, *That's wrong...*, *I'm sorry, but...*

1. The campaign aimed at the 7—10 age group has one element — pedestrian safety.
2. During the 7—10 age range children start to cross roads independently.
3. The main medium used for reaching the 7—10 age range is TV advertising.
4. The ads use serious pictures describing accidents to get messages across.
5. The clamp ad is shown during summer months, starting at the time just before the clocks go back.
6. We have a special website with many lesson plans for primary teachers available for downloading.
7. For the media consumed by parents — TV and press — we have used case studies of children that have been involved in road accidents.

7. Ответьте на вопросы.

1. What kind of elements has the campaign aimed at the 7—10 age group?
2. Why does tactics start to change for the 7—10 age group?
3. What are the main messages of road safety workers?
4. What is the medium used for reaching the 7—10 range children?
5. What is activity tied to?
6. Whom do they distribute hedgehog branded promotional material to?
7. What does child road safety material include?
8. What is it necessary to remember to ensure car safety for children?

8. Задайте вопросы.

1. The campaign aimed the 7—10 age range has three elements: pedestrian safety, in car safety, cycle safety.
2. The publicity particularly appeals to boys as boys are more than as likely to be involved in road accident than girls.
3. Hedgehog branded promotional material is distributed to safety officer e.g. posters, reflective taggos, pencils, erases, pencil cases and t-shirts.

9. Что бы вы ответили, если бы вам сказали следующее:

1. Our target audiences are children, parents and teachers.
2. A comic called Cyclemart is the tool used to deliver cycle safety messages.
3. Children up to 11 may need a child car seat.
4. We have got a lot of child road safety material.

10. Обсудите.

1. Main messages aimed at road safety.
2. Road safety material and what it includes.
3. Car safety.
4. Cycle safety.

11. Найдите в тексте “Child Road Safety in the UK” предложения, где говорится следующее:

1. Детям младше 8 лет трудно судить о скорости и расстоянии, и поэтому им не следует самостоятельно переходить дорогу.

2. Ключевыми фигурами являются родители. В частности, нам следует убедиться, что мы привлекаем внимание родителей самой низкой социально-экономической группы, дети которых, по всей вероятности, в 5 раз чаще становятся участниками дорожного происшествия, а также родителей из этнических меньшинств, дети которых также несоразмерно подвергаются риску.

3. Прежде чем посадить ребенка в автокресло, убедитесь, что оно подходит ребенку.

4. Одна из возможностей донести рекламу до сведения родителей — это листовки.

5. Буклеты о многом сообщают и дают советы родителям, как научить детей соблюдать безопасность на дорогах.

6. Информационные фильмы являются бесплатной рекламой.

7. Буклет с названием «Как подобрать удобное автокресло для ребенка» дает совет, какой тип сидения в зависимости от размеров ребенка выбрать.

8. Рекламные организации размещают афиши и распространяют буклеты в местах, где целевая группа сможет их увидеть.

UNIT 4

1. Прочитайте и выучите слова:

1)	evaluation	оценка, оценивание
2)	to monitor	следить, наставлять
3)	survey	обзор, обследование
4)	track	след, курс, путь, дорожка
5)	consciousness	сознание
6)	quantitative	количественный
7)	qualitative	качественный
8)	issue	результат, проблема
9)	logo	логотип
10)	to claim	утверждать
11)	to underpin	подводить фундамент, обосновывать
12)	rationale	разумное объяснение
13)	to detect	обнаруживать
14)	fatigue	усталость, утомление
15)	break	перерыв, пауза
16)	slot	зд.: блок (рекламы)
17)	to get through	справляться, выдержать экзамен
18)	relevant	уместный, относящийся к делу
19)	relevance	уместность
20)	to restrain	закреплять
21)	output	производительность
22)	highlight	зд.: основной момент, основной факт
23)	prolific	плодовитый, плодородный, обильный
24)	on a par	наравне
25)	coherence	связь, сцепление, согласованность, последовательность
26)	to persuade	убеждать, склонить, уговаривать
27)	temptation	соблазн
28)	to distract	отвлекать, приводить в смятение
29)	to proffer	предлагать
30)	significantly	значительно
31)	though	хотя, несмотря на, однако, все-таки
32)	further	дальше, затем, кроме того

33)	to underlie	лежать (в основе, под чем-то), крыться; пользоваться преимуществом
34)	drug	наркотик
35)	nevertheless	тем не менее
36)	clubber	полицейский с дубинкой
37)	credible	вероятный, заслуживающий доверия
38)	penalty	наказание, взыскание, штраф
39)	besides	кроме того
40)	backdrop	декорации
41)	immediate	немедленный
42)	commitment	передача законопроекта в комиссию
43)	to perceive	воспринимать, осознавать
44)	enormity	огромность, чудовищность, грандиозность
45)	to happen	случаться, происходить
46)	to involve	включать
47)	stakeholder	заинтересованная сторона
48)	complementary	дополнительный, добавочный
49)	voluntary	добровольный
50)	coverage	охват, защита
51)	rolling	вращающийся, роликовый
52)	ethos	моральная цель, идеал
53)	rallying	объединяющий

2. Прочитайте и переведите текст.

ANALYSIS RESULTS OF ROAD SAFETY

Evaluation. The effectiveness of the road safety campaign is monitored continuously by market research surveys, which track changes in:

- awareness of the publicity;
- understanding of the messages;
- attitudes to road safety behaviours and messages;
- comparison with observed behaviour measures, and ultimately;
- changes in road casualty statistics and the factors contributing to them.

Research demonstrates that the publicity campaign keeps road safety high in the public consciousness and, over the longer term, has changed attitudes and behaviour, thus contributing to reducing road casualties.

We use both qualitative and quantitative research to measure the effects of our publicity activity. Qualitative research is used to inform campaign development and explore issues raised in quantitative research, while quantitative research, carried out monthly, indicates the following:

Awareness: in three years since launch, the THINK! road safety logo is spontaneously recognized by 69 per cent of adults and by 90 per cent of drivers under 30 years of age.

Drink drive: a new measure following the launch of our new advertisement showed that 60 per cent of passengers were not inclined to think it was safe to travel with a driver who claimed he was safe to drive because he'd only had a couple of drinks.

Speed: over the last seven years disagreement with the statement "It is acceptable to drive at 40 mph in a 30 mph area" has risen from 33 per cent to around 53 per cent. Over the longer term, the campaign has helped to underpin the rationale for initiatives that make roads safer (e.g., traffic speed reduction measures, 20 mph areas near schools, cameras that detect speeding motorists).

Fatigue: in response to our campaigning, when asked how they would avoid driver tiredness on long journeys, 60 per cent of drivers now say they would plan their journeys to include breaks. In taking forward the campaign, we plan to give more emphasis to advice on planning long Journeys and taking effective breaks.

Seatbelts: 60 per cent of adults and over 90 per cent of children now wear seatbelts (compared with around 45 and 80 per cent in the years running up to our latest seatbelt campaign which began in 1998).

Child road safety: children are not interviewed in our monthly tracking research, however awareness of the advertising is tested amongst parents. In the September tracking survey awareness amongst parents of our child road safety advertising was 52 % — even though the ads are not aimed at them and shown in advertising slots around children's programs.

We have conducted research with children and teens to test how well the advertising is working. For our teen campaign we looked at how well our advertising was getting the message across that teenagers are at risk of traffic accidents. The end of our ads is that traffic is the biggest single killer of 12—16 year olds. Research with the target group conducted in three waves from January 2002 showed that the message is getting through. After only two waves of the advertising, of those who had seen the ads, 41 % thought that being involved in a pedestrian accident was something that was "very" or "quite likely to happen to them". This compared with 29 % before the advertising campaign broke.

Qualitative research has recently been carried out with children in to establish the relevance of the Hedgehogs brand. Two key findings were that:

- there was very high awareness of the hedgehog ads and they were instantly associated with road safety. Asked if they had seen the ads with hedgehogs in them almost all instantly recognized the campaign;

- the children were engaged by the main hedgehog duo. They recognized the age differential between them. Older children were likely to relate to bigger hedgehog, and younger children see selves as between the two.

The Transport Research Laboratory regularly conducts surveys into how many children are properly restrained with child safety car seats. Research in April 2003 showed that 93 % of children aged 0—4 are properly restrained in the rear of cars.

We do not generally measure outputs in our evaluation. But in terms of bringing together national and local publicity, the quantity of materiel that we

have distributed to RSOs is phenomenal. Between April and October 2003 alone, some 8 million items of road safety material were sent out for distribution around the country.

Conclusions. The sections above are just some of the highlights of the three year old THINK! campaign. No wonder that in an article last year — which looked at advertising in general — the THINK! campaign was remarked upon as the most prolific Government campaign ever.

Our effort shaving effect. In as brief life, recognition of the THINK! brand is already on a par with the likes of Yellow Pages. And among younger drivers it is seven higher! But the main strength of THINK! is in adding coherence to the wide range of individual road safety messages, providing a vehicle for third parties to take on messages and increasing their effectiveness in raising awareness of how everyone can contribute to making our roads safer.

We have achieved much, but need to do much more:

On speed we need to continue to persuade people of the benefits of keeping to legal and safe speeds.

The temptations to become distracted while driving have never been greater. And research tells us that the distraction proffered by using a mobile is significantly more dangerous than many other distractions, so that is an area where publicity will be key in supporting the law.

Seat belts are an area too where, though we have been successful in raising underlying wearing rates, we can still go further.

Drugs and driving may be a growing problem. By no means on the scale of drink driving — but nevertheless an area where we are developing targeted publicity aimed at getting across to young people and clubbers credible messages about the effects of drugs on driving ability, recognition of symptoms, what happens if you are stopped and penalties.

We dare not lower our guard on drink driving.

Children are our future and children in the UK are great consumers of television and of advertising. Besides the advertising we aim at them, they see and hear the advertising we aim at adults. This means that they grow up with new norms of behaviour. Young people now in their late twenties grew up with drink drive advertising and have very different attitudes from those of previous generations. Some of them still do it, but they know it is not socially acceptable. They have grown up too against a backdrop of other high profile advertising.

We need also to bear in mind that publicity campaigns alone are not a panacea, nor is their effect immediate. But they can, overtime, change social attitudes to risk. We continue to believe that a long-term commitment to Government led publicity campaigns, such as the THINK! campaign will help make the changes in attitudes and behaviour necessary to meet our road safety and more general transport targets.

There is a gap between the real and perceived risk of a road accident compared to other commonly perceived risks. Publicity can help to reduce this gap and to affect behaviour accordingly. Publicity can also help change a seeming accep-

tance of 10 road deaths a day in the UK by bringing home the enormity of a road fatality or serious injury. The evidence from road safety campaigns points to a clear link between reminders of risk, understanding of them, and willingness to change behaviour.

The national publicity campaign does not happen in isolation. It involves many stakeholders. It stimulates complementary activity by police, local authorities and voluntary and private sector co-operators and, leads to media coverage. A rolling program aims to help supporters to plan their own complementary activities.

And one last thought, THINK! is more than a banner or brand, but an ethos for road safety and a rallying point for all those involved in taking forward road safety.

Further Information. For further information on THINK! publicity activity, please visit the following websites:

www.thinkroadsafety.gov.uk. The campaign home site containing latest and archived campaign information, facts and figures and examples of our advertising.

www.hedgehogs.gov.uk. This web site allows 7–11 year old children to interact with the Hedgehog characters, which they are familiar with from TV advertising. The site contains a range of road safety games as well as song lyrics, screen-savers and posters to download.

www.wearaseatbelt.com. The seatbelt website aims to tell drivers and passengers of the importance of wearing a seatbelt in the front and back of a vehicle. The site is targeted at 18–24 year old males and this is apparent in the stylized graphics of the site. The site contains a “crash simulator” that will provide users with an interactive means of finding out about the importance of wearing a seatbelt. It will also have information pages that highlight the injuries you could sustain if you don’t wear a seatbelt, some seatbelt facts and what the law states.

3. Переведите гнезда слов:

effect, affective, effectiveness; aware, to aware, awareness, unawareness; compare, comparison, comparable; quality, qualify, qualitative; measure, to measure, measurement, measurable; tire, tired, tiredness; advertise, advertising, advertisement; distract, distraction, distractive, distractively; support, to support, supporter; safe, safety, safely.

4. Подберите русские эквиваленты.

- | | |
|-------------------------------------|--|
| 1) road safety campaign | a) меры, направленные на снижение скорости движения транспорта |
| 2) road casualty statistics | b) желание изменить поведение |
| 3) road safety logo | c) помимо рекламы, наша цель... |
| 4) traffic speed reduction measures | d) кампания за безопасность дорожного движения |
| 5) to be on a par with the likes | e) изменить общественное отношение к риску |

- | | |
|---------------------------------------|--------------------------------------|
| 6) besides the advertising we aim at | f) статистика дорожных аварий |
| 7) willingness to change behaviour | g) обеспечение дорожной безопасности |
| 8) to change social attitudes to risk | h) национальная рекламная кампания |
| 9) national publicity campaign | i) быть наравне с себеподобными |

5. Закончите предложения.

1. The Transport Research Laboratory regularly conducts surveys into how man...
2. Children are not interviewed in our monthly tracking research, however...
3. We use both qualitative and quantitative research...
4. Research demonstrates that the publicity campaign keeps...
5. We have conducted research with children and teens to test how...
6. The national publicity campaign stimulates complementary activity by...
7. There is a real gap between real and perceived risk of road accident...
8. The temptation to become distracted while...
9. The distraction proffered by using a mobile is significantly more dangerous than...
10. Young people now in their late twenties grow up with drink drive advertising and...

6. Выразите согласие или несогласие с заявлением, начиная свои фразы словами *You are right; That's correct; You are wrong; Sorry, but...*

1. Traffic is the biggest killer of 12—16 year old.
2. Research with the target group conducted in three waves showed bad results.
3. Road safety logo is spontaneously recognized by 19 per cent of adults.
4. Research demonstrates that the publicity campaign keeps road safety high in the public consciousness.
5. Qualitative research showed that there was very high awareness of the hedgehog ads and they were instantly associated with road safety.
6. Advertising is aimed only at children.
7. The national publicity campaign stimulates many stakeholders.
8. The national publicity campaign happens in isolation.
9. National publicity campaign stimulates complementary activity by police, local authorities and voluntary and private sector cooperators.
10. Drugs and driving may be a growing problem.

7. Ответьте на вопросы.

1. Why is road safety campaign monitored continuously?
2. What does research of road safety campaign demonstrate?
3. What kinds of research is used?
4. For what purpose does quantitative and qualitative research used?
5. What does quantitative research indicate?
6. For what purpose has research with children and teens been conducted?
7. What does the end line of ads show?

8. What does qualitative research show?
9. What effect is the campaign effort having?
10. What does the campaign THINK! need to do?
11. Is the publicity campaign alone a panacea?
12. The campaign can change social attitudes to risk, can't it?
13. Can publicity help to reduce the gap between the real and perceived risk of a road accident?
14. Does national publicity campaign happen in isolation?
15. Whom does the campaign involve and stimulate?

8. Составьте вопросы к тексту, используя вопросительные слова *what, how, why, when*.

9. Выскажите свое мнение по поводу следующих высказываний.

1. The national publicity campaign does not happen in isolation.
2. Children are future of the country.
3. Everyone can contribute to making roads safer.
4. The road safety campaign is highly effective.
5. Quantitative and qualitative researches are used to measure the effect of public activity.

10. Перескажите кратко содержание текста.

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для студентов специальности ОБД

Учебно-практическое пособие

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