

Thesis submitted for the degree of

Doctor of Philosophy

Kylie Jane Doyle

Bachelor of Law and Legal Practice (Hons)

Bachelor of Arts (Politics and History)

Graduate Diploma of Education

The *other* driver: an analysis of the construction of culpable subjectivities in advertising aimed at reducing motor vehicle related injuries and fatalities.

School of Law

Flinders University

May 2013

Table of Contents

Summary

Declaration

Acknowledgements

Introduction: Situating Road Safety	1
Chapter 1: The Technology of Fear	7
Chapter 2: Unproductive Fear	43
Chapter 3: Parody	77
Chapter 4: Dysfunctional Fear	127
Chapter 5: Surveillance	169
Chapter 6: The Unpredictable Subject	205
Conclusion: Beyond Road Safety	235
Bibliography	241

Summary

The *other* driver: an analysis of the construction of culpable subjectivities in advertising aimed at reducing motor vehicle related injuries and fatalities.

This study endeavours to understand the imagined capacities of road safety advertisements that cluster around the notion of fear. The thesis looks at the creation of governmental messages concerning road safety by analysing the assumptions they make, unpacking the truth games at work and mapping the projected impacts of the texts. More significantly the thesis looks at: how spectators make meaning of such texts; why spectators are affected by them; and why they feel what they do. Each substantive chapter of the thesis deals with the capacity of such texts, exploring how an affective encounter might play out and exposing the lack of control that governments have over these texts they use to manage road traffic populations. In this way the thesis grapples with how fear inducing texts address the spectator through a reliance on the binary subject positions of self and other. The thesis attempts to go beyond these binary notions of subjectivity, explicating a conceptualisation of the subject which sees bodies as not being defined by moments of failure or moments of ethical behaviour but rather as bodies that move into and out of the proximity of criminal other and ethical self at every juncture. In doing so the thesis endeavours to create a force of becoming: in fear of crime scholarship, the way we conceive the criminological offending paradigm; and in the perception of the nuanced notion of otherness.

Declaration

I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any university; and that to the best of my knowledge and belief it does not contain any material previously published or written by another person except where due reference is made in the text.

Kylie J. Doyle

Acknowledgements

First, I would like to acknowledge my supervisors at Flinders University, Professor Mark Halsey and Associate Professor Derek Dalton, and my supervisor at Griffith University, Doctor Kate Smith. I am profoundly thankful for their tireless guidance and their belief in the significance of my work. I would also like to acknowledge Flinders University for providing me with the funding, resources and support to carry out this work.

Secondly, I would like to acknowledge the Motor Accident Commission of South Australia, Colmar Brunton (Adelaide) and Clemenger BBDO (Adelaide) for allowing access to their resources and staff in order to carry out the interview aspect of this work.

Lastly, and most importantly, I would like to thank my husband Heath and my lovely little flowers: Lily, Poppy and Daisy. Thank you for your encouragement, tolerance (and subsidy) over the past three years.