



In the Company of Cars

Driving as a Social and Cultural Practice

Sarah Redshaw, Macquarie University, Australia

Human Factors in Road and Rail Transport



July 2008
208 pages
978-0-7546-7198-5

234 x 156 mm
Hardback
£65.00

It has long been accepted that the social and cultural meanings of the car far exceed the practical need for mobility. This book marks the first attempt to contribute to road safety, considering, in depth, these meanings and the cultures of driving that are shaped by them.

In the Company of Cars examines the perspectives that young people have on cars, and explores the broader social and cultural meanings of the car, the potential it is supposed to fulfil, and the anticipated benefits it offers to young drivers.

From focus-group research conducted in Australia, the book takes up the views of young people on a range of topics, from media to car use to gender performance. The author looks at the ways in which driving has been defined by articulations of the car that emphasize valued features of the car-driver, such as gender, youthfulness, status, age, power, raciness, sexiness, ruggedness and competitiveness. The book takes a global perspective on mobility, considering the impact of cars and road safety policy on quality of life, and the value and significance of other modes of travel, in a range of countries.

Contents

Foreword, Tim Dant; Preface; Introduction: cars and their associations; Enticing cars and driving styles; Inscribing driving: boredom and pleasure on the roads; Cultured drivers; Driven by desire; Dilemmas of the car; An ethical future of mobility; Bibliography; Index.

About the Author

Dr Sarah Redshaw has been conducting research projects for a number of years on the social and cultural issues related to young drivers and their over-representation in road casualties. She has been Australian Research Council Postdoctoral Research Fellow at the Centre for Cultural Research, University of Western Sydney and has collaborated with local councils, government departments and other organisations. She has employed social and cultural theory to better understand important areas of social/everyday life in ways that might have direct implications for policy. The significant impact of the research in the community and within the road safety field has been demonstrated in invitations to submit to Federal and State government inquiries and to consult with government departments.

www.ashgate.com/isbn/9780754671985

ASHGATE

To order this book please visit www.ashgate.com, or email orders@ashgate.com
A 10% discount applies to orders placed through www.ashgate.com