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Effectively Communicating Train Safety Measures to the French Public

Lyndi Vinson

Millions of people use public transportation every day. Trains are practical, but can also pose some risks. Especially after the recent attacks in Europe, public transportation is becoming a target for terrorism. For example, most recently on March 22, 2016, bombs were set off in the Brussels' airport then again at the Maelbeek metro station the same day (Le Monde, 2016). Only a few months before, terrorist attacks occurred in Paris. From 2004 to 2006, there were 342 people injured by the tram system in France. Of that number, five were killed (IBSR, 2009). The tram injuries could have been prevented by informing the public on some simple, safety precautions. The terrorist attacks were not as forewarned, but precautions can be taken in the future. With this growing fear of lack of safety, a campaign is needed to reassure and to inform the French public on safety measures that the train system is making as well as safety precautions the passengers can take upon themselves. This crucial information can be distributed through campaigns on several platforms based on the target audiences using different communication techniques, such as implicit versus explicit conclusions, ELM, fear and warmth appeals, EPPM and direct effects model of immediacy.

The Target Audience

It's important to know our audience and which platform serves each purpose to more effectively inform the public on train safety before going into detail on ways to effectively communicate these safety

measures. The target audience for the train system is the younger generation as well as the older generation. Both audiences use the following types of channels: mass media, Internet/social media, small media, group interactions and one-on-one interactions (Robinson et al., 2014).

People 18-29 years old are frequent users of social media and technology. Of the mass media, young people use television, radio and newspapers for entertainment and to get information (Robinson et al., 2014). Facebook, Instagram, Twitter, Snapchat, YouTube, other online platforms are used frequently as well (Robinson et al., 2014). Facebook is used mainly for connecting with friends and entertainment. However, Facebook created a ‘safety check’ after the Paris attacks, which allowed those living or visiting Paris to inform their friends that they were safe (Deluca, 2015). Therefore this platform could be an option for a campaign promoting safety. Although, according to Charmarkeh (2015), face-to-face contact is the best way to spread a message when wanting to convey emotion. When face-to-face contact isn’t possible, YouTube is also a great platform to reach the masses (Charmarkeh, 2015). Social media is used more for planning social events (Ofori-Dwumfuo & San Antonio, 2015). Texting, though useful for quick messages, was found to be too “obtrusive and invasive of their personal space” (Ofori-Dwumfuo & San Antonio, 2015).

The elderly, ages 65 and over, make up 33% of France’s population (González-Oñate, Fanjul-Peyró, & Cabezuelo-Lorenzo, 2015). This generation uses social media and technology differently than the younger generation previously discussed. Gonzalez-Oñate et al. (2015) created a questionnaire and analyzed how the elderly uses technology. The study looked at technological gadgets, television watching, social networks, Internet and buying habits, information and media competence (González-Oñate et al., 2015). The elderly are users of social media, electronic devices and online platforms. Social media use is mainly for sharing photos and videos with family and friends in order to stay in touch (González-Oñate et al., 2015). This platform could be useful in sharing messages; however, it focuses more on comedic posts or relationship building sharing posts rather

than a serious topic such as train safety (González-Oñate et al., 2015). Nonetheless, especially after the recent train terrorist attacks, it is a viable platform to use.

González-Oñate et al. (2015) concluded the elderly generation is the age group that spends the most time on the Internet. Their main purpose for using the Internet is to stay informed as well as connected with family. The most common online purchase for this group is tickets for transportation (González-Oñate et al., 2015). Therefore, it is crucial to develop campaigns through websites and more specifically, through transport websites (González-Oñate et al., 2015). The campaign will receive more views by the elderly target audience, and by connecting the train's website with safety, the viewer will feel the train company is taking all precautions to ensure the customer's safety.

The elderly also received new technology enthusiastically and were knowledgeable on new technological devices and social networks (González-Oñate et al., 2015). The tablet was the number one device used by 52% of elderly according to Gonzalez et al. (2015). Applications and games were not used as frequently by this generation; therefore, campaigns should not focus on these devices (González-Oñate et al., 2015). Mass media is another crucial channel for the older generation. González-Oñate et al. (2015) found that television (28%), newspapers (24%) and radio (23%) are the most popular ways of staying informed.

Current Safety Measures

After understanding the target audiences, it's important to know what safety measures are in place and will be put in place to assure the safety of the passengers. Eurostar has been putting its own safety measures into effect after a train attack (Anderson). The attack on the Thalys train in August of 2015 caused Eurostar to take greater safety measures and installed metal detectors at each train gate (Les Echos, 2015). TGV, another train company in France, doesn't want to take these same measures. Guillaume Pepy, the president of the SNCF, said it would require passengers to arrive earlier and security

measures would be similar to an airport's security system (France Inter). In an interview after a mass shooting on a train headed to Paris, Pepy drew attention to a terrorist attack on a Tunisian beach. He claimed one couldn't put a metal detector on a beach (Beardsley, 2015). Attacks can happen anywhere, but SNCF wanted to focus on smart security rather than costly security. Each year France screens a hundred million air passengers at a cost of a billion dollars (Beardsley, 2015). There are 6 billion rail passengers in France each year alone (Beardsley, 2015). Therefore to screen all rail passengers, it would cost France \$20 billion (Beardsley, 2015). SNCF wants to shift the focus not on screening the luggage, but instead verifying the identities of passengers (Beardsley, 2015).

Alain Vidalies, the Secretary of State in charge of transportation, wants to enforce baggage check within the rail system (France Intern, 2015). *The ministères de l'Intérieur et des Transports* (Ministers of Interior Security and Transport) decided on an increase in baggage check security, as well as an increase in the number of armed patrol guards in the train stations and on trains (Les Echos, 2015). The surveillance agents within the station were also given the right to search any baggage and person that appeared to be suspicious (Les Echos, 2015). These safety measures were taken to increase the safety of the passengers.

Spain is believed to have the most secure train system of Europe after the 2004 Madrid terrorist train bombing (France Inter, 2015). This attack killed 191 people and 1900 people were injured; suitcases of long distance passengers were systematically checked (France Inter, 2015). After these attacks up until 2015, Spain, along with Eurostar, is the only train that screens passengers and their luggage (Beardsley, 2015).

After the Brussels bombings in March of 2016, "the city reported its terror threat level up to four" and shut down its transportation preventing planes, buses, trams and the metro from running (Le Monde, 2016; Berger, 2016). A lockdown was placed on the border of Belgium and France, and the Thays and Eurostar train services were temporarily stopped (Perez, 2016). Heavily armed police and

bomb-sniffing dogs were put in place in many other countries post-attacks such as Egypt, Greece, the Netherlands and Austria (Perez, 2016). Even the metro and airports within the United States increased their security levels (Perez, 2016).

Safety Precautions Passengers Can Take

Train companies are continually trying to improve the safety of their passengers, but there are also precautions passengers can take to increase their own safety. Operation Lifesaver (2016) provided six passenger rail safety tips to inform the public on ways to stay safe. First, it's important to stay alert (Passenger Rail Safety Tips, 2016). It's crucial to "obey all warning signs and signals" as well as limiting headset and cell phone use (Passenger Rail Safety Tips, 2016). Secondly, passengers should never sit on the edge of a platform (Passenger Rail Safety Tips, 2016). Often there is a line marked on the platform a few feet from the track in which passengers should not cross until the train has stopped. "Passengers should stay at least three feet from the train while it is coming in or out of the station" (Passenger Rail Safety Tips, 2016). Another important precaution is to hold on to poles and seats while on board, and listen to directions from the train operator (Passenger Rail Safety Tips, 2016). There is a gap often between the train and the platform; it's important to mind this gap when boarding and getting off (Passenger Rail Safety Tips, 2016). Lastly, passengers should pay attention to all signs and markings to know where it is safe to be and never cross any tracks (Passenger Rail Safety Tips, 2016). Though these rules were stated for American train safety, they can be applied and adapted to French and European train safety as well.

Elements That Make Up an Effective Campaign

Given the safety measures currently being created in France, it is important to incorporate this information into an effective campaign. The effectiveness of the campaign will increase by using proper techniques and concepts to persuade the viewers (Gass & Seiter, 2014). These campaigns can communicate messages that "influence knowledge, awareness, and social norms, and help to change many

health-related behaviors,” including how the public views train safety within France (Robinson et al., 2014). If effective, it could be adapted to other country’s train systems in Europe.

Explicit versus Implicit Conclusions

Advertisers choose between two strategies to sell a message: explicit and implicit conclusions (Kardes, Kim, & Lim, 1994). Explicit conclusions are considered hard-sell strategies in which “any claim that is made in a message is directly stated by the person sending the message” (Gass & Seiter, 2014, p. 194). However, with this type of message, receivers might distrust the message because they feel they are being told what to believe (Gass & Seiter, 2014). Implicit conclusions are soft-sell strategies in which the message is more subtle (Gass & Seiter, 2014). This allows the audience to draw their own conclusions eliminating resentment by not being told what to do or believe (Kardes et al., 1994). A disadvantage includes the audience might fail to draw the anticipated conclusion or might draw the wrong conclusion (Kardes et al., 1994).

Sawyer and Howard (1991) argued that when a message is relevant to a person on a personal level, that person should be more likely to draw his or her own conclusions. An implicit conclusions approach should be used for those who are not personally involved with a subject; they are more likely to be persuaded by this approach (Sawyer & Howard, 1991). Sawyer and Howard (1991) also found when subjects viewed advertisements that were personally relevant, implicit conclusions produced a greater persuasion. Kardes et al. (1994) found it is better to let “receivers draw their own conclusions about a product when the receivers have a lot of knowledge about that type of product” (Gass & Seiter, 2014, p. 195). In contrast, for people with little knowledge about the product, explicit conclusions should be used to persuade (Kardes et al., 1994). The most important factor is to know what type of person is in the audience for determining the message type. The French public is quite aware of the train system; however, in regards to safety measures, an explicit conclusion approach is best. This isn’t about selling a product; this is about the safety and protection of lives. Therefore the message needs to be

clearly stated and not left for the passengers to interpret and draw conclusions on their own. Once the conclusion approach is decided on, other factors go into developing an effective campaign strategy.

The Elaboration Likelihood Model of Persuasion

The Elaboration Likelihood Model of Persuasion, or ELM, proposes two routes to persuasion: the central route and the peripheral route (De Barnier, 2006). The central processing involves cognitive elaboration, or thinking about and analyzing the message's content based on the presented evidence (De Barnier, 2006). Peripheral processing involves concentrating on cues that aren't directly related to the message (De Barnier, 2006). Whether a person chooses the central or peripheral depends on motivation and ability (De Barnier, 2006). In regards to motivation, a person engaging in central processing requires more mental effort and will have greater motivation (De Barnier, 2006). Therefore, typically a person who uses the central route will have high involvement and interest with the topic (De Barnier, 2006). Low involvement will lead to less motivation to process on the central route and therefore peripheral route processing will occur (De Barnier, 2006). Those who use central processing and high involvement need to be given accurate, qualitative information since they are using more mental effort and directly focusing on the message. The audience that uses peripheral processing and low involvement needs to be given quantitative information since this process doesn't involve much focus on the content of the message.

Appeal to Emotions

One technique that can be applied to a marketing strategy is an appeal to emotions. This includes fear, warmth and a combination of appeals. The attachment theory states people develop emotional ties to specific brands (Gass & Seiter, 2014). Another way to reach people emotionally would be to appeal to fear. Fear appeals usually contain "gruesome content in the form of vivid language, personalistic language or gory pictures;" the purpose is to instill fear within the

audience (Witte, 1992, p. 330-331). The presence of fear increases the chance of a behavioral change (Block, 1993).

It is more effective to launch a national campaign that plays on the public's current fears rather than having to create a new fear. For example, the attacks in Paris in November 2015 as well as the recent attacks in Brussels on March 22, 2016, have generated fear among Europeans and to those traveling in Europe, without having to persuade or instill any message. Therefore, one type of campaign that could be effective when addressing train safety would be to focus on the recent train attacks. This fear would force people to follow the rules for their own safety.

When one sees how something can negatively affect one's self, it can instill fear as well (Gass & Seiter, 2014). A YouTube video showing footage of children falling in between the train and the platform immediately calls on the fear emotion. The viewer identifies the young girl or boy who is falling as their child, grandchild or niece/nephew depending on the age of the audience. After viewing, often the shock of what the viewer just witnessed, causes him or her to react in some way. The fear appeal is common in public health messages, advertising and elsewhere. Scare tactics are used to increase anxiety and sell a message or product (Gass & Seiter, 2014).

The Florida "Truth" campaign was launched in 1998, and used paid TV and radio advertisements along with print media to reduce tobacco use in the United States (Rosenberg, 2012). This tobacco counter-marketing campaign targeted young teenagers and exposed the tactics that tobacco companies use (Robinson et al., 2014). The campaign focused on "the truth about addiction and the health and social consequences of smoking" (Robinson et al., 2014). One "Truth" commercial portrays the tobacco as an animal that has come back from the dead during a science class dissection; it tries to attack the high school students. This is an effective fear tactic showing how tobacco can negatively affect the health of its consumers by literally killing (Robinson et al., 2014).

Extended Parallel Process Model (EPPM)

Witte's extended parallel process model, or EPPM, shows the ways fear is applied to an individual (Witte, 1992, 1994). First, an individual "appraises the perceived threat of the hazard" (Witte, 1992, p. 338). A perceived threat is a combination of beliefs about the significance of the threat or perceived severity of the threat, and perceived susceptibility or the "individuals' beliefs about their risk of experiencing the threat" (Witte, 1994, p. 114). If it's perceived as a moderate to high threat, fear is produced and the individual evaluates the efficacy of the suggested response (Witte, 1992). Efficacy is the effectiveness, practicality and simplicity with which a recommended response deters a threat (Witte, 1992). However, when there is no perceived threat or a low perceived threat, no response is provoked (Witte, 1992). When the perceived threat and perceived efficacy are high, danger control processes occur (Witte, 1992). This motivates the individual to control the danger by thinking of ways to avoid the danger (Witte, 1992). When danger control processes dominate, "individuals respond to the danger, not to their fear" (Witte, 1992, p. 338). When there is a high-perceived threat, but a low-perceived efficacy, danger control processes are initiated as well (Witte, 1992).

The fear evoked by the threat increases when individuals believe they are unable to effectively prevent the threat (Witte, 1992). They cope with their fear by providing maladaptive responses such as denial, avoidance or panic (Witte, 1992; Gass & Seiter, 2014). When fear control processes dominate, "individuals respond to their fear, not to the danger" (Witte, 1992, p. 338). Witte (1992) concluded that fear leads to message rejection and cognitions, such as perceived threat and efficacy, lead to message acceptance. The "threat determines the degree or intensity of the response, while efficacy determines the nature of the response" (Witte, 1992, p. 345). Overall, if used correctly, fear appeals can produce behavioral change (Witte, 1992).

Witte (1994) conducted a study to test the EPPM's proposals on fear control and danger control processes. The topic was the fear appeals of AIDS. A sample was collected of 146 undergraduates; the requirements were each participant had to have had sexual

intercourse, not have been in long-term monogamous relationships, and had not participated in a class on AIDS before the study (Witte, 1994). The participants were told their task was to evaluate AIDS education materials and their reactions would be recorded to help refine the material (Witte, 1994). The students were presented with fictitious educational material in which each message emphasized different issues (Witte, 1994).

The material consisted of a low threat, moderate threat and a high threat message (Witte, 1994). The low threat message showed images of clinical laboratory tests describing how AIDS affected Africa and non-college students; it also used neutral language (Witte, 1994). The moderate threat message contained images of intermediate stages of the disease, and mentioned the effects on heterosexuals within the United States (Witte, 1994). This reference to American heterosexuals could be a perceived susceptibility (Witte, 1994). Lastly, the high threat message emphasized the severity of late-stage AIDS victims and used highly vivid language (Witte, 1994). The emphasis was also placed on college students and the personal risk of contracting the virus (Witte, 1994). After studying the images and information, participants completed 7-point Likert-type questionnaire evaluating the images based on self-efficacy, efficacy, susceptibility and severity (Witte, 1994). Fear arousal was also measured by having participants rate their mood after looking at the images based on the following adjectives: “frightened, tense, nervous, anxious, uncomfortable and nauseous” (Witte, 1994, p. 121).

Witte (1994) found significance on the perceived threat measure. Also, the perceptions of threat in a high or low efficacy group were not significantly affected (Witte, 1994). Using Tukey’s multiple-range test, significance was shown that those who read the high threat message, believed AIDS to be a greater threat than those reading the moderate and low threat messages (Witte, 1994, p. 123).

Witte’s (1994) findings showed consistency with the EPPM’s predictions overall. This study supports EPPM’s claim that when danger control processes dominate, people think of ways to avoid the threat (Witte, 1994). The results of the fear control processes also

revealed when participants “defensively avoided the threat or reacted against the message, they did not think about the responses recommended to avert the threat” (Witte, 1994, p. 129-130). Also, less fear was experienced by participants who put into place a more defensive avoidance style (Witte, 1994). Therefore, like the EPPM, fear control processes are used to control the emotion of fear (Witte, 1994). Witte’s study supports the EPPM’s principle that “fear is significantly associated with message rejection responses and unassociated with message acceptance response” (Witte, 1994, p. 130). This study does not explain when fear can be used to positively correlate and negatively correlate with fear control responses (Witte, 1994).

Warmth Appeals

Warmth appeals could be used by the train systems in France to balance out the fear appeal tactic. The warmth appeal emphasizes family, friends and a sense of belonging (Gass & Seiter, 2014). This method could be effective in establishing brand loyalty to the train system as well as promoting safety (Gass & Seiter, 2014). This combination of appeals can also be very effective. The customer will not only remember the dangers of the train system, but can balance out the feeling by associating the train with something positive. For example, the National Safe Kids Campaign launched a mass media health campaign in 2014 (Robinson et al., 2014). This campaign combined mass media with distribution of product. In this campaign, they distributed free and reduced-price helmets. Their campaign and promotional material effectively focused on safety but also the sense of protection with family. The National Safe Kids were effective in specifically promoting the importance of wearing a helmet “to prevent injury and deaths related to wheeled sports” (Robinson et al., 2014, p.362). This organization increased children’s use of helmets with this tactic among multiple platforms.

Lessard et al. (2010) examined the use emotional and behavioral reactions to parents’ attempts to change their children’s dietary habits through persuasion and warmth appeals (Lessard, Greenberger, & Chuansheng, 2010). Specifically, the findings suggest that, when high

perceived parental warmth is used, youths “may perceive persuasion tactics such as giving information, expressing concern, and encouraging behavior change, as relatively caring, helpful, and supportive of their own efforts to improve their diet-related behaviors” (Lessard et al., 2010). However, when low perceived parental warmth is used, these same tactics could be viewed as intrusive, unwarranted, and manipulative (Lessard et al., 2010). Therefore, the use of a warmth tactic can convey a sense of caring and support and produce greater persuasion.

Direct Effects Model of Immediacy

The direct effects model of immediacy suggests that “warm, involving, immediate nonverbal behaviors” enhance the effectiveness of a message being persuasive (Gass & Seiter, 2014, p. 169). The contexts include: intercultural, educational, organizational, athletic and interpersonal settings (Gass & Seiter, 2014). Therefore in whatever advertisement is used, it is important to use nonverbal cues to enhance the persuasive effectiveness of the message.

Crane and Crane (2010) conducted a study to find the best nonverbal communication strategies physicians could employ in order to increase positive clinical outcomes. Facial expressions, gaze direction, head nodding, body orientation, handshaking and synchrony were the categories studied to find the most effective nonverbal communication strategies (Crane & Crane, 2010). Research supported that a physician’s nonverbal communications influences the patient’s experience including a patient’s satisfaction (Crane & Crane, 2010). The findings concluded the best practices among the studied categories. It was stated the physician should smile, make equal eye contact while listening and talking, use more affirmative head nodding and orient his body towards the patient (Crane & Crane, 2010). Also, the physician should lean forward and stay three feet away during personal conversations (Crane & Crane, 2010). This study supports the direct effects model of immediacy, in that it supports the effectiveness of nonverbal behaviors causing persuasiveness.

Crane and Crane's (2010) findings can be applied to a campaign promoting train safety measures as well. By understanding the persuasive effectiveness of nonverbal behaviors, nonverbal communication can be incorporated into the campaign. For example, smiling and the proper body orientation among actors within a commercial can help persuade the target audience.

The same method and tactics cannot always be applied across all channels or platforms; traditional mass media, Internet and social media, small media, group interactions and one-on-one interactions require different methods also based on their audiences (Robinson et al., 2014). Each platform must be tailored to effectively persuade clients that the French train system is safe and the campaign should inform them of the most up-to-date safety measures. Campaigns and promotional material must be adapted to target the wide audiences wanting to be reached. The young versus elderly were not included, but target audience research related to implicit versus explicit conclusions, ELM, fear and warmth appeals, EPPM and direct effects model of immediacy should also be analyzed. The French communication style should be applied as well when designing an effective marketing campaign strategy.

Theoretical Extension

A campaign needs to be developed to target both the young and elderly generations. This campaign should incorporate the demographic data gathered on these audiences as well as utilize implicit versus explicit conclusions, warmth appeals, and fear appeals to reach the end goal of increasing ticket sales for Eurostar post-attacks. A test audience would be acquired to gauge the effectiveness of the campaigns. The first test group would be French-born citizens ages 18-29. The prerequisite would be they have traveled with Eurostar before. For the French elderly test group, they would also be required to have traveled with Eurostar before the recent attacks in Paris and Brussels.

The young generation's main source of information comes from television, radio and newspapers (Robinson et al., 2014). The

television platform would be utilized with the creation of an informative commercial to air on channels with higher rates of viewers ages 18-29. This commercial would demonstrate the warmth appeal and explicit conclusions would be used.



Figure 1: Storyboard for Eurostar commercial targeting the younger generation.

The scene would start with a group of young travelers purchasing a Eurostar train ticket and entering a French train station. The next scene would show the newly installed baggage check area. The young travelers would be laughing and smiling; this demonstrates the warmth appeal by showing friendship. A scene would show the travelers quickly getting through the baggage check and the metal detectors both located on the platform next to the train. During this scene, a voice over would state, “Baggage check and metal detectors were recently installed to ensure the safety of our precious cargo, yourself and your friends. But don’t worry, you’ll quickly be on to your next destination!” This promotes the warmth appeal again by creating a sense of belonging. The passengers are a part of the Eurostar train company’s family and place value on their lives. It also promotes that these safety measures won’t add too much travel time for travelers.

By the end of this voice over, the young travelers would be on the train, sitting in their seats, all smiling and chatting with each other. Some passengers within the group would be looking at a map and travel books, while smiling, to show their next destination. This shows the use of nonverbal behaviors and the direct effects model of

immediacy. These smiles convey warmth and enhance the effectiveness of the persuasive message. The message is Eurostar is a safe train company, and these new safety measures will make travel even safer while not being inconvenient. The commercial would end with the Eurostar logo and the motto, “Eurostar, your safety is our priority.” The commercial uses explicit conclusions by clearly stating the newly installed safety measures and doesn’t leave the audience to draw their own conclusions.

The test group would measure how effective the warmth appeal is at persuading them to use Eurostar. Through a series of Likert-scale questions, the questionnaire would measure the perceived safety of the Eurostar passengers who use other trains compared to Eurostar’s trains. It would also measure if Eurostar made them feel included in the brand and if Eurostar created a sense of belonging as though they cared about the safety of its passengers. This information would be useful in improving the campaign as well as deciding to move forward with airing the commercial to the French public.

The other target audience for train companies is the elderly generation. This group is the age group that spends the most time on the Internet (González-Oñate et al., 2015). The Internet is used to stay informed and the most common purchase online is tickets for transportation (González-Oñate et al., 2015). Therefore, a campaign has been created using the knowledge of their demographics’ online use as well as implicit versus explicit conclusions, and fear appeals. Three persuasive pieces of advertisements were created to gage the level of effectiveness. It is important to find out the perfect amount of fear to unveil to the French public without causing so great of fear that the public would not want to use the train system. These advertisements would be evaluated by a test group of elderly French people.

The first platform utilized is the online ticket purchasing option on Eurostar’s website. This online advertisement would appear in between searching for a train and purchasing the ticket(s). This advertisement states, “We don’t take risks with your safety.” It then states, “Introducing new safety measures: Luggage check at the train

station and the installation of metal detectors.” This would be the first level of fear presented to the test group. This presents a mild-level threat and the perceived fear is low and not clear.



Figure 2: Eurostar Advertisement, 2016.

This uses explicit conclusions, in that, the audience is not left to interpret the new safety measures or the role of the train company; these measures are directly stated in the advertisement. However, the fear appeal in this advertisement is more implied. It does not mention the recent train bombings in Paris or Brussels; however, the call to safety is often sought out by train passengers. This campaign would receive many views by the elderly target audience. This

advertisement would be used in the test group to test if the fear is too low to be effective.

Almost one third of the elderly generation uses television as a source of information (González-Oñate et al., 2015). Therefore, another part of the campaign, targeting the elderly generation, includes two short commercials that would be aired on television channels with higher rates of elderly aged viewers. The fear appeal would be present in both of these videos. The first commercial would display a moderate-level of perceived fear.



Figure 3: Storyboard for a Eurostar commercial targeting the elderly generation using a moderate-level of perceived fear.

The commercial would start with an elderly and young couple standing in line in the baggage check area. The young couple would say, “This is ridiculous. We shouldn’t have to go through this much security. We’ve been using trains for years and we still feel safe.” The elderly couple would hear their conversation and comment back, “Excuse me, my son and my grandchild were killed in the Paris attacks last November; these security measures are needed!” The scene would end with Eurostar’s logo and the motto, “We don’t take risks with your safety.” This moderate level of perceived fear would be tested by the elderly test group to determine its effectiveness. It would measure the test group’s level of fear, the willingness to use Eurostar, the willingness to use train transportation, and the level of safety Eurostar is perceived to have.

Lastly, the other commercial would exhibit a high-level of fear. It would start with an array of scenes of the train station attacks and bombings that took place in Madrid in 2004, Paris in 2015 and even more recently, in Brussels in March of 2016. After showing these horrific scenes, a screen would state, “We can’t let this happen

again.” The scene would show passengers going through the new security measures and a voice over would state, “Eurostar is increasing security with the installment of metal detectors and baggage check.” The passengers would include elderly travelers traveling with their children and grandchildren.



Figure 4: Storyboard for a Eurostar commercial targeting the elderly generation exhibiting a high-level of fear.

The commercial starts by identifying a major relevant fear, terrorist attacks on train transportation. Witte’s (1992) EPPM model says when the perceived threat and perceived efficacy are high, danger control processes occur. This motivates the individual to control the danger by thinking of ways to avoid it (Witte, 1992). The fear evoked by the threat increases when individuals believe they are unable to effectively prevent the threat as well (Witte, 1992). This commercial provides a response to decrease the perceived danger; it provides ways to stay safe to its passengers. Therefore, this decreases the fear and becomes an effective commercial and the goal would be to increase train use post-attacks.

This commercial would be shown the elderly test group to measure if a high-level of fear would be effective in persuading them to use Eurostar for their train transportation. After viewing all three advertisements, it would be determined which level of fear is the most effective. The criteria to determine this consists of: the test group’s level of fear, the willingness to use Eurostar, the willingness to use train transportation, and the level of safety the perceive Eurostar to have after viewing each advertisement. Before testing, I believe the

most effective amount for the French public is the commercial presenting a moderate-level of fear. I predict the commercial with a high-level of perceived fear will cause the test group to not want to travel with the train system even after security precautions have been taken. The moderate-level still addresses the attacks and fear in society, but doesn't give graphics showing the violence and damage caused by these train station bombings.

This campaign needs to be developed to persuade passengers of both target audiences discussed to continue riding the Eurostar train. By incorporating the demographic data gathered on the target audiences, as well as utilizing implicit versus explicit conclusions, warmth appeals, and fear appeals, the end goal of increasing ticket sales for Eurostar post-attacks can be achieved. A test audience would provide information on how to develop an effectively persuasive campaign.

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