

Read the text about how American attitudes towards cars have changed, then choose the correct answer (A, B, C or D) for questions 1–8. Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

America's love affair with the automobile

Drivers may feel spooked by seeing the first self-driving cars appear in coming years. But the new era could prove far less disruptive and bloody than the automobile's 20th-century battle to push pedestrians off U.S. streets.

The change in American public opinion from thinking of cars as wildly dangerous vehicles to having a "love affair with the automobile" was no accident. Instead, it reflected a serious push by the car industry to change people's psychology. Automobiles had to win the battle for hearts and minds before they could take over streets where people had once swarmed.

"That's not the natural order of things; that's the result of a real struggle," said Peter Norton, a historian of technology at the University of Virginia. "That struggle may have analogies with what we're facing in the future with autonomous vehicles."

One key difference between the two eras of transition may prove to be a huge blessing – the rise of self-driving cars could boost road safety and eliminate thousands of unnecessary motorist deaths in the U.S. each year. That futuristic scenario stands in contrast to the relatively bloody rise of cars in the early 20th century.

A bloody beginning

American hearts and minds did not change easily when cars first appeared. Pedestrians crowded the streets of U.S. cities and towns at the start of the 20th century, walking alongside horse-drawn wagons, carriages and trolleys. Contrary to modern sensibilities, parents thought it was perfectly normal for their kids to play in the streets.

"If a pedestrian strode into a street and maybe a wagon wheel ran over their foot, the law would be on their side," Norton told InnovationNewsDaily. "Judges would say pedestrians belonged there, and that if you're operating a heavy dangerous vehicle, it's your fault."

Car accidents led to injuries and deaths among pedestrians and a strong public backlash against automobiles, Norton said. He found newspapers of the time commonly ran cartoons showing the grim reaper at the wheel of a car running over children – part of his research for the book "Fighting Traffic: The Dawn of the Motor Age in the American City".

People even pushed for a 1923 law requiring all cars in Cincinnati to have a mechanism limiting their speed to no higher than 25 mph, but car makers gathered enough support to defeat it.

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The automobile industry eventually began waging a psychological campaign to get pedestrians out of the streets. First, it invented the term "jaywalking" (a reference to the idea of jaybirds as loud idiots) to make fun of pedestrians walking in the street as being stuck in the past.

Second, schools helped train new generations of children to avoid the streets when the American Automobile Association (AAA) became the top supplier of safety curriculum for U.S. schools in the 1920s, Norton explained. The AAA also spread the idea of school safety patrols to help keep kids out of the street.

0 In the near future motorists may feel frightened by

- A conflicts with walkers.
- B more car crashes.
- C autonomous vehicles.
- D a higher traffic volume.

1 **America's attitude towards automobiles was a result of**

- A convincing safety standards.
- B carefully planned manipulation.
- C people's technology-madness.
- D American individualistic culture.

2 **Driverless vehicles**

- A will claim more victims.
- B make crashes less severe.
- C are a step backwards.
- D could keep fatality rates low.

3 **Around 1900, U.S. urban areas were dominated by people**

- A walking on foot.
- B driving the first cars.
- C going by tram.
- D on horse-drawn carts.

4 **In case of a crash, walkers were mostly**

- A treated equally.
- B without rights.
- C much better off.
- D at a disadvantage.

5 **Severe crashes made people**

- A turn against cars.
- B drive more carefully.
- C avoid the streets.
- D keep their kids home.

6 **Attempts to slow cars down were**

- A backed by one federal state.
- B supported by the legislation.
- C rejected by the courts.
- D stopped by the industry.

7 **Finally car manufacturers took measures to**

- A develop quieter automobiles.
- B clear the roads for their cars.
- C make pedestrians feel safer.
- D satisfy all kinds of road users.

8 **People moving on the roads on foot were**

- A asked to get out of the way.
- B regarded as mentally ill.
- C considered old-fashioned.
- D told to use public transport.

America's love affair with the automobile

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1	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
2	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
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7	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>
8	A <input type="checkbox"/>	B <input type="checkbox"/>	C <input type="checkbox"/>	D <input type="checkbox"/>

Von der
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