American University of Central Asia

Journalism and Mass Communications Department

Anti-honking Campaign in Kyrgyzstan

By

Jaehun Choi

Supervisor: Elena Skochilo

A thesis submitted to the Journalism and Mass Communication Department of American University of Central Asia in partial fulfillment of the requirements for the degree of Bachelor of Arts

April, 2013
Bishkek, Kyrgyz Republic

List of Tables

List of Figures

Contents

Abstract

The “Anti-honking Campaign” is a public education campaign designed to inform an audience about the issue of honking without reason, Kyrgyz roads being the most offending noise pollution.The purpose is to make people aware about the influence of noise pollution on human health caused by honking and to change drivers’ behaviorsof sounding their horns unnecessarily. The project consists of three parts informing, persuading, and training. The following are activities of the Anti-honking Campaign: (1) designing and printing logos of the campaign on stickers, car fresheners, and posters for mass distribution,(2) making short Public Service Announcement (PSA) films indicating the problems and the possible solutions for them, (3) distributing the promotion materials such as posters and stickers through the off-line activities in the main three cities, Bishkek, Osh, and Jalal-Abad, of the Kyrgyz Republic.
Keywords: *anti-honking, noise pollution, Kyrgyzstan, pr-campaign*

Introduction

The number of cars has rapidly increased in Kyrgyzstan and it has caused traffic jams, car accidents, and environmental pollution. However there is lack of accurate data in Kyrgyzstan dealing with noise pollution, such as the noise level, driver population, and studied cases.

Lack of competent sources and educational materials about noise pollution have forced the creation Anti-honking campaign, which is a project aimed at gathering information and data which have not been studied yet in Kyrgyzstan. The project requires a process of measuring data and analyzing the causable negative impact of honking on human health.

There are some known solutions to decrease the noise from cars in developed countries. One of the well-known solutions is construction of noise-barriers. Those are outside structures that are used to block sound waves from roads, railroad tracks, and industrial areas. However, these are not only expensive but also very complicated to build in the city. They are especially not realistic in developing countries. There is another solution that is much more cost-effective. It is to change behavior of honking by drivers. Honking is one of the main reasons of street noise. Therefore, if drivers stop unnecessary honking, it will positively improve the noise level in the city. The preliminary observations of driver behavior revealed that they excessively use their horns even near places that require minimal noise such as hospitals, schools, religious places or residential complexes.Another source of unnecessary honking is related to pedestrians. Even ifpedestrians are crossing the roadway within the marked crosswalk there has been evidence that drivers still honk.

However, horns should be used to attract attention when it is really necessary for the safety of the driver, other drivers, and nearby pedestrians. It should be barely used until it becomes necessary. Before deciding to use horn at every slight opportunity, drivers should

first consider how chaotic it would be if every road user began to sound their horns in the same manner. Sometimes road users tend to use their horns to express aggression towards other commuters.

Kyrgyzstan traffic regulation about honking

2.4.25. Sign 3.26 "The alarm is forbidden" should be used to prohibit using sound making signals, except the alarm for the prevention of road traffic
incident, outside the settlements, marked with a 5.22, on the road sections, located close to the resorts, vacation homes, camps, hospitals, etc.
State Standard. GOST 23457-86
"Technical means of traffic regulation. Application rules"
(approved by the Resolution of the USSR State Standard of June 24, 1986 N 1685)
(amended on June 22, 2000)

The Anti-honking Campaign is a public education campaign designed to inform an audience about the issue of honking without reason Kyrgyz roads as being the most offending noise pollution.

The main goal of the Anti-honking Campaign is to deliver information about the issue of honking and its detrimental effects to the target audience byeducating as many people as possible. The target audience is comprised of current drivers as well as all other citizens in Kyrgyzstan.

The purpose is to make people aware about the influence of noise pollution on human health caused by uncaused honking and to change driver behavior toward this excessive honking.

Literature review

Noise pollution

Noise pollution is extreme, harmful noise that disrupts the balance or activity of human life (i.e. human, animal or machine-created environmental noise). The source of most outdoor noise worldwide is mainly construction and transportation systems, such as aircraft noise, motor vehicle noise, and railway noise (Hogan and Latshaw, 1973). Mehdi, Seong, and Arsalan (2011) studied the spatial and temporal patterns of noise exposure due to road traffic in Karachi City, Pakistan. Pakistan is one of the developing countries and according to the results of this study, 66 dB was the average level of noise. When measured up against the outdoor noise guidelines created by the World Health Organization (WHO), this level can cause serious annoyance. Maximum peak noise of Karachi City was over 101 dB and this level of noise can cause hearing impairment as stated by WHO. These results from Pakistan show that noise pollution is an environmental problem that not only developed countries face, but developing countries face these problems as well. Even though both developed and developing countries are both faced with noise issues, the critical issue is that developed countries are seeking solutions while developing countries are not.

How does the ear work?

When sound waves come into the outer ear they cause vibrations, which hit the eardrum and are transferred to the middle and inner ear. There are three small bones called the malleus (or hammer), the incus (or anvil), and the stapes (or stirrup) in the middle ear and these amplify and transmit the vibrations produced by the sound to the inner ear. The inner ear has a spiral-shaped structure called the cochlea. The cochlea is filled with fluid and lined with cells with very thin hairs. These microscopic hairs move with the vibrations and convert

the sound waves into nerve impulses–the result is the sound we hear. Exposure to loud noise can damage these hair cells and cause hearing loss ("Occupational Noise Exposure," n.d.).

Social Learning Theory and Persuasion

Bandura's (1994) social learning or social cognitive theory states that some behaviors are learned from observation, modeling and identification. Therefore, subsequent modeling behaviors of an individual are based on learned knowledge (Baran and Davis, 2000). For instance, individuals observe and learn other's behaviors through public service advertisements (PSA) and then perform these behaviors themselves. Furthermore, Bandura (1994) suggested that even though both internal and external factors stimulate an individual's behavior,environmental or external events tend to be more influential on an individual. However, performance of a behavior often depends on the strength of external messages received (Baran & Davis, 2000). Therefore, in order to effectively alter an individual's (or many people's) behavior, the message must be strong and have strong logical, emotional or reasonable appeal.

Elaboration Likelihood Theory of Attitude Change

This theory of persuasion recommends that individuals can change their attitudes to one of two ways: temporary or permanent change. Temporary change occurs when an individual is solely influenced by the speaker's authority.However, whenan individual is actively thinking about the consequences of his or her own behavior, this can lead to a permanent attitude shift. Therefore, logical and provoking messages that cause self-reflection are more likely to lead to permanent changes in attitudes.

Three tier strategy

Based on the social learning theory mentioned above, social marketers formulated a three-tier strategy of promoting behaviors. Most social campaigns follow the three-tier approach of informing, persuading, and training (Perloff, 1993).

Perloff (1993) stated thatmessagesthat aim to change behavior permanently should use a credible source, target salient beliefs, promote self-efficacy, and support resistance.

Alfred McAlister (1981)reported progress in the effectiveness of anti-smoking campaign communications using only the first two tiers of this model, (Rice and Paisley, 1981). However, McAlister recommended that the message of the anti-smoking campaignneeded to be directly and socially reinforced with “interpersonal communication” (Rice and Paisley, 1981). Later McAlister and colleagues (1989),borrowing from the Bandura’s psychological design,recommended that new behaviors needed to train through “modeling” and “social reinforcement” (Rice and Atkin, 1989).In other words, they needed to add the third tier to their campaign.

In this sense, this strategy is effective and can be applied to other social issues, such as noise pollution.

Modeling theory

Geller (1989) claims that in the area of safety communications, modeling approaches are more effective than fear appeals. For example, if television shows that popular characters are always putting on a safety belt whenever they drive a car, this would influence the use of seat belts among the audience.

In this sense, modeling approaches can be used for public service announcements (PSAs).

Language Style

To persuade someone, the manner in which the message is relayed is crucial. One needs to identify the audience that is being addressed. You should choose a language style fit for the audience by considering the following questions. First, at what pace should the message be given? Should it be quick or slow? Second, what kind of vocabulary should be used? Do technical terms need to be further explained? Third, are metaphors or visuals necessary to relay the message more strongly? These are only some example of questions that can be used to decide the language style, which should be used for persuasion.In essence, it is important to analyze which language style needs to be used in accordance with the audience (Perloff, 1993).

Rhetorical Analysis

The rhetorical devices used in persuasion are ethos (ethical proof), logos (logical proof) and pathos (emotional proof) (Leach, 2000; Root, 1987). Pathos, or emotional appeal, is when communication creates feelings or emotions in the audience. The role of emotion in persuasion (especially in PSAs) is to influence a particular attitude toward the message (Dillard and Peck, 2000). Thus, emotional responses to advertising affect the attitude toward the subject of the advertisement. The effects of emotional appeal, (especiallyto humor and fear), has led to many studies regarding influence and attitude formation (Wood, 2000). Most notably, studies by Rogers and Prentice–Dunn (1997), Dillard, Plotnik, Godbold, Freimuth, and Edgar (1996), Millar and Millar (1996) have examined personal involvement and information-processing differences resulting from exposure to emotional appeal. These studies assert that emotional appeal often provides the psychological basis for attitude formation and behavior. Like ethos, emotional appeal can be formed through both words and images.

This study can be applied to public service announcement (PSA). Rather than loading a PSA with detailed information, it has been shown that appealing to emotion is much more effective in persuading an audience.

Preliminary analysis of data

Increasing number of cars in Bishkek (from 2005 to 2010)

The number of cars registered by the government in Kyrgyzstan is around 347,000 as of January 2010. The number has increased by 71% from 203,607, the number of registered cars in 2005. Basically, the amount of cars has big increase in Kyrgyzstan during a 5 years period (from 2005 through 2010).

Figure 1. Annual Number of Registered Cars in Kyrgyzstan

Figure 1. This figure describes the annual increase number of cars in Kyrgyzstan during a 5-year period (from 2005 through 2010).

Table 1. Changes in number of registered cars in certain provinces of Kyrgyzstan (unit)

	2006	2007	2008	2009	2010
Batkenskaya province	10,396	10,794	11,408	14,968	14,390
Jalal-Abadskaya province	23,362	25,614	36,038	39,447	39,396
Narynskaya province	8,515	9,499	7,397	7,343	7,599
Oshskaya province	27,902	28,374	37,931	48,243	50,824
Talaskaya province	8,889	9,043	9,039	9,039	9,087

Chuiskaya province	69,924	73,801	112,190	102,072	103,494
Osh City	14,190	14,428	25,887	31,555	31,523

("Changes in number of registered cars in certain provinces of Kyrgyzstan," 2010)

Table 1. This table describes changes in number of registered cars in certain provinces of Kyrgyzstan (from 2006 through 2010).

The number of registered cars is rapidly increased not only in Bishkek, the capital city, but also in other provinces and Osh City.

Measurement

No data can be found concerning the noise level in Bishkek city. Data is collected by an instrument called the decibel meter, or noise level meter,which is used to measure sound levels. This data will be a valuable source for current and future related studies.

There were different results of noise level in Bishkek depending on what time the reading was taken. Noise levelwas measured at the intersection of Manas St. and Kievskaya St. where traffic jams occur very often.

Table 2. Noise Level in Bishkek City

Time	Noise Level
(Manas-Kiev 09:25-09:30)	72 DB
(Manas-Kiev 18:25-18:30)	78 DB
(Manas-Kiev 22:30-22:35)	68.8 DB

Table 2. This table shows the noise level in Bishkek depending on what time the reading was taken. (Measurement time: 9:25-9:30, 18:25-18:30,and 22:30-22:35)

According to the result of this measurement, 78 dB was the average level of noise during a closing time period (from 18:25 till 18:30).When measured up against the outdoor noise guidelines created by the World Health Organization (WHO), this level can cause serious annoyance.

Table 3. A city-by-city comparison of decibel levels

Name of City	Noise Level
New York	80 DB
Paris	79 DB
Hong Kong	78 DB
Boston	71 DB
Chicago	71 DB
Beijing	70 DB
Taipei	68 DB
Las Vegas	68 DB
San Francisco	65 DB

(“A survey of what makes the city so noisy,”2004.)

Table 3. This table shows a city-by-city comparison of decibel levels.

Project method/procedures

Prospective Evaluation Method

A Prospective Evaluation Synthesis (PES) is an evaluation studies casting the potential success of a proposed project. In this project, PES was used as an evaluation of success as opposed to Evaluation Synthesis (ES) because it is difficult to measure behavior explicitly with numbers, as needed when using ES. PES is dissimilar from the Evaluation Synthesis (ES) approach because it forecasts the potential of the project. It involves logical, conceptual, and empirical analyses, taken in the context of the future. (Wholey, 1977)

Following are the activities of PES: (1) a careful, skilled textual analysis of a proposed program, designed to clarify the goals of that program and what is expected to get results, (2) a review of evaluation studies from similar projects, and (3) summary judgments of likely success, given a future context that is not too different from the past (U.S. General Accounting Office, 1990).

The Strategy of Promoting the Campaign

Figure 2. Three-tier strategy for the Anti-honking Campaign

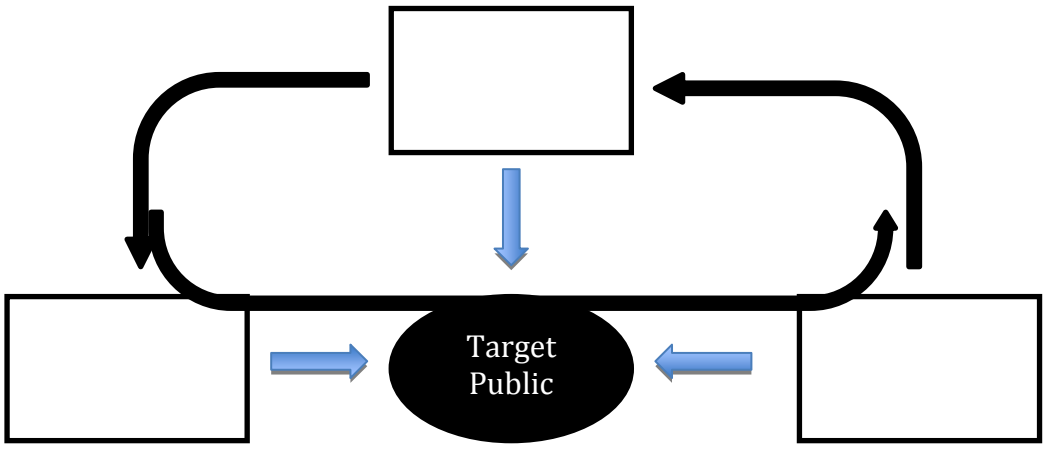


Figure 2. This figure is a map of the three-tier strategy: how each part works and how they are related.

The Anti-honking Campaign follows a three-tier strategy of promoting behaviors by social learning theory: informing, persuading, and training.

Informing

Informing is the first step of the campaign. This step is designed to transmit the factual information that the campaign focuses on: (1) What noise pollution is, (2) Noise impact on human health, both psychological and physical, and (3) the offense and consequences of excessive honkingin Bishkek. This information is going to be distributed by on/off-line media.

Offline media:

- Newspapers
- Press releases, press conferences
- Leaflets
- Posters

Online media:

- Broadcasting - News channel
- Social media:
- Facebook, You-tube, and any other similar local media outlets

Persuading

The second part of the three-tier strategy is persuasion and there are several tools to persuade the target audience. Persuasion transforms facts from the informing tier in order to influence the audience's thoughts or actions.For example, public service announcements (PSAs), logos, and slogans contain messages which have been transformed through the following processes: (1) determining language style depending on the target audience, (2) appealing to emotions through pathos, (3) using the Modeling Theory to change behavior.

Training

Training is the final tier of this project. The volunteering group is going to hold a forum with college students from different cities of Kyrgyzstan to discuss the idea and strategy of the project. The hope is to extend this campaign to different regions by creating new branches in different cities. These new branches will provide educational sessions to citizens, who will then be equipped to continue the cycle of the three-tier strategy, thereby creating a ripple effect.

PR Campaign Plans

Interview

Interviewsprovide more credible information for the audience. Audiologists, foreigners residing in Kyrgyzstan, and the local public were interviewed. Unfortunately related specialistswere not found in Kyrgyzstan, since is yet a field of interest. Therefore,an interview was conducted in the United States with an American specialist, as there is a greater abundance of those who research noise pollution.

The first interview wasconducted with Dr. Selena B. Snowden, a specialist in evaluation, habilitation and rehabilitation of those whose communication disorders center in whole or in part in hearing function. Audiologists are autonomous professionals who identify, assess, and manage disorders of the auditory, balance and other neural systems. Audiologists provide audiological (aural) rehabilitation to children and adults across the entire age span. Audiologists select, fit and dispense amplification systems such as hearing aids and related devices (“NPI db” n.d.).

Public Service Announcement (PSA)

Public Service Announcements (PSAs) aremeans of conveying a message of public interest disseminated by the media without charge, with the goal of raising awareness and changing public behavior towards a social issue. PSAs are based on an academic approach that follows Modeling theory, Social learning theory, Language style, and Contextual Influence. The PSA video will be produced inthe two official languages of the Kyrgyz Republic: Kyrgyz and Russian.

Table 4. PSA script "10 seconds makes the citybetter[1]"

Video	Sound
• Traffic Light to change (Green ->Red) 00:00-00:06	
• Car(a) comes and stops 00:06-00:07	
• Car(b) comes and stops behind of car(a) 00:07-00:11	
• Traffic Light to change (Red->Green) 00:11-00:12	
• Car(b) to wait for 4sec till car(a) starts to move 00:12-00:16	
• After car(a) move and then car(b) move 00:16-00:24	(Subtitle) If you wait for just 4 seconds, and you can continue going.
• Old woman is standing before the cross street 00:24-00:28	
• Car(b) came and stopped before the cross street and give sign to her to cross 00:28-00:30	
• Car(b) is waiting till the old woman to cross the street perfectly 00:30-00:34	
• After she crossed the street Car(b) moves 00:34-00:40	(Subtitle) Waiting a woman to cross = 6 seconds
• Blank (solid black color)	(Subtitle) 10 seconds make your city better

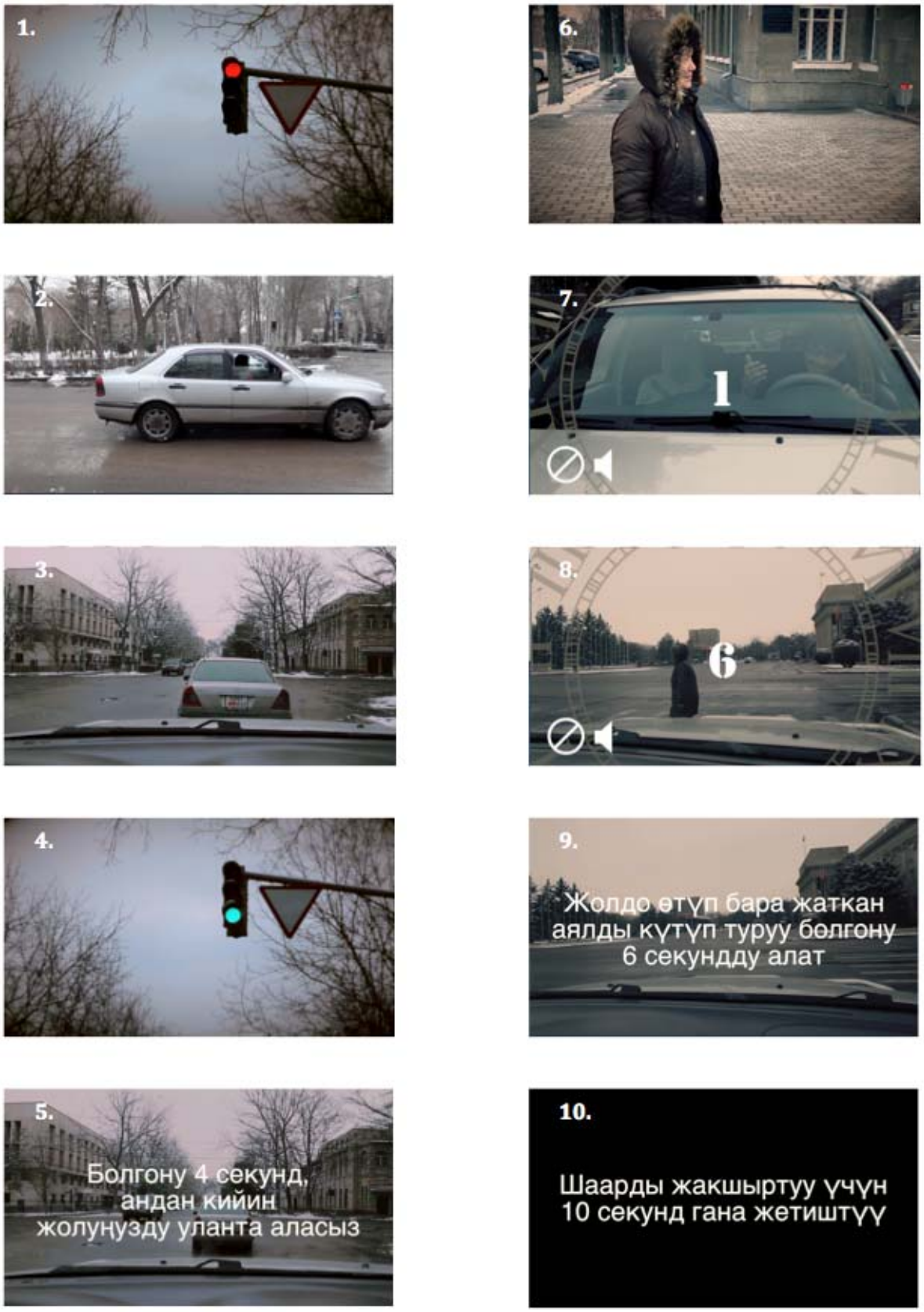
[1] Subtitles will be in two languages: Russian, Kyrgyz.

Kyrgyz: Болгону 4 секунд, андан кийин жолуңузду уланта аласыз Жолдо өтүпбара жаткан аялды күтүп туруу болгону 6 секундду алатШаарды жакшыртуу үчүн 10 секунд гана жетиштүү

Russian:Всего 4 секунды и вы можете продолжить свой путь
это займет всего 6 секунд чтобы подождать женщину, переходящую дорогу
10 секунд достаточно, чтобы улучшить город

The PSA shows a driver who does not honk and waits for a woman to cross the street.This PSA was created in hopes that if theviewerssawa person, or model, driving without honking, they will observe and copy the behavior, according to the Model Theory.

Figure 3. Story Board "10 seconds makes the city better[2]"



[2] Subtitles will be in two languages: Russian, Kyrgyz.

Table 5. PSA script"How honking changes the woman's perspective of theman[3]"

Video	Sound
• Car(a) on the road 00:00-00:06	BGM: Dynamic
• Inside of car. Driver's face (close up) 00:06-00:07	
• Woman(a) is standing on the road 00:07-00:11	
• Car (a) is coming to the cross road • Zooming up on the driver's face through the can window 00:12-00:16	
• Woman(a) is closing the cross road 00:16-00:18	
• Car(a) starts honking on woman(a) 00:16-00:20	Honking sound
• Woman(a) looks at the drivers face through the window 00:20-00:22	
• Dog(a) is sitting at the driver's seat instead of driver(a) 00:22-00:25	
• The car is leaving away 00:25-00:30	When you honk, it changes our perspective on you!!

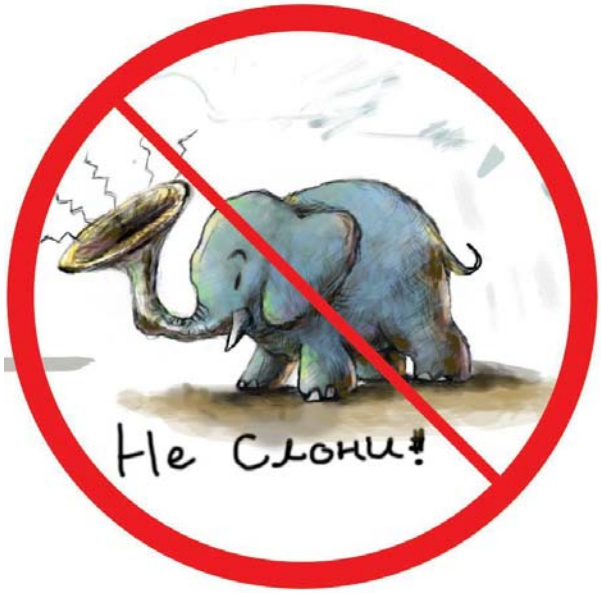
[3] Subtitles will be in two languages: Russian, Kyrgyz.

Figure 4. Story Board "How honking changes the woman's perspective of the man[4]"

[4] Subtitles will be in two languages: Russian, Kyrgyz.

Campaign Logo

Figure 5. Anti-honking logo with an elephant



(Size: 80mm x 80mm)

Figure 5. This figure is an illustration of the Anti-honking campaign.

This logo was designed to distribute the idea of Anti-honking through social networks, leaflets, posters, and stickers to the public. The logo represents a picture of an elephant with his trunk shaped as a horn, and considers symbolism, the target audience, and appeal.

Since the logo is not explicit, curiosity is generated and people will search for its implied meaning, grabbing more attention to the campaign. Elephants themselves are not directly related to honking but the trunk was drawn like a trumpet to lead people to think about its deafening sound. “Слон”, the Russian word for elephant, conveys the idea of enormity, and it impliesthat honking is unpleasant and hasa huge negative impact to the public.

Social Networking Service (SNS)

Social networking services (SNS) are online services, platforms, or sites that facilitate the building of social networks or relations among its users. Since Internet and smart phone infra has rapidly developed and been released in Kyrgyzstan during the last couple years, SNS is a good medium for building audience and informing them about the Anti-honking Campaign. The campaign will use SNS, such as Facebook, VKontakte, Odnoklassniki and Twitter, to distribute information and communicate with the public.

Broadcasting

PSA videos are going to be shown through local broadcasting, a media outlet that is available to most, if not all, citizens. There is a population of drivers who do not or cannotuse Internet or social media, making television broadcasting a very important channel for promoting the campaign.

Prospective Evaluation

Prospect Evaluation Method (PEM) is the process of forecasting the potential of success of a proposed project through prospective analysis anchored in evaluation concepts.

Attitude Survey

The survey is attitudinal measurement designed to identify familiarity of the public with the Anti-honking Campaign and to measurepositive and negative responses to the campaign.A random sample of 50 people who live in Kyrgyzstan participated inthe attitude survey.

Figure 6. Awareness of Anti-honking campaign

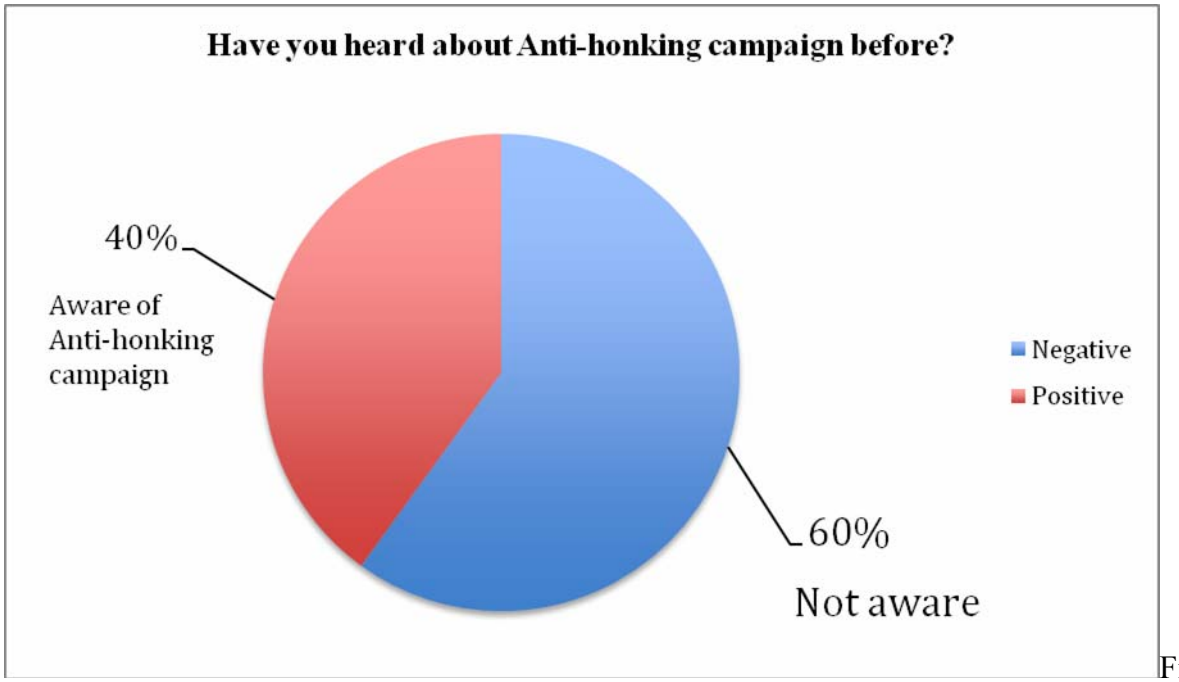


Figure 6. The result of survey question shows the familiarity of the public with anti-honking campaign.

According to the survey results, 40% of participants are aware of the Anti-honking Campaign. However, 60%are not aware ofit. The result shows that the Anti-honking Campaign is not well known topic in Kyrgyzstan.

Figure 7.Considerateness about the honking issue

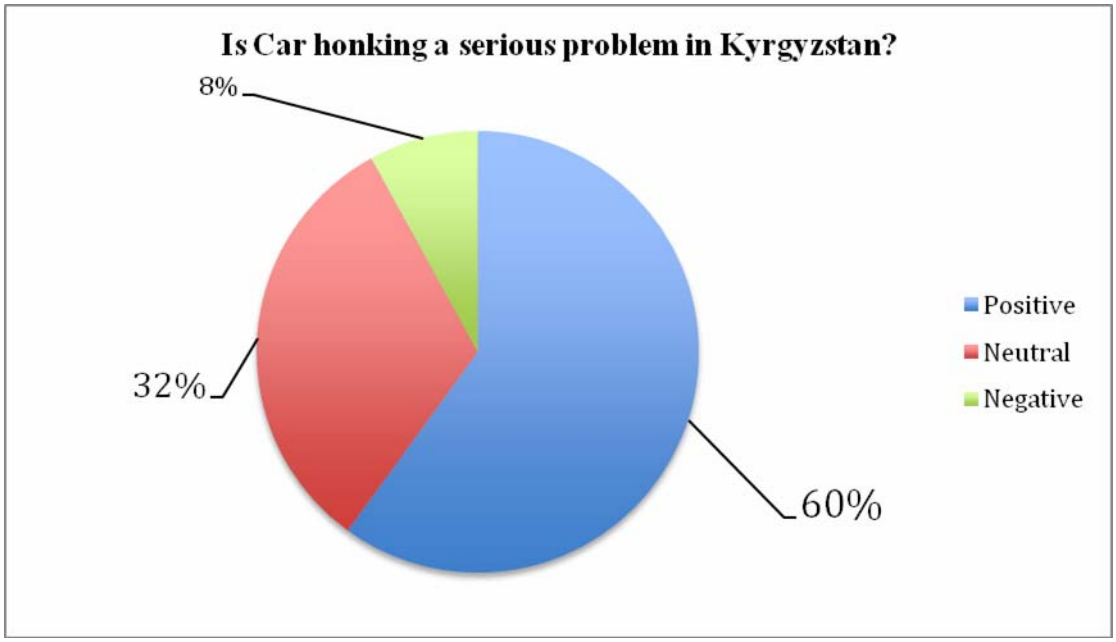


Figure 7. This result shows how people deal with campaign issue.

According to the survey results, 60% of participants answered that car honking is a serious problem in Kyrgyzstan. However, only 8% answered that it is not serious.The rest, 32%, have a neutral attitude toward the honking issue. The result shows that many people think deal with honking issue as a serious problem in Kyrgyzstan.

Also among only the driver participants, same 60% answered that honking is a serious problem, however ther was no drivers who asnwered that it is not serious.

About the open question, “what do you feel when a car is honking at you?” more than 40% of participants answered that they become angry, mad, or aggressive due to honking. 22% of participants answered that they feel fear, embarrassed, or panic. 32% of participants answered irritation, unpleasant, or annoying. Only 6% answered nothing. Basically, all 94%

have a negative feeling except the rest, 6%, when a car is honking at them.

Figure 8. Attraction about the Anti-honking Campaign

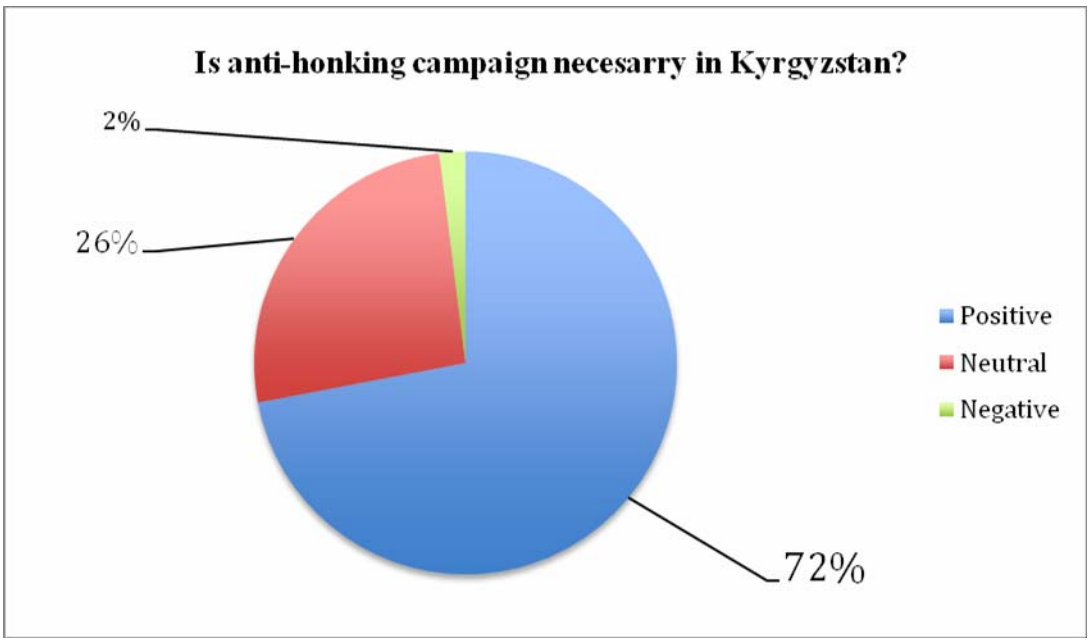


Figure 8. This figure shows the public attraction about the Anti-honking campaign.

According to the survey result, 72% of people answered that this campaign is necessary in Kyrgyzstan and only 2% answered that it isn't necessary. The rest, 26%,have a neutral attitude toward the campaign.

Also among only the driver participants, same 60% answered that this campaign is necessary in Kyrgyzstan. However, no driver participants answered that it isn't necessary.

The survey result shows that the public is not aware of the Anti-honking Campaign well. However many people think that car honking is a serious problem and the Anti-honking Campaign is necessary in Kyrgyzstan. Therefore, if the project promotes the Anti-honking Campaign to the public in order and increase awareness, the public will be interested in the campaign issue and they will support the idea.

Project Evaluation

Table 6. PSA Popularity Rating

Media	Number of Viewers	Number of reflections
Youtube	493	Comments (6), likes (14),
Namba.kg	4,813	Comments (33), likes (94)
Total	5,306	Comments (39), likes (108)

(2013, April 27)

Table 6. This table shows how many people watched theAnti-honking PSA through the different media outlets.

Figure 9. Reaction from the PSA

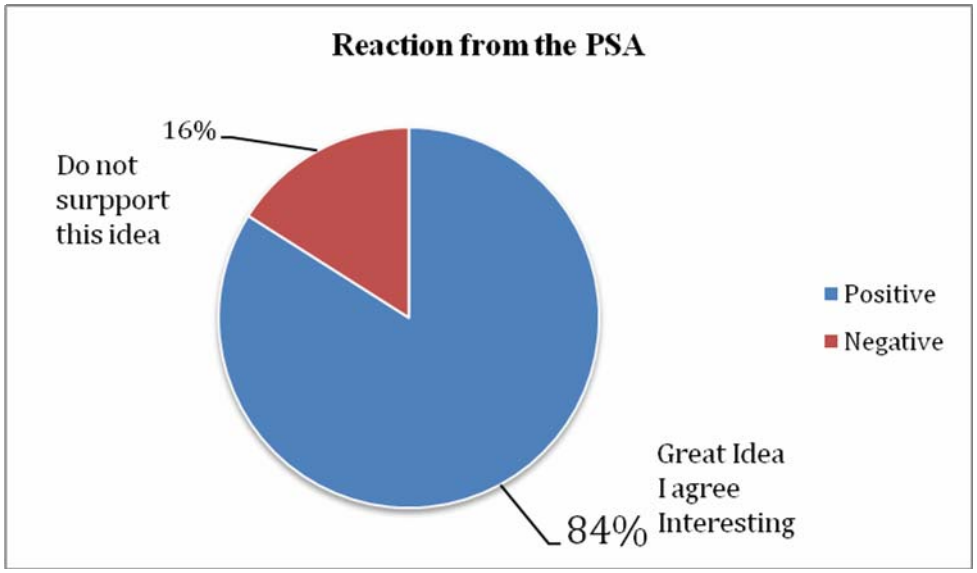


Figure 9. This Figure shows how people reacted after watching the PSA.

84% of viewers' comments were positive massage about the Anti-honking. Only 16% of viewers reacted negatively and they complained about pedestrians' attitude rather than drivers'.

There were total 5,306 viewers rated by YouTube and Namba.kg. however there was the limitation of rating viewers distributed through the SNS, such as Facebook, VKontakte, Odnoklassniki and Twitter.

Conclusion

The Anti-honking campaign were designed to accomplish the goal, which is to deliver information about the issue of honking and its detrimental effects to the target audience byeducating as many people as possible. However to forecast the potential success, the prospective evaluation method was used. From the attitude survey, the rack of awareness about the concept of the Anti-honking was found. However the result shows the evidence that people need the Anti-honking Campaign as they think that car honking is a serious problem in Kyrgyzstan.

Therefore, the project set the three-tier strategy consists of informing, persuading, and training. There are promotion materials which has been done by now, such as anti-honking logos and PSAs. Those have been distributed through SNSs and other media outlets. The anti-honking campaign is not accomplished yet. The campaign is still on the process,since it takes a lot of time and efforts to change individuals' behavior. However this project has been done with not only researching and identifying the problem of anti-honking issue, but also seeking with finding solution how to effectively persuade the public in order to sift their attitude and behavior.

Suggestion for future research

Kyrgyzstan is one of the developing countries in Central Asian region and as other developing contraries. Noise pollution is an environmental problem that not only developed countries face, but developing countries face these problems as well. However, the critical issue is that even though both developed and developing countries are both faced with noise issues, the critical issue is that developed countries are seeking solutions while developing countries are not. Kyrgyzstan is also one of these that do not pay attention to the

environmental issues includes noise problem. However, there are many local and international organizations supporting the project aiming to solve social problems. Budgets are essential to any plan. And you always have to consider about how much money you can spend on the project. The prospective evaluation method can help to get the grant for the project and it can strengthen the quality of project. For example, even though you have a good plan but sometimes it is not reality without financial supporting. So to increase the potential of success for the campaign, future research needs to propose a grant for the campaign to as many able organizations as possible.

Limitations

Lack of competent sources and educational materials about noise pollution was one of the most limitations for this project. Even though there was the noise level measurement using sound level meter, there was limitation to make accuracy date without measuring experience without the knowledge of the field of audiology. Language problem was another big issue that the project had to deal with, because there are two different official languages, which are Kyrgyz and Russian. It is always difficult to translate and sometimes it seems impossible to do it without understanding the context of each languages and audience.

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Appendix 1.

Budget

Detail of Expenditures					
Budget Category	Item Description	Item Narrative	Price per piece (USD)	Amount	Total Cost
Logistics	Stationary	Car aromas for promoting Anti-honking campaign (FOB Prices)			
	Stationary	Stickers to raise awareness about noise pollution caused by honking			
	Activity Costs	Video to raise awareness about noise pollution caused by honking			
	Activity Costs	T-shirts for events and volunteers			
	Activity Costs	Broadcasting PSA on main TV channels			
	Participant Travel	Plane tickets from Bishkek to Jalal-Abad			
		Plane tickets from Bishkek to Jalal-Abad			

		Car travel from Jalal-Abad			
		Plane tickets from Osh to Bishkek			
	Accommodation	One day stay at hotel in Osh			
	Accommodation	One day stay at hotel in Jalal-Abad			
	Activity Costs	Lunches			
		Drinks			

Appendix 2.

Log (interview script)

Log is a written record of information from interview or the filming process to transmit from spoken language to written language.

LOG 1#: The Interview with Dr. Snowden

Ok. Well, what we know about noise and how sound grows is that, you can take a reading of one car honking, ok? If you double the car honking, so two cars are honking at the same time, the sound is not doubled. It increases incrementally, usually around, if it is the same sound, around 3 decibels, so, but you add more than one car at the same time in addition to that, you are going to have a large increase.

We know documented noise exposure can cause problems with the hair cells in the inner ear and actually stresses them or damages them beyond repair and they begin to what we call "die". Once hair cells are dead, then they will no longer respond to specific auditory input, our cochlea looks like a snail and along the snail's shaped structure are certain hair cells that respond to certain frequencies.

We know that most noise exposure affects the higher frequency regions first and once that happens it is typically irreversible. So, once the damage occurs hair cells are dying off, then they are not going to reproduce and it is going to cause hearing loss. And particularly the high frequencies, but it can progress to lower frequencies.

We believe that stress has more psychological effects and health effects other than just the ear. We believe that it increases your risk for heart attack or endocrine cardiovascular problems and, you need to understand, increasing blood pressure, if you have a fetus in utero

obviously that would cause problems to the fetus and to the mother. But, that would cause problems increasing blood pressure for anyone.

We also believe that increased in the endocrine levels, it increases a stress hormone specifically called adrenaline, and that stress hormone being increased can be a trigger for other things. We believe that excessive noise exposure causes aggressive behavior and it is not that the person becomes aggressive because of a noise, but if they had any other underlying factors like additional stress from work, or job insecurity, financial problems, that the increase in noise would be a trigger for this aggressive behavior.

I don't any research first hand on fetuses but it doesn't mean it's not out there. I don't know, it is not my area of specialty at all. Psychological effects of noise, we believe that, number one there is a research says that when a sound is annoying you are going to be less likely to be able to concentrate on whatever you are doing. So, if you have a lot of noise out and in the city and you have got a school system nearby, you are going to affect children's learning behaviors, because they cannot attend to what they are doing because of external sounds. We have documentation that says excessive noise exposure in the classroom environment can cause learning delays. It can cause aggressive behavior in children because again it is perceptual; it is a psychological sound, that perceptual annoyance that really is causing a problem. It is also going to delay their speech and language to all of that and if there is competing noise with what the teacher is presenting, especially if it is soft spoken female teacher and it is pretty large classroom certain auditory signals, things she is saying will not make it to the students because of the competing noise will mask it. So, you have got some learning difficulties and behavioral, and difficulties that are occurring in the classroom not because of anything is going on in the classroom, but because the external noise coming from cars honking outside, especially if they are in close proximity. There is research out there to suggest that external noises that are considered to be loud and annoying can affect a few

things doing with cognition; one of those being memory acquisition, which occurs if you already have an adult who has additional memory problems who is, maybe being treated for some memory issues, any external noise that would be perceived as loud and annoying could prevent them from any type of rehabilitation measures they are taking. And the classroom environment any external noise memory acquisition, so anything that they need to turn information in the classroom into a memory that is what we call “delayed” from external noises, which then in turn delays reading, reading comprehension, memory acquisition as well as just overall mental health.

LOG 2#: The Interview with Yeong-bin Ha, a student from South Korean

I hear honking sounds very often on the street in Bishkek and it makes me annoyed. Sometimes, I spend whole day in a bad mood because of honking sound. The cars don’t care about the pedestrians so... what to do? I have to care about the cars even on the zebra and green light.

Appendix 3.

Guideline values for community noise in specific environments.

Specific environment	Critical health effect(s)	LAeq[dB]	Time base[hours]	LAmax, fast[dB]
Outdoor living area	Serious annoyance, daytime and evening	55	16	-
	Moderate annoyance, daytime and evening	50	16	-
Dwelling, indoors	Speech intelligibility and moderate annoyance, daytime and evening	35	16	
Inside bedrooms	Sleep disturbance, night-time	30	8	45
Outside bedrooms	Sleep disturbance, window open (outdoor values)	45	8	60
School class rooms and pre-schools, indoors	Speech intelligibility, disturbance of information extraction, message communication	35	during class	-
Pre-school bedrooms, indoors	Sleep disturbance	30	sleeping-time	45
School, playground outdoor	Annoyance (external source)	55	during play	-
Hospital, ward rooms, indoors	Sleep disturbance, night-time	30	8	40
	Sleep disturbance, daytime and evenings	30	16	-
Hospitals, treatment rooms, indoors	Interference with rest and recovery	#1		
Industrial, commercial shopping and traffic areas, indoors and outdoors	Hearing impairment	70	24	110
Ceremonies, festivals and entertainment events	Hearing impairment (patrons:<5 times/year)	100	4	110

Public addresses, indoors and outdoors	Hearing impairment	85	1	110
Music through headphones/ earphones	Hearing impairment (free-field value)	85 #4	1	110
Impulse sounds from toys, fireworks and firearms	Hearing impairment (adults) Hearing impairment (children)	- -	- -	140 #2 120 #2
Outdoors in parkland and conservation areas	Disruption of tranquillity	#3		

#1: as low as possible; #2: peak sound pressure (not LAmax, fast), measured 100 mm from the ear; #3: existing quiet outdoor areas should be preserved and the ratio of intruding noise to natural background sound should be kept low; #4: under headphones, adapted to free-field values

(http://www.who.int/docstore/peh/noise/Commnoise4.htm)