Definition Example

Audience Description: John Smith is a 21-year-old chemical engineering student at the University of Maryland. Because he lives in Silver Spring, Maryland, John drives to College Park every day to get to class. Although John parks his car in Lot 1, the majority of his classes are in the Chemical-Nuclear Engineering Building, located near the Campus Farm on East Campus. His daily walk to class thus proceeds through two major intersections: Regents Drive at Fieldhouse Drive, and Regents Drive at Campus Drive (the "Big M"). Although he is now fully recovered, John suffered a severe ankle fracture when struck by fast-moving cyclist in April of 2012. The accident occurred at the intersection of Regents Drive at Fieldhouse Drive – an intersection he still walks through today. Because John is often preoccupied with classes, homework, and research in a UMD laboratory, he does not have time to study traffic safety concepts. In fact, the scope of John's traffic safety knowledge extends no further than the ten-page booklet he read in 2009 for Driver's Education. Even so, the 2012 incident caused John to significantly consider the efforts the University puts forth to protect their students' safety through campus traffic.

Definition: **Signalization**: Signalization is a broad term used in a variety of traffic safety documents which refers to all items that attempt to convey information to drivers, cyclists, and pedestrians while on the road. Examples of signalization would include: signs, lights, reflectors, and road markings. The term is generally used to refer to automated and "physically-lasting" objects. For instance, an official who is conducting traffic would not be considered signalization. All of the signalization on a road works in tandem to deliver information to traffic to maintain order. This communication method is similar to the way that signs and warnings in dangerous research laboratories work to improve the safety of both professional researchers and untrained visitors. In the lab, there are a variety of methods used to protect personnel, including posted signs, computer warning messages, and fire alarms. In traffic safety, signalization works to warn all kinds of traffic of possible dangers. Furthermore, signalization can also instruct traffic when otherwise dangerous actions are currently safe to execute – for example, digital signs which instruct pedestrians to proceed across a crosswalk, orange reflective signs to instruct a detour, or green arrows to instruct "go" at stoplight intersections. A representative example of one form of signalization is seen in the accompanying graphic. This image shows "Stop for Pedestrians" signs, which have been implemented heavily in Silver Spring, Maryland. Physically smaller signals, such as this, and larger objects, such as stoplights, can all be classified as signalization. In summary, the term signalization encompasses a variety of traffic devices which are each vital components in maintaining traffic order and securing the safety of vehicles, cyclists, and pedestrians.

(graphic)

Comment [MVE1]: Audience – one person, named

Comment [MVE2]: Traits the writer can connect to

Comment [MVE3]: Context/why John doesn't know the term

Comment [MVE4]: Purpose/why John needs the definition

Comment [MVE5]: Term is made clear

Comment [MVE6]: Initial one-sentence definition

Comment [MVE7]: Tactic: Example

Comment [MVE8]: Tactic: Negation

Comment [MVE9]: Tactic: comparison; connects to audience's familiarity

Comment [MVE10]: Clear connections to audience are made here

Comment [MVE11]: Effective closing statement

Comment [MVE12]: Graphic is appropriate for audience and introduced in the text of the Definition