

Informace o písemných přijímacích zkouškách

(úplné zadání zkušebních otázek či příkladů, které jsou součástí přijímací zkoušky nebo její části, a u otázek s výběrem odpovědi správné řešení)

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Anglický jazyk

Don't call them anti-vaxxers – that just further erodes people's trust

While the past few years have, perhaps understandably, increased many people's hostility towards those who refuse vaccines, lumping them together into a homogenous group of "anti-vaxxers" is unwise – especially as dialogue with these groups is crucial to increasing the overall vaccine uptake. Some find this term offensive: they may not be "anti" anything but have questions or concerns about a vaccine or vaccines.

The reality is that vaccine hesitancy is a spectrum. At one end are the hardliners whose appetite for absorbing attention is insatiable but who are not for changing. At the other are those whose views are not yet permanently fixed. In Target the Fence-Sitters, a landmark 2011 Nature paper, Prof Julie Leask of the University of Sydney, made the case for engaging with those who can be won over. Coaxing – or insulting – the hardliners is a waste of energy, and risks nudging mildly hesitant people in the wrong direction.

More than a decade on from that much-cited publication, research on why people vaccinate (or not) is mounting. Some of this has been applied to good effect during the Covid-19 rollout, yet there is still much to learn. One important problem is that vaccine conversations have become more polarised and political during the pandemic. Health authorities need to work on reducing the "cost" of changing one's mind about vaccination. Doing a U-turn doesn't feel good. If choosing to vaccinate is seen as a personal capitulation or political concession then it becomes deeply uncomfortable.

No political grouping has a monopoly on absorbing vaccines into their worldview. In the US, right-leaning voters are less likely to be vaccinated; in the UK, Tory-voting constituencies are *more* likely to be vaccinated. Meanwhile, "wellness influencers" are a growing source of vaccine misinformation as part of what Prof Heidi Larson, of the Vaccine Confidence Project, calls the "pursuit of purity". As vaccination is increasingly wrapped up in people's identity, attitudes can calcify quickly. The trouble with this is that it can make people feel as if they are betraying themselves or their "tribe" if they later opt to be vaccinated. Uncoupling vaccines from people's philosophical, religious or political attitudes prevents hesitancy hardening into refusal.

For those who are hesitant, motivational interviewing – a time-consuming but effective way to inject a little empathy into doctor-patient conversations on vaccination – has also shown promise in improving vaccination receptiveness by discussing individual drivers of scepticism.

The crucial skill is listening. Doctors ask their patient to voice their concerns about vaccines, offering specific responses in a non-judgmental manner. Both parties accept that they may not see vaccines in the same way but are open to discussion. This takes the heat out of any potential conflict and leaves the door open to a change of heart.

To the credit of some health authorities, several Covid-19 immunisation campaigns have adopted personalised vaccine invitations and made vaccinations more convenient by allowing community pharmacists to offer the jab. Most have avoided the kind of blunt myth-busting and debunking that can backfire, instead finding ways to apply science communication research and tackle misinformation in the real world. There is a growing acceptance that facts alone are not enough to win people over.

Find these words

- 1) to convert or be converted into lime **CALCIFY**
- 2) put in an indiscriminate mass or group; treat as alike without regard for particulars **LUMP**
- 3) the act of following or searching for someone or something, in order to catch or attack the person or thing **PURSUIT**
- 4) coax or gently encourage (someone) to do something **NUDGE**
- 5) make determined efforts to deal with (a problem or difficult task) **TACKLE**
- 6) willingness to listen to and accept new ideas and suggestions **RECEPTIVENESS**
- 7) (of a plan or action) have an opposite and undesirable effect to what was intended **BACKFIRE**
- 8) expose the falseness or hollowness of (an idea or belief) **DEBUNKING**
- 9) to make a new product, service, or system available for the first time **ROLLOUT**
- 10) (of an appetite or desire) impossible to satisfy **INSATIABLE**

True or false?

- 1) All those who refuse to get vaccinated against Covid 19 are proud to be called antivaxxers. **F**
- 2) There are not only anti-vaxxers and pro-vaxxers in our society, people have also other, less clearly defined attitudes. **T**
- 3) Being hard on anti-vaxxers alienates the people in the middle. **T**

- 4) Finally choosing to be vaccinated is a liberating feeling. F
- 5) Right-leaning people in the UK get more vaccinated than other people. T
- 6) Wellness influencers help fight fake news about the vaccines. F
- 7) Doctors, who listen to their patients' worries, get more of them vaccinated. T
- 8) But the door must be open so that the patient does not feel threatened. F
- 9) If pharmacists are allowed to vaccinate, people do not trust them. F
- 10) If you give people true facts about the vaccines, you will not convince all of them. T