

Languages & The Media 2018 | Irene Tor-Carroggio (irene.tor@uab.cat)



1. Audio description in China:

- At a crawling stage, started in 2009 in Shanghai.
- Only available for movies in some cities.
- **Different terminology:** “free-barrier movies” (Shanghai) and “image description” (Beijing, Hong Kong, Taiwan)
- Seen as **community service**. Only volunteers take part in the process (university students, radio presenters, end-users)
- Mentioned in Law on the Protection of Persons with Disabilities (1990) as “narrations”.
- Under researched by academia (it applies to Greater China).

2. AD Standards in China:

- No official standards, only **in-house guidelines**.
- **Based on experience**, almost no influence from abroad.
- Many **internal differences**, not only with other countries.
- ADLAB PRO-based survey (distributed by the researcher):

69% of Chinese audio describers unaware of guidelines.

81% of Chinese audio describers consider guidelines to be important.

3. Example: China Braille Library's guidelines

- Definitions of terms that are not used later.
- Basic principles:
 - AD must be done in Mandarin.
 - Not all materials are apt for AD (e.g. the news)
 - Max. 20 seconds of silence.
- Language: objective, precise, succinct, formal. Avoid jargon and incomplete sentences.
- Appendix with sample of AD script.

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