

**Media for All – 17-19 June 2019 - Stockholm**

**Expanding the skills of media  
accessibility experts: easy-to-  
understand audiovisual content**

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# Rationale

- Written content can be difficult to understand but can be made easier to understand: Easy to Read (E2R) & Plain Language (PL)
- What about audiovisual content? And media access services?
- Can current media access services experts be trained to produce E2U audiovisual content/services?



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# Call

Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275.

Funding for 3 years (September 2018-August 2021).



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# Consortium



Universida de Vigo

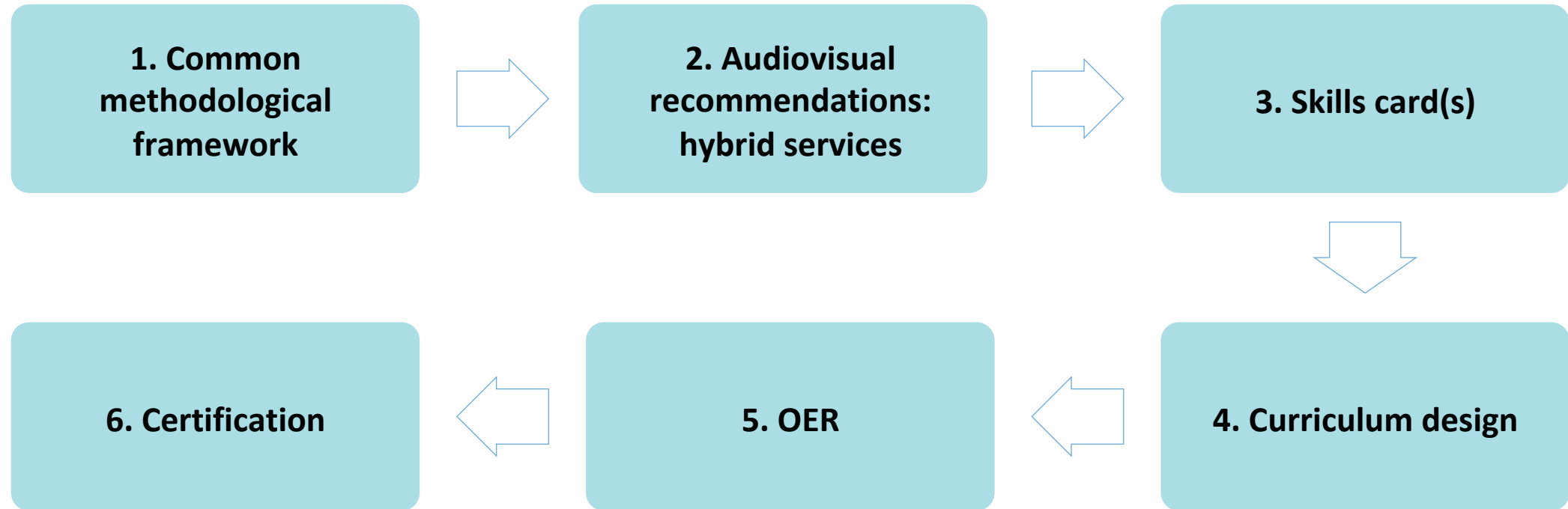


# The project in short

EASIT will define the skills of new professional profile(s) in making content easy to understand, will design a curriculum and will develop innovative educational materials, while approaching certification.

To define both the professional skills and the content of the open educational resources, it will be necessary to define a methodological framework for implementation and propose innovative recommendations in AV content.

# Project structure: Intellectual Outputs



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# Output 1 (UNITS)

## Practice and training

- 1/9/2018-31/3/2019
- What is the current state of the art of E2U training and practice in different European countries?
- Deliverable: report available online

[pazines.uab.cat/easit/en/content/output-1](http://pazines.uab.cat/easit/en/content/output-1)



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# Method

Online survey

Respondents (N = 128): E2U experts across several EU countries

- Trainers
- Translators/adaptors
- Producer/creator/writer
- Validator/advisor



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# Results: demographics & training

- Female (74%)
- Age: 57% between 41 and 60
- Education: 66% BA or MA degree
- Study field: 73% language, journalism, communication
- Have been (57%) or are (41%) E2U trainers
- Have been **trained mainly in E2R** (62%) vs. PL
- Have been trained using **guidelines** (Inclusion Europe, Bredel & Maas 2016, IFLA)
- Training: **workshops and in-house** vs. university

# Results: working practice

- Do not work in teams, but work with end-users (71%)
- Refer to existing guidelines
- Mainly produce **E2R** (56%) (vs. PL) content
- **Adaptation/editing/translation** into E2R are the services that are provided most often (vs. creation/writing)
- Work mainly on **printed** and **digital** content (not so much with audiovisual content)

# Results: what would experts include in a course?

Info on target groups (types of disabilities, needs, perception) + E2R principles

They feel they need to know more about end-users.



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# Output 2 (SDI München)

## Recommendations for audiovisual information

- 01/10/2018-31/04/2019
- How can we create easy-to-understand AD, subtitles and news?

Deliverable:

[pazines.uab.cat/easit/en/  
content/output-2](http://pazines.uab.cat/easit/en/content/output-2)



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# Discussion groups



- 4 discussion groups
- 4 partners: RTVSLO and RISA, SDI, UAB
- 3 countries: Germany, Slovenia, and Spain
- 18 experts



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# Semi-structured interviews



- 23 interviewees
- 4 partners: DYS, RISA, SUH, UNITS, UVIGO
- 5 countries: Germany, Italy, Slovenia, Spain, and Sweden



# Topics

1. Need for E2U subtitles, audio descriptions, and news
2. Needed genres
3. Recommendations for creating E2U audiovisual content
4. Skills needed
5. Quality validation
6. Name for the professional



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# 1.-2. Need for content and genres

- There is a need for E2U audiovisual content
- To exclude genres would be against the concept of inclusion
- What genres are **less** viable?
  - subtitles for live shows (TV and radio)
  - subtitles for movies with complicated plots,
  - audio descriptions (movies with images as primary way)



# 3. Recommendations: for creation

Three perspectives:

- simplification method,
- the distribution channel, and
- use of existing guidelines for the access service (subtitling or AD) and of rules for journalistic content.



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# 4. Skills

The skills needed go beyond simplification methods:

- a. linguistic skills,
- b. knowledge about accessibility and target users,
- c. personal and interpersonal skills,
- d. IT skills, and
- e. skills related to the field of expertise:  
subtitling, AD, or news editing.



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# 5. Validation: types

Two validation goals:

- a. to check the readability and understandability, and  
→ **end-users**
- b. as linguistic revision and text type compliance  
→ **editors, peer review by colleagues, end-users**



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# 5. Validation: point in time

Two points in time:

a. during creation

b. after creation



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## 6. Name

There is no need for a new name.

Some suggestions are:

- PL subtitler,
- E2R subtitler,
- Audio facilitator
- Content adapter
- Journalist for accessible content
- News editor for news in E2U,



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# Next steps in the project

IO3: skills card definition (ongoing)

IO4: curriculum design



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# Multiplier Events

7 March 2019  
Munich

20 June 2019  
Stockholm

February 2020  
Hildesheim

September 2020  
Vigo

February 2021  
Barcelona

June 2021  
Ljubljana



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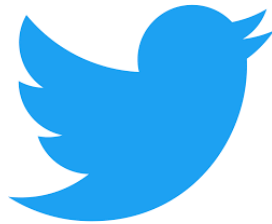
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# Disclaimer

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