

Clear Writing for Europe 2021, 14 September 2021
Pre-conference event

Clear writing and audiovisual content: training future professionals

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Universitat Autònoma de Barcelona



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TRANS
MEDIA
CATALONIA

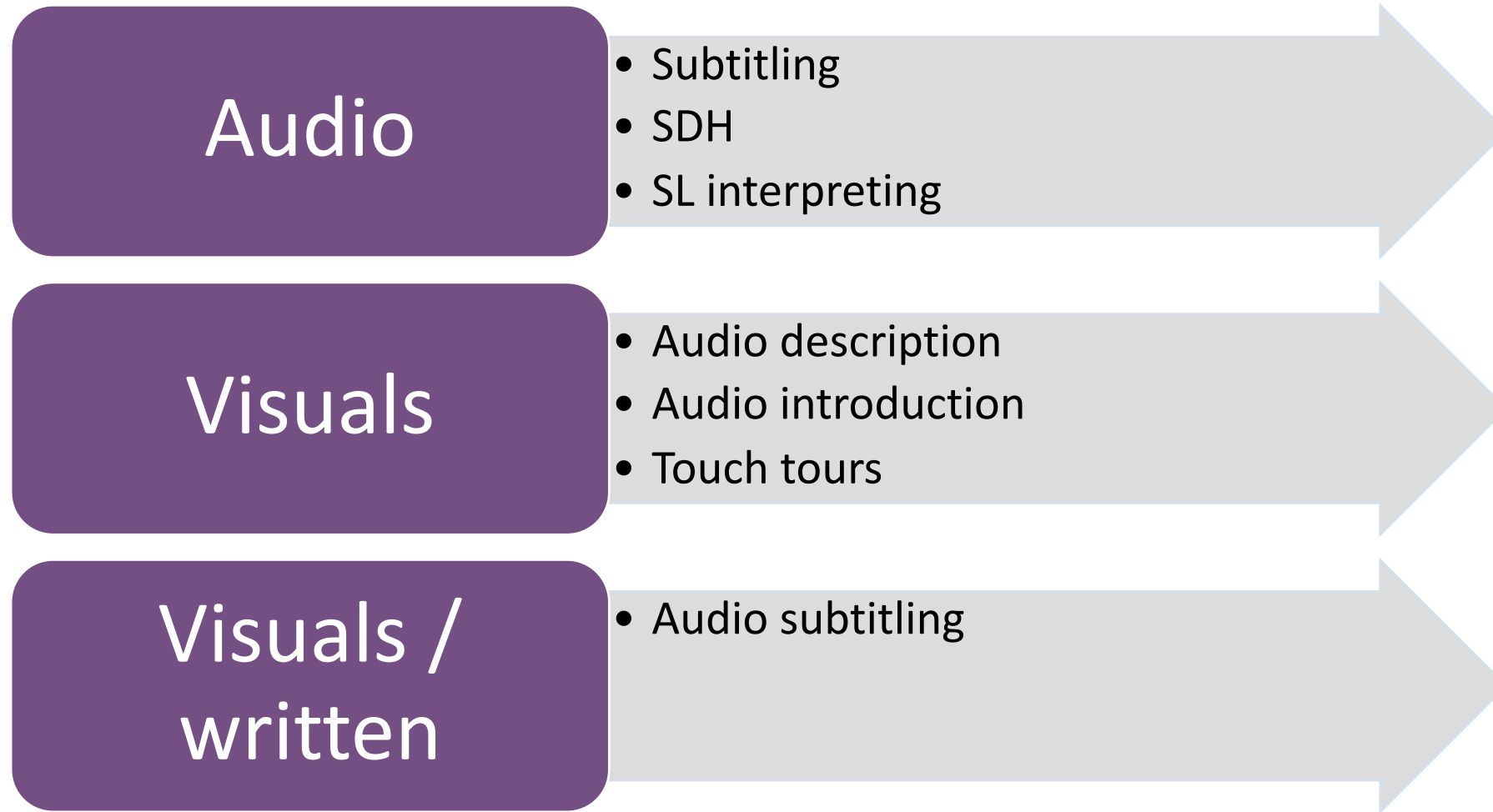
Overview

1. TransMedia Catalonia
2. The EASIT project
3. Main results
4. The EASIT educational platform: final version.
5. Conclusions



<https://grupsderecerca.uab.cat/transmedia/>

Audiovisual translation > accessibility



For and with whom?

From disability...

...to all.

From a disability-based model...

...to a capability-based model.

Questions

Can we **create** audiovisual content that is easier to understand...

Can we **adapt** audiovisual content so that it is easier to understand...

Can we create **audiovisual access services** that are easier to understand...

...using Easy-to-Read concepts?



Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September 2018-August 2021



UNIVERSITÀ
DEGLI STUDI DI TRIESTE

Universida_{de}Vigo

Main aims: educational

- What is the current situation in terms of training and practice in Europe?
- Are hybrid services possible?
- Can we define new professional profiles? What skills should they have?
- How should we train the new professionals?
- What type of educational materials would be useful?
- How can the courses be certified?

Easy-to-Read

Easy Read

Easy Reading

Easy Language

Easy Language
Plus

Plain Language

Simple (English)

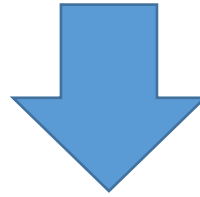
Basic (English)

Clear
communication

Clear writing

The EASIT approach

Easy-to-understand language



Easy Language
(Easy-to-Read)

Plain Language



(Ch. Maass, Univ. Hildesheim)

Results: mapping the situation in Europe

- Online questionnaire in 7 languages for trainers, creators, translators/adapters, and validators/advisors.
- Work led by University of Trieste (Elisa Perego).
- 2018
- 128 replies.

128

74% females

41-60 years old

66% BA/MA

44% trainers

41% translators

39% writers

26% NGO

22% volunteers

45% part-time

56% ER

26% ER and PL

84% printed

63% digital

13%
AV/interpreting

Public
administration,
education, culture
and media

59% one-off
workshops

42% in-house

93% printed

65% digital
content

40% based on
language specific
guidelines

Needed skills: grammar, design and layout,
vocabulary, clear organisation, multimodality.

Results

- Audiovisual sector: lacking experts in E2U.
- Only 13% of participants mention the audiovisual format (including interpreting).
- Only in 12% of the cases training addresses AV content.

What do experts think?

- 23 interviews and 4 focus groups. Total: 41 persons.
- Focus on:
 - Subtitling and easy-to-understand language
 - Audio description and easy-to-understand language
 - Audiovisual news and easy-to-understand language
- Work led by SDI (Rocío Bernabé-Caro).

E2U subtitles: results

- Subtitles follow simplification rules, but what about reading speed and line lengths?
- Synchrony and acceptability.
- Multimodality, interaction, and customisation.
- Genres: educational and informative.
- Skills: accessibility, linguistic, IT, personal skills, subtitling-related skills.

How should easy subtitles look like?

EASIT video by SDI:

<https://www.youtube.com/watch?v=UzsmHxkpEn0>

EASIT video by RTVSLO:

https://www.youtube.com/watch?v=jd8aoNL_IgU

Hildesheim Event example



https://www.youtube.com/watch?v=do_n0Ikdzsg&list=PLZttiMCeHvvubCQ4SBDX2DT-SddYxA-S9&index=27&t=1s

ImAc example



Figure 1. SDH Subtitles



Figure 2. E2R Subtitles

<https://www.e-revistas.uji.es/index.php/monti/article/view/4455/3778> (Oncins, Bernabé et al. report on a pilot test)

A test in the ImAc project

- Pilot + main test (36 participants in Spain) by Oncins.
- 19 female, 17 male, 62-79 (mean age = 69.4)

	General presence	Spatial presence	Involvement	Experienced realism
E2R	4.71	4.91	4.26	3.90
SDH	4.74	3.87	4.41	3.90

Preference	E2R	SDH	Both
	52.8%	44.4%	2.8%

Source: D.5.4 IMAC

E2U audio descriptions: results

- Space constraints & feasibility depending on genre.
- Standard AD vs simplified AD (adaptation on streaming).
- Audio guides with additional information (extended AD).
- Skills: linguistic, personal, AD-related, IT.

E2U audiovisual news: results

- News are summarised
- Previous knowledge is taken for granted.
- Daily E2U news on the Internet.
- Skills: linguistic, personal, writing.

E2U audiovisual news: examples

EASIT examples from ORF Austria by RTVSLO:

<https://www.youtube.com/watch?v=c1LPOowQZYI>

Editing the news:

- Slower cuts
- Fewer pictures
- No pictures in the figurative sense



Training

- **Skills** cards for each professional profile.
- Expert in
 - E2U subtitles
 - E2U audio description
 - E2U audiovisual journalism
- Shared units plus specific content.
- Already trained in subtitling, AD, and journalism.

Work led by UVIGO

Media Accessibility

- Human diversity
- What is accessibility?
- What is universal design?
What is media accessibility?
- Media accessibility services

Easy-to-Understand

- Understanding E2U
- Legislation, standards and guidelines
- Processes
- Language
- Visual presentation

E2U and

a) Subtitling

b) Audio description

c) Audiovisual journalism

- Processes
- Linguistic aspect
- Technical aspects

Profession

- Personal skills
- Interpersonal skills

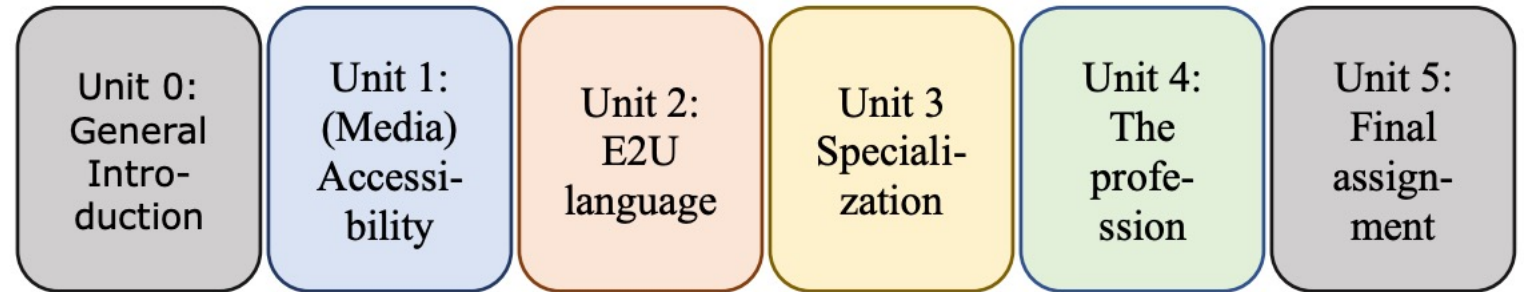
Curriculum design

- **Course** organisation

- Modular **university** curriculum, 6 months, 30 ECTS.

- Vocational training:

MOOC



- Work led by SUH.

Training materials

Video
lectures

Other
videos

Tasks

Reading
lists

Additional
materials

Main result

EASIT educational platform

transmediacatalonia.uab.cat/easit

READ ME FIRST

UNIT 1.
MEDIA ACCESSIBILITYUNIT 2.
EASY-TO-UNDERSTAND
LANGUAGEUNIT 3A.
E2U AND SUBTITLINGUNIT 3B.
E2U AND AUDIO DESCRIPTIONUNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISMUNIT 4.
THE PROFESSION

Co-funded by the
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The EASIT project



DOWNLOAD

Project website <https://pagines.uab.cat/easit/en>

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READ ME FIRST

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

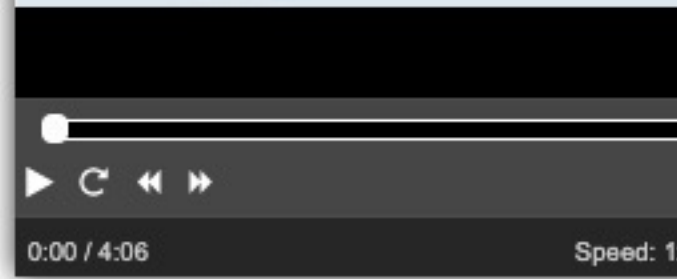
UNIT 4.
THE PROFESSION

FOR LEARNERS

FOR TRAINERS

OPEN ACCESS

MEET THE TRAINERS



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READ ME FIRST

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

UNIT 4.
THE PROFESSION

ELEMENT 1.
HUMAN DIVERSITY

ELEMENT 2.
WHAT IS ACCESSIBILITY?

ELEMENT 3.
WHAT IS UNIVERSAL DESIGN?

ELEMENT 4.
WHAT IS MEDIA ACCESSIBILITY?

ELEMENT 5.
MEDIA ACCESSIBILITY SERVICES

QUESTIONNAIRE

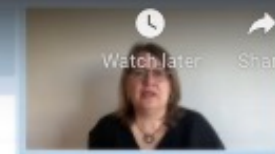
READING LIST

[Home](#) » [UNIT 1. Media accessibility](#) » [ELEMENT 1. Human diversity](#) » 1.1.1. Human diversity

1.1.1. HUMAN DIVERSITY

1.1.2. DISABILITY MODELS

1.1.3. LANGUAGE ON DISABILITY



a social group.



YouTube



0:00 / 1:00

Speed: 1x

Stopped

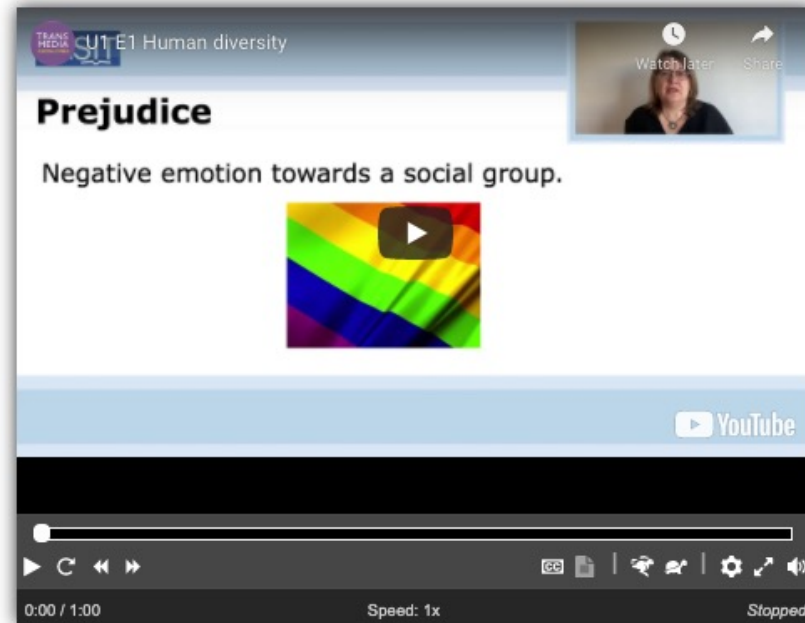
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1.1.1. Human diversity



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[ENGLISH](#)



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[ENGLISH](#) [SPANISH](#) [CATALAN](#) [GREEK](#)

Use it... and let us know

Online
specialisation
courses
at UAB:

Accessibility Management
and Promotion: Accessible
Services, Information and
Communication

September

12 weeks, 6 ECTS

Accessible Digital
Communication: Easy-to-
Understand Language

January

12 weeks, 6 ECTS

More information

- EASIT reports: pagines.uab.cat/easit

(linked to open access repository)

More information

- Standards
 - UNE 153101:2018 EX Easy to read. Guidelines and recommendations for the elaboration of documents. Published.
 - ISO/IEC CD 23859-1 Guidance on making written text easy to read and easy to understand. DIS ballot.
 - ISO/WD 24491-1 Plain language – Part 1: Governing principles and guidelines. Under development.
- New book edited by Camilla Lindholm and Ulla Vantahalo: *Handbook of Easy Languages in Europe*. Frank & Timme. **Must-read!**

Our main point

- Audiovisual content is central: from easy-to-read written text... to written/audiovisual/multimodal/audio content in easy-to-understand language.
- Multimodality, personalisation/customisation, new formats.
- Accessible content and accessible interaction/access.

Media Accessibility Platform

<http://mapaccess.org>

[ABOUT](#)
[ACCESSOMETER](#)
[RESEARCH](#)
[TRAINING](#)
[MODALITIES](#)
[EVENTS](#)
[NEWS](#)

Welcome to MAP

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

PROJECTS

Personalised content creation for the deaf community in a connected digital single market

Project duration **09/2017-11/2020**

Leading Institution **Fincons Group**

Funding bodies **European Commission**

Modalities **Sign Language Interpreting, Media Accessibility**

LATEST NEWS

14/05/2021 **Launch of the stable release of the Media Accessibility Platform to celebrate GAAD 2021**

11/11/2020 **LEAD-ME Winter Training School 2020**

11/11/2020 **Online free EASIT event**

11/11/2020 **ARSAD programme published**

11/11/2020 **M4ALL 9 programme published**

21/01/2020 **M4ALL and ARSAD 2021 call for papers out**

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

PUBLICATIONS

Reception of game subtitles. An empirical study

Type **Journal article** Year **2016**

Author(s) **Carme Mangiron**

Modalities **Localisation, Subtitling, Subtitling for the Deaf and Hard of Hearing**

TRAINING COURSES

An advanced introduction to interlingual respeaking

Course Type **Professional training course** Year **2021**

Institution **Shaping Multilingual Access Through Respeaking Technology (SMART) project**

Modalities **Respeaking**

EVENTS

From access to inclusion

Type **Conference** City **Dublin**

Date **09/03/2021, 16/03/2021, 23/03/2021**

Modalities **Media Accessibility**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

[Read more](#)

LEGISLATION, STANDARDS AND GUIDELINES

Provision of Access Services Code

Code **BC 01/17**

Type **Guidelines** Year **2017**

Authoring **Gibraltar Regulatory Authority Broadcasting Division**

Country **United Kingdom**

Riktlinjer för undertextning i Sverige

Type **Guidelines** Year **2020**

Authoring **Medietextarna**

Country **Sweden**

Disclaimer

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