Powerful Minorities

Joel Snyder, Josu Amezaga, Blanca Arias-Badia, Oriol López

Chair: Pilar Orero

Barcelona 14 september 2021

Personal presentations

Josu Amezaga

UPV EHU

NOR IKERKETA TALDEA GRUPO DE INVESTIGACIÓN RESEARCH GROUP

- Communication, sociology, linguistics, economy.
- From study on Basque language to study on minoriti(sed) languages all over the world (regional and immigrant); from communication to sociolinguistics.

ALMA

- Multidisciplinary group from 6 universities in Spain: translation, engineering, informatics, linguistics, sociology, communication….
- Focus on accessibility, both sensorial and linguistic accessibility.

Joel Snyder

IATIS International Association for Translation and Intercultural Studies

AUDIO DESCRIPTION: ARE YOU A "CAD"?

with Joel Snyder, Ph.D.
President, Audio Description Associates, LLC
Founder, Sr. Consultant, Audio Description Project, ACB

International Association for Translation and Intercultural Studies
"The Ecology of Translation"
September 14, 2021 – Barcelona

American Audio AD Description Symbol

IATIS International Association for Translation and Intercultural Studies

What is a CAD?

- a man who behaves dishonorably, especially toward a woman, i.e., "her adulterous cad of a husband"

- a bus conductor

It's an acronym too:

- Computer-aided design

- Coronary artery disease

International Association for Translation and Intercultural Studies

IATIS

Certified Audio Describer

or

C – AU – DES = “CAUDES”

IATIS

International Association for Translation and Intercultural Studies

IATIS International Association for Translation and Intercultural Studies

Academy for Certification of Vision Rehabilitation and Education Professionals (ACVREP)

Certification in Audio Description is:

- formal recognition

- an indication that an individual has demonstrated proficiency within, and comprehension of, best practices in the scripting of audio description.

- a measurement of skills and knowledge

- an assurance that an individual can meet demands of employers and consumers

IATIS International Association for Translation and Intercultural Studies

ACVREP | Certification | Recertification | Find CE Opportunities | Find a Job | Verify | News | About | My ACVREP

Academy for Certification of Vision Rehabilitation & Education Professionals

ADVANCING PROFESSIONAL COMPETENCY SO ALL PEOPLE WITH VISUAL IMPAIRMENT RECEIVE SERVICES FROM HIGHLY QUALIFIED PROFESSIONALS

ACVREP CERTIFICATIONS

ACVREP's certification programs are designed to offer professionals the means to demonstrate critical knowledge and skills that promote the provision of quality services and ethical practice.

Academy certified professionals possess a level of quality and care that is unmatched in the field. ACVREP's commitment to quality builds confidence and trust in both employers and individuals seeking and receiving vision rehabilitation and education services.

ACVREP strongly recommends that all potential candidates for ACVREP certification read the applicable certification handbook, which include certification-related documents and forms.

Certified Low Vision Therapist (CLVT)
Certified Orientation and Mobility Specialist (COMS)
Certified Vision Rehabilitation Therapist (CVRT)
Certified Assistive Technology Instructional Specialist for People with Visual Impairments (CATIS)

www.acvrep.org

Blanca Arias-Badia

iula infolex

upf. Universitat Pompeu Fabra Barcelona

- Research in applied linguistics and media accessibility.
  - e.g. New project integrating easy-to-understand dictionary definitions.
- 2018-2020: postdoc at Transmedia Catalonia (UAB).

ACPA
ASSOCIACIÓ CATALANA
PER LA PROMOCIÓ DE L'ACCESSIBILITAT

- Third sector association working for a more accessible society.
- Three areas of action:
  - defense of users' rights
  - professional grouping
  - research dissemination and support

Oriol López

UAB Universitat Autònoma de Barcelona

SO-CLOSE Enhacing Social Cohesion through Sharing the Cultural Heritage of Forced Migrations

- H2020 SO-CLOSE project on Enhancing Social Cohesion through Sharing the Cultural Heritage of Forced Migrations.
- PhD student on translation and intercultural studies.

e/s economia social

- Social Economy Network in Catalonia.
- Create and consolidate social economy through entrepreneurship.
- Promote migrant participation.

CHAPTER#2

- Facilitate migrants integration in small municipalities.
- Two strategic lines:
  - Migrant entrepreneurship
  - Participatory processes at municipalities

Pilar Orero

TRANS MEDIA CATALONIA

UAB Universitat Autònoma de Barcelona

ALMA

LEAD-ME

Re_Build

SOCLOSE
Enhacing Social Cohesion through Sharing the Cultural Heritage of Forced Migrations

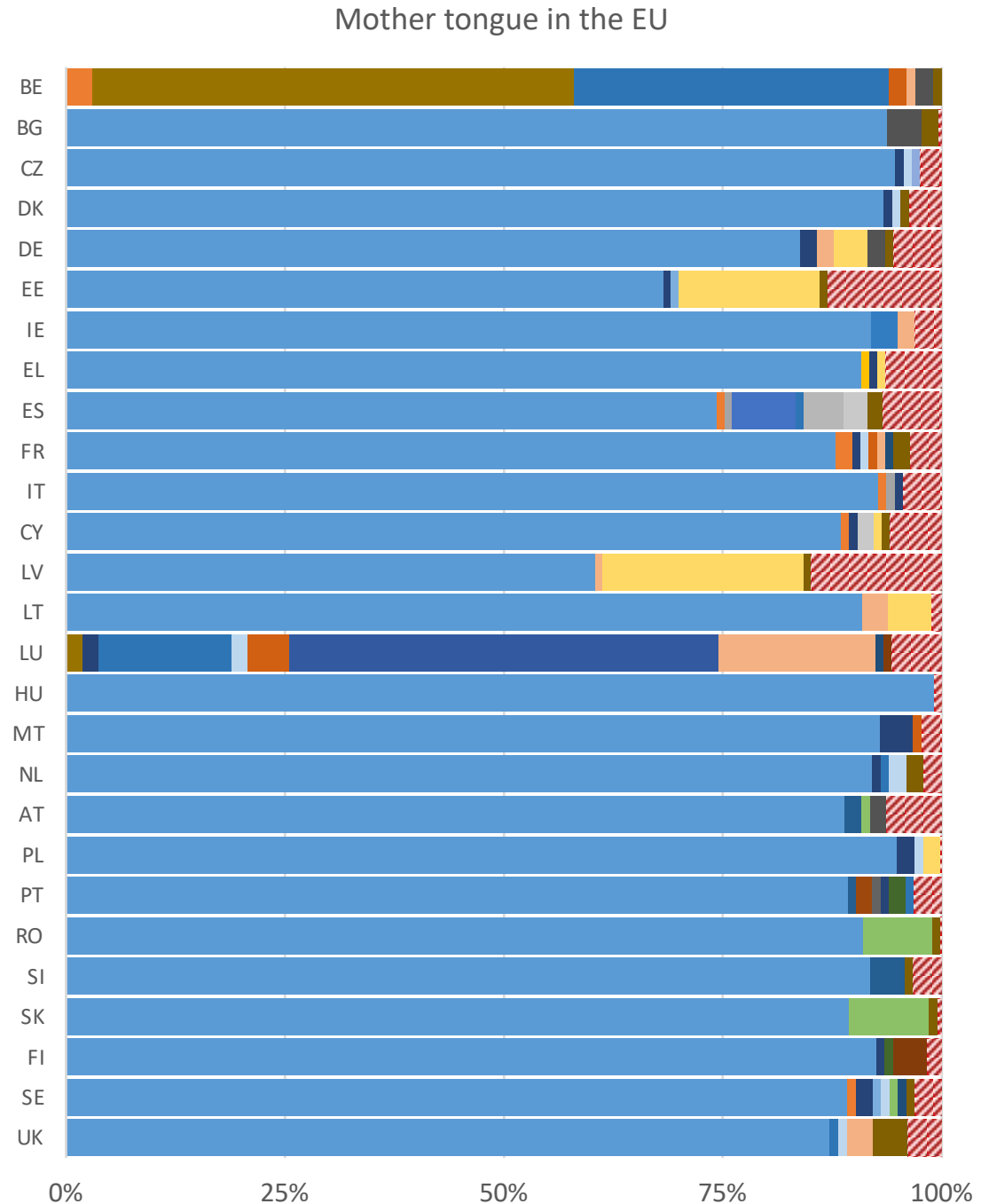
Traction
Opera co-creation for a social transformation

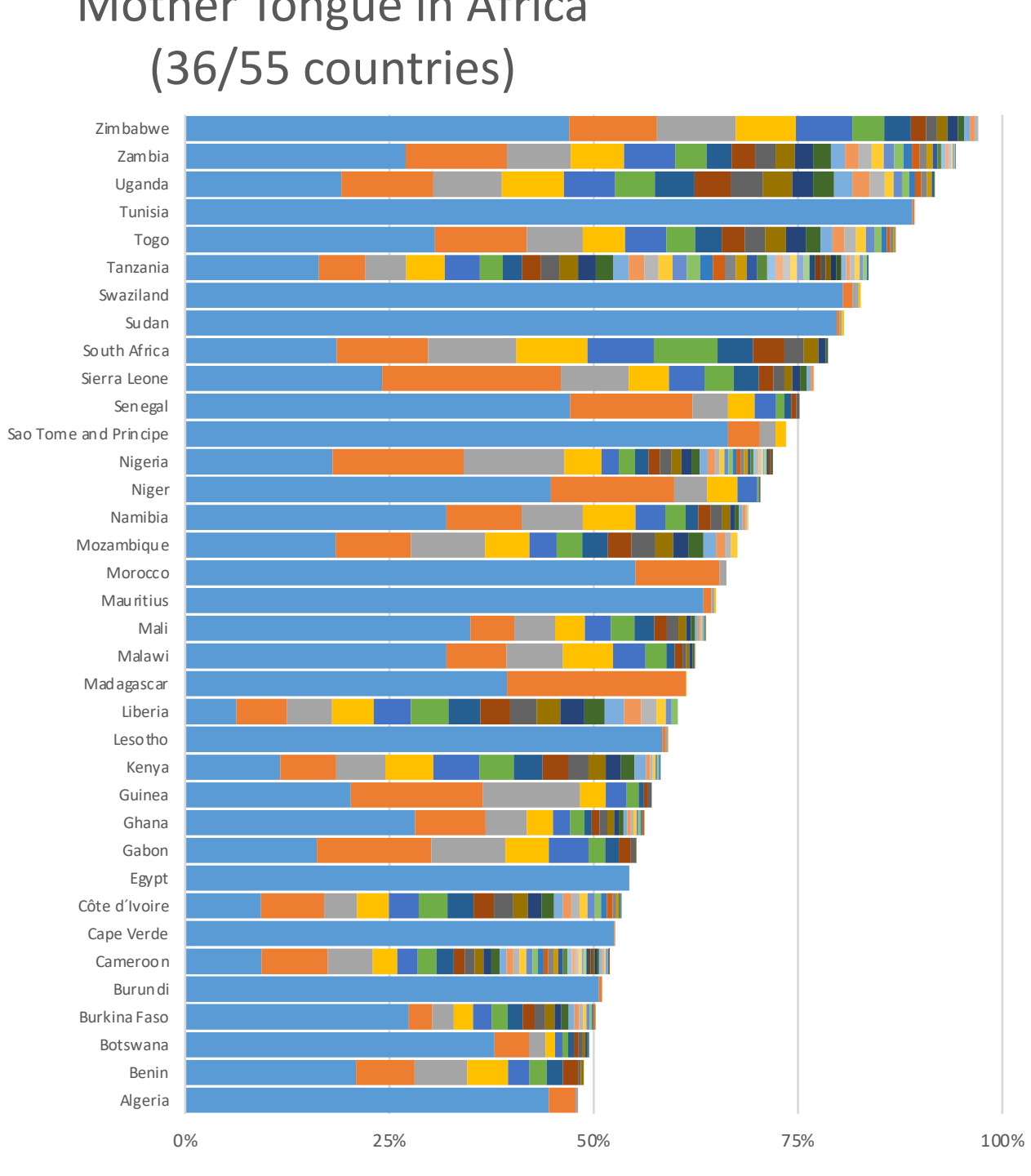
Your minority is…

Josu Amezaga

Researching linguistic minorities

- Some basic ideas on language.
- Minority languages or *minoritised* languages?
  - The nation state as the framework.
  - Minoritised languages as those excluded from the formation of the nation state.
    - *Minoritised* languages -> *minority* languages -> *dead* languages
  - *Minoritised linguistic communities* rather than linguistic minorities.
- 7.139 languages in the world (128 sign languages).
  - 1 % state languages (86).
  - 99 % minoritised languages (7.053).
  - 44 % of the world population speaks/signs a minoritised language.


Mother tongue in the EU
BE
BG
CZ
DK
DE
EE
IE
EL
ES
FR
IT
CY
LV
LT
LU
HU
MT
NL
AT
PL
PT
RO
SI
SK
FI
SE
UK
0%
25%
50%
75%
100%


Mother Tongue in Africa
(36/55 countries)
Zimbabwe
Zambia
Uganda
Tunisia
Togo
Tanzania
Swaziland
Sudan
South Africa
Sierra Leone
Senegal
Sao Tome and Principe
Nigeria
Niger
Namibia
Mozambique
Morocco
Mauritius
Mali
Malawi
Madagascar
Liberia
Lesotho
Kenya
Guinea
Ghana
Gabon
Egypt
Côte d´Ivoire
Cape Verde
Cameroon
Burundi
Burkina Faso
Botswana
Benin
Algeria
0%
25%
50%
75%
100%

Why are minoritised linguistic communities powerful?

- Not just a quantitative matter (but also).
- Ways of addressing the world. The more we have, the best we will perform.
- They talk us of being bilinguals or multilinguals,
  - not only about issues of justice and ethics;
  - also about strategies to deal with multilingualism, in a context where even big languages are being minoritised (French or Chinese in science).

Joel Snyder

“NOTHING ABOUT US WITHOUT US”

International Association for Translation and Intercultural Studies

From “The Visual Made Verbal: A Comprehensive Training Manual and Guide to the History and Applications of Audio Description” by Joel Snyder, PhD.

In the preface, Kim Charlson, then President of the American Council of the Blind, writes:

“I believe it is critical for experts in the field to work closely with knowledgeable users of description to establish training opportunities and guidelines/best practices for audio description as it occurs in a broad range of formats. Only in this way can we be certain of receiving a consistent, high-quality product, developed in a professional environment.”

International Association for Translation and Intercultural Studies

ACB Statement re. Audio Describer Certification

"In order to ensure that a high level of description excellence is practiced in a range of formats or venues (media, performing arts, museums, etc.), the American Council of the Blind (ACB) is collaborating with the Academy for Certification of Vision Rehabilitation & Education Professionals (ACVREP) to develop a certification process for audio describers.

"Certification is formal recognition that an individual has demonstrated a proficiency within, and comprehension of, description's best practices."

IATIS International Association for Translation and Intercultural Studies

CREATING CERTIFICATION

1. Establish Subject Matter Expert Committee √
2. Create core domains for Body of Knowledge and Scope of Practice √
3. Create Code of Ethics √
4. ACVREP Board of Directors approval
5. Submit for public review and comment
6. Application process/requirements / Generate certification exam – *in process*
7. Create a handbook and study guide with reference materials – *in process*
8. Timeline – about 2 years

Blanca Arias-Badia

A foreword: accessibility and persons with disabilities

- Accessibility is by definition focused on **environments, products and/or services**, but not on individuals.

- The **whole society** benefits from more accessible products and services.

- Accessibility services, however, undoubtedly mean a radical change for persons with disabilities in terms of partaking in all areas of life with a **reasonable amount of effort**.

“The biggest **minority** in the world” (UN, 2021)

- Around **10 % of the world population** have some kind of disability (650 million people).
- Around 110-190 million (1/5 of the world population) experience significant disabilities (The World Bank, 2021).
- 9 % of the population in Spain have a **recognised** disability (3,5 million people) – INE, Imserso, ONCE (2008) - **+320,000 if compared with the previous report (1999).**

A vulnerable **minority**

- Only **45 countries** have legislated against the discrimination of persons with disability.
- Girls and women are particularly vulnerable to **abuse and violence**.
- **Mortality**: UK International Development Department raises the concern that, in some countries, the mortality of children with disability under 5 years has reached 80 %, whereas mortality rates for children under 5 without disability is of 20 %.
- **Unemployment**: 80 % in some countries.
    - It doesn’t stop there: e.g. current ACPA’s action to demand accessibility in the software used by the public administration.

An apparently-ignored **minority**

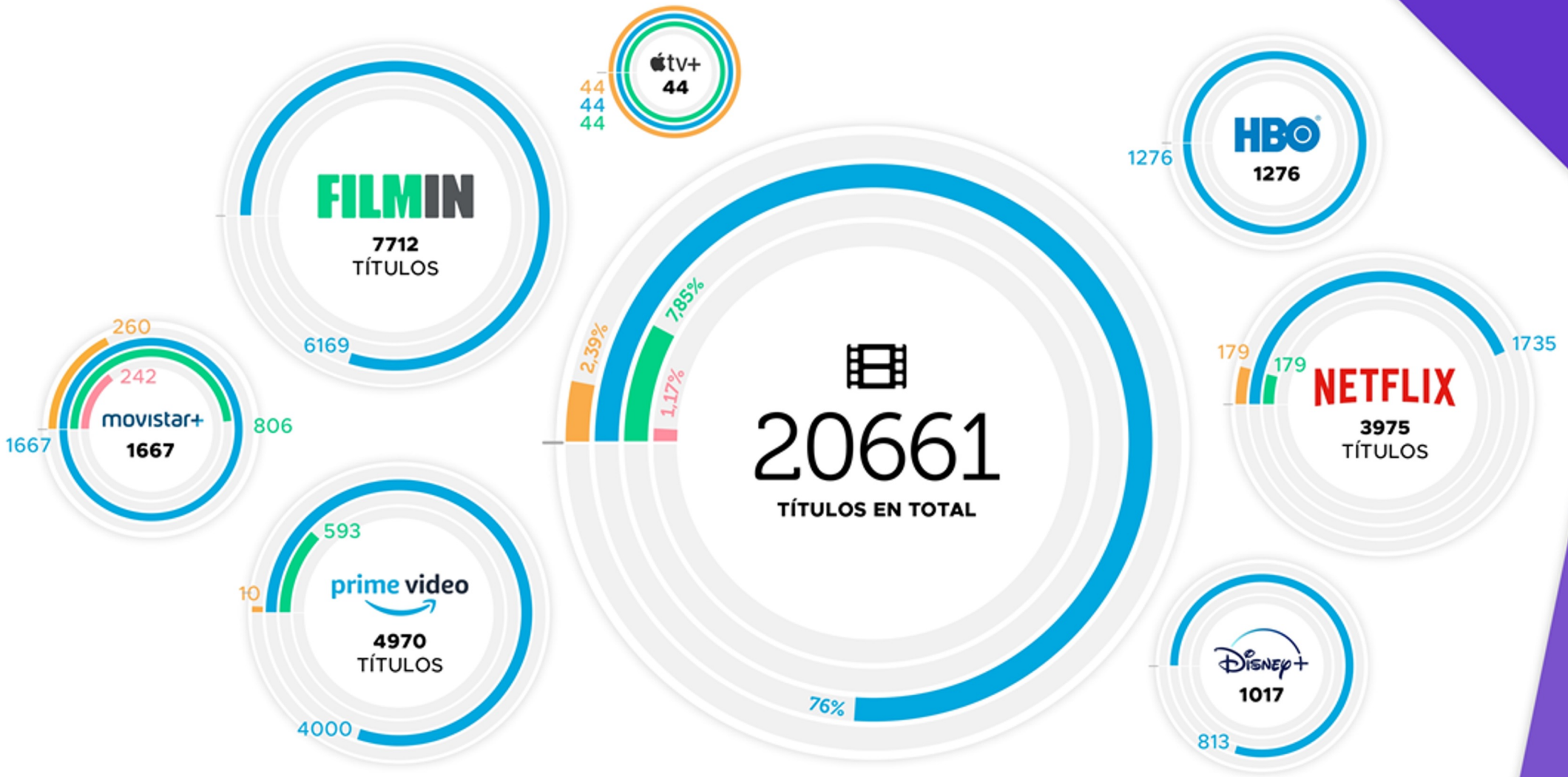
We can focus on just two aspects:

Web accessibility: in spite of countries having legislated to promote it and of the creation of standards by W3C, even public sector's websites lack accessibility measures for them to be usable by persons with disability.

Recent overview about the situation in Spain: Ortiz, 2020.

Access to entertainment: most streaming platforms lack accessibility services such as closed captions or audio description, especially in languages other than English.

This brings us back to another minority discussed in this table.



AUDIODESCRIPCIÓN **SUBTITULADO** **SUBTITULADO PARA SORDOS** **INTERPRETACIÓN EN LENGUA DE SIGNOS**

MENOS DEL

3%

Contenido **audiodescrito** en español.

ALREDEDOR DEL

80%

Contenido **subtitulado** en español.

MENOS DEL

2%

Contenido **interpretado** en lengua de signos española.

Blanca Arias Badia
blanca.arias@upf.edu
@b_ariasbadia

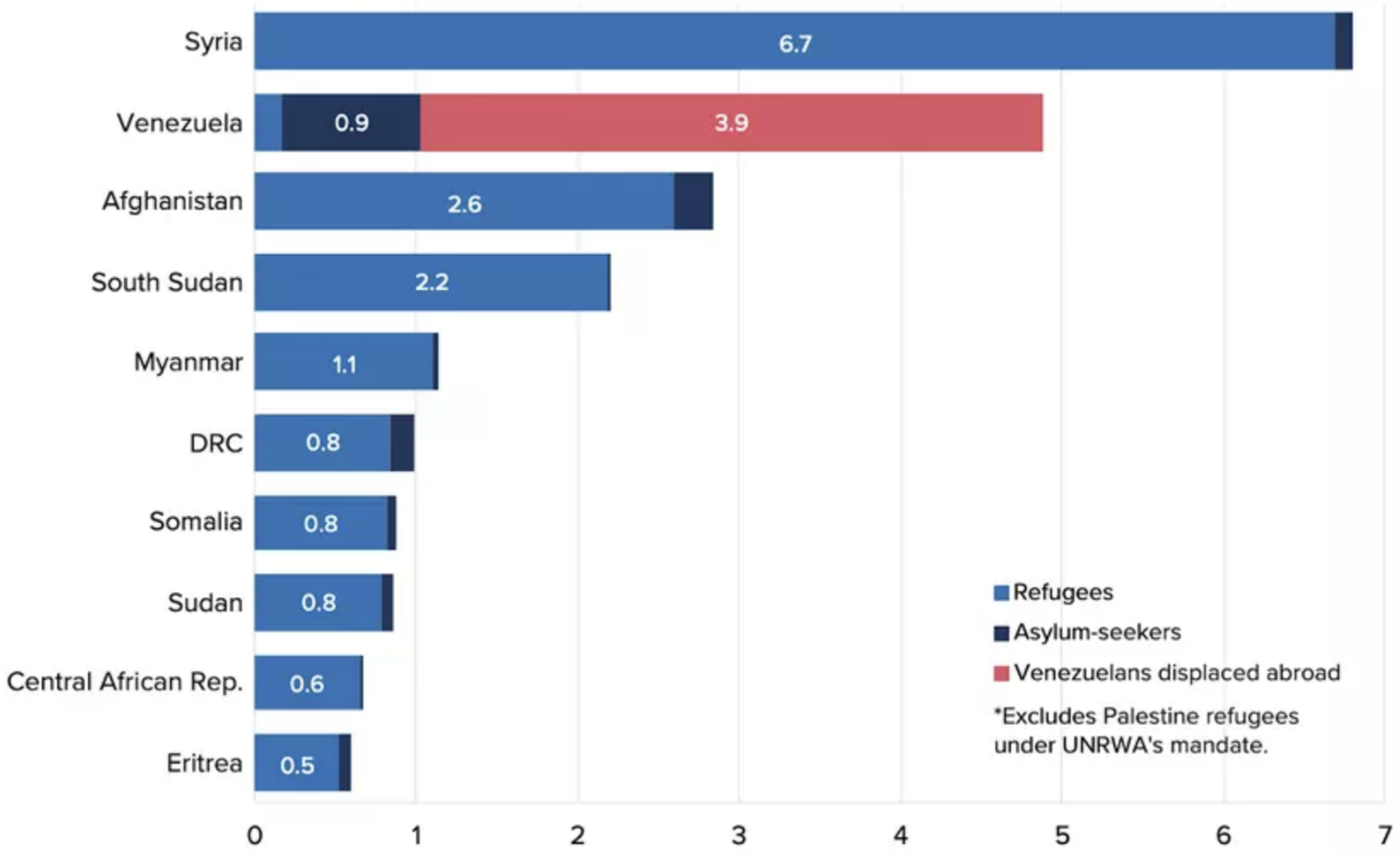
Datos de noviembre de 2020 sobre servicios de accesibilidad en español y lengua de signos española.
Estos resultados son orientativos. Solo AppleTV+ y Prime Video ofrecen filtros de búsqueda específicos; Netflix lo ofrece para audiodescripción y subtitulado. En los demás casos, los resultados se basan en el análisis pormenorizado de una muestra aleatoria de los títulos de cada plataforma. Los totales del catálogo se basan en los datos recogidos en JustWatch.com.

J.Oriol López-Plana

Refugees

UNHCR Global Trends Forced Displacement in 2020 report.

Refugees



UNHCR Global Trends Forced Displacement in 2020 report.

What about “Migrants”?

- Being a “Refugee” is a LEGAL recognition for those who can prove violence to themselves in their countries of origin.
- Asylum seekers may not be granted a Refugee status.
- What is violence? Lack of water? Lack of food? Lack of jobs?
- What about Unaccompanied migrant minors? There is a need of creating safe environments to explore meaningful participation (Lopez-Plana, forthcoming).
- 82,4M of refugees but how many Migrants?

What about “Migrants”?

In 2020

281 million migrants

3.60% **of the population**

IOM World Migration Report 2020 - https://worldmigrationreport.iom.int/wmr-2020-interactive

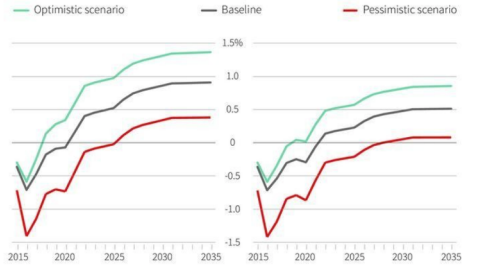
What about “Migrants”?

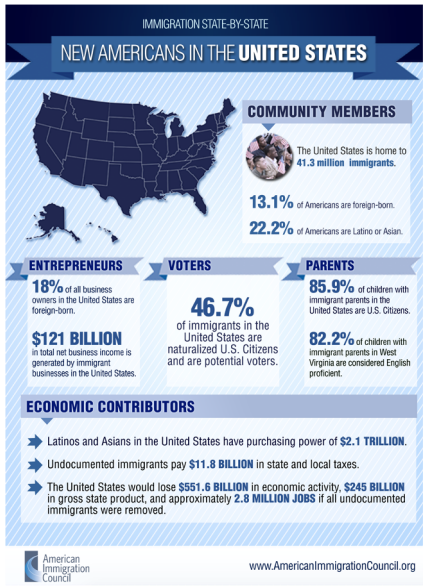
WORLD ECONOMIC FORUM

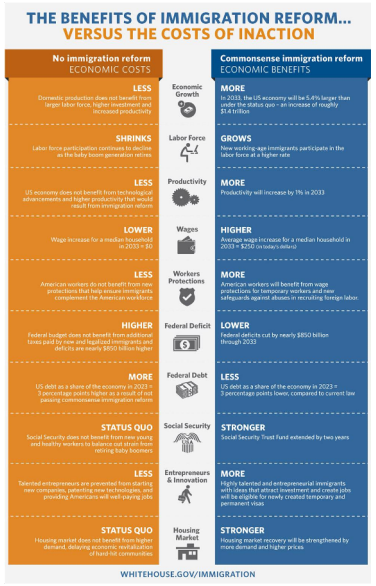
Economic impact of refugees in Germany

INTEGRATION COST
Benefits from successful integration*, as percent of GDP.

PROJECTED INCOME
Percentage of change in per-capita income for people already living in Germany.**







THE WORLD BANK | Working for a World Free of Poverty
IBRD • IDA

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Making development work for all

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Immigrant labor: Can it help Malaysia's economic development?

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Global Agenda Davos 2016 Economy Employment and Skills

How immigration has changed the world – for the better

The Economist Topics Print edition More

Immigration and the economy

How migrants help

OECD
BETTER POLICIES FOR BETTER LIVES

Labour markets

- Migrants accounted for 47% of the increase in the workforce in the United States and 70% in Europe over the past ten years.
- Migrants fill important niches both in fast-growing and declining sectors of the economy.
- Like the native-born, young migrants are better educated than those nearing retirement.
- Migrants contribute significantly to labour-market flexibility, notably in Europe.

The public purse

- Migrants contribute more in taxes and social contributions than they receive in benefits.
- Labour migrants have the most positive impact on the public purse.
- Employment is the single biggest determinant of migrants' net fiscal contribution.

Economic growth

- Migration boosts the working-age population.
- Migrants arrive with skills and contribute to human capital development of receiving countries.
- Migrants also contribute to technological progress.

Forbes

3 Reasons Why Immigrants Are Key To Economic Growth

MOVEMIGRATION

Testimonials Contact About

How Migrants Boost the Australian Economy

OPENCANADA.ORG

INDEPENDENT News InFact Election 2017 Voices Indy/Life Busin

News › World › Europe

How immigration is fuelling Sweden's economic boom

Leading economist says Scandinavian nation's experience shows UK Government should reverse plans to tighten immigration

How Immigrants Strengthen Canada's Economy

Immigrant-owned businesses are helping Canada connect to global markets, says Danielle Goldfarb.

One question:

- How can we improve migrants integration?

Your solution

Josu Amezaga

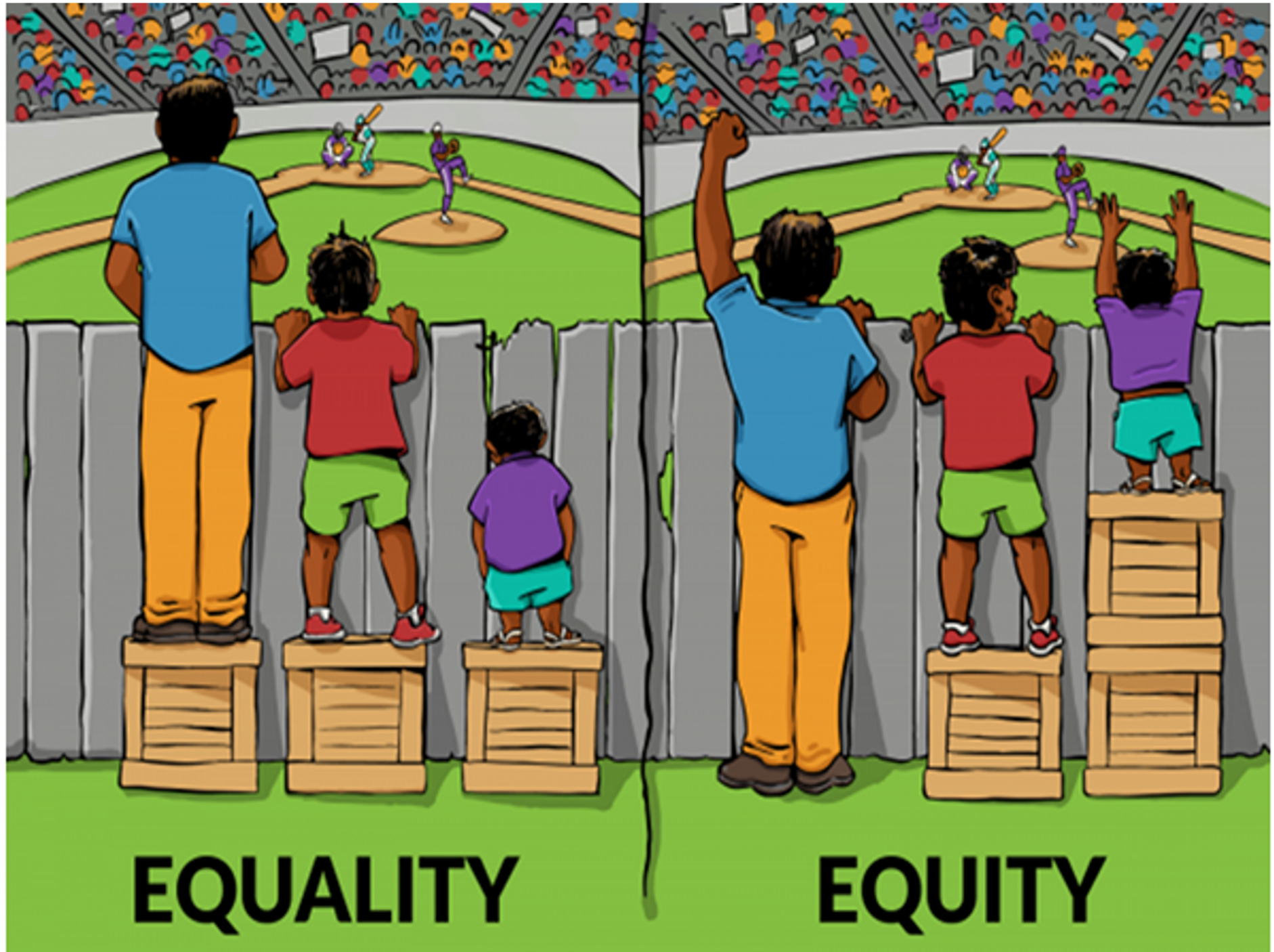
Solutions? Proposals?

- Similar to immigrant minorities: a situation where no one needs to migrate: neither from their territory, nor from their language.
- Two approaches:
  - Extending the competence of understanding the others.
    - Beyond the monolingual model of linguistic competences.
  - Taking advantage of translation

Translation

- Fast developments on translation will change our relationship to languages.
- Clear objectives: facilitating to the hegemonic the access to the minoritised cultures.
  - The merit of Paulo Freire's literacy campaigns.
- Our team's approach: making Basque language audio-visual accessible to Spanish/French monolinguals.
  - It's them, not us bilinguals, who need support.

Joel Snyder


EQUALITY
EQUITY

But BAD reasons remain -- and those who control cultural venues may not loosen their grip on excuses for non-action until folks demand the access that is their right -- to paraphrase Star Trek, demand the opportunity to go *where everyone else has already gone*.

Folks who have low vision or no vision and who generally use other senses/capabilities to perceive the world. And they are people with a wide range of

ABILITIES –

blind skiers,
blind photographers,
blind visual artists,
blind bowlers,
blind restaurauteurs …

Still, most people – indeed, most audio describers have never met a person who is blind. He/she is

A PERSON first—with low or no vision and a wide range of abilities.

RED ROBIN
THE
TOMMY
EDISON
EXPERIENCE

International Association for Translation and Intercultural Studies

American Council of the Blind's Audio Description Project

https://adp.acb.org

International Association for Translation and Intercultural Studies

JOEL SNYDER, Ph.D.
Audio Description Associates, LLC
jsnyder@audiodescribe.com

American Council of the Blind's Audio Description Project (ADP)—
https://adp.acb.org

- Nineteenth Audio Description Institute/Training - online: early Spring 2022
- Twentieth Audio Description Institute/Training – IN-PERSON: July 2022 in Omaha, Nebraska USA

Blanca Arias-Badia

Work to change attitudinal inaccessibility

“The worst kind of inaccessibility is **attitudinal inaccessibility**”, Josep Maria Llop (2021) => it comes both from the society in general and from persons with disabilities.

there is also some degree
of attitudinal inaccessibility
when we persons with disabilities
think we aren’t valid enough
to be committed with normal life
and refuse the challenge to fight
for our rights and endeavours.

Promote presence and visibility of persons with disabilities in the media and social networks

Interview with Arthemisa, leader of the project “**Realidades diversas**” (Sept. 2021)

“Intento hablar de discapacidad y resolver preguntas **de forma cercana y accesible para ayudar a derribar mitos y prejuicios sobre el tema**. Es necesario que se deje de ver como un tema tabú y que se trate con miedo y distancia. [...] Es verdad que ha crecido muy bien y donde más lo noto es en **Tik Tok**. Supongo que la cercanía con la gente, el **humor** y el **trabajar en varios formatos** ayuda a que llegue a más gente”.

An advantage of the use of technology: “La **posibilidad de tener referentes con discapacidad**, yo he encontrado grandes referentes y me han llegado a decir que he sido referente para algunas personas, cosa que es muy emocionante. También nos brinda la posibilidad de acercar nuestras realidades al mundo, cosa que vemos que va dejando una pequeña huella”.

“el **peligro** de exponernos como activistas, y los comentarios negativos que nos pueden llegar a mandar”.

Promote presence and visibility of persons with disabilities in the media and social networks

Further examples:

- Recommended by Arthemisa: Reirecapacitando, Rebelión feminista, Tododisca, Autiblog, Ver sin límites...
- Gaming – Can I play that? / https://ablegamers.org/ / https://gameglobal.events/about-game-global-2/advisory-board/
- Limited Edition Athletes
- Punt de Vista
- Life of a blind girl (Holly) – Assistive technology advisor – connected to ↓

Foster training and employment of persons with disabilities

We do not advise on the specific
audio description strategy
or on the device for tactile reproduction,
because there are experts for that,
but we do promote such activities
and validate their application,
viability, and pace in the offer.
It is our role,
so we've done it often.

Joan Heras (ACIC) - ACPA (2021)

Foster training and employment of persons with disabilities

- Training brings about new employment opportunities => **super users**. => New accessible training opportunities coming from our field of study.
- “The inclusion market is big”: https://openinclusion.com/
- **Necessary involvement** of persons with disabilities in accessibility / UX research => recent examples: RAD project in collaboration with ACPA (35 blind/low vision persons involved in experiment about AD locution preferences) // Universal accessibility plan in Barcelona (40 persons with disabilities involved in 1st phase) (Ajuntament de Barcelona, 2020).

J.Oriol López-Plana

Horizon 2020: SO-CLOSE, REBUILD and TRACTION - Transmedia Catalonia.

- SO-CLOSE project aims at enhancing social cohesion through sharing the cultural heritage of forced migrations.
- REBUILD project is an ICT-enabled integration facilitator and life rebuilding guidance.
- TRACTION project is an opera co-creation for a social transformation.

Integration in small municipalities
- Social Economy Network.

Integration in small municipalities - Social Economy Network.

Resilience Earth / Stockholm Resilience Centre

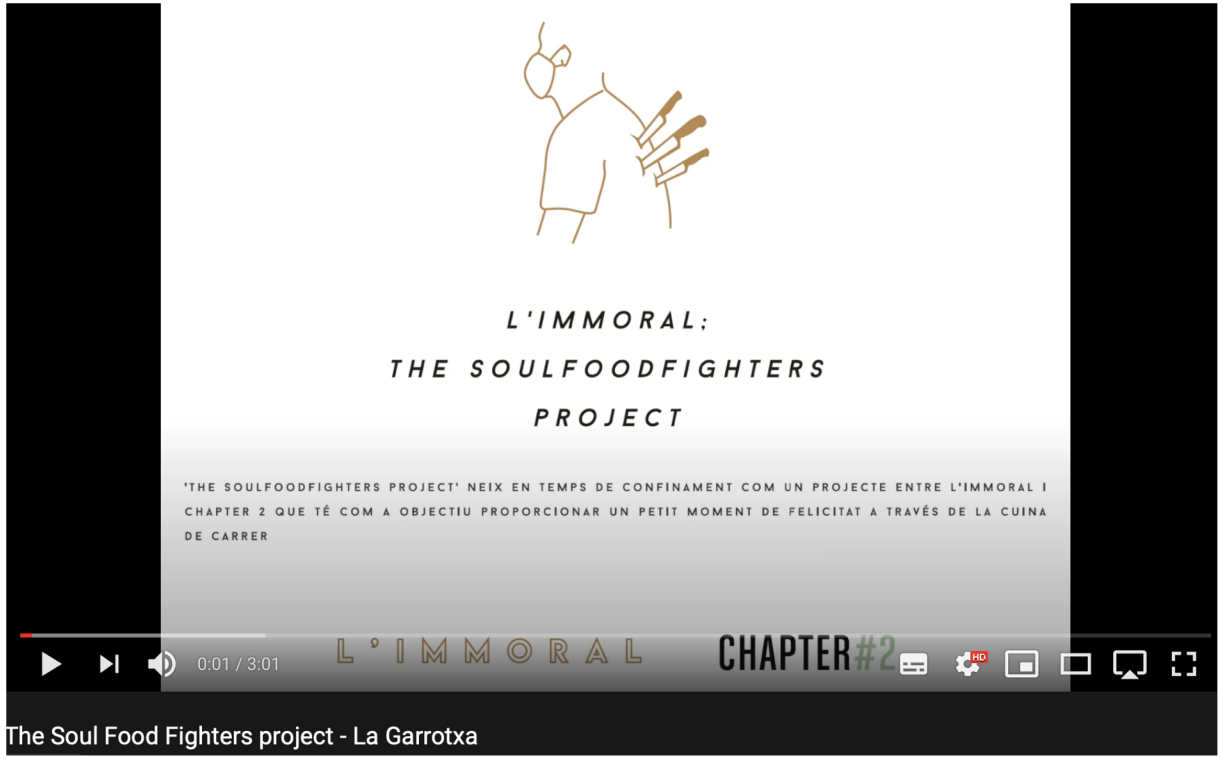
Principle seven: Promote polycentric governance

Polycentricity, a governance system in which multiple governing bodies interact to make and enforce rules within a specific policy arena or location, is considered to be one of the best ways to achieve collective action in the face of disturbance and change. It represents flexible solutions for self-organisations where more formal procedures seem to fail.

Meaningful occupation - CHAPTER#2

- Meaningful occupations are those activities that are relevant for an individual in a certain social context (Law et al. 1990).
- Unaccompanied young migrants can explore what is meaningful for them through music or food workshops (Lopez-Plana, forthcoming).

https://youtu.be/Ua4PKEpPo_U



https://youtu.be/a6zi01ehLsw

The role of technology

PROS

- Quick interaction between policymakers and migrants.
- Local population engagement.
- Language and translation.

CONS

- Migrants and municipalities low digitalisation level.
- Need of face to face activities.
- Data management and privacy.

Lopez-Plana, J.O. (forthcoming).

THANK YOU

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