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Easy audiovisuals with easy audios

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TRANS
MEDIA
CATALONIA

Background

- TransMedia Catalonia

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



- EASIT

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



2018-1-ES01-KA203-05275

Background

- Standards

UNE 153101:2018 EX

ISO/IEC DIS 23859-1 (under development)

- Book chapter

García Muñoz, Óscar; Matamala, Anna (2021). "Easy Language in Spain". C. Lindholm & U. Vanhatalo (eds) *Handbook of Easy Languages in Europe*. Frank & Timme, 493-526.



Accessible audiovisual content

Audiovisual content	Audiovisual transfer mode Access service
Visual	Audio description, audio introduction, touch tours
Visual-written	Audio subtitling
Audio (sound/words)	Subtitling, Sign Language interpreting
Audio (language)	Subtitling, interpreting, dubbing, voice- over.

What about persons with difficulties understanding the audiovisual content?

Target audiences

From disability...

...to all.

From a disability-based model...

...to a capability-based model.

Some questions to start with

- How to create easy audiovisual content?
- Easy-to-understand access services may help? How to create them?

Previous work



Erasmus + Strategic Partnerships in
Higher Education.

2018-1-ES01-KA203-05275

2018-2021

Work by Bernabé-Caro & Orero

Bernabé-Caro's PhD
(supervisor: Orero): "Easy
audiovisual content for all:
Easy-to-Read as an enabler of
easy, multimode access
services"

Today's presentation

1. What is easy-to-understand language?
2. Easy-to-understand language: guidelines and standards.
3. Easy audiovisual content: existing practices.
4. Easy access services for audiovisual content.
5. Easy audios

Easy-to-understand language

Easy-to-Read

Easy Read

Easy Reading

Easy Language

Easy Language
Plus

Plain Language

Simple (English)

Basic (English)

Clear
communication

Clear writing

Simplified
language

Controlled
language

Easy-to-understand language

- Easy-to-understand language: “any language variety which enhances comprehensibility” (ISO/IEC DIS 23859-1).
- From Easy-to-Read (Easy Language)
... to Plain Language.
(Christiane Maaß, ISO standard)

Easy-to-understand language

- Easy Language: “language variety in which a set of recommendations regarding wording, structure, design, and evaluation are applied to make information accessible to persons with reading comprehension difficulties for any reason” (ISO/IEC DIS 23859-1).
- Plain Language: “language variety”/“communication whose wording, structure and design are so clear that the intended readers can easily find what they need, understand what they find, and use that information” (ISO-WD 34495)

✘ Before

Medicaid: Apply if you are aged (65 years old or older), blind, or disabled and have low income and few resources. Apply if you are terminally ill and want to receive hospice services. Apply if you are aged, blind, or disabled; live in a nursing home; and have low income and limited resources. Apply if you are aged, blind, or disabled and need nursing home care, but can stay at home with special community care services. Apply if you are eligible for Medicare and have low income and limited resources.

✔ After

You may apply for Medicaid if you are:

- Terminally ill and want hospice services
- Eligible for Medicare and have low income and limited resources
- 65 years old or older, blind, or disabled and have low income and few resources and:
 - Live in a nursing home
 - Need a nursing home care but can stay at home with special community care services

Source: <https://www.plainlanguage.gov/examples/before-and-after/medicaid-eligibility/>

Top tips to feel better during the coronavirus pandemic

Easy read information



During this coronavirus pandemic, you may be feeling a lot of different emotions.

This is okay.



We all have different ways of coping.



These tips may work for different people at different times.

Source:
<https://www.inclusion-europe.eu/wp-content/uploads/2021/01/Easy-read-Top-Tips-V3-271120.pdf>

EASIT website

Multilingual, multimodal and easy-to-understand website

pagines.uab.cat/easit

Challenges

- Terminological and conceptual fuzziness.
- Diverse status across Europe (Lindholm& Vanhatalo 2021).
 - Types of documents
 - End users
 - Degree of simplification
- Expanding audiences: language learners, migrants, etc.
- Balancing comprehensibility and acceptability (Maaß).

Easy-to-understand language: guidelines

- IFLA (1997, 2010)
- ILSMH (1998)
- Inclusion Europe (2009)
- Accessible Information Working Group (2011)
- Oxford Guide to Plain Language (Cutts, 2020)
- US Federal Plain Language Guidelines (PLAIN, 2011)

- General emphasis on written language, with some references to audio and audiovisual modes.

Easy-to-understand language: standards

- ISO/WD 24495-1 Plain Language
- ISO-IEC DIS 23859-1 Guidance on making written text easy to read and easy to understand

ISO/IEC DIS 23859-1

- Technical committee: ISO/IEC JTC1/SC35 User interfaces
- Led by Ester Hedberg (DYS) and Anna Matamala (UAB).
- With input from many experts across the world.
- Easy-to-understand language (focus on understanding): shared + specificities for EL/PL.

ISO/IEC DIS 23859-1

- Universal design: non-medical, user needs.
- Cross-linguistic.
- Written text (in different formats): multimodality.
- Creation, adaptation, and evaluation.

Guidance

- Language & presentation, including paratextual elements.
- Audio presentation of written texts: pronunciation, accentuation, speech pauses, narration styles, Reading speed, audio quality, volumen.
- Hybrid access services: easy subtitles, easy AD.
- Identifying & accessing content.

Back to our initial questions...

- **How to create easy audiovisual content?**
- Easy-to-understand access services may help? How to create them?

Easy audiovisual content



Easy audiovisual content

Yle Uutiset selkosuomeksi

Maanantai 10.1.2022 (tv)



Koulut. Lasten harrastukset. Aluevaalit. Sää.

Yle Uutiset selkosuomeksi

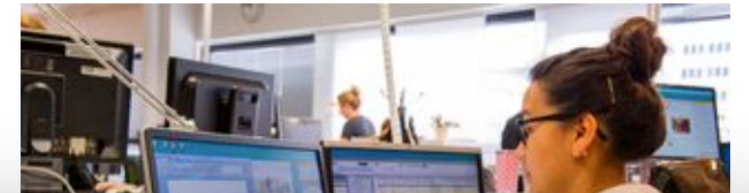
Yle Uutiset selkosuomeksi kertoo uutiset helpolla suomen kielellä.

Selkoutiset TV1:ssä joka arkipäivä kello 16.40 ja Radio Suomessa joka päivä kello 21.12.

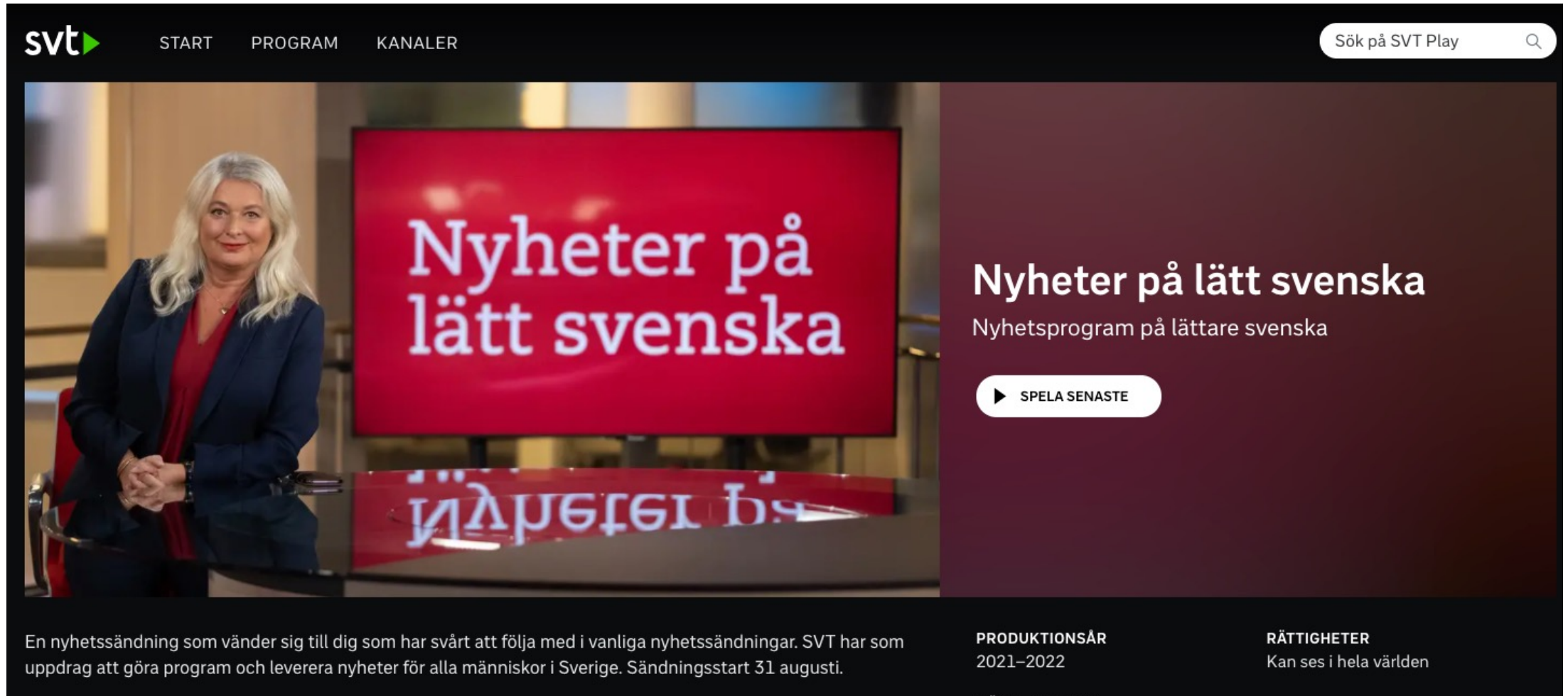
Television selkoutiset löydät tämän sivun [Arkistosta](#) ja [Areenasta](#).

Kuuntele myös Yle Uutiset selkoruotsiksi [Areenasta](#).

Näin tehdään selkoutisia



Easy audiovisual content



The screenshot shows the SVT Play website interface. At the top left is the SVT logo, followed by navigation links for 'START', 'PROGRAM', and 'KANALER'. A search bar on the top right contains the text 'Sök på SVT Play'. The main content area features a large image of a woman with white hair sitting at a desk, with a red screen behind her displaying the program title 'Nyheter på lätt svenska'. To the right of the image, the program title is repeated in a large font, followed by the subtitle 'Nyhetsprogram på lättare svenska' and a 'SPELA SENASTE' button. Below the image, there is a descriptive paragraph in Swedish. At the bottom right, there are two columns of metadata: 'PRODUKTIONSÅR 2021-2022' and 'RÄTTIGHETER Kan ses i hela världen'.

svt

START PROGRAM KANALER

Sök på SVT Play

Nyheter på lätt svenska

Nyhetsprogram på lättare svenska

SPELA SENASTE

En nyhetssändning som vänder sig till dig som har svårt att följa med i vanliga nyhetssändningar. SVT har som uppdrag att göra program och leverera nyheter för alla människor i Sverige. Sändningsstart 31 augusti.

PRODUKTIONSÅR
2021-2022

RÄTTIGHETER
Kan ses i hela världen

Easy audio content

may 30, 2016, 14:50

| [Society](#)

| [8 comments](#)

| Authors: [eng.lsm.lv](#) (*Latvian Public Broadcasting*)

From May 30 Latvian Radio starts airing news in simplified Latvian language each day. It should help people who have trouble understanding regular news and language learners keen to improve their comprehension skills.

News in simple language uses short sentences which are spoken slowly. That is why it is easy to understand.

The Sustento organization made the news in simple Latvian working with the Simple Language Agency and Latvian Radio.

News in simple language schemes are popular in Scandinavia. Now you can hear them in Latvian.

[Click here](#) to listen. The news is there and so is the text.

You can hear the news on Latvian Radio at 11 p.m. each day.



Seen a mistake?

Select text and press Ctrl+Enter to send a suggested correction to the editor

Easy audio content

Leichte Sprache im NDR

Der NDR will alle Menschen informieren.

Aber viele Informationen sind oft schwierig.

Deshalb können viele Menschen diese Informationen vielleicht **nicht** verstehen.

Der NDR macht jetzt auch Informationen in Leichter Sprache.

So können viele Menschen auch die schwierigen Informationen besser verstehen.



Nachrichten in Leichter Sprache

Der NDR macht Nachrichten in Leichter Sprache. Diese Nachrichten sind aus Nord-deutschland. Hier können Sie diese Nachrichten lesen. Und hören.

Easy audiovisual content

- Main challenges (EASIT IO2 report):
 - News are already summarised.
 - Knowledge that is taken for granted: need to explain more.
 - Online service on an easy platform?
 - Users can control the media player (speed, etc.).

Easy audiovisual content

- Main challenges (EASIT IO2 report):
 - News are already summarised.
 - Knowledge that is taken for granted: need to explain more.
 - Online service on an easy platform?
 - Users can control de media player (speed, etc.).
- Main features:
 - Linguistic features.
 - Video editing features: slower cuts, fewer pictures, and no images in a figurative sense.

Back to our initial questions...

- How to create easy audiovisual content?
- **Easy-to-understand access services may help? How to create them?**

Easy access services

- Bernabé-Caro and Orero (2019), Bernabé-Caro (2020): list of hybrid access services.
- Maaß and Hernández-Garrido (2020): pros and cons considering:
 - Easy/standard source audiovisual content
 - Fictional/non-fictional
 - Integrated/added
 - EL, challenging due to: limited acceptability, medial restrictions.

Easy access services

Limited research but focus on easy subtitles (Alba Rodríguez, 2013; Bernabé-Caro, 2019), which is a written text on an audiovisual content.

What about the audio component?

Easy audio descriptions

Arias-Badia and Matamala (2020): focus group

- Similarities in the way texts are created. Short simple sentences, same word for the same referent.
- Easy AD versus complex dialogues: integration?
- Audio introductions / extended audio descriptions: different track.

Easy audio descriptions

Arias-Badia and Matamala (2021): are existing ADs in Catalan easy to understand?

- 9 film AD
- Simple clauses, neuter syntactic order, general lexicon, clarity in the identification of characters and objects.
- No literary tropes or figurative language.
- No foreign words, no neology.
- Gunning fog index ranges: 3.8-6.87 (low complexity)

Easy audio descriptions

Perego (2020: 60): film AD versus static art AD.

	Screen AD (<i>Brief Encounter</i>)	Art AD (<i>Sunflowers</i>)
Tokens (running words)	137	135
Types (distinct words)	90	100
Type/Token Ratio	65.69%	71.43
Mean word length	4.64 (SD=2.08)	4.99 (SD=2.82)
Sentences	21	5
Mean in words	6.52 (SD=4.04)	28.0 (SD=11.73)
Lexical density	62.04%	58.52%
Gunning fog index	4.07	16.13
Passive voice	0%	20%

Table 4: Film vs. art AD: Quantitative data

Easy audio descriptions

- What about other languages? (work in progress, ELAV project).
- User reception/ user needs.
- Easy AD / complex dialogues.
- Extended AD? Additional track?

Easy audio introductions / guides

Customising different information layers?

Media player control

Easy audio introductions in video format? (multimodal redundancy) Example: opera.

Easy audio subtitles

- Not researched.
- From the written to the oral: editing? Based on easy subtitles?
- Delivery: features?

Easy voice-over

Voice-over: different practices.

New modality based on:

- Adaptation
- Reported speech (third person voice-over?)

Easily combined with off-screen dubbing.

Easy interpreting

Schulz et al. (2020): intralingual interpreting in conferences.

Plain Language versus Easy Language.

Target groups?

Interpreters become “clarifiers”: leave out what is less relevant, add explanations.

Simultaneous simplification

Nahón Guillén (2020): intralinguistic, interlinguistic.

Yalon-Chamovit and Avidan-Ziv (2016): “structured process of processing and editing information so as to make it clear, simple and readily understood by people with cognitive disabilities”.



Source: Wikimedia. Ornit Avidan-Ziv.

Example (Nahón Guillén, 2020)

Original: Welcome to the most fabulous room in the arena. This is the beating heart of the Eurovision contest and I think I can hear... beating from here. When this contest was launched 64 years ago, it was in the hope of bringing people together through the power of music.

Simplified: Welcome to this wonderful room. This room is called the green room. The green room is like the heart of the Eurovision contest. Can you feel your heart beating? The Eurovision contest was created many years ago. This contest hoped to make people feel together with the help of music.

Easy audios / audio explanations

Javier Jiménez Dorado (APTENT): “[audio fáciles](#)”

- Cognitive accessibility service
- Based on EL
- Many similarities with AD: Spanish AD standard used as a reference: silent gaps.
- Validated by users with cognitive disabilities.
- New possibilities: born accesible / video editing.

Easy audios in Argentina

Audiovisual Communication Services Act (2009):

- “Audiodescripción para intelectuales” (Analía Gutiérrez, personal communication): audio track whose content is transferred into simplified language (language with a basic grammar structure, not long and without technical terms).
- Institutional and public service information content.
- Different approaches: [example](#).

Easy audios for easy audiovisuals

Need to research other AV transfer modes.

- Easy audios:
 - What strategies in terms of writing and in terms of delivery?
 - What level of simplification?
- Easy AD/audio introductions: layers/needs.
- New formats: easy video introduction.
- Born accesible.

- This is one of the aims of the ELAV project.

Disclaimer

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