



## **UNIT 3C. EASY-TO-UNDERSTAND (E2U) AND AUDIOVISUAL JOURNALISM (AVJ)**

### **Introductory video**

### **Transcript**

I am a talking pencil. I wear orange glasses and white gloves and I have a pointing stick in my left hand. I will be your guide through the introduction video to Unit 3C of the EASIT project.

In Unit 3C, we will focus on Easy-to-understand language in the context of audiovisual journalism.

We are now in the classroom with blue walls and a window on the left. There's a large whiteboard in front of us.

The title of Unit 3C appears on the whiteboard: Easy-to-understand language and audiovisual journalism.

Unit 3B is divided into three parts, called elements. Let's find out which are these elements. With a gentle touch of my pointer on the whiteboard the title of the first element appears. It's called Processes. In this element you will learn about the difference between general and E2U audiovisual journalism, and you'll get familiar with the processes of creation, adaptation and validation of E2U audiovisual journalistic content. In element one you will also meet four users, Inger, Mike, Camilla and Anna from Sweden. They share their views about what makes audiovisual journalistic content easy-to-understand.



The topic of the second element of Unit 3C are the linguistic aspects in E2U audiovisual journalism. And in the last part, the third element of this Unit, you will get familiar with the technical aspects of E2U audiovisual journalism, focusing on the basic software and on editing and voicing E2U audiovisual journalistic content.

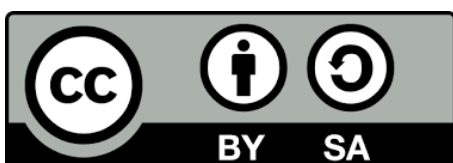
The topics of Unit 3C will be presented through different video lectures and sample videos, supported by different tasks, reading lists and quizzes.

We sincerely hope you'll enjoy this unit and gain some new knowledge.

This introductory video was prepared by Ester Hedberg from Dyslexiförbundet and Blaž Zajc from RTV Slovenija. It was produced by RTV Slovenija.

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