

Unit 3C. Easy-to-understand language (E2U) and audiovisual journalism (AVJ)

Element 3. Technical aspects

Basic principles

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Three kinds of medium

- Television
- Radio
- Online content



Universal design and E2U

Content must be:

- useful,
- easily understandable.



Quality and E2U

- High sound and video quality
- Clarity of the message
- The adequacy of visual elements



Basic production equipment

- Video camera
- Microphone
- Editing software



Basic processes

- Recording
- Editing
- Exporting



Availability of equipment

Both hardware and software are more available to the producer, both in financial terms as well as in terms of the user experience.



Camera

"The camera is only a clumsy impersonator of the human eye, but with one important advantage – it can zoom in and out of a scene." (Andrew Boyd: Broadcast Journalism)



Six shots

- Long shot
- Medium long shot
- Medium shot



Six shots

- Medium close-up
- Close-up
- Big close-up



Editing the material

"Very tight deadlines in television news mean editors use specific techniques to assemble stories as quickly as possible." (Barbara Alysen: The Electronic Reporter)



Editing the material

- Main audio track
- Narration and synchronized sound segments
- Additional material



Story bed

"Editing by first building a story bed is the fastest way of assembling a story, though digital, nonlinear systems allow the editor to change any part of the story at any point in its construction."(Barbara Alysen: The Electronic Reporter)



Video editing software

- Professional software (e.g. Adobe Premiere Pro)
- Propietary software
- Open-source and free software (e.g. Shotcut)



Archiving media content

Compression plays an important part in the final process of editing.



Guidelines for video quality

Document EBU R 132 produced by European Broadcast Union defines recommendations regarding technical specifications for broadcast media.



HDTV versus SDTV

- **HDTV** (1,920x1,080 or 1,280x720 & 16:9)
- **SDTV** (720x576 & 4:3)



Bitrate for broadcast

The EBU R 132 document states that "a sufficient bitrate must be employed for material exchange, recording/storage, and Non Linear Editing," ranging from 50 to 100 Mbit/s.



Bitrate for web content

For an aspect ratio of 1,920 pixels by 1,080 pixels YouTube recommends 8 to 10 Mbit/s, with video codec of H.264.

https://support.google.com/youtube/answer/1722171,

August 2020)

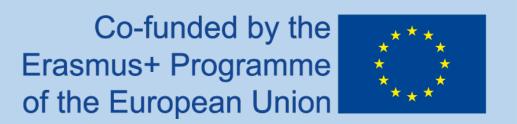


Audio quality and EBU

European Broadcast Union issued a set of recommendations in a document EBU R 128.

EBU recommendations were implemented by several software developers and audio technology companies.



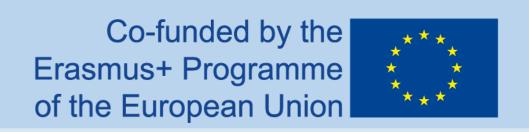




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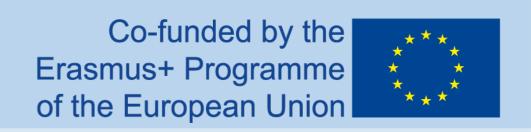


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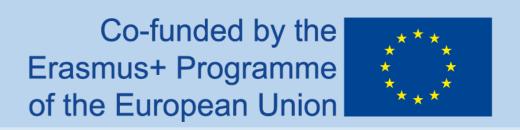


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