

# **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)
- Proprietary 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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# Acknowledgement

The project EASIT has received funding from the European Commission under the Erasmus+ Strategic Partnerships for Higher Education programme, grant agreement 2018-1-ES01-KA203-05275.

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