



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

## **ELEMENT 3. TECHNICAL ASPECTS**

### **E2U AVJ NEWS ITEM - SAMPLE 2**

#### **Other Video Transcript**

#### **Slide 1**

This is unit 3C, E2U and Audiovisual Journalism; Element 3. Technical Aspects, E2U AVJ NEWS ITEM - SAMPLE 2. I am Andrej Tomažin from RTV Slovenija.

#### **Slide 2**

In the following minutes I will show you a news item in Plain Language, produced by the Austrian public broadcaster ORF. The employee, who is himself a person with disabilities had the idea to start the project of news in Easy-to-Understand language and the project started in December 2019.

#### **Slide 3**

News in plain language at ORF is made possible through the close cooperation between the ORF and the Austrian Press Agency (APA), which



has been providing news in an Easy-to-Understand language for a long time. The news provided by the APA expanded at the beginning of the year. First, the team that wrote the news in plain language worked at "Kurier", an Austrian daily newspaper, and in January 2020 they moved to ORF, where they found their new home in the Humanitarian Broadcasting Department. Since then, the "Inclusive Team" has become the centre for news in plain language.

## **Slide 4**

They produce news by themselves but also support other departments to provide news in plain language online, on radio and TV.

The "Inclusive Writing Team" consists of six people with learning disabilities. They have a group leader.

This project, supported by "Fond Soziales Wien", serves as a preparation programme and is designed to span over a number of years. One goal is that graduates of the teaching editorial team are then able to find a job in an editorial office.

## **Slide 5**

For television news items ORF has 4 editors who have learned how to produce news in plain language from the "Inclusive Writing Team". They created workshops, gave feedback on the texts and so on.

## **Slide 6**

The target groups for ORF E2U AVJ news items are people who learn German, people with learning disabilities, migrants and the elderly.



## Slide 7

While editing the news, the editors use, as they call them, “slower” cuts, fewer pictures and no pictures in the figurative sense. The editors argue that the last characteristic is often difficult to implement, especially with topics for which there are few pictures or few pictures that they want to show, for example a violent scene.

## Slide 8

At the beginning the texts were approved by their “Inclusive Writing Team”. Today the 4 editors write independently, relying on feedback from our audience.

## Slide 9

With regards to the difficulty of the language, they chose to use Plain Language over Easy Language. They argue that simplified or plain language in B1 gives their editors more freedom and possibilities when formulating. The programme is about the latest news, so we found it more difficult when using the easy language in A1 with its stricter rules.

### [VIDEO SUBTITLES]

Next, News in Plain Language.

As of today, shops in Austria

will close at 7 p.m.



The reason for this is the measures taken  
by the federal government against the coronavirus.

There is a curfew between 8pm in the evening  
and 6am in the morning.

During curfew hours you can  
only leave your house for specific reasons.

You can leave your house to help someone.

You can leave your house to take a walk.

When the shops close at seven o'clock,  
shop workers get home earlier.

Cultural institutions in Austria get more money  
because of the coronavirus.

A cultural institution is a theatre or a museum.



Due to the coronavirus, the theatres  
and museums are closed in November.

Now the cultural institutions  
are getting money again.

Theatres have received 5 million euros.  
Museums have received 13 million euros.

The money helps the cultural institutions  
in the corona crisis.

A cultural institution in Vienna is the Volkstheater.  
Volkstheater is an old theatre.

Volkstheater has been renovated  
in the last few months.

When an old house is renovated,  
everything is made new.

The electrical wires are being redone,



as is the facade of the house or the auditorium.

The renovation works in Volkstheater  
should be finished in January.

This was News in Plain Language.

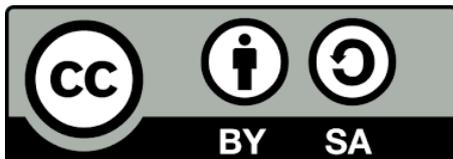
## **Slide 10**

The video sample in this video was adapted, prepared, edited and read by ORF. It was produced by ORF. The introduction to the text was prepared by Andrej Tomažin from RTV Slovenija, with the help of Lisa Zuckerstätter from ORF. This video was produced by RTV Slovenija.



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