



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

ELEMENT 3. TECHNICAL ASPECTS

EDITING AND VOICING E2U AUDIOVISUAL JOURNALISTIC CONTENT

Video Lecture Transcript

Slide 1

This is unit 3C, E2U and audiovisual journalism; Element 3. Technical Aspects, Editing and voicing E2U audiovisual journalistic (AVJ) content. I am Andrej Tomažin, from RTV Slovenija, and in this video lecture I will focus on how editing and voicing E2U audiovisual journalistic content differs from standard editing and voicing practices in audiovisual journalism. In this lecture you will become familiar with special practices in E2U AVJ with regards to editing and voicing E2U content.

Slide 2

In any audiovisual content production, whether it is done for television or radio, voicing plays an important part.



Slide 3

As a clearly mediated narration is an essential part of the audiovisual journalistic content.

Slide 4

The voices we usually hear on radio or television are rich, crisp, resonant and free from certain impediments that could make it harder for the listener to understand.

Slide 5

“The Electronic Reporter” by Barbara Alysen lists the common errors with voicing in audiovisual journalism. These are: placing stress or emphasis on the wrong words; speaking in a ‘sing-song’ voice; using upward or downward inflections in inappropriate places.

Slide 6

Using a tone of voice that is inappropriate for the story; speaking in a monotone voice; speaking too fast or babbling; slurred speech, where syllables or even words are left out.

Slide 7

Speaking too slowly; poor enunciation.



Slide 8

The book "Broadcast journalism" by Andrew Boyd adds that minor speech impediments in English speech such "as weak 'Rrs' could be barriers to an otherwise promising career." In any case, the foremost quality of a voice we hear in audiovisual journalism – regardless of language – is its capability to clearly convey a message.

Slide 9

Voicing for E2U AVJ must make a few adjustments but has to stay true to the standard voicing practices for radio or TV, which promotes the clarity of the message.

Slide 10

In this sense, E2U voicing must be slower and well enunciated.

Slide 11

John Charles Herbert in his article "Broadcast speech and the effect of voice quality on the listener" argues that the broadcasted voice also needs to contain inflection and rhythm, since no one would listen to a monotone voice, which is devoid of feelings, nor to a voice which is overindulgent. Voicing for E2U AVJ basically goes another step further in providing users with greater clarity and understandability of the content.

Slide 12

At the same time, a less monotone voice makes it possible for the listener to understand the narration as more familiar. Analogous to the principle of proximity from the book "Leichte Sprache" by Ursula Bredel and Christiane Maass, which argues for the necessity of using the I-Here-Now forms to

make the Easy-To-Read language closer to the user, one could argue that proximity in an AVJ context and especially voicing might work inside the dichotomy of monotone versus non-monotone delivery.

Slide 13

Although this might lead us to think that a more dynamic voice would seem more familiar and appropriate for E2U AVJ content, we still have to consider the standards of broadcast voicing.

Slide 14

The main purpose of E2U AVJ is that the images, narration and additional graphics convey the same message. For that reason, edited moving images and voices should go hand in hand. In this sense editing is the most important process as it mixes different aspects of AVJ practice. When producing E2U AVJ content, the images should not address themes or contexts beyond the original content, provided within the narration.

Slide 15

For example: when the journalist talks about a monsoon and the damage created by it, the images need to correspond to that particular narration. The images should not, for example, show an undamaged landscape as a contrast to the narration.

Slide 16

When editing AVJ content for standard news bulletin shows, the cuts tend to be shorter in length and change within 3-5 seconds. The images don't always correspond to the cuts and edits, but create a parallel story, which is then united in the mind of the viewer.



Slide 17

In this sense, when producing E2U AVJ content, the editor should edit the video material according to the narration and allocate the viewer more time to comprehend the moving images.

Slide 18

This means the edited cuts with E2U AVJ content tend to be longer than the norm.

Slide 19

Since there is not much actual AVJ content available, which would define itself as E2U, we chose to briefly analyse news bulletins from Yle Uutiset Selkosuomeksi, a department from the Finnish national broadcaster YLE, which produces news in Easy Finnish in both textual, audio and audiovisual format.

Slide 20

Their edits and cuts tend to be long, around 6-8 seconds and the speed of speech is slower than on the standard news.

Slide 21

They have also introduced elements that do not exist in standard language news. They use, for example, a core sentence which is repeated half-way through the news item. This repetition in narration also corresponds to the repetition in the moving images or graphics. This core sentence enunciates the central theme of the news item, and with the use of repetition makes it more memorable. This is how journalists and editors at Yle Uutiset Selkosuomeksi from the Finnish National Broadcaster YLE made the video news bulletins more available to the user.



Slide 22

One of the areas of news bulletins and the editing process which are often used are certain graphical elements. Graphical elements in most cases explain new information or deliver some additional information.

Slide 23

When producing E2U AVJ news items, we can also encounter certain words or concepts, which need explanation. We can explain these with the help of narration and enrich the explanation with the aid of graphics.

Slide 24

Analogous to the explanations in E2U language, the explanations should be distinguished from the core elements of the news item itself. With this, the viewer can distinguish what serves as an explanation and what is the information conveyed by the news item.

Slide 25

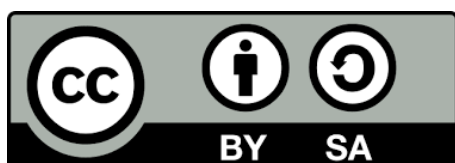
When producing E2U AVJ content, a journalist should lean on the pre-learned formats, but at the same time adapt these formats according to the audience. When creating E2U AVJ content, this can be most easily done with the help of validation and tests with the audience, making sure it is understandable to them.

Slide 26

This video lecture was prepared by Andrej Tomažin, from RTV Slovenija. You can reach me at andrej.tomazin@rtvslo.si.

Copyright and disclaimer: 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.

The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Partners:





Co-funded by the
Erasmus+ Programme
of the European Union

