



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

ELEMENT 1. PROCESSES

USERS VOICE ABOUT AUDIOVISUAL JOURNALISTIC CONTENT – ANNA

Other Video Transcript

- Voice 1 EASIT, Easy Access for Social Inclusion Training.
- Voice 2 This is Unit 3c. E2U and audiovisual journalism,
Element 1. What is E2U audiovisual journalism?
Users voice about audiovisual journalistic content -
Anna.
- This video contains an interview with Anna
Hammarlund. We talk about audiovisual content,
and in particular audiovisual news. What makes
them easy to use and understand?
- Anna got support from her parents during the
interview. The interviewer is Ester Hedberg, The
Swedish National Association for Dyslexia.

Anna Hammarlund introduces herself

Anna got support from her mother Jenny Hammarlund.



Anna Hammarlund Hi, my name is Anna. I'm 53 years old. I'm temporarily living with my mother and father during the pandemic.

Jenny Hammarlund My name is Jenny Hammarlund. I am Anna's mother. I'm 78 years old. Anna is living with us during the pandemic. I agree with what Anna said.

Question 1: Anna, do you watch tv and listen to radio? And in that case, what kind of programs do you prefer?

Ester Hedberg Anna, do you usually watch TV and listen to the radio?

Anna Hammarlund Yes, all the time.

Ester Hedberg What kind of programs do you prefer?

Anna Hammarlund Hm. P3, always. I love P3. I don't know why, but I like it. I listen mostly to P3 (on the radio). They deal with clear issues. It has to do with "The Morning Show". I like when they have a bit of fun.

I also listen to "P3 Documentary" sometimes. And late on Monday evenings I listen to "Jack's Ghost Stories". Stories in the evening on the radio. It's the best thing to listen to. And there's music that goes with it. It's good to sleep to. It's the best thing you can do.



Question 2: Do you listen to news? And in that case, does it happen that you find it hard to understand what they talk about?

Ester Hedberg Do you usually watch the news?

Anna Hammarlund A bit, I'd say.

Ester Hedberg When you watch TV or listen to the radio, do you ever think it's hard to understand?

Anna Hammarlund Certain words. Sometimes.

Ester Hedberg What about it is difficult?

Anna Hammarlund Boring and repetitive things. About Donald Trump the whole time. Can't they try and talk about something other than Donald Trump? I would rather they talk about when we will be vaccinated. Not about Corona. I'm sick of the corona virus.

Question 3: So you can find it hard to understand when it is boring?

Ester Hedberg It's hard when a topic is boring?

Anna Hammarlund It's boring, and I don't know certain words. I want to watch other things than just news. A little news is OK. Then they need to speak clearly. They hop over certain words. I don't get what they're doing. They are so strange sometimes.



Question 4: Do you find it easy to understand what they say in the programs in easy language?

Ester Hedberg "News in easy Swedish" on TV and "Clear text" on the radio, do you think the language they use is easy to understand?

Anna Hammarlund A bit, I'd say.

Ester Hedberg Would you want more radio and TV programs to talk that way?

Anna Hammarlund Yes, I think so.

Ester Hedberg What about it is difficult?

Jenny Hammarlund Anna listened to TV, to "News in easy Swedish". Anna, you thought it was really good. It was calm...

Anna Hammarlund Yes, it was easier.

Jenny Hammarlund They were cool and collected. And in easier words. I think you understood everything.

Anna Hammarlund Yes, I did.

Jenny Hammarlund When we listened to it quarter past five on TV.

Anna Hammarlund Yeah, it was better.

Jenny Hammarlund Exactly.



Question 5: You told me before that it can be hard to find the programs? (Anna and Jenny explains.)

- Ester Hedberg The problem Jenny mentioned before, about finding programs. It's not always easy to know when they are.
- Anna Hammarlund Yeah, it's hard to find them. I can't do it. It's difficult.
- Ester Hedberg Then you need someone else to find the program?
- Anna Hammarlund Exactly.
- Ester Hedberg Jenny, you mentioned that they are hard to find.
- Jenny Hammarlund Yes. Anna is living with us. We try to help her find things.
- Every morning Anna, you ask.
- Anna Hammarlund Yeah, I do.
- Jenny Hammarlund "What's on TV today?" you ask. Then we look at the TV guide in the daily news. We don't see when things are. It's very hard to find. When is it? And what programs have audio descriptions?
Information is lacking about these particular things. Another problem I see, Anna is an avid listener of P3. It's then difficult to suddenly switch to P1 on the radio. To find the program. And keep track of the time. And then there's the 5-minute program, a short piece on P1 in the evening, that Anna doesn't listen to. Those of us around her



have to set an alarm. And tell her, "It's time to listen to the 5-minute news."

It's not worth it for such a short program. It's a bit of a pain. Now that she's living at home, we help her. But the staff at her home would never be able to keep track of when the 5-minute news is on P1 on the radio, I don't think.

Question 6: What should journalists learn and how should they work to make it easier to understand? (Anna and Jenny explains.)

- Ester Hedberg If you were to tell a student going to school for TV and radio... What would journalists have to learn, and how should they work to make it easier for you to understand?
- Jenny Hammarlund Easy words.
- Anna Hammarlund Exactly. But what happens... It's a bit difficult. I don't know.
- Jenny Hammarlund What about Henrik?
- Anna Hammarlund Yeah, Henrik. Couldn't he do it? He's better, and it works.
- Ester Hedberg What does Henrik do?
- Anna Hammarlund He talks slowly about nature. In a program I listen to sometimes. He's very easy to understand. And he tells you everything. He should do the news too.



The "Seven Continents" program I listen to, you could say it's slower and clearer. He explains every detail. All about animals and stuff. It's the best. I listen to that. I can concentrate and hear everything he says. It's the best thing to listen to.

Jenny Hammarlund Of course, we check if there's a nature program for Anna to watch. There's also "Veterinärerna".

Anna Hammarlund Yeah, that's good too.

Jenny Hammarlund It's a program about veterinarians. It's not Henrik. But they also talk about what they're doing with the animals. In some programs with audio descriptions there can be too much talking. That's why it's good if the journalist doing the interview or the person at the clinic does the talking instead. That they say things like, "Now the dog is..." or the dog's name. Instead of the audio description narrator saying it. That the journalist describes things. Describe, but you don't need to add so much.

Ester Hedberg It's enough to describe a bit of what's happening on screen?

Jenny Hammarlund That they describe. I think it's good for everyone. Even the group that has difficulties understanding. It's better when descriptions come in the situation itself.



Introduction: Hans Hammarlund, the father of Anna, introduces himself.

Hans Hammarlund My name is Hasse Hammarlund. I am Anna's father. I'm 78 years old. At the moment, Anna is living with us during the pandemic.

Question 7: Hans, you told me that you can use the natural background sound to make the content easier to understand. How can you use it?

Ester Hedberg Hasse, you had some thoughts about what could make journalism on the radio and TV easier to understand. You talked about natural ambient noise. Can you explain what you mean?

Hans Hammarlund I've given it a lot of thought. I used to be a sound technician. When you are visually impaired you use your sense of hearing. That means that quite a bit of how you understand the world comes from natural sounds.

That means that programs with natural sounds in the background give a better idea of what you're seeing. It adds to the audio description if you try to use natural background sounds.



Especially in movies. There, the tradition is to add mood enhancing music. But it detracts from the sounds needed to increase understanding.

Ester Hedberg

Can you give a few examples of natural sounds?

Hans Hammarlund

We've seen that nature programs tend to let nature speak through its own sounds. They let the background sounds act as part of the description.

In some ways, nature programs... It's only logical to hear birds chirping, not music. If you can't see, it increases understanding, I can hear birds chirping. And I can hear a car in the background. It's part of your understanding.

Ester Hedberg

How could you use this in news journalism?

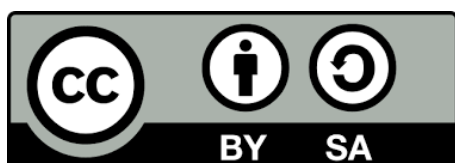
Hans Hammarlund

Journalists and those doing the recording have to think about incorporating an explanatory and natural sound scape. It would be great to include ambient noise that could aid understanding.

This video was prepared by Ester Hedberg from the Swedish National Association for Dyslexia and produced by Ester Hedberg and Rio Hellgren from the Swedish National Association for Dyslexia.

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