

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

ELEMENT 1. PROCESSES

USERS VOICE ABOUT AUDIOVISUAL JOURNALISTIC CONTENT - MIKE

Other Video Transcript

Voice 1	EASIT, Easy Access for Social Inclusion Training.
Voice 2	<p>This is Unit 3c. E2U and audiovisual journalism, Element 1. What is E2U audiovisual journalism? Users voice about audiovisual journalistic content - Mike.</p> <p>This video contains an interview with Mike Malmer. We talk about audiovisual content, and in particular audiovisual news. What makes them easy to use and understand?</p> <p>The interviewer is Ester Hedberg, The Swedish National Association for Dyslexia.</p>

Mike Malmer introduces himself

Mike Malmer	Hi, my name is Mike Malmer. I'm 40 years. I have difficulties reading and writing.
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Question 1: Do you watch TV and listen to radio? And in that case, what kind of programs do you prefer?

Ester Hedberg Do you usually watch TV and listen to the radio?
And if you do, what do you watch and listen to?

Mike Malmer TV, not so much. Once a week I watch "Lilla
Aktuellt". I usually watch it because it's not too
long. Then I don't get... They bring up all the good
stuff. And I listen to "Plain Text".

Ester Hedberg "Plain Text" on the radio?.

Mike Malmer Yes.

Question 2: Do you find it hard to understand the standard program on TV and radio?

Ester Hedberg Is it hard to understand what they say on TV and
the radio?

Mike Malmer Yes, it goes too fast.

Ester Hedberg It goes too fast.

Mike Malmer On the news, they talk about one thing, and then
they switch after a minute. It's too much.

Question 3: On TV there is a show called News in easy Swedish. Have you seen that? And in that case, what do you think about it?

Ester Hedberg On TV, there is a program called "News in easy
Swedish". Have you ever watched it?

Mike Malmer Yes.

Ester Hedberg What do you think of it?

Mike Malmer It's really good.

Ester Hedberg Why is it good?

Mike Malmer They deal with one thing at a time. And the explain clearly.

Ester Hedberg Is there anything they could do to make it even better?

Mike Malmer They talk about things. But if I want to know more about Covid 19. What do I do then? There's so much information. What do I do?

Ester Hedberg So if you want to know more about a subject it's hard to know how you can learn more?

Mike Malmer Yes, because then there's this much!

Ester Hedberg Because then you watch the regular news?

Mike Malmer Yes. Or newspapers.

Ester Hedberg But they are good to watch?

Mike Malmer They are good to watch. Then you know what's happening. But if I want to learn more, I just get stuck. Because they haven't gone deeper.

Ester Hedberg You want the deeper information to be in easy language too?

Mike Malmer Yes, so I understand. Because if you talk about something that sparks my interest, I will want to go deeper. But I can't. I get stuck.

Question 4: On radio there is a program called Klartext (clear text). I know you listen to that. What do you think about it?

Ester Hedberg On the radio, there is a program called "Plain Text". You usually listen to it. What do you think of it? What is good and bad?

Mike Malmer Really good.

Ester Hedberg It's really good?

Mike Malmer Yes, they talk on that show. You hear someone's voice. It's not speech synthesis. You hear someone reading the news. They read slowly.

Ester Hedberg What is the news about?

Mike Malmer About Covid. There's been a lot about the virus. They have different...You can choose. If I become interested in something. I can listen to it. Then, there is someone who explains.

Question 5: What kind of news does interest you the most?

Ester Hedberg What kind of news are you interested in?

Mike Malmer A lot of sports.

Ester Hedberg But you are also interested in what's happening in the world?

Mike Malmer Yes, but I can't take it all in.

Question 6: You told me you watch a news show for children, "Lilla aktuellt". Why is that a good program?

Ester Hedberg You watch "Lilla Aktuellt". Can you tell me about it?

Mike Malmer It's good. They bring up all the good subjects. If I want, I can listen to the radio and they talk about it even more. Maybe they talk about it for longer.

Ester Hedberg But how is "Lilla Aktuellt"?

Mike Malmer It's also short.

Ester Hedberg So you don't get tired of listening?

Mike Malmer No, I don't get tired of listening.

Ester Hedberg Do they speak at a slower pace in the program?

Mike Malmer Yes, they...you know. They talk about a subject. And then they finish. When they change subjects, they start with: A new subject.

Ester Hedberg OK, so one thing at a time. And they do a good job explaining?

Mike Malmer Yes.



Question 7: You like sports, politics and economy. That kind of news normally contains a lot of tables and figures. How do you feel about them?

Ester Hedberg You really like sports. When they show sports on TV, they often show tables. From league and other matches. And there are tables in politics and financials. And in other things you are interested in. How do you do with those?

Mike Malmer I don't see them. I can't understand them. It's too much information. I don't understand what it says. But now they show faces, like in elections and stuff. 80% are voting for him. Different ways of showing.

Ester Hedberg Is that better?

Mike Malmer Yes. They explain. But sometimes it goes too fast. Such as in elections. And financial news goes too fast.

Ester Hedberg You would like things to go a bit slower. And that they explain the tables?

Mike Malmer Yes.

Question 8: Shows that are easy to understand, they are often on play-channels, how do you find them?

- Ester Hedberg If you look for a program that is easy to understand. They are often on the online channels. Can you find them?
- Mike Malmer No, it's a jungle out there. Difficult. Unless you ask someone. Then they tell you how to find it.
- Ester Hedberg So you usually ask someone?
- Mike Malmer Yes, if they know how.

Question 9: People working with TV and radio, what do they need to do to make it easier for you to understand?

- Ester Hedberg Those who work with radio and TV, what can they do to make it easier for you to understand?
- Mike Malmer Talk clearly and not so fast. Take it step by step instead.
- Ester Hedberg So one thing at a time?
- Mike Malmer Yes. Not a hundred things a minute. Like it usually is. Now the weather, and on to a commercial.
- Ester Hedberg OK, so a calm pace.
- Mike Malmer And speak clearly.
- Ester Hedberg What about the difficult words?
- Mike Malmer Skip them.
- Ester Hedberg Skip difficult words?

Mike Malmer Yes, if there are difficult words come up with something else.

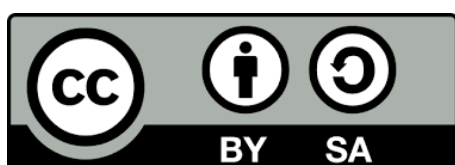
Ester Hedberg Choose another word instead?

Mike Malmer Yes.

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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