



# **Unit 3B. Easy-to-understand (E2U) and audio description (AD)**

## **Element 1. Processes**

# **What is E2U audio introduction?**

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# Overview

Audio introductions: definition, content, function and style

Easy-to-understand audio introductions

# Original use

Introductory notes aimed to provide blind and partially sighted audiences with relevant information about the opera or theatre performance they were about to attend (York, 2007; Holland, 2009).

# Definition

“A continuous piece of prose, providing factual and visual information about an audiovisual product, such as a film or theatre performance, that serves as a framework for blind and visually impaired patrons to (better) understand and appreciate a given ST [source text]” (ADLAB PRO).

# Different approaches

Combined with AD or stand-alone

Available beforehand and/or delivered live

Single voice or combination of voices

# Content

Musical excerpts or interviews

Running time, cast, production credits, sets, costumes, etc.

Director's input (stylised, naturalistic, etc.)

Scene changes

# Audio introductions for film

“They must engage the listener’s attention, whet their appetite, and, most importantly, enable them to appreciate the film’s inherent cinematic qualities”

(Fryer and Romero, 2014).

# Functions

Informative

Foreshadowing

Explanatory

Expressive

(Reviere and Remael, 2013)

Instructive

(Fryer, 2020)



# Informative function

“Welcome to this audio introduction to the Oscar-winning documentary *Man on Wire*, directed by James Marsh in 2008. The film is based on the novel *To Reach the Clouds*, by French high-wire artist Philippe Petit, intercutting reminiscences by Petit and his accomplices with reconstructions of the events leading up to their dramatic feat:

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# Informative function

“On 7 August 1974, they strung a cable between the two towers of the World Trade Center, in New York. Poised on the cable, some 1,350 feet above the ground, Philippe walked from one tower to the other, without safety net or harness, before turning himself in to the Police. The stunt was dubbed “the artistic crime of the century.” (AI for *Man on Wire* created by Louise Fryer [2013])

# Foreshadowing function

“Present-day interviews with Philippe and his friends are filmed in colour, the presentation slick and stylish – talking heads brightly lit, framed against plain backgrounds in interior locations. By contrast, the earliest footage of their younger selves, played by actors who bear a strong resemblance to them, is shot in black and white.”

(AI for *Man on Wire* created by Louise Fryer [2013])

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# Explanatory function

“For the flashbacks to Jamal’s early childhood, the dialogue has English subtitles. For the more recent past, present and future, the dialogue is in English.”

(AI for *Slumdog Millionaire* created by Louise Fryer [2013])

# Explanatory function

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## Expressive function

“The cinematic style reflects modern films like *City of God* and contemporary Indian cinema. (...) The style emphasises India as a disorientating, vibrant, place, awash with colour and contradiction.”

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# Expressive function

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# Instructive function

How to get to the venue

How to use the headphones for transmitting the AD, etc.

# Style and language

“The language of AIs must be clear and accurate to provide the necessary factual and visual information about the film; they should be vivid and memorable to engage the listeners’ attention and whet their appetite; and insightful to help blind and partially sighted people appreciate the film’s inherent cinematic qualities” (Fryer and Romero, 2014, p. 25).

# Adaptation to E2U

“Welcome to this audio introduction to the Oscar-winning documentary *Man on Wire*, directed by James Marsh in 2008. It’s based on the novel *To Reach the Clouds*, by French high-wire artist Philippe Petit, intercutting reminiscences by Petit and his accomplices with reconstructions of the events leading up to their dramatic feat...”

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# Adaptation to E2U

“Welcome.

This is an audio introduction.

This audio introduction will give you important information on the documentary you are about to watch.

A documentary is a video that talks about reality and teaches you new things.”

# Adaptation to E2U

“This documentary is entitled *Man on Wire*.

This documentary is excellent. For this reason, it received an important award: the Oscar award.

This documentary was directed by James Marsh in 2008.”

# Adaptation to E2U

Larger number of words

Repetition

Explanations

Terminology

Adjectives



# More information

Video sample produced by Elisa Perego.



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