



## **UNIT 2. EASY-TO-UNDERSTAND LANGUAGE (E2U)**

### **ELEMENT 3. PROCESSES**

### **CREATING CONTENTS IN E2U**

### **Video Lecture Transcript**

#### **Slide 1**

Creating content in E2U. This is unit 2, Easy-to-understand language, in short E2U, Element 3, Processes. Video lecture: Creating content in easy-to-understand language. My name is Christiane Maaß from the University of Hildesheim.

#### **Slide 2**

In this short video lecture, I will talk about the process of creating content in easy-to-understand language, focusing on Easy Language and Plain Language. I will give some examples of texts that were directly created in easy-to-understand language.

#### **Slide 3**

In the EASIT project, we differentiate between creating content from scratch and adapting or translating content into Easy or Plain Language.



## Slide 4

The main difference between creating and adapting/translating is whether we have a source text or source material from where we depart to produce content in easy-to-understand language. If we are formulating directly in Easy or Plain Language, we are in the realm of creating content. If we have a source text or source material that we translate or adapt into easy-to-understand language, we are in the field of adapting or translating content. The difference may seem trivial, but the approaches are different in each of these two scenarios.

## Slide 5

If we look into the guidelines of easy-to-understand language, especially for Easy Language the focus lies mainly on translating into easy-to-understand language. Most rulebooks focus on translation into easy-to-understand language rather than creating content from scratch. Nevertheless, the linguistic and layout features of easy-to-understand language are the same for both practices. The end product of both processes is content that is perceptible and comprehensible for the respective target groups and adapted to their needs. In video lectures of Unit 2 “Easy-to-understand language” Element 2 “Legislation, standards, and guidelines”, you can find more information about the rules of Easy and Plain Language.

## Slide 6

When creating content in easy-to-understand language, these following items are especially important for the authors: Knowledge about the

target groups, knowledge about the target situation, training in easy-to-understand language, and soft skills.

## **Slide 7**

- Knowledge about the target groups and their communicative needs. Based on this information the text creators decide if Easy or rather Plain Language should be used. They decide on the media realization, on content editing etc.

## **Slide 8**

- Knowledge about the target situation. The target situation in which the content will be used is highly relevant. Text creators have to evaluate whether the content is retrievable for the target audience in the situation. This is very important to have a functional communicative scenario in mind.

## **Slide 9**

- Training in easy-to-understand language. It is necessary that the authors and text creators not only know the rules for Easy or Plain Language, but are also trained in implementing them. The authors of Plain Language texts are often domain experts in the respective fields, but are not trained to use easy-to-understand language. This may lead to content that is not comprehensible enough for the target groups. Therefore, special training in easy-to-understand language is necessary for text creators.



## Slide 10

- Soft skills. The authors or text creator must know the communicative needs of the target groups and adapt the content accordingly. They have to behave professionally during the whole creation process.

## Slide 11

Integrating easy-to-understand language right from the beginning opens a wide spectrum of opportunities, wider than for translation. The latter is especially the case if during the production of the source material the translation into Easy or Plain Language were not considered. To create texts directly in easy-to-understand language allows the authors more flexibility when it comes to planning their texts. Linguistic and layout features that are necessary to increase perceptibility and comprehensibility for the target groups can be taken care of during the production phase.

## Slide 12

In our 2020 publication, we point out (Maaß/Hernández Garrido 2020) that the same is true for audio-visual translation: the material can be directly scripted in Easy or Plain Language or a component in Easy or Plain language can be added to a content later on, leaving a narrower margin for action. If the original material is already in Easy or Plain Language, translating or adapting it to other languages or modalities of Accessible communication is easier. This applies, for example, to subtitles, dubbing or audio-description in Easy and Plain Language.

## Slide 13

If the integration of accessibility services like an easy-to-understand language version, is already planned during the production phase, the outcome will most likely be a highly perceptible and accessible product. We also refer to the concept of “accessible filmmaking” proposed by Dr. Pablo Romero-Fresco from the University of Vigo, who is also part of the EASIT consortium.

## Slide 14

One example of content created directly in easy-to-understand language is the homepage of the EASIT project. If you are interested, you can visit our homepage and see the texts. They were directly written in Easy Language and then translated into the various project languages. On this slide you can see a screenshot of the homepage. The screenshot shows that there is not only written text, but additionally a screen reader is embedded and you have an audio version of the text. Accessibility was planned from the beginning for this homepage and therefore we had more flexibility in the planning process.

With this slide we end our presentation. In another video lecture we will focus on the translation process into easy-to-understand language.

## Slide 15

This video lecture has been prepared by Sergio Hernández and Christiane Maaß from the University of Hildesheim. You can reach us at [easit@uni-hildesheim.de](mailto:easit@uni-hildesheim.de)

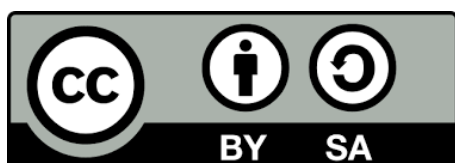


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