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Unit 1. Media accessibility

Element 4. What is media accessibility?

Media accessibility services

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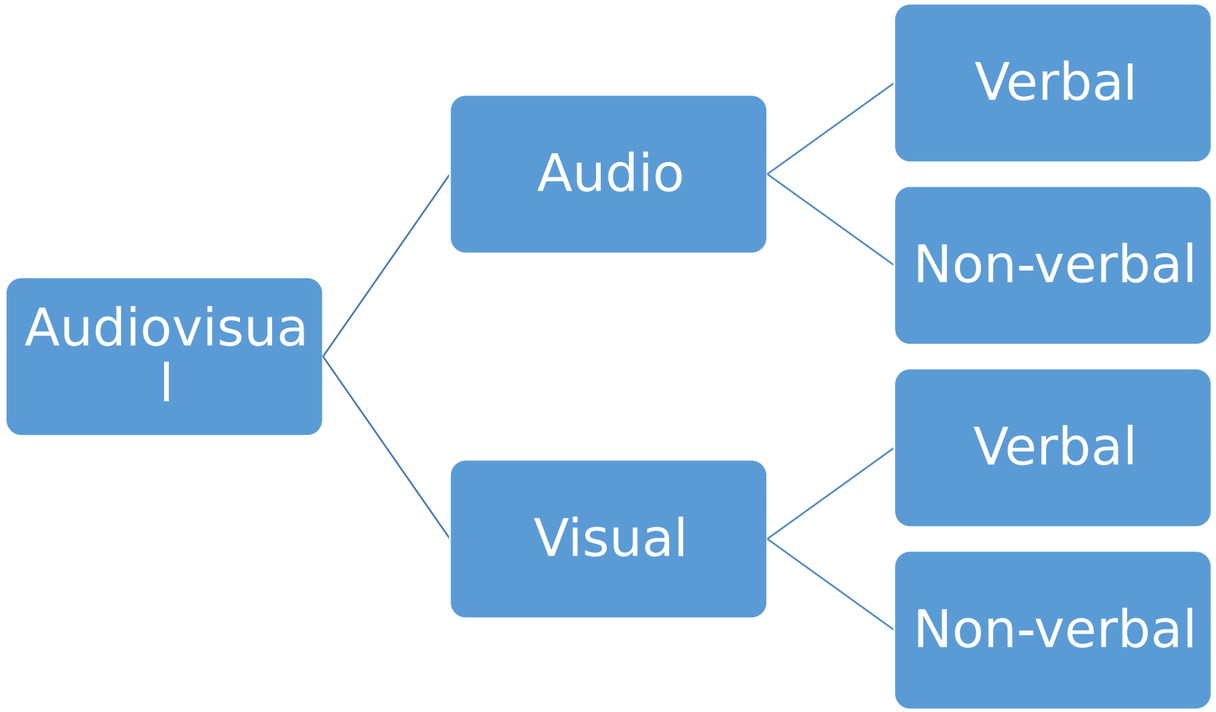
Overview

- What are media accessibility services?
- Focus on both traditional audiovisual content (two-dimensional, i.e. 2D) and on new audiovisual formats, such as virtual reality.

Audiovisual content

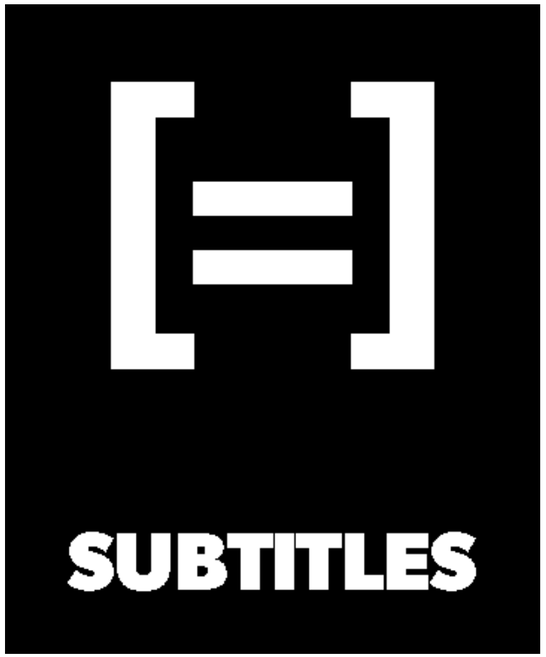


An **access service**
is needed
when there is no access
to one of these
components

Subtitles

No access to the audio

Service



Subtitles for the deaf and hard-of-hearing (SDH): appropriate term?

Left: Image by DR Design
Right: Image by Jack Foley

Sign language

No access
to the audio

Service

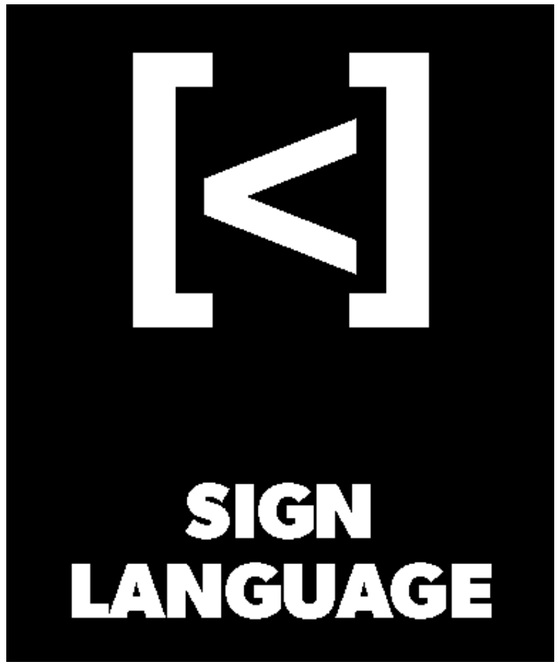


Image by DR Design

Audio description

No access to the images

Service

Image by DR Design

Touch tour & audio introduction

No access to the images in the performing arts

Service

+

Touch tour

Audio introduction

Image by DR Design

Translation

No access to the language

Service

Translation through:

- Dubbing
- Voice-over
- Subtitling

Audiovisual tradition in Europe

- Dubbing
- Voice-over
- Subtitling
- Mixed
- Flemish: subtitles; French: dubbing
- Dubbing from other countries

Image by MapChart

Audio subtitles

No access to the language and the subtitles

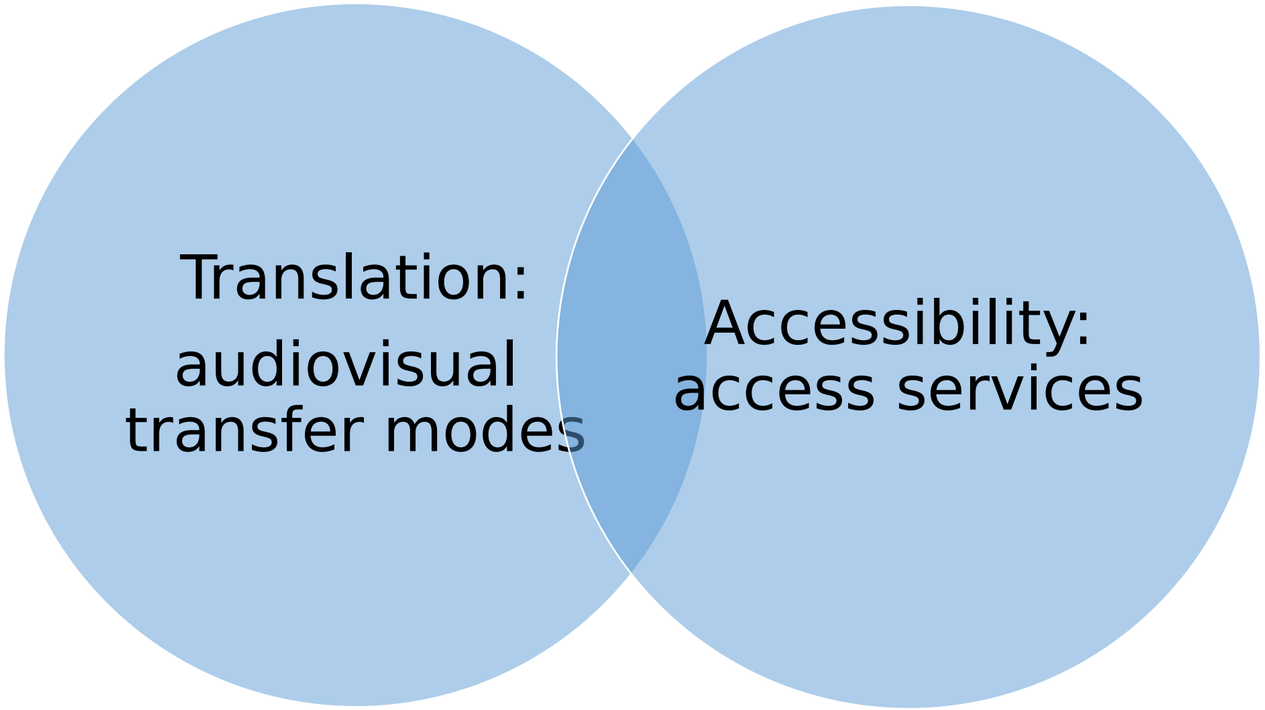
Service

Image by DR Design

Audiovisual Translation & Media Accessibility

Audiovisual Translation	Media Accessibility
• Dubbing • Subtitling • Sign language interpreting • Voice-over	• Subtitling for the deaf and hard-of-hearing (SDH) • Audio description • Sign language interpreting • Audio subtitling

Accessibility & Translation



Personalisation

by the user

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Acknowledgement

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.

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