

Unit 1. Media accessibility

Element 4. What is media accessibility?

What is media accessibility?

Anna Matamala

Universitat Autònoma de Barcelona

Overview

- Media accessibility.
- Relationship with audiovisual translation and accessibility.

Audiovisual translation (AVT)

- Translation Studies > audiovisual texts.
- “constrained translation”, “film translation”, “screen translation”, “media translation”, “multimedia translation”.

Transfer modes

- Dubbing, subtitling, voice-over, interpreting.
- Audio description (AD), subtitling for the deaf and hard of hearing (SDH).

Media accessibility

- AD and SDH.
- Sign language interpreting and audio subtitling.

AD or SDH as translation?

Jakobson:

- Intralingual: SDH.
- Interlingual: Dubbing.
- Intersemiotic: AD.

The concept of (media) accessibility

- Díaz-Cintas: “accessibility” as a unifying term.
- Orero & Matamala: sensorial & linguistic barriers in opera.
- Greco: no (complete) access to media in original form.



Search

Advanced Search

A⁻ A A⁺

English

Log in

MAP
media
accessibility
platform
BETA

ABOUT ▾ ACCESSOMETER ▾ RESEARCH ▾ TRAINING ▾ MODALITIES ▾ STAKEHOLDERS ▾ EVENTS ▾ NEWS

Welcome to MAP (beta version)

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

Read more

PROJECTS

Multimodal Translation with the Blind
Project duration **01/2017-10/2020**
Leading Institution **University of Helsinki**
Funding bodies **Academy of Finland**
Modalities **Audio Description**

LATEST NEWS

11/11/2020 **LEAD-ME Winter Training School 2020**
11/11/2020 **Online free EASIT event**
11/11/2020 **ARSAD programme published**
11/11/2020 **M4ALL 9 programme published**
21/01/2020 **M4ALL and ARSAD 2021 call for papers out**
22/10/2019 **Media for All 2021 and ARSAD 2021: save the date!**

PUBLICATIONS

Audiodescripciones alternativas de sexo. Los usuarios opinan
Type **Journal article** Year **2020**
Author(s) **Raquel Sanz-Moreno**
Modalities **Audio Description**

TRAINING COURSES

Online Specialised Course in Interlingual Respeaking (English-Spanish)
Course Type **University Course** Year **2020-2020**
University **University of Vigo**
Modalities **Respeaking**

EVENTS

MultiMeDialectTranslation 8
Type **Conference** City **Kaunas**
Date **07/05/2020**
Modalities **Accessible Filmmaking, Audio Description, Dubbing, Localisation, Respeaking, Subtitling, Subtitling for the Deaf and Hard of Hearing, Surtitling, Voice-over, Media Accessibility**

< November 2020 >

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Media Accessibility Platform (MAP)

Accessible filmmaking

Film production process

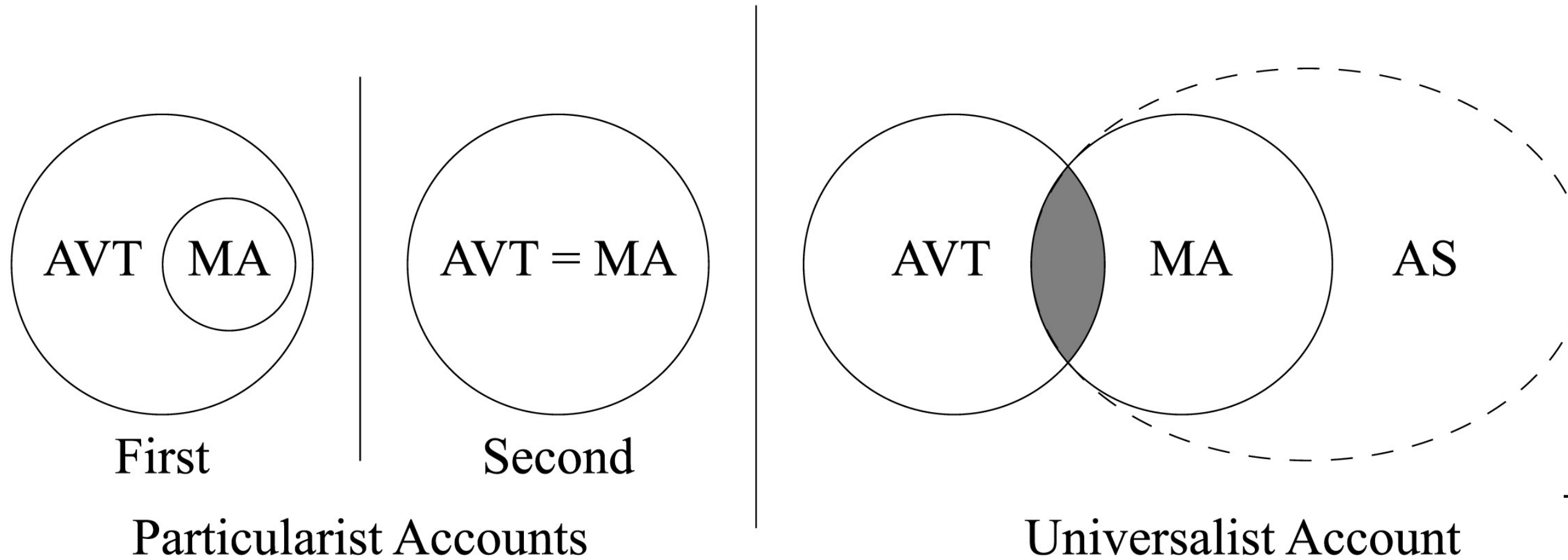
```
graph TD; A[Film production process] --> B[audiovisual translation modes]; A --> C[access services];
```

audiovisual
translation
modes

access
services

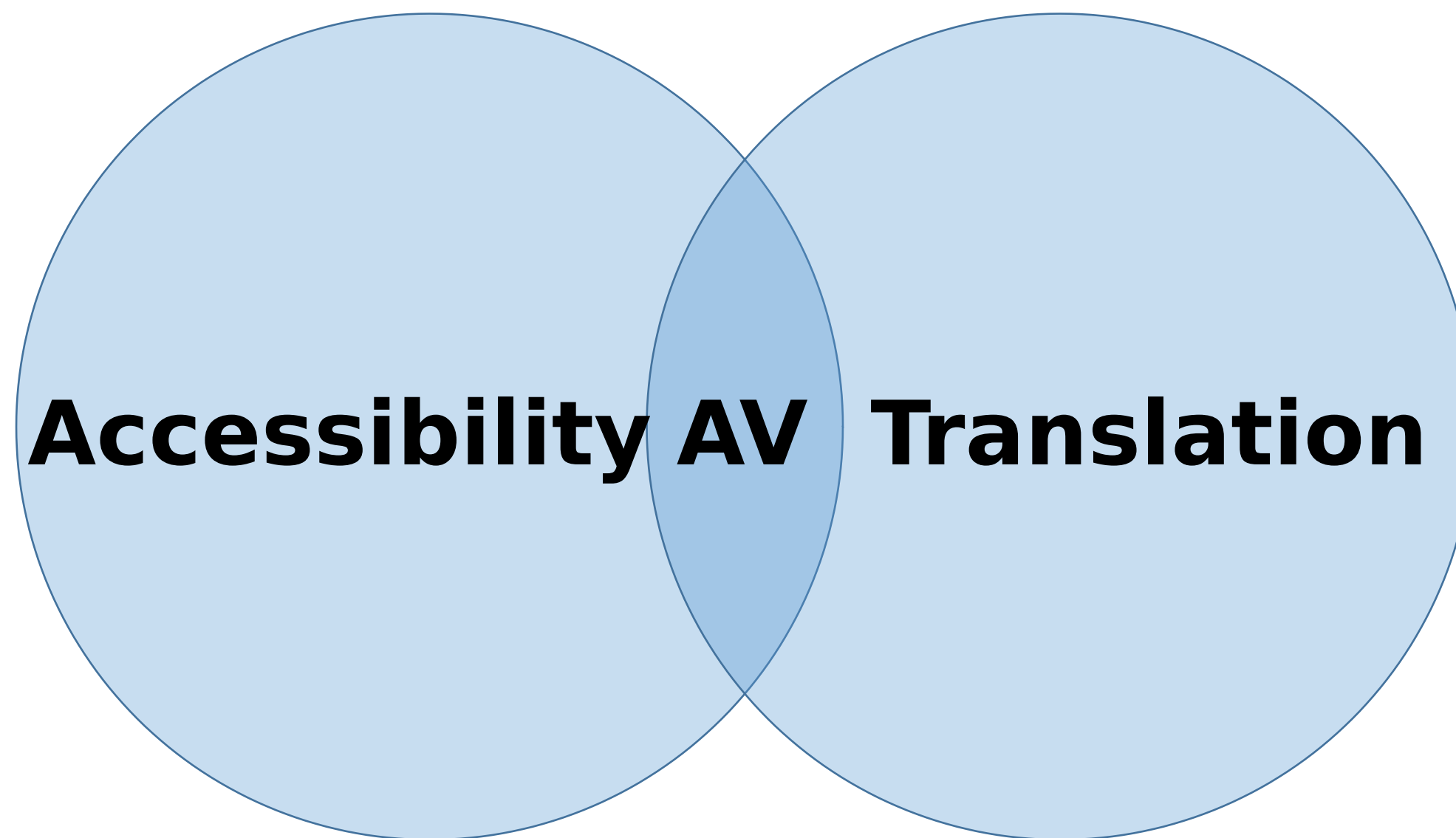
Approaches

The Three Accounts of Media Accessibility



The three accounts of media accessibility,
by Gian Maria Greco.

Different perspectives



Accessible communication

- Communication as a whole = barrier-free
- Persons with and without disabilities.
- Traditional and new media accessibility services, easy language, etc.

Picture

Source:

Greco, G. M. (2019). Accessibility Studies: Abuses, Misuses and the Method of Poietic Design. In C. Stephanidis (ed.), *HCI International 2019*, Lecture Notes in Computer Science, vol. 11786. Cham: Springer, pp. 15–27.



Anna Matamala
anna.matamala@uab.cat

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.

Disclaimer

The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Partners



UNIVERSITÀ
DEGLI STUDI DI TRIESTE

UniversidadeVigo



pazines.uab.cat/easit