



Module 2

Unit 6: Screen audio description: Culture

Core video transcript

Module 2

Unit 6: Screen audio description: Culture

Transcript

Slide 1

Hello. I'm Iwona Mazur from Adam Mickiewicz University in Poznan, Poland. In this ADLAB PRO video I will talk about culture in AD. This is Unit 6 (Screen AD: Culture) in Module 2 (Screen AD).

Slide 2

In films culture is usually present in the form of cultural references, also called culture-specific items or culturemes, and in the form of intertextual references.

Slide 3

Cultural references can be divided into: geographical (for example, the Eiffel Tower), ethnographic (such as tapas) and socio-political (for instance, the Reichstag).

Slide 4

If reference is made to another work of art, such as a film, a book or a painting, we talk about intertextuality.

Slide 5

For example, in the film *Inglourious Basterds*, Colonel Landa smokes a calabash, which is a reference to Sherlock Holmes.

Slide 6

So in AD, this references could be either made explicit, for example: “Landa smokes a Sherlock Holmes-style calabash”.

Slide 7

Or it could be implied: “Landa smokes a big, saxophone-shaped pipe”. In this case, persons with sight loss would have the intellectual pleasure of working out the allusion themselves. However, the reference could be lost on some people.

Slide 8

Before describing, first decide through which channel the reference is made.

Slide 9

If it is aural, for example something alluded to in the dialogues, you may assume that the information will be available to persons with sight loss.

Slide 10

If, however, the reference is in the visual layer of the film, and especially if it is relevant for plot development, you should render it in your description.

Slide 11

Let’s say, in a film you have a shot of Buckingham Palace.

Slide 12

First, you can just name the building: “Buckingham Palace”.

Slide 13

You can also have the name and a gloss: the official London residence of the Queen, Buckingham Palace.

Slide 14

You can provide a general description: “A grand building”.

Slide 15

Or you can just describe the building or both describe and name it.

Slide 16

Your choice of strategy will largely depend on how much time you have, how important a given reference is in the film, and also on the assumed knowledge of your audience.

Slide 17

This may be related to where your viewers come from and the distance between them and the culture in question.

Slide 18

If you are describing the palace with the British viewer in mind, then most likely just naming the building will be enough.

Slide 19

If, however, the description is meant for a viewer from a different culture, then a more elaborate description may be required.

Slide 20

When describing culture also think how transcultural a given element is.

Slide 21

In the age of globalization, more and more cultural items – especially from the Anglo-Saxon world – become recognizable in other cultures as well.

Slide 22

If you want to find out more, I recommend reading the chapter on Intertextuality in the ADLAB guidelines...

Slide 23

... and the article by Agnieszka Szarkowska and Anna Jankowska.

Slide 24

I hope you have learned some interesting things about culture in AD from this video.

Creation of these training materials was supported by ADLAB PRO (Audio Description: A Laboratory for the Development of a New Professional Profile), financed by the European Union under the Erasmus+ Programme, Key Action 2 – Strategic Partnerships, Project number:2016-1-IT02-KA203-024311.

The information and views set out in these training materials are those of the authors and do not necessarily reflect the official opinion of the European Union.

Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

