9th Media for All International Conference
Universitat Autònoma de Barcelona
27-29 January 2021 (online)

SESSION 16. POSTER SESSION

"The audio description of humour in English and Italian"

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VIDEO PRESENTATION: -

POSTER PRESENTATION: https://drive.google.com/file/d/1fHSPeHAEbzYDnC-2OHLgFCWjV6uBX39x/view?usp=sharing

ABSTRACT

The world is growing old and people with it. Global Age Watch has predicted that by 2050 nearly one in five persons in developing countries will be over 50 and they will have developed some sort of diminished (visual) ability or disability (Ellis 2016: 41). Visual impairment has grown exponentially in many EU countries and worldwide and is likely to increase over the coming decades (cf. Fernández Torné 2016; Arma 2011). Consequently, the spread of Audio Description (AD) to cater to the needs of people who were born blind, people who may be temporally visually impaired or whose sight may be in decline due to age is steadily on the rise (Benecke 2004; Díaz Cintas 2008; Maszerowska et al. 2014).

Consequently, AD has recently attracted a good deal of scholarly research that seeks to bridge the gap between theoretical issues and practical applications. In this light, this work seeks to contribute to the ongoing research by focusing in particular on the AD of humour. By considering 'what', 'when', 'how' and 'how much' should be described (Vercauteren 2007), the study presents a comparative analysis of the English and the Italian ADs of a recent romantic comedy entitled The Big Sick (Michael Showalter, 2017). A number of examples are discussed with a

twofold objective in mind. On the one hand, it seeks to clearly frame the instances of visual (or semiotically expressed, Balirano 2015) humour in the film according to the General Theory of Verbal Humour (Attardo 1994). On the other hand, it shows and offers insights into the challenges that the AD of humour poses, and how they are handled in different cultures and languages, thus hopefully enhancing this practice.

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