

Audio description:
Overview on an emerging topic



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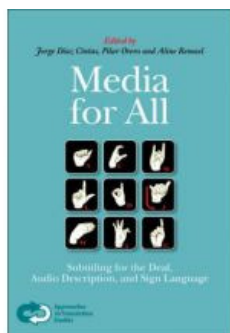


18/05/2012, Department of English, Zagreb University

«Emerging»

1970
George Frazier
San Francisco State University

«Emerging»



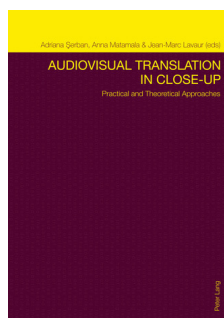
Jorge DÍAZ CINTAS,
Pilar ORERO,
Aline REMAEL
(Eds.), **2007**.
*Media for All:
Subtitling
for the Deaf,
Audio Description
and Sign Language.*
Amsterdam/New York:
Rodopi

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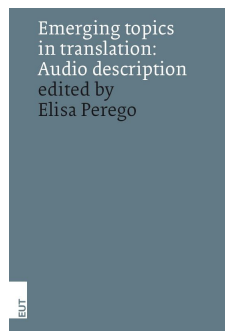
Jan-Louise KRUGER,
Pilar ORERO
(Eds.), **2010**.
Audio description,
audio narration – A
new era in AVT.
Special issue,
Perspectives, 18, 3.

«Emerging»



Adriana SERBAN,
Anna MATAMALA,
Jean-Marc LAVAUUR
(Eds.), **2011**,
*Audiovisual
translation in close-
up. Practical and
theoretical
approaches.*
Bern/Berlin: Peter
Lang

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Elisa PEREGO
2012, (Ed.)
*Emerging topics in
translation:
Audio description.*
Trieste: EUT

«Emerging»

Iwona MAZUR,
Jan-Louise KRUGER
(Eds.), 2012.
Pear stories and
audio description:
Language, perception
and cognition across
cultures.
Special issue,
Perspectives, 20, 1.

«Emerging»**What is it?**

«provides a verbal version of the visual
for the benefit of people who are blind
or have low vision» (Snyder 2007)

What is it?

«a growing arts and media access service
for visually impaired people» (Braun 2008)

What is it?

«the addition of a descriptive narrative to
accompany the key visual elements of
theatre, television, cinema and other
visual media [...] delivered in the natural
pauses in the programme's dialogue with
minimal interference to the original audio»
(Vercauteren 2007)

What is it like?

What is it?

«a practice rooted in intermodal mediation, i.e. 'translating' visual images into verbal descriptions» (Braun 2008)

What is it?

«a practice rooted in intermodal mediation, i.e. '**translating**' visual images into verbal descriptions» (Braun 2008)

Cf. Jakobson (1959:429) >
“intersemiotic translation” or
“transmutation”:
 interpretation of verbal signs
 by means of signs of nonverbal sign systems

What is it?

«a practice rooted in intermodal mediation, i.e. '**translating**' visual images into verbal descriptions» (Braun 2008)

Cf. Jakobson (1959:429) >
“intersemiotic translation” or
“transmutation”:
 interpretation of **X** signs
 by means of signs of **non-X** sign systems

Audiovisual text

- | | | |
|------------------|---------------|---|
| | Verbal => | - Dialogues
- Background voices
- Lyrics
- Music |
| Acoustic channel | Non-verbal => | - Natural sounds
- Sound effects
- Silence |
| | Verbal => | - Dialogues (Superimposed titles)
- Written signs on the screen (displays, captions) |
| Visual channel | Non-verbal => | - Pictures
- Composition
- Flow |

Audiovisual text

- | | | |
|------------------|---------------|---|
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Audio description

- What** should be described?
- When** should it be described?
- How** should it be described?
- How much** should be described?

e.g. Vercauteren 2007

Audio description

- What** should be described?
- When** should it be described?
- How** should it be described?*
- How much** should be described?

* language & style

The audio describer

- 1 Observation
- 2 Editing
- 3 Language
- (4 Vocal skills)

“verbal camera lens”

(Snyder 2007)

The audio describer

- 1 **Observation**
- 2 **Editing**
- 3 **Language**
- (4 Vocal skills)

see beyond what's readily apparent

“verbal camera lens”

(Snyder 2007)

The audio describer

- 1 Observation
- 2 **Editing**
- 3 **Language**
- (4 Vocal skills)

**select
cull**

“verbal camera lens”

(Snyder 2007)

The audio describer

- 1 Observation
- 2 Editing
- 3 **Language**
- (4 Vocal skills)

"verbal camera lens"

succint
vivid
imaginative
precise
simple
objective

(Snyder 2007)

The audio describer3 **Language**

snatch [to take] + [quickly]
 grasp [to take] + [firmly]

The audio describer3 **Language**

[to look at]

gaze [*] + [for a long time] + [in admiration]
 stare [*] + [for a long time] + [frightened]
 peer [*] + [carefully]

The hours (S. Daldry, 2002)

He **gazes** at her tenderly. As realization flashes through her eyes, he turns his head and lets himself fall out of the window.

The hours (S. Daldry, 2002)

Laura, in a simple grey evening-dress, sits rigidly in her chair, smiling at Dan. The family sit around the dining table, bathed in a pool of warm light. Dan helps himself to a cigarette.

Dead poets society
(P. Weir, 1989)

Cameron, the ginger haired banner carrier, pops his head in.

"a cross between poetry and live broadcast"



Thank you



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