Multiplier Event – Munich – 7th March 2019

Intellectual Output 2 (IO2)

Overview and Results

Abbreviations used

Word	Abbreviation
Audio-description	AD
Easy to read	E2R
Easy to understand	E2U
Intellectual output	IO
Plain language	PL
Subtitles	ST

IO2

Overview

- **What**

- **Why**

- **How**

- **Results**

What

We want to create recommendations to produce audio-visual information that it is easy to understand.

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Type

Type of audio-visual information:

- Easy-to-understand **news**
- Easy-to-understand **subtitles**
- Easy-to-understand **audio-descriptions**

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Why

- Lack of audio-visual information that is easy to understand

- Lack of trained experts

- Lack of guidelines to support implementation

How

Qualitative

Who

Experts

- Easy to read (E2R)
- Plain language (PL)
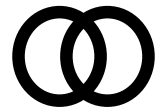
- News

- Subtitles

- Audio-descriptions

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When

1. Discussion group

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When

2. Interviews

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Results

Results of the discussion groups

Discussion groups

Overview

- Definition and goal

- Participants

- Questions

- Results

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Definition

Discussion groups

gather people with similar interest in a topic

- to solve problems
- to bring up ideas, or
- to give comments.

Goal

Discussion groups

- to explore the idea of creating easy-to-understand content

- to discover implementation pathways

- to identify unanswered questions to be discussed during the interviews.

Discussion groups

- 2 discussion groups: news
- 1 discussion group: subtitling
- 1 discussion group: audio-description
- 3 partners: RTV SLO, UAB, SDI Munich
- 3 venues: Slovenia, Spain, Germany
- 1 protocol
- 6 questions

Participants (1 of 2)

News 1

- 1 expert in Easy to read (E2R)
- 1 user of E2R
- **2 multimedia journalists**

Venue: Slovenia

News 2

- 1 expert in E2R
- 1 user of E2R
- **1 radio journalist**
- **1 TV journalist**

Venue: Slovenia

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Participants (2 of 2)

Audio-description

- 2 experts in E2R
- 2 experts in audio-description

Venue: Spain

Subtitles

- 3 experts in E2R
- 2 experts in pre-recorded subtitles
- 1 expert in live subtitles

Venue: Germany

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Questions 1 and 2

Question 1

Can [news/subtitles/audio-descriptions]
be made easier to understand?

Question 2

Which would be the most relevant
and necessary **genres**?

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Questions 3 and 4

Question 3

How would you approach **implementation**?

Question 4

What **skills** should the new expert have?

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Questions 5 and 6

Question 5

The **quality** of easy-to-understand content needs to be assessed.
How would you approach this task?

Question 6

How would you **name** this expert?
Is there a need to name them?

Conclusions: question 1

Can [news/subtitles/audio-descriptions]
be made easier to understand?

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Field	Language	Open questions / constraints
News	✔	?
Radio	✔	?
TV	✔	?
AD	✔	?
ST	✔	?

Field		Open questions / constraints
News	✔ ❓	• Journalistic text rules must still apply • All formats? • All topics? • Own section?
Radio	✔ ❓	• All formats? • How does E2U radio sound? • Speed? • Own channel? • Is this still radio?

Field		Open questions / constraints
TV	✔ ❓	• How would E2U TV look like? • How do we differentiate between E2R and PL?
AD	✔ ❓	• Are they the same? • New type of AD? • Other channel/track?

Field	Open questions / constraints
ST ✔ ❓	• ST rules must still apply • Different concept? • New type of subtitle? • Can this work if the original is not E2U? • Adapt vs. create content • Do we know the audience needs? • Financing

Conclusions: feasibility (4 of 4)

- Language implementation is feasible.

- Modality guidelines, rules and style must still apply.

- Not all formats maybe suitable.

- Financing must be granted.

- More knowledge about the preferences of the audience

- Reception: gap between original audio/video and E2U content

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Conclusions: question 2

Which would be the most relevant
and necessary **genres**?

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Q 2. **Suggested** genres

Field	Type of programmes
News, radio TV	- News: international and local - Informative services: traffic, weather, events, etc. - Other: health, living, educational, youth, political debates - Specific to the target group: rights, laws, health, social life, etc. - Short radio news

Q 2. **Suggested** genres

Genre	Type of programmes
AD	• Soap operas • Dance shows • Movies for children • Documentaries • Museum guides
ST	• Educational programmes • Training material • Science programmes • News: politics, law • Opera and theatre

Q 2. Questioned genres:

Genre	Programmes
News, radio, TV	• Original columns • Interviews
AD	• If the plot is complicated • Films with a lot amount of information
ST	• Live programmes • Light entertainment • Financing

Conclusions Q2: genres

- Wide audience: it is necessary to know more about their interests.

- Not all audiences are interested in simplified versions.

- Not all genres and formats are suitable.

- Delay is a limiting factor

- Not all shows might need an adaptation.

- Financing must be granted.

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Conclusions: question 3

Question 3

How would you approach **implementation**?

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Conclusions Q3: implementation (1 of 2)

- Two different trainings of different length: PL and E2R

- Decision criteria: Plain language vs Easy to read

- Guidelines: common, short and allow flexibility for their implementation in each modality

- Reading speed must be taken into account

- Common quality EU standards, specially in E2R

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- Creation might be easier than adaptation

- Implementation is not a by-product; it needs time

- Create own spaces: web, radio

- Securing that the access to the service is easy as well

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Conclusions: question 4

What **skills** should the new expert have?

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Conclusions Q4: skills

E2U skills complementary to the basic skills (journalistic, subtitling or audio-description)

- **Linguistic skills**
    - language proficiency
    - simplification skills
    - ability to develop and acquire knowledge about a topic

- **Prosodic skills**
    - voicing
    - pronunciation

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Conclusions Q4: skills

- **Accessibility skills**
  - knowledge about the target audience
  - explain their own role

- **Audiovisual design skills**
  - creation
  - editing
  - postproduction

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Conclusions Q4: skills

- **Interpersonal skills:** ability to empathise with the needs of the audience

- **Personal skills:** objectivity

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Conclusions: question 5

Question 5

The **quality** of easy-to-understand content needs to be assessed.
How would you approach this task?

Q5. Quality control

1. Validation **during** the creation process by a validation team of target users

2. Validation **after** the creation process through users feedback *a posteriori*

3. During the creation process by an expert on E2R/PL and *a posteriori* through users feedback

Conclusions: question 6

Question 6

How would you **name** this expert?

Is there a need to name them?

Q6. Name of the expert

Suggestions
• All groups that there is no need for a new name.
• It is more an specialisation than a new profession.
• Suggested names:
• accessibility experts
• Specialist in accessibility
• Audio-facilitator
• Content adapter
• Translator for accessible media
• Easy-to-read translator
• Plain language translator

Overall conclusions

1. Audiovisual content can be made easier to understand
2. Not all genres might be suitable and wanted
3. Implementation requires training and guidelines
4. E2U skills are complementary to the basis skills
5. Quality can be assessed before and after the creation
6. There is no actual need for a new name

Thank you very much

References: pictures

List of references

- Bullseye icon: awesome icons

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