

**Audio description:**  
**Overview on an emerging topic**



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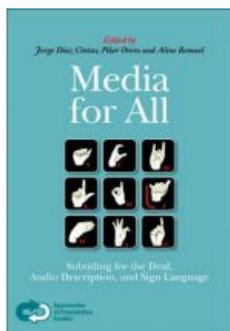


18/05/2012, Department of English, Zagreb University

**«Emerging»**

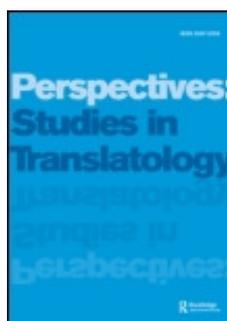
1970  
George Frazier  
San Francisco State University

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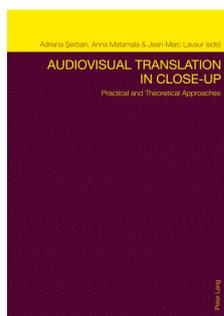
Jorge DÍAZ CINTAS,  
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*Media for All:  
Subtitling  
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Rodopi

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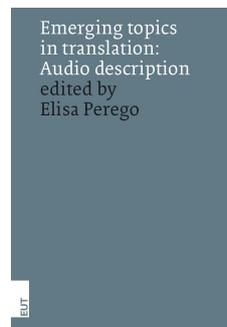
Jan-Louise KRUGER,  
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Audio description,  
audio narration – A  
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Special issue,  
*Perspectives*, 18, 3.

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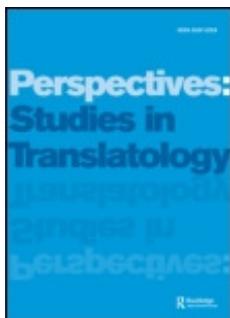


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Jean-Marc LAVAUUR  
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*Audiovisual  
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Lang

**«Emerging»**



Elisa PEREGO  
**2012**, (Ed.)  
*Emerging topics in  
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**«Emerging»**

Iwona MAZUR,  
Jan-Louise KRUGER  
(Eds.), 2012.  
Pear stories and  
audio description:  
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Special issue,  
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**«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)

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

**Audiovisual text**

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**Audiovisual text**

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



**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**

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- 3 **Language**
- (4 Vocal skills)

"verbal camera lens"

**succint**  
**vivid**  
**imaginative**  
**precise**  
**simple**  
**objective**

(Snyder 2007)

**The audio describer**3 **Language**

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

**The audio describer**3 **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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