Module 6

Unit 6

Tasks

Module 6

Unit 6: New services and audiences

Task 1: Multiple choice[1]

Question 1

Which one of the following statements is true?

   a) Audio description was born in the last years of the 20th century.

   b) Audio description was born at the beginning of the 20th century.

   c) Audio description is an old service, but it was given this name in the last years of the 20th century.

   d) Audio description was born at the beginning of the 21st century.

Question 2

Which one of the following statements is true?

   a) Audio description is only offered in cinemas and on television.

   b) Audio description is now mainstreaming in new domains, such as education, school, home environments, work, travelling or sports.

   c) Audio description is linked to cultural performances.

   d) Audio description is offered in cinemas, television, cultural performances and sports.

Question 3

Who can audio description benefit?

   a) Only persons with sight loss.

   b) Many users with different needs.

   c) Persons with cognitive disabilities.

   d) Persons with sight loss and persons with reading difficulties.

---

[1] The responses are based on the ADLAB PRO core videos. Only one answer is correct.

ADLAB PRO / Audio Description: A Laboratory for the Development of a New Professional Profile
Project number: 2016-1-IT02-KA203-024311 | www.adlabproject.eu
Contact: Elisa Perego | eperego@units.it | +39 040 5587620

Question 4

Can audio description be useful for language learning?

    a) No, it has not been used for such purposes.

    b) No, it is an access service, not a language learning tool.

    c) Yes, but only in certain languages.

    d) Yes, it can help build up vocabulary.

Question 5

Can audio description be useful in daily situations?

    a) No, it is only useful for cultural events.

    b) No, it is only useful for cinema, television, and cultural events.

    c) Yes, for instance to help people interact with society (voting, doing paperwork, going to the bank, etc.)

    d) Yes, but only in educational environments.

ADLAB PRO / Audio Description: A Laboratory for the Development of a New Professional Profile
Project number: 2016-1-IT02-KA203-024311 | www.adlabproject.eu
Contact: Elisa Perego | eperego@units.it | +39 040 5587620

Module 6

Unit 6: New services and audiences

Task 2

Aim(s):

- To discuss the application of audio description, audio subtitling and audio introductions in new domains.

Grouping: group.

Approximate timing: 20 minutes.

Material and preparation needed:

- No specific material needed.

Development:

1. In groups, ask learners to suggest how audio description, audio subtitling and audio introductions could be used beyond their standard usage for persons with sight loss.
2. Class discussion on possible new applications.

Module 6

Unit 6: New services and audiences

Task 3

Aim(s):

- To discuss the possible hybridisation of audio description with other existing access services.
- To discuss how research supports additional applications of audio description.

Grouping: in groups.

Approximate timing: 2 hours.

Material and preparation needed:

- No specific material needed.

Development:

1. Ask learners to find information on Easy-to-read Language and Plain Language (home activity).
2. Ask learners to present one sample of Easy-to-read or Plain Language in class.
3. Class discussion on how Easy-to-read and Plain Language could be hybridised with audio description.

Additional comments:

As a follow-up, you can ask learners to check the EASIT project website (pagines.uab.cat/easit) and read Bernabé, R., & Orero, P. (2019). Easy to Read as multimode accessibility service. *Hermeneus*, *21*.

ADLAB PRO / Audio Description: A Laboratory for the Development of a New Professional Profile
Project number: 2016-1-IT02-KA203-024311 | www.adlabproject.eu
Contact: Elisa Perego | eperego@units.it | +39 040 5587620

The 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.

ADLAB PRO / Audio Description: A Laboratory for the Development of a New Professional Profile
Project number: 2016-1-IT02-KA203-024311 | www.adlabproject.eu
Contact: Elisa Perego | eperego@units.it | +39 040 5587620