



Module 2

Unit 7: Language

Core video transcript

Module 2

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Transcript

Slide 1

Hello. I'm Agnieszka Chmiel from Adam Mickiewicz University in Poznan, Poland. In this ADLAB PRO video I will present the basic information related to language in audio description. This is Unit 7 (Language) in Module 2 (Screen AD).

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The words in audio description replace images so they should be vivid and paint a picture in the mind of the blind viewer.

Slide 3

The language used should also be brief and as descriptive as possible due to time constraints.

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Don't use metalanguage, such as "we see" or "in front of us".

Slide 5

Use specific vocabulary.

Slide 6

When it comes to nouns, it's better to say a "dachshund" than a "dog".

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Similarly, a “turtleneck” will be more telling than a more general “sweater”.

Slide 8

Use specific and descriptive verbs. It’s more informative to say that the character “skips” or “marches” instead of “walks”.

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Don’t avoid colours in your description. Some blind people who have lost sight have visual memory of colours. Even congenitally blind have certain associations with colours. Watch our additional video on the importance of colours in AD.

Slide 10

Adverbs should be used sparingly. It’s better and shorter to use a specific verb. For example: say “grin” instead of “smile widely”.

Slide 11

Avoid subjective and ambiguous adverbs that do not describe anything, such as: characteristically or appropriately.

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Use simple present tense and short sentences. You can vary syntax to match the scenes.

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Use short sentences and ellipses for fast action.

Slide 14

Use longer and more complex sentences for descriptive, illustrative scenes.

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Similies and metaphors could be useful but they should be used with caution.

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For example:

The stage stands on end and sinks like the Titanic.

Slide 17

He holds the syringe like a dart and inserts it in the buttock.

Slide 18

The lightning hits the water. A web of blue zigzags, illuminating the raging ocean.

It's easy to image, isn't it?

Slide 19

Remember to organise your descripton in the appropriate order. For instance, when describing appearance you can move from top to bottom:

... wearing a green hat, a pink suit and dark grey high heels.

Slide 20

Watch our additional videos related to describing sensitive content and various genres (such as children's films, comedies, TV shows and documentaries).

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If you want to find out more, I recommend reading Remael's "Audio description for recorded TV, cinema and DVD. An experimental stylesheet for teaching purposes" and ITC Guidance on Standards for Audio Description.

Slide 22

I hope you have learned some interesting things about the language of audio description from this video. Bye!

additional videos we've prepared with examples.



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