

ARSAD Barcelona
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Audio Description for the Press in Poland

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The visually impaired in Poland in 2011

- VIP in Poland: **1 650 800**
- PZN Central Library members: **6 247**
- Library newspapers for VIP: **3**
- The newspaper readers: **1 500 – 2 000**

Independent press VI readers

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e-Kiosk

ekiosk.defacto.org.pl



Press illustrations



Training









Guidelines

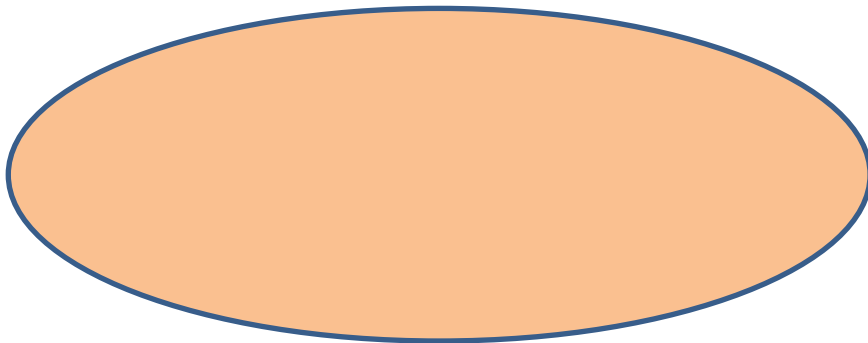
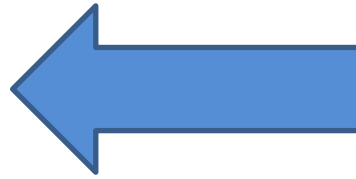
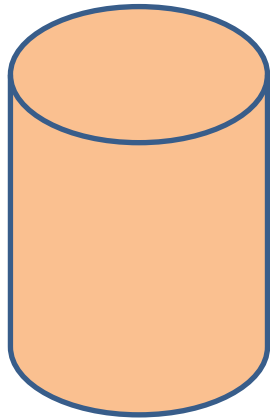
1. Define the purpose of the picture.
2. Present the technique used.



3. Set a point of reference.



4. Describe shapes and directions accurately.



5. Use correct terminology



6. Describe people's faces



7. Use similes to compare objects in the picture



8. Include graphic texts in the description.

9. Do not use abbreviations or acronyms.

10. Provide pronunciation of foreign words.



Possible research areas

1. Reception studies
2. Grammar and structure analysis

Summary

- People with visual impairments have limited access to the press.
- They are eager to use newspapers when are made accessible to them.
- They use the descriptions of press photographs.
- Their feedback could help in improving the quality of the audio description for the press.

Thank you

ACKNOWLEDGEMENTS

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