

Developing Intercultural Competence in Audio Describers

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EXTRALINGUISTIC CULTURAL REFERENCES

A reference that is attempted by means of any cultural linguistic expression, which refers to an extralinguistic entity or process. The referent of the said expression may prototypically be assumed to be identifiable to a relevant audience as this referent is within the encyclopaedic knowledge of this audience.

/Pedersen 2011/

EXTRALINGUISTIC CULTURAL REFERENCES IN AD

In justified cases, rather than providing a simple description of the image we offer a translation/ approximation of **culture code**, symbol or formal procedure expressed in the visual layer of the work.

One hundred percent objectivity is not possible. Audio description is always subjective, because it is a choice made by a particular audio describer endowed with individual sensitivity, experience, **cultural competence**.

ECR in AD

Domestication and foreignization

- Walczak & Figiel 2013

ECR Strategies

- Szarkowska 2012
- Maszerowska & Mangiron 2014
- Chmiel & Mazur 2014
- Szarkowska & Jankowska 2015

Describing, Naming, Explication, Generalization, Direct Transfer,
Describing and Naming, Combination of Strategies, Omission

DESCRIPTION STRATEGY



A barrier on the left.
Behind it, below, lit urban buildings.

NAMING STRATEGY



In front of them London panorama:
Big Ben and the **Parliament**.

EXPLICITATION STRATEGY



Chris is heading towards the Tate Modern gallery.

DESCRIBING AND NAMING



Santiago de Compostela.

A charming Spanish town bathed in sun.

Narrow streets of the old town full of strollers.

so

tastes,

subtile, scents,
shades,
discreet,

delicatesse,

hints, tips,
not obvious,

aroma

Pewnym krokiem idą środkiem chodnika.
Ulica pełna witryn sklepowych.

They firmly walk down a sidewalk.
A street full of window displays.



Mijają staruszków grających w szachy.

They pass by old men who play chess.





The man goes through the gate into the courtyard. Pigeons fly. Bars in the windows[...] In the courtyard. On the left a wall with a gate. A two-storey building. A doghouse. Stairs leading to the left. On the first floor, under pillars an entrance. On the right trees. Hung sheets. The wall with three entrances.

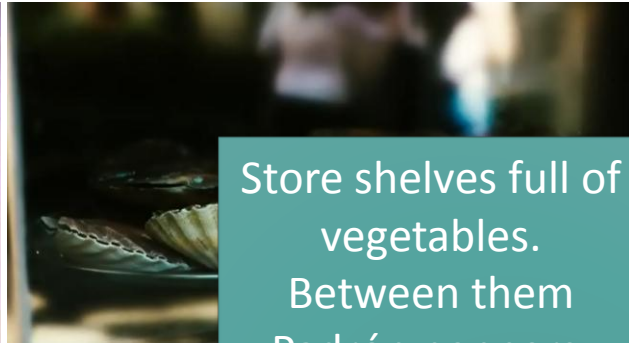


Za dziećmi kafelki z motywami florystycznymi.
Behind the children, tiles with floral motifs.

Behind the children, Portugese tiles with floral motifs.
Behind the children, azulejos - Portugese tiles with floral motifs.



Store shelves full of vegetables and pieces of fresh meat. In restaurant windows aquariums full of crabs , octopus and other seafood



Store shelves full of vegetables. Between them Padrón peppers. In some restaurant windows pieces of fresh meat. In others scallops or Galician octopus.

Store shelves full of vegetables. Between them small and green Padrón peppers. In some restaurant windows pieces of fresh meat. In others Pilgrim's scallops or sliced octopus sprinkled with red pepper.



Emergency



Emergency room. Police escorts Ian down a corridor.

Policjanci prowadzą Iana korytarzem.

Police escorts Ian down a corridor.

A U D I O R E C ' S D E S M P R E T E N C E S C O M M P R E H E N S I V E

- the ability to summarise information objectively and correctly and a good command of synonyms and paraphrasing, necessary to ensure that the description meets the time limits while retaining the meaning of the original;
- good command of the native tongue and familiarity with its properties;
- the ability to adjust register to the needs of the target audience and the product;
- the ability to produce intra- and interlingual intersemiotic translations, as the text may require;
- the ability to select key information;
- foreign language fluency if working on foreign films with voice over or subtitles;
- familiarity with the theoretic aspects of audio description;
- computer literacy;
- familiarity with audio description software;
- resistance to stress;
- the ability to work against a deadline.

WHAT'S NEXT?

- Should we develop intercultural competence in audio describers?
- How should we develop intercultural competence?
- Audiodescriber's professional profile?
- Audio description training curriculum?

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