



Media Accessibility Summer School at Sapienza (MASS – Sapienza)
Sapienza Università di Roma - Dipartimento di Studi Europei Americani e Interculturali
17–21 July 2023

Media Accessibility Summer School at Sapienza (MASS – Sapienza)

Monday 17 – Friday 21 July 2023

ORGANISATION & STAFF

Summer School Convener:

Irene Ranzato (irene.ranzato@uniroma1.it)

Lecturers:

Alejandro Bolaños (a.bolanos@ucl.ac.uk)

Gabriele Uzzo (gabriele.uzzo@unipa.it)

Guest Speakers:

Elena Di Giovanni (Università di Macerata)

Shak Yousaf (SDI Media)

Roundtable Speakers:

Jorge Díaz-Cintas (UCL)

Frederic Chaume (Universitat Jaume I, UCL)

Soledad Zárata (UCL)

Laura Carlucci (Universidad de Granada)

OUTLINE

Total contact hours: 20 (plus extra activities)
English-language Level: Advanced (C1–C2) or Native
Italian-language Level: Advanced (C1–C2) or Native
Working Languages: English (lectures) and Italian (language-specific seminars)

This summer school exposes students to aspects of the academic study of media accessibility with an emphasis on audio description for the blind and partially sighted and subtitling for the deaf and the hard of hearing. The English-language lectures will discuss the main theoretical and technical elements of media accessibility. The Italian-language seminars will encompass hands-on exercises to practise the description and captioning of audiovisual material using appropriate software. Students will also become familiar with professional avenues that are currently on the rise thanks to developments in European legislation in recent decades. This course sets out to meet the current industry need for skilled linguists who can make audiovisual, multimodal and multimedia texts more accessible.

Suggested reading:

FRYER, Louise (2016) *An Introduction to Audio Description: A Practical Guide*. London: Routledge.

ZÁRATE, Soledad (2021) *Captioning and Subtitling for d/Deaf and Hard of Hearing Audiences*. London: UCL Press.

Bibliography:

ADC (2007/2009) *Standards for Audio Description and Code of Professional Conduct for Describers*. Audio Description Coalition.

BARTOLINI, Chiara (2021) Diversity in museums: The inclusive value of museum audio description, *DIVE-IN*, 1, 107-138.

BOGUCKI, Łukasz and Mikołaj DECKERT (eds). *Handbook of Audiovisual Translation and Media Accessibility*. Routledge.

CARLUCCI, Laura and Cristina ÁLVAREZ DE MORALES (Eds.). (2015). *Insights into Multimodal Translation and Accessibility*. Tragacanto.

DÍAZ-CINTAS, Jorge, Pilar ORERO and Aline REMAEL (2007) *Media for All: Subtitling for the Deaf, Audio Description, and Sign Language*. Brill/Rodopi.

FRYER, Louise (2016) *An Introduction to Audio Description: A Practical Guide*. Routledge.

GAMBIER, Yves and Henrik GOTTLIEB (2001) *(Multi)Media Translation: Concepts, Practices and Research*, John Benjamins.

GRECO, Gian-Maria (2018). The nature of accessibility studies. *Journal of Audiovisual Translation*, 1(1), 205-232.

– (2016) On Accessibility as a human right, with an application to media accessibility. In Anna MATAMALA and Pilar ORERO (eds.) *Researching Audio Description. New Approaches*, 11-33. Palgrave Macmillan.

– and Anna JANKOWSKA (2020) Media accessibility within and beyond audiovisual translation.” In Łukasz Bogucki & Mikołaj Deckert (eds.) *The Palgrave Handbook of Audiovisual Translation and Media Accessibility*, 57-82. Palgrave Macmillan.

JIMÉNEZ HURTADO, Catalina, Tiina TUOMINEN, and Anne KETOLA (2018) Why methods matter: Approaching multimodality in translation research. *Linguistica Antverpiensia: New Series–Themes in Translation Studies* 17, 1-21.

MANFREDI, Marina (2021) Professional museum translators for promoting multilingualism and accessible texts: Translation practices in some Italian museums and a proposal. *Journal of Translation Studies* 1, 59-86.

MATAMALA, Anna and Pilar ORERO (2016) *Researching Audio Description. New approaches*. London: Palgrave MacMillan.

MAZUR, Iwona and Agnieszka CHMIEL (2012) Towards common European audio description guidelines: results of the Pear Tree project. *Perspectives*, 20(1), 5–23.

OFFICE OF COMMUNICATIONS (1999) *ITC Guidance on Standards for Subtitling*. Ofcom.

– (2000) *ITC Guidance on Standards for Audio Description*. Ofcom.

– (2019) *Code on Television Access Services*. Ofcom.

ORERO, Pilar, ed, (2004) *Topics in Audiovisual Translation*. John Benjamins.

PÉREZ-GONZÁLEZ, Luis (2018) *The Routledge Handbook of Audiovisual Translation*. Routledge.

RAI, Sonali, Joan GREENING and Petré LEEN (2010) *A Comparative Study of Audio Description Guidelines Prevalent in Different Countries*. Royal National Institute of Blind People.

REMAEL, Aline, Pilar ORERO and Mary CARROLL (2012). *Audiovisual Translation and Media Accessibility at the Crossroads*. Amsterdam: Rodopi.

REMAEL, Aline and Josélia NEVES (2007) *A tool for social integration? Audiovisual translation from different angles*, *Linguistica Antverpiensia: New Series–Themes in Translation Studies* 6, 11-22.

ROMERO-FRESCO, Pablo (2018). In support of a wide notion of media accessibility: Access to content and access to creation. *Journal of Audiovisual Translation*, 1(1), 187-204.

– (2019). *Accessible Filmmaking: Integrating Translation and Accessibility into the Filmmaking Process*. London: Routledge.

– and Louise Fryer (2018) *The Accessible Filmmaking Guide*. British Film Institute.

SNYDER, Joel (2005). Audio description: The visual made verbal. *International Congress Series*, 1282, 935–939.

SOLER GALLEG0, Silvia (2018) Audio descriptive guides in art museums: A corpus-based semantic analysis. *Translation and Interpreting Studies* 13(2), 230-249.

VERCAUTEREN, Gert (2007) Towards a European guideline for audio description.” In Jorge DÍAZ-CINTAS, Pilar ORERO and Aline REMAEL (Eds.) *Media for All: Subtitling for the Deaf, Audio Description, and Sign Language*, 139-149. Brill/Rodopi

ZÁRATE, Soledad (2021) *Captioning and Subtitling for d/Deaf and Hard of Hearing Audiences*. UCL Press.

[Sapienza’s library catalogue](#) provides access to additional resources and materials.

DETAILED INFORMATION

- 1. Language(s):** Plenary sessions will be conducted in English. Language-specific sessions will be conducted in English and Italian. In principle, all tasks will be intralingual (English-English) or out of English into Italian, unless otherwise indicated by the tutors.
- 2. Coursework:** Every day you will be given tasks to prepare for the following lesson. You are expected to prepare these tasks so that you can fully participate in the lessons.
- 3. Assessment:** The Summer School does not involve a marked assignment. Students who attend at least 75% of the course (i.e. 15 teaching hours) will receive a certificate of attendance from Sapienza Università di Roma.
- 4. Language-specific seminars:** You will have 6 contact hours with an English-Italian tutor.
- 5. Timetable and teaching room:** The lectures will take place at Laboratorio 4 (Edificio Marco Polo, Circonvallazione Tiburtina 4, 00186 Roma). Please ensure you can make the teaching events as outlined below.



WEEKLY PLAN

Media Accessibility Summer School at Sapienza (MASS-Sapienza)

Monday 17 – Friday 21 July 2023

Dipartimento di Studi Europei Americani e Interculturali
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Edificio Marco Polo
Circonvallazione Tiburtina 4
00186 Roma

LABORATORIO 4

DAY	TIME	TEACHING EVENT	LECTURER/SPEAKER	H
Monday 17 July	10–11 am	Welcome and Introductions	Organisers: Irene Ranzato Alejandro Bolaños Gabriele Uzzo	1
	11 am – 12 pm	Inaugural Lecture	Guest Speaker 1: Elena di Giovanni	1
	12 pm – 1 pm	Media Accessibility Theory I: Introduction	Alejandro Bolaños	1
	3–6 pm	Media Accessibility Theory II: Industry & Software	Alejandro Bolaños	3
Tuesday 18 July	10 am – 1 pm	SDH in English	Alejandro Bolaños	3
	3–6 pm	SDH in Italian	Gabriele Uzzo	3
Wednesday 19 July	10 am – 1 pm	Accessibility in Galleries & Museums and the Performing Arts	Alejandro Bolaños	3
	3–6 pm	Field visit Galleria d'Arte Moderna, Via Francesco Crispi, 24, 00187 Roma RM, Italy Social Coffee	Organisers: Irene Ranzato Alejandro Bolaños Gabriele Uzzo	3
Thursday 20 July	10 am – 1 pm	AD in English	Alejandro Bolaños	3
	2–5 pm	Hands-on AD workshop with Stellar	Guest Speaker 2: Shak Yousaf	3
	5–6 pm	Roundtable with Media Accessibility Experts	Organisers: Irene Ranzato, Alejandro Bolaños, Gabriele Uzzo Guest speakers: Frederic Chaume, Jorge Díaz-Cintas, Soledad Zárata, Laura Carlucci, Shak Yousaf	1
Friday 21 July	10 am – 1 pm	AD in Italian	Gabriele Uzzo	3
	1–1.30 pm	Concluding remarks	Organisers: Irene Ranzato Alejandro Bolaños Gabriele Uzzo	1

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