Department of Applied Linguistics

SUSANNE JEKAT

A SWISS COMPETENCE CENTRE
FOR BARRIER-FREE COMMUNICATION

Project Overview

Client

Federation (Swiss Conference of Higher Education Institutions)

Project partner

ZHAW, Department of Applied Linguistics, Susanne Jekat

University of Geneva, Multilingual Information Processing Department, Pierrette Bouillon

Project Overview

Project duration

2017 until 2020, networking and preparatory work since the beginning of 2014

Project volume

Federal funds 578'000 CHF, total volume 1.2 Mio. CHF

Research Areas in the Project

1. Audio Description
2. Combining Audio Description, Audio Introduction and Text-to-Speech Devices
3. Live-Subtitling with different methods
4. Easy-to-Read Language, Simple German, Plain German

Research Areas in the Project

5. Sign Language and Sign Language Interpreting

6. Machine Translation Spoken to Sign Language

7. Barrier-free Design of Websites

8. Speech-to-Text

9. Community Interpreting

10. Community Interpreting and Easy-to-Read Language

Project Aim

Main aim of the project:

Sustainable access to higher education for people with disabilities at all Swiss Universities and Universities of Applied Sciences

Working Plan 2017

First steps:

1. Compilation of requirements catalogue for 10 sections in the field of barrier-free communication (together with target groups: students with impairments)
   ➢ January – September 2017

Working Plan 2017

First steps:

2. Compilation of methods and technology catalogue in the field of barrier-free access to high education
> ➤ September 2017 – February 2019

Research Partners

UNIVERSITÉ DE GENÈVE

Zürcher Hochschule für Angewandte Wissenschaften

zhaw

Netzwerk Leichte Sprache Schweiz

Stiftung Universität Hildesheim 2003

LeiSA
Leichte Sprache im Arbeitsleben

EINFACHE SPRACHE

insiemePLUS

SBV
Schweizerischer Blinden- und Sehbehindertenverband

pro audito schweiz

Universität Hamburg

BLIND POWER

UNIVERSITÄT LEIPZIG

Universität Zürich UZH

STAR

Greta

Starks

ARD

NDR

ORF

BR

sonos

EURO TAPE
MEDIA SERVICES GMBH

SRF
Schweizer Radio und Fernsehen

pro com

SWISS TXT

Logo Descriptions

Slide 8 shows coloured logos of research partners of the project „Barrier-free Communication" which are listed here in alphabetic order:

ARD (Broadcasting corporation of the Federal Republic of Germany; black capital letters)

BR (Bavarian radio and television; pale blue capital letters)

EuroTape (German media service provider; green, pale green and dark grey letters)

Greta and Starks (German barrier-free service provider; black eye with yello-white start button, black speech balloon with white start button and green text lines, black letters)

Logo Descriptions

Insieme plus (Non-profit organisation; pink sign, grey letters)

LeisSA (Research project on asy to read language; pale red letters, grey letters)

Netzwerk Leichte Sprache Schweiz (Easy-to-Read Network of Switzerland; black letters)

NDR (North German Broadcasting Corporation; blue capital letters)

ORF (Austrian Broadcasting Corporation; black capital letters)

Pro audito Switzerland (Non-profit organisation; green and grey ear, black letters)

Procom (Sign language service provider; dark grey and blue letters on black background)

Logo Descriptions

Radio Blind Power (Non-profit radio; pink dashes dotted with black, black letters)

SBV (Swiss Federation of People with visual impairments; dark blue circle with white and blue dots, dark blue letters)

Sonos (Sound systems company; two comma shaped symbols in white followed by white letters on red background)

Star AG (Software development company; white letters on a black square which sits above a bigger red square, the letter a is shaped like a pyramid)

Swiss Radio and Television (Swiss national broadcasting company; red square with white letters)

SwissTxt (black letters followed by a red square with white letters)

Logo Descriptions

University of Geneva (grey circle with a half bird and half key symbol followed by red letters)

University of Hamburg (red background with white letters and black letters)

University of Hildesheim Foundation (red symbols, circled by grey lettering)

University of Leipzig (white letters on a grey background)

University of Zurich (black circle around a black building with two towers , black letters)

Verein Einfache Sprache CH (Swiss association for Simple Language; blue circle with white lines, blue letters)

ZHAW (Zurich University for Applied Sciences; dark blue letters)

Audiodescription

a) Audio Description: Existing methods stemming from fictional films are not adequate for educational films (e.g. audio description only in pauses in audio of film).

→ 1. research on user requirements with target group,
2. development of new methods

Audiodescription

b) Combination of different methods (Audio Description, Audio Introduction and Text-to-Speech): research non-existent, some ideas concerning audio introduction, no ideas nor research results concerning combination of methods

→   1. research on user requirements with target group,
      2. research on combination of methods

Live-Subtitling

c) Live-Subtitling with different methods: information loss or change due to the process, target group heterogeneous, open research question for education and training: processing of incomplete subtitles and "fault tolerance" of target group

Easy-to-Read Language

d) Easy-to-Read Language, Simple German, Plain German: transfer from standard language to a simpler variety causes (sometimes dangerous?) information loss or change

Example on slide no. 17

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Easy-to-Read Language

"Vielleicht möchte die Frau einen Schwangerschafts-Abbruch machen lassen. Das bedeutet: Danach ist die Frau nicht mehr schwanger."

Literal translation: Perhaps a woman wants a termination of pregnancy. This means: afterwards the woman is no longer pregnant.

Excerpt taken from: http://www.donumvitae.org/media/raw/Heft_2_Schwangerschaft_131030.pdf [13.03.2017]

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Easy-to-Read Language

$\rightarrow$ Development of quality standards is necessary

Central research question:

What degree of simplification is required by the target group (students with occasional cognitive impairments, e.g. caused by use of medication for chronical illnesses)?

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Upcoming Project-related Events

International Summer School "Barrier-free Communication", 17-21 July 2017, Winterthur

Further information: https://weiterbildung.zhaw.ch/en/school-of-applied-linguistics/program/summer-school-barrier-free-communication.html

Contact: **martin.kappus@zhaw.ch**

Upcoming Project-related Events

Conference "Barrier-free communication: Methods and products", 28-29 September 2017, Winterthur, Switzerland

Further information and the call for papers are to follow on 15 April 2017.

Contact: **barrierefrei.linguistik@zhaw.ch**

Questions?

Thank you for your attention!

Please send your questions to

susanne.jekat@zhaw.ch

https://www.zhaw.ch/en/linguistics/research/barrier-free-communication/