

Who's the AD professional? A sociological perspective.

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Barcelona, ARSAD 2019, 19 March 2019

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Project numberStudies: 2016-1-IT02-KA203-024311
www.adlabproject.eu

FUNDED BY THE ERASMUS + PROGRAMME OF THE EUROPEAN UNION





Why a sociological perspective?

- TTs are a result of the translator's context (e.g. L. Venuti)
- Knowing the context can help improve it



Aim

- Status of the AD professional
 - Training
 - Origins
 - Current activity
 - Interaction



Source

- ADLAB PRO (2017). Audio description professional: Profile definition. Project report no. 2. Retrieved from www.adlabproject.eu
- 65 respondents
- Online questionnaire (2017)



What have we found?

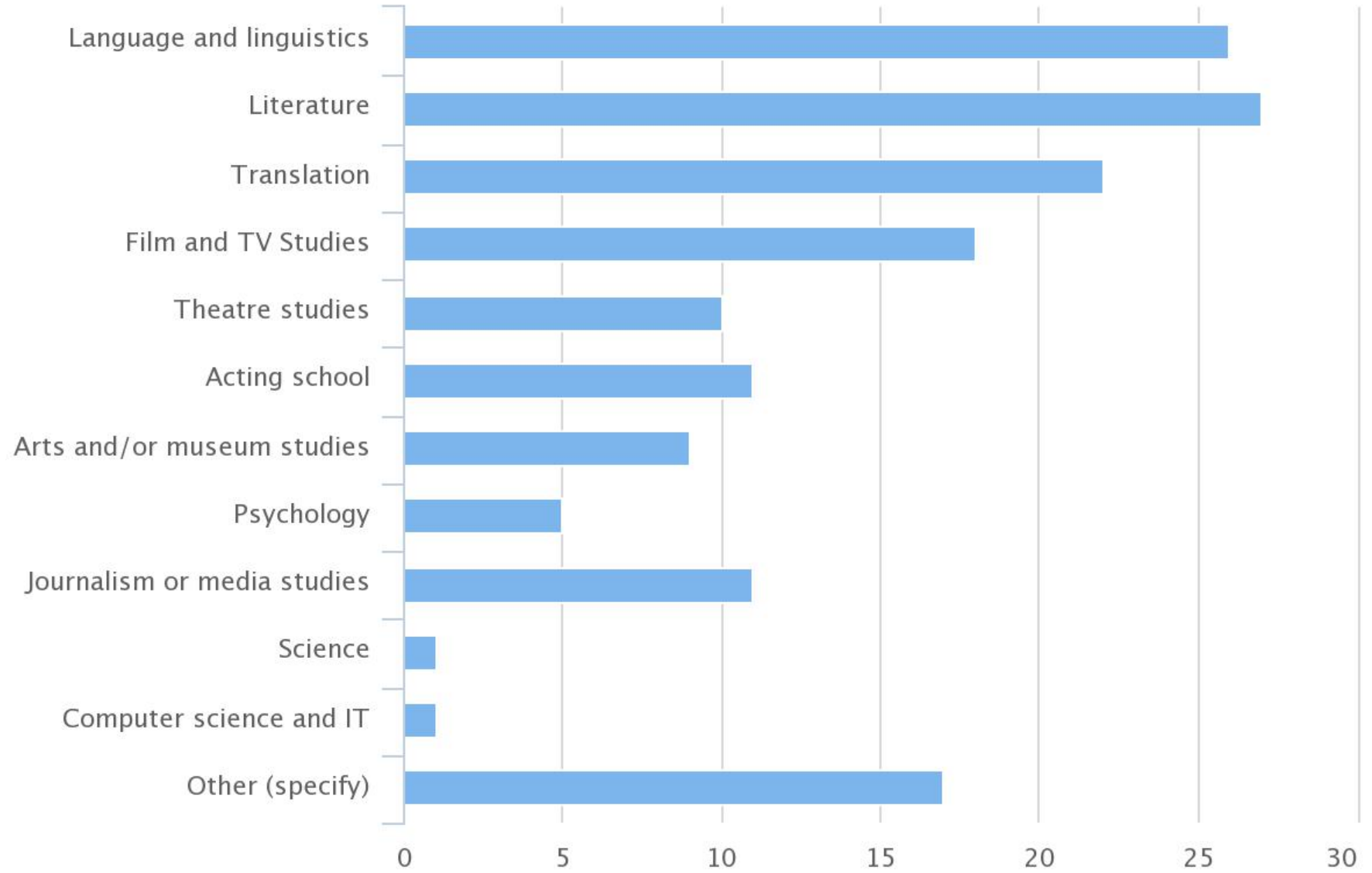


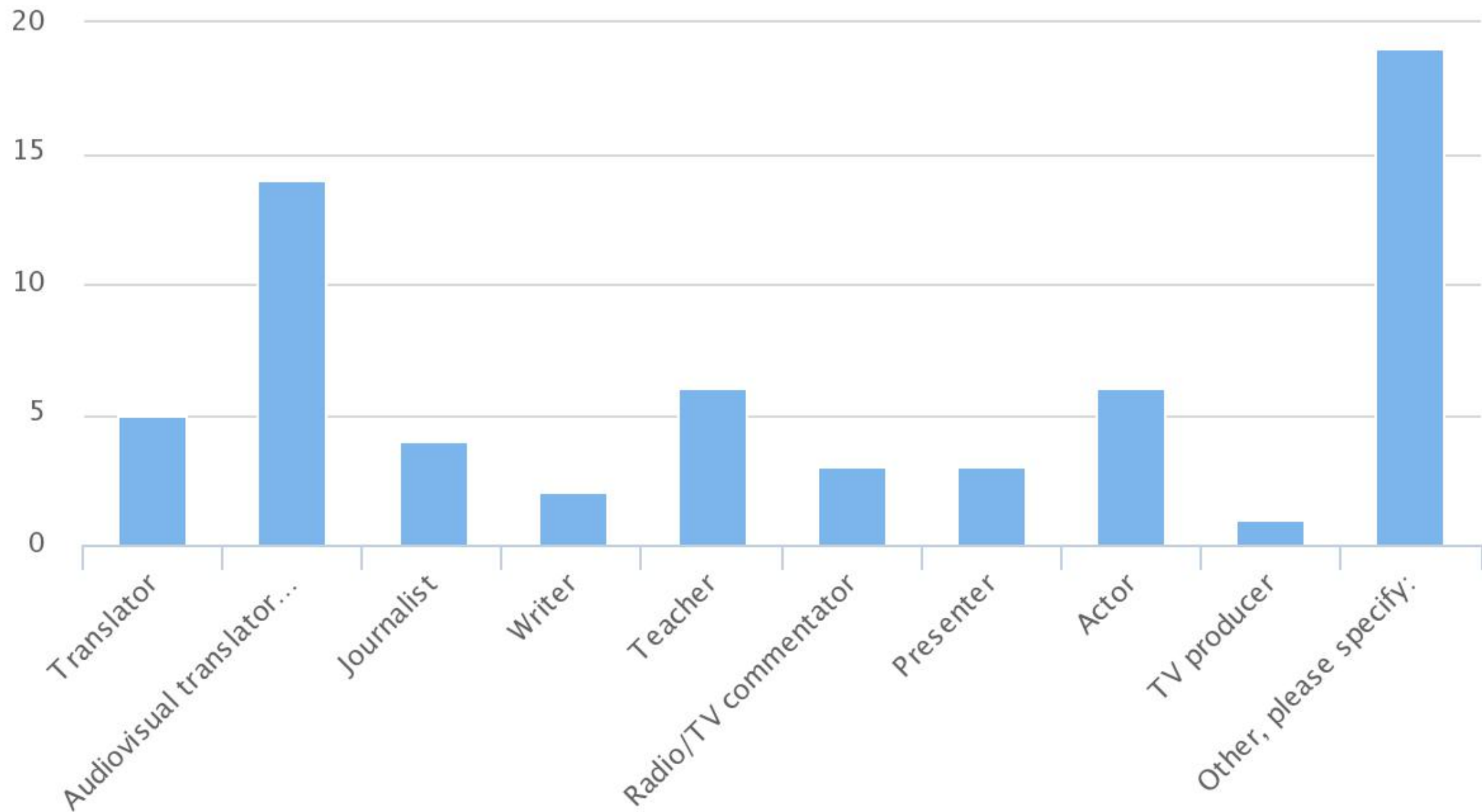
Training

- Nearly all respondents (N = 65) have had training and have specialized in at least one AD type
 - 75% film AD
 - 65% TV AD



Origins

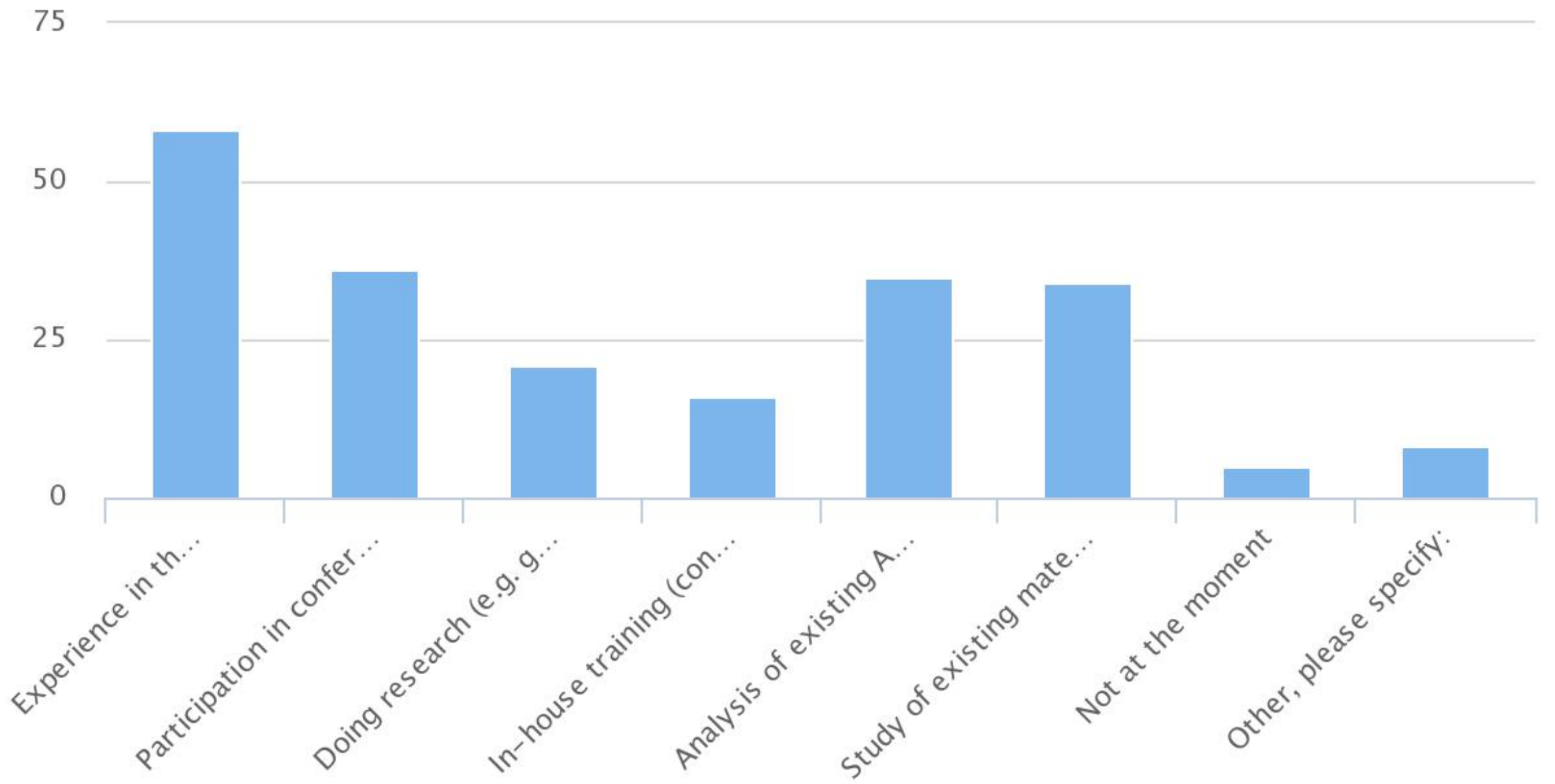






Improving competence



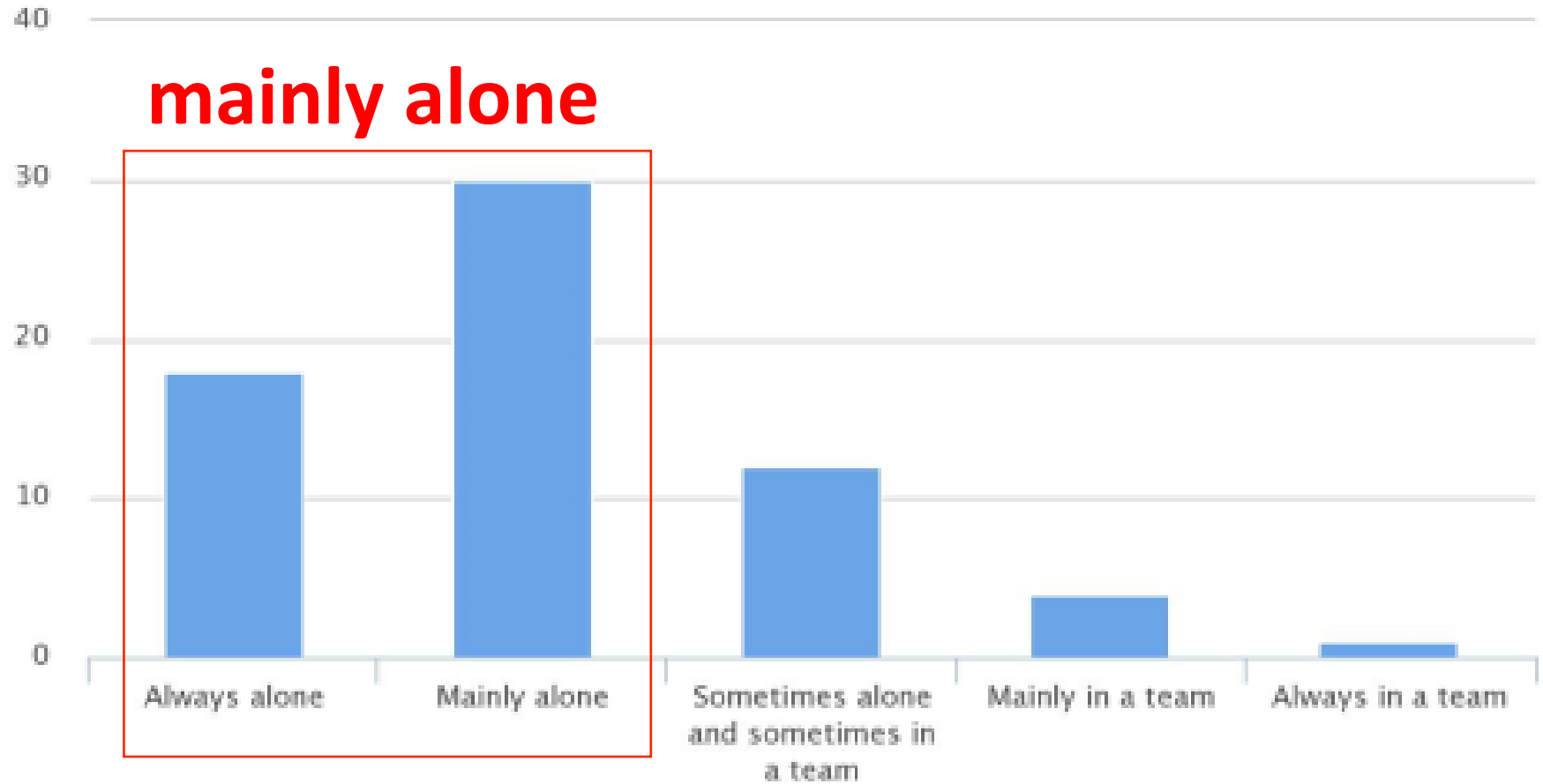




Interaction

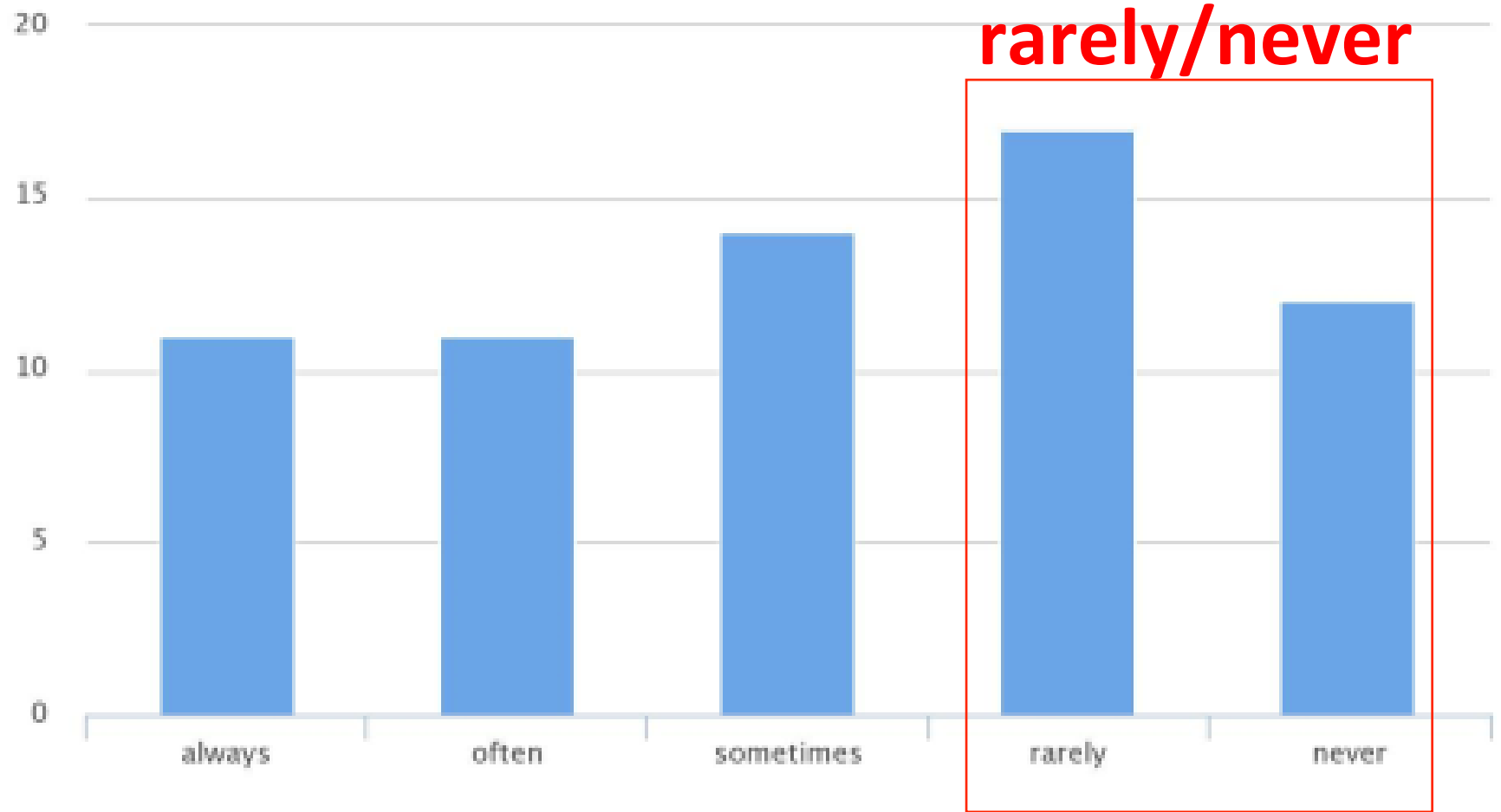


Interaction with peers





Interaction with PSL





Limitations

- Mixed respondents (nationality)
- Limited sample (N = 64)



Concluding remarks

- Still too much focus on film and TV?





Concluding remarks

- Training is important





- Focus on specialized competences

Concluding remarks





Concluding remarks

- Stronger link between professionals and blind associations





- Disseminating academic results in the professional world is worthwhile!

Concluding remarks





More on:
www.adlabproject.eu/

Thank you! Elisa Perego, epereo@units.it

