The role of ideology on the audio description process

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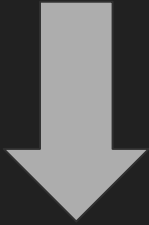# Objectivity and ideology

- Objectivity
  - Guidelines
  - WYSIWYS
- Perception & ideology:

Merriam-Webster: a manner or the content of thinking characteristic of an individual.

Ideology and language

The lens through which we see the world

↓

Linguistic choices: language is not neutral

Research question

Can we be objective when we face…

- Sensitive content?
- Ideological content?

Does describers' ideology influence AD strategies?

Ideology in Translation

- Ideology does influence translation strategies

  (Naranjo, 2022; Meseguer, Rojo & Oliveira, in press)

- Strategies (Meseguer, 2015, 2018, 2022)
  - Self-censorship: omissions, attenuations
  - Re-writing: additions, inadequacies

Methodology

- 109 participants:
    - Last year translation students
    - Trained in AVT and AD
- Procedure: online form
- 14 images depicting diversity and minorities:
    - Disability
    - Sexual diversity and gender pluralism
    - Sexual violence
    - Ethnicity
- 2 min./image

Ideology questionnaire

- To allocate participants in the ideological spectrum
- 20 items
    - Sexual/gender diversity
    - Political ideas
    - Religion

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- Not valid: 95 % left-wing (too homogeneous)
- AD STRATEGIES

Data & results

Image 1

A girl of about 6 years old is wearing pink glasses. She is missing a tooth and has a sticking plaster over her mouth. She is leaning on a school table on which there is a plate with several pieces of fruit and a fork. The girl is in a kindergarten class and she looks happy.

Image 1

Results image 1

Examples:

- Wheelchair
- Special needs
- Strabismus
- Illness
- Disability: 22.94 %

Disability		%
SELF-CENSORSHIP	**SUPP.**	59.63
	ATTEN.	-
REWRITING	**ADDIT.**	-
	INAD.	-

Image 2

A man is riding a motorbike. He has coloured hair and a red crest. He is dressed in a white T-shirt and a black leather waistcoat, with chains around his neck.

Image 2

Results image 2

Examples:

- Person: 20.18 %
- Boy/man/male: 26,61 %
- Feminine gender: 1 (0,92 %)
- Rainbow: 12.84 %
- LGBTQ: 1 (0,92 %)

LQTBQ elements		%
SELF-CENSORSHIP	SUPP.	84.40
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	26.61

Image 3

A woman wears a pink top with dark grey lettering on the chest and a dark grey hoodie. Her hair is tied back in a high ponytail, but some of the hair on the front of her head is loose. Her skin is light brown.

IMAGE 3

Results image 3

Appear.		%
SELF-CENSORSHIP	SUPP.	37.61
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	-

Ethnicity		%
SELF-CENSORSHIP	SUPP.	80.73
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	0.92

Body		%
SELF-CENSORSHIP	SUPP.	41.28
	ATTEN.	20.18
REWRITING	ADDIT.	-
	INAD.	-

- Tousled
- Dishevelled
- Dirty/old clothes
- Humble

- Dark skin
- Romani (Gypsies): 4.59 %
- No Spanish features

- Fat/ Overweight/ Obese (40 %)
- Strong
- Big/ corpulent

Image 4

In front of a brick building with a window, a man is wearing a black Kanga hat. He is brown-skinned, with a big nose and dark eyes. He is wearing a leather jacket and smiles subtly.

IMAGE 4

Results image 4

Appearance		%
SELF-CENSORSHIP	SUPP.	91.74
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	-

Health		%
SELF-CENSORSHIP	SUPP.	26.61
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	-

Ethnicity		%
SELF-CENSORSHIP	SUPP.	33.03
	ATTEN.	45.87
REWRITING	ADDIT.	-
	INAD.	0.92

- Dishevelled
- Old clothes
- Humble/slum

- Teeth: 68,81 %
- Could be addict
- Dark circles
- Old/sick

- Brown/dark skin/of colour: 45.87 %
- Black/ Mulatto: 21.10 %
- African-American

Image 5

A radical feminist is raising her fist. Her hair is pink, and her face is painted with the female sex symbol. She wears a purple scarf around her neck, and she has hair in her armpit. She wears glasses and big earrings. She seems to vote for the Communist Party.

IMAGE 5

Results image 5

Ideology		%
SELF-CENSORSHIP	SUPP.	16.66
	ATTEN.	-
REWRITING	ADDIT.	4.62
	INAD.	2.77

Underarm hair		%
SELF-CENSORSHIP	SUPP.	54.62
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	-

Shirtless		%
SELF-CENSORSHIP	SUPP.	16.66
	ATTEN.	-
REWRITING	ADDIT.	4.62
	INAD.	5.55

Examples:

- Gender violence
- Feminazi, radical feminist
- Feminist icon

Examples:

- Unshaven
- Hair in armpits

Examples:

- Naked, stark naked, almost naked

Image 6

There is a girl in a messy room. The girl, with black hair and fringes, has many tattoos and she is wearing a red bodysuit and a red bathrobe. There are several items on the floor: an open suitcase, a wooden box and other objects.

IMAGE 6

Results image 6

Sexual atmosphere		%
SELF-CENSORSHIP	SUPP.	9.25
	ATTEN.	-
REWRITING	ADDIT.	
	INAD.	21.29

Sex toys		%
SELF-CENSORSHIP	SUPP.	14.81
	ATTEN.	-
REWRITING	ADDIT.	2.77
	INAD.	-

Body		%
SELF-CENSORSHIP	SUPP.	63.88
	ATTEN.	-
REWRITING	ADDIT.	12.03
	INAD.	-

Examples:

- Sado Masochism
- Victim of trafficking in women

Examples:

- Vibrators, dildos
- Different objects

Examples:

- Large breasts
- Touching, caressing her breast
- Too many tattoos

Imagen 7

A black and white photo depicting 3 boys and a girl. Two of the boys are groping the young woman, who, from the look on her face, seems to be enjoying it. Another young man is sitting without looking at what is happening.

IMAGE 7

Results image 7

Violence/ submission		%
SELF-CENSORSHIP	SUPP.	66.65
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	13.88

Woman expr.		%
SELF-CENSORSHIP	SUPP.	92.59
	ATTEN.	-
REWRITING	ADDIT.	-
	INAD.	0.92

Unbot. jeans		%
SELF-CENSORSHIP	SUPP.	90.74
	ATTEN.	-
REWRITING	ADDIT.	1.85
	INAD.	-

Examples:

- They all interact with each other, sensual position
- 5.55% points to a abuse or rape

Examples:

- judging by the look on her face, she seems to be enjoying herself

Examples:

- Everyone is naked
- Unbuttoned, opened jeans

Image 8

A young man, with silver and dark grey eyeshadow and fuchsia lips. His blond hair is slicked back. The boy stares straight ahead, possibly looking at a camera.

IMAGE 8

Giuliana Farfalla

Results image 8

Examples:

- Person
- Boy
- Woman
- Adam's apple, masculine shoulders
- Woman with masculine traits
- Androgynous traits

Trans		%
SELF-CENSORSHIP	**SUPP.**	85.18
	ATTEN.	-
REWRITING	**ADDIT.**	6.48
	INAD.	2.77

Objectivity vs. sensitive content

- Ask protagonists? (Royal Holloway University; Thompson & Hutchinson, 2021)
- VIP's right to know?
- Visibility?

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Normativity and defaults

Defaults: what we assume a person looks like if we have no information about them (Royal Holloway: Thompson & Hutchinson, 2021; VocalEyes, 2020)

- ○ 'Robert is a non-disabled, white, cis-gendered man.'
- ○ 'Claire is a non-disabled, white, non-binary character'

Some suggestions

- Importance of CONTEXT
- Treated INDIVIDUALLY
- Integrated access (Fryer, 2018; Fryer & Cavallo, 2022): subjective, involving creators from the start.

Limitations and future research

- Exploratory study
- Students vs. professionals
- Different cultural/linguistic/religious backgrounds
- Process study:
  - Where do describers fix their attention?
  - Challenges when describing diversity?
- Reception study on mental images: what do participants imagine?

More questions than answers

- VIP's right to know vs. sensitive content?
- Sensitive language in cases of time constraints?
- Should diversity be openly addressed in all cases?
- Should we describe defaults?

Thank you

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