

**Advanced Research
Seminar on Audio
Description**

ARSAD 2023

**The multimodal configuration
of the audio description script:
A qualitative content analysis
of the meaning codes**

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Traducción para los medios
audiovisuales y accesibilidad · TRAMA

**arsad**))))
advanced research seminar
on audio description

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Overview

1. Aims
2. Audio description
3. Multimodality
4. Methodology
5. Analysis
6. Results
7. Conclusions

1. Aims

Aim 1. Explore the possibility of applying multimodality to audio description.

Aim 2. Delimitate the multimodal configuration of audio description scripts.

2. Audio description

□ Definition

Intersemiotic translation that makes audiovisual products accessible to blind or visually impaired people by means of a verbal narration that translates visual and acoustic elements.

3. Multimodality

□ Definition

The use of several semiotic sources or sign systems (modes) and the way they interact to create meaning.

3. Multimodality: meaning codes

ACOUSTIC CHANNEL	VISUAL CHANNEL
Linguistic Paralinguistic Musical Special effects Sound position	Iconographic Photographic Mobility Shot Graphic Editing

4. Methodology

- ❑ Selection criteria:

1. Availability: Netflix
2. Linguistic: AD in English (and Spanish?)
3. Temporal: 2021-2022

4. Methodology

- Audiovisual product: *Sky Rojo*



4. Methodology

- Audiovisual product: *Elite*



4. Methodology

- Audiovisual product: *Elite: Short Stories*



4. Methodology

- Audiovisual product: *Money Heist*



4. Methodology

□ Qualitative content analysis (QCA)

ACOUSTIC CHANNEL	VISUAL CHANNEL
Linguistic (L)	Iconographic (I)
Paralinguistic (P)	Photographic (PH)
Musical (M)	Mobility (MB)
Special effects (SE)	Shot (SHT)
Sound position (SP)	Graphic (G)
	Editing (ED)

4. Methodology

- ❑ Exploratory descriptive multimodal study.
 1. Exploratory study: multimodal analysis applied to AD.
 2. Descriptive study: corpus-based.
 3. Multimodal study: meaning codes.

5. Analysis

Elite (E1S4 - The New Order)

[54:33] A red-letter N (I) unfolds (MB) into a spectrum of colours (PH).

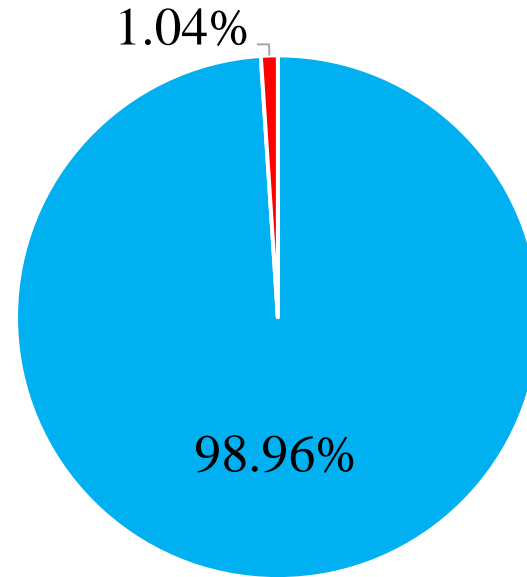
[54:29] Words (I) appear (MB): “A Netflix original series. A Zeta Studios Production” (G). In the Club del Lago (ED) Guzmán breathes heavily (P).

POLICE OFFICER: Guzmán. Guzmán. I need to ask you a few questions. What happened?

[54:12] Through the windows behind him (SHT) fireworks irrupt (SE) in the night sky (ED).

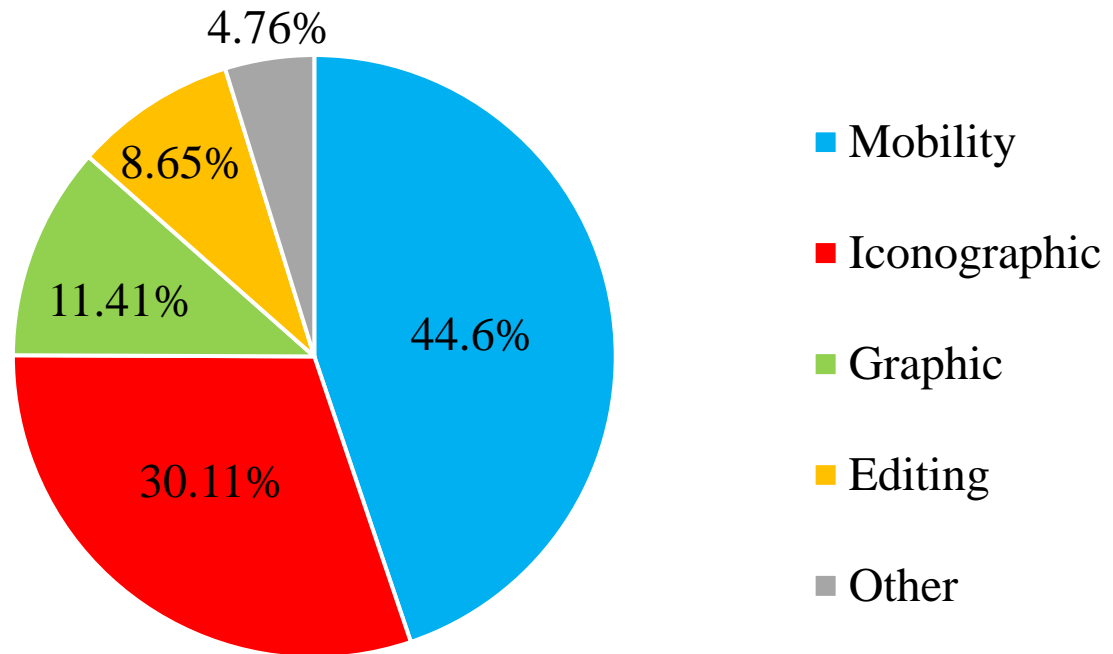
POLICE OFFICER: Look, I need you to tell me what you saw here tonight. What happened?

6. Results



■ Visual channel ■ Acoustic channel

6. Results



6. Results

ACOUSTIC CHANNEL

- Tendency not to incorporate acoustic information.
- Rare appearance of paralinguistic and special effects codes

Multimodal explanation



6. Results

VISUAL CHANNEL

- AD privileges movement and iconography.
- Moderate use of editing and graphic codes.
- Rare use of other codes.



Multimodal explanation

7. Conclusions

- ❑ Multimodal analysis based on meaning codes is valid to study audio description.
- ❑ The multimodal configuration of audio description comprises visual information: movement, iconography, editing, and graphic signs.
- ❑ Limitations and multimodal explanations.
- ❑ Research potential to be used by other methodologies.



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Thank you for your attention!

