

The challenges of existing Thai Audio Description guidelines

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Topics

- **Background of AD for television in Thailand.**
- **The challenges of existing Thai Audio Description guidelines.**
 - The challenges of implementation of AD principles from the perspective of Thai audio describers.
 - Suggestions for developing AD knowledge.
- **Conclusions**

Sieng (Audio) **Banyai** (describe) **Parb** (visual)

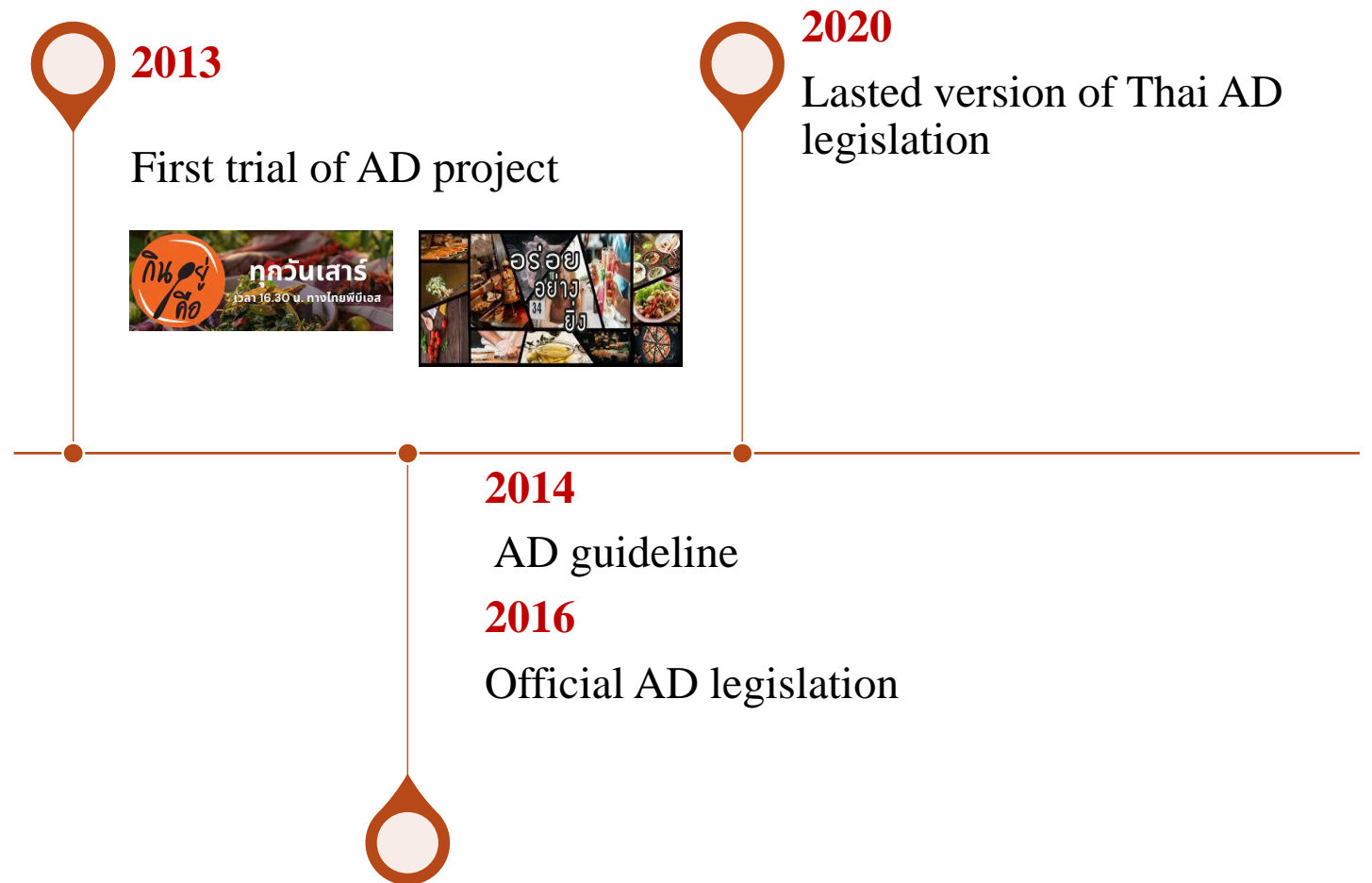


The advancement of audio description for television in Thailand

In 2022, Thai visually impaired people 187,546 (registered)
source: dep.go.th/

Thai population: 66,090,475

<https://www.prachachat.net/general/news-1184414>



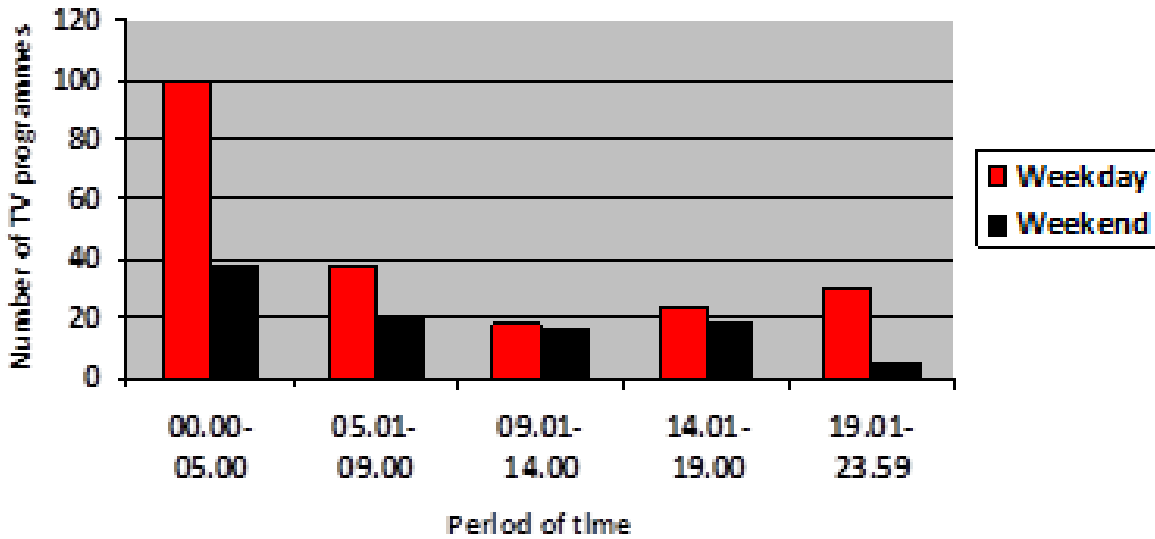
Amount of airtime services for AD

(NBTC, 2020)

Types of TV stations	Year 1 (minutes)	Year 2 (minutes)	Year 3 (minutes)	Year 4 (minutes)	Year 5 (minutes)
Public TV	30	30	60	60	60
Commercial TV	30	30	30	60	60

Issue of inappropriate time

The number of Thai TV programmes with AD in different on-air period on weekdays and weekends.



DTT Guide Application : Weekday on Wednesday 7th April, Thursday 8th April, Friday 9th April, Monday 10th April, and Tuesday 11th April, and weekend Saturday 9th April, Sunday 10th April.

Issue of variety of programmes

The comparison between non-fictional programmes and fictional programmes with AD on weekday and weekend.

Genre / Number of programmes	Non-fictional programmes (Documentary, Magazine on TV, Demonstration programmes)	Fictional programmes (Series, Sit-com, Serials, Cartoon)
Weekday 7 th April 2023	32	8
Weekend 8 th April 2023	43	7

*Rerun

Title	Affiliation	Author	Year	Types of guidelines
A: Thai Audio Description Guideline	The National Institute of the Blind for Research and Development	Janevatchararuk	2014	AD practical guideline
B: The AD guideline for Thai television	The Faculty of Journalism and Mass Communication, Thammasat university	Karuchit et al.	2015	AD academic guideline
C: Guidelines for the preparation of Sign Language, Closed Captioning, and Audio Description	The Office of the National Broadcasting Telecommunications	Karuchit et al.	2017	AD legislation guideline
D: The AD guideline of Thai PBS	Thai public broadcasting service (Thai PBS)	Inthanan	2018	AD practical guideline

A: Thai Audio Description Guideline

This guideline stands for non-interpretative style of AD.

The National Institute of the Blind for Research and Development (2014)

C: Guidelines for the preparation of Sign Language, Closed Captioning, and Audio Description

* Didn't mention about the issues of interpretation or non-interpretation.

The NBTC (2017)

B: The AD guideline for Thai television

This guideline offers two styles of AD: non-interpretative description and interpretative description.
(sense of providing priority for non-interpretation)

The Faculty of Journalism and Mass Communication, Thammasat university
(2015)

D: The AD guideline of Thai PBS

This guideline offers two styles of AD: non-interpretative description and interpretative description.
(sense of providing priority for non-interpretation)

Thai PBS (2018)

**2 focus groups of
Thai audio
describers**

**The challenges of
implementation of AD
principles of audio describers**

- Pre-script writing
- Script-writing

**Suggestions for
developing AD
knowledge**

The challenges of using AD principles in the step of pre-script writing.

(Identifying sound gap / Selecting elements)

Providing AD in between conversations.

- It works in general, but it can't apply for all cases.

Didn't place AD overlap dialogue and SFX.

- Can't apply for all cases. (* the case of fictional programmes)

Suggestions

The challenges of using AD principles in the step of **pre-script writing**.

- Context
- Congruence
- Complexity

(Borg, 2013)

1. Focus on context

- Sounds (*Function)

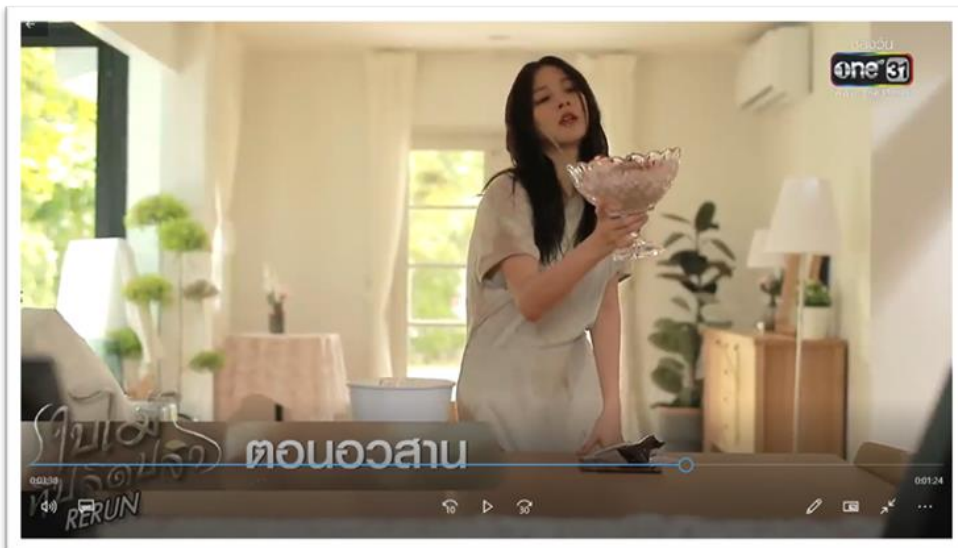
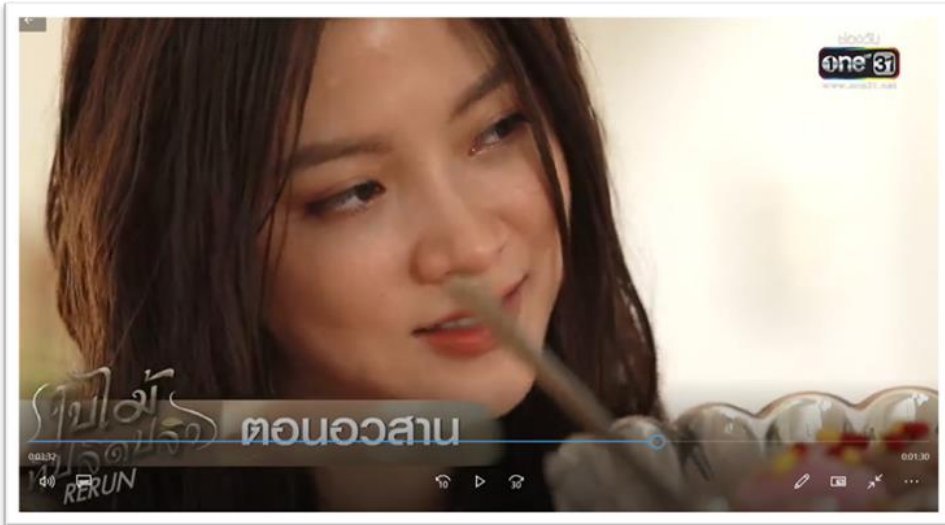
2. Focus on complexity (narration)

- Synopsis
- Camera shot
- Editing

3. Focus on congruence

- Congruence VS. Incongruence
between physical actions and emotions.

Incongruence between physical actions and emotions.



Congruence between physical actions and emotions.



The challenges of using AD principles in the step of script writing

Avoiding interpretation.

- Unclear definition of interpretation
“Summarisation “Interpretation””.

The guidelines for using words
(concise, precise, no technical term of
production)

- Too board
- No clarity about what kinds of words can be used to make BVI understand.

Suitable amount of AD

- No clear about the suitable amount of AD.

Suggestions

The challenges of using AD principles in the step of **script writing**.

Suitable AD for Thai language
about **4-5 syllables** per second.

Study about BVI sound's
interpretation.
(Different level of understanding of
each emotion)

The selection of AD styles
depending the situation.



The **literal description** might be suitable to apply for conveying the facial expression of acting in a comedy scene.



The **literal description** might be suitable to convey the level of emotions when characters change their positions or movement. For instance, she cries until collapses on the floor.

However, **the literal description** might not be suitable to describe physical actions of some emotions (fear, disgust, or contempt).

Conclusions

Main Challenges

- Jump to the method for describing visuals.
- Overlook the importance of sounds
- Focus on binary opposition concept between non-interpretative description or interpretative description.
- Lack of concentration on the relationship between AD and soundtracks.

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Thank you so much
Q and A 😊

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