

What makes a **Brazilian** audio description a **Brazilian** audio description?

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Project Timeline

2019- 20 years of AD in Brazil

August 2020- Jan 2023 - “Brazilian women in audio description”

Research on the pioneers in audio description in Brazil (07 women)

1st part

Interviews with five AD practitioners (scriptwriters, narrators, producers).

2nd part

Interviews with two AD researchers.

First results

Presentations in conferences.

Article and chapter published: TradTerm, E-health na Prática.

What makes a Brazilian audio description a Brazilian audio description?

Characteristics of a Brazilian audio description:

Interviewees' perspective

Researcher's perspective

Characteristics of a Brazilian AD

Social and cultural aspects: friendship, freedom, and passion.

“I guess that the characteristics of this Brazilian audio description might be related to the myth of the Brazilian cordial man. The friendly man, who is warm and close. I think that the audio description we do in Brazil has a bit of this. The characteristic of telling a history, of printing in the narration a colorful and involving tune, which brings the person inside the work.” (AD 02)

Characteristics of a Brazilian AD

“I can say, in general, that Brazilian audio description is freer. And as for me, art should not serve to anything, I think our audio description wonderful because it is free. In my point of view audio description is a creation, an artistic recreation. So, we have a very wealthy AD.” (AD 04)

Notes

Pioneers' view- AD reflects social and cultural aspects of a language.

Brazil is considered a friendly country, and the Portuguese language allegedly reflects the tropical affection of Brazilians.

Sociolinguistics- Language and society are directly connected, and a language's diversity should be considered. There is no ranking of idioms, all of them have their differences and complexities.

Consultants

“We review our practice all the time. Because I listen all the time to what people with disability think, the consultants.” (Audio describer 01)

“The consultant is highly present, and his feedback when reviewing will help us to build a better thing and make us better audio describers. This feedback allows us to become better scriptwriters and narrators”. (Audio describer 03)

“I guess the protagonism of visually impaired people differentiates us from the rest of the world in the audio description”. (Audio describer 06)

Notes

AD researchers and practitioners from different countries and continents consider users as protagonists in their projects.

Projects developed in TransMedia Catalonia Research Group.

ARSAD and M4All- professionals, researchers and users.

Fryer, L., (2016). *An introduction to audio description. A practical guide.* London: Routledge.

Romero-Fresco, P. *Accessible Filmmaking: Integrating translation and accessibility into the filmmaking process.* Routledge. 2019.



Some conclusions

Women are responsible for the implementation of AD in Brazil.

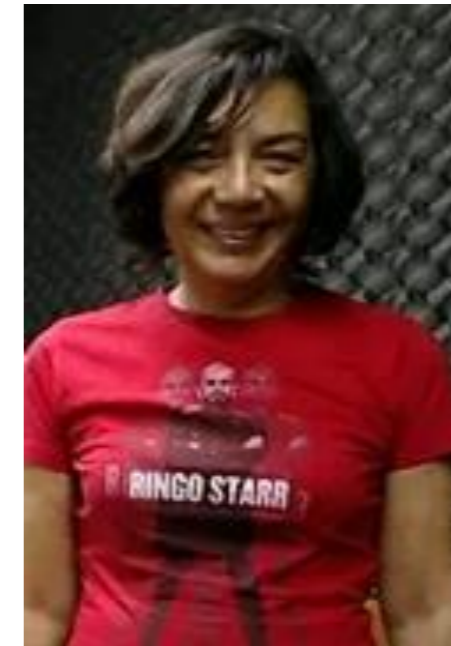
Social inclusion in Latin American countries is delegated to women. The state doesn't take responsibility for equality and diversity.

The artistic, humanistic, and individualistic perspectives of AD.

“Maybe the feminine spirit is more powerful in this way: willing to have more successful children, willing that humanity improves and offers better living conditions, and to create the same opportunity that sighted people have”. (Audio describer 04)

Pioneers in AD:

Livia Motta, Mimi Aragón, Lara Pozzobon, Kemi Oshiro, Bell Machado, Vera Santiago, Eliana Franco



References

LABOV, W. (2003). Padrões Sociolinguísticos. São Paulo: Parábola Editorial.

VILLELA, L. Marcelino; MACHADO, I. P (2021). Entrevista com Isabel Pitta Machado. *TRADTERM*, v. 40, 448-460.

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