

ENACT workshop on media accessibility (19 March 2025)

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# Easy-to-understand language

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Anna Matamala

[anna.matamala@uab.cat](mailto:anna.matamala@uab.cat)

TransMedia Catalonia / AccessCat

Departament de Traducció, d'Interpretació i d'Estudis de l'Àsia Oriental

Universitat Autònoma de Barcelona

**UAB**

Universitat Autònoma  
de Barcelona

TRANS  
MEDIA  
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# Overview

1. Terminology: what are we talking about?
2. A selection of recent projects

# Terminology

Easy-to-Read

Easy Read

Easy Reading

Easy Language

Easy Language  
Plus

Plain Language

Simple (English)

Basic (English)

Clear  
communication

Clear writing

Simplified  
language

Controlled  
language

# Easy-to-understand languages

- Easy-to-understand languages: “any language variety which enhances comprehensibility” (ISO/IEC 23859: 2023).
- From Easy-to-Read (Easy Language) - reading & comprehension difficulties for any reason

... to Plain Language.  
(Christiane Maaß, ISO standard)

# Top tips to feel better during the coronavirus pandemic

## Easy read information



During this coronavirus pandemic, you may be feeling a lot of different emotions.

This is okay.



We all have different ways of coping.



These tips may work for different people at different times.

Source:  
<https://www.inclusion-europe.eu/wp-content/uploads/2021/01/Easy-read-Top-Tips-V3-271120.pdf>

## ✘ Before

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Medicaid: Apply if you are aged (65 years old or older), blind, or disabled and have low income and few resources. Apply if you are terminally ill and want to receive hospice services. Apply if you are aged, blind, or disabled; live in a nursing home; and have low income and limited resources. Apply if you are aged, blind, or disabled and need nursing home care, but can stay at home with special community care services. Apply if you are eligible for Medicare and have low income and limited resources.

## ✔ After

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You may apply for Medicaid if you are:

- Terminally ill and want hospice services
- Eligible for Medicare and have low income and limited resources
- 65 years old or older, blind, or disabled and have low income and few resources and:
  - Live in a nursing home
  - Need a nursing home care but can stay at home with special community care services

Source:

<https://www.plainlanguage.gov/examples/before-and-after/medicaid-eligibility/>

# Some projects: EASIT (2018-2021)



Inspired by Bernabé-Caro & Orero

- Can we apply E2U language to audiovisual media?
  - Easy audio description
  - Easy subtitling
  - Easy news

Erasmus + Strategic Partnerships in  
Higher Education.

2018-1-ES01-KA203-05275

2018-2021

# EASIT: webs.uab.cat/easit

## Easy Access for Social Inclusion Training (EASIT)



EASIT is a project on making information **easy to understand**.

You can make information easy to understand

using Easy-to-Read language

and Plain Language.

EASIT is the short form for **Easy Access for Social Inclusion Training**.

The project started on 1 September 2018

### EASIT Platform



Co-funded by the Erasmus+ Programme of the European Union 

[Disclaimer](#)

**Download the**  
[EASIT fact-sheet.](#)



# Platform

EASIT

WHO WE ARE CONTACT

Easy Access for Social Inclusion Training (EASIT)

READ ME FIRST

UNIT 1.  
MEDIA ACCESSIBILITY

UNIT 2.  
EASY-TO-UNDERSTAND  
LANGUAGE

UNIT 3A.  
E2U AND SUBTITLING

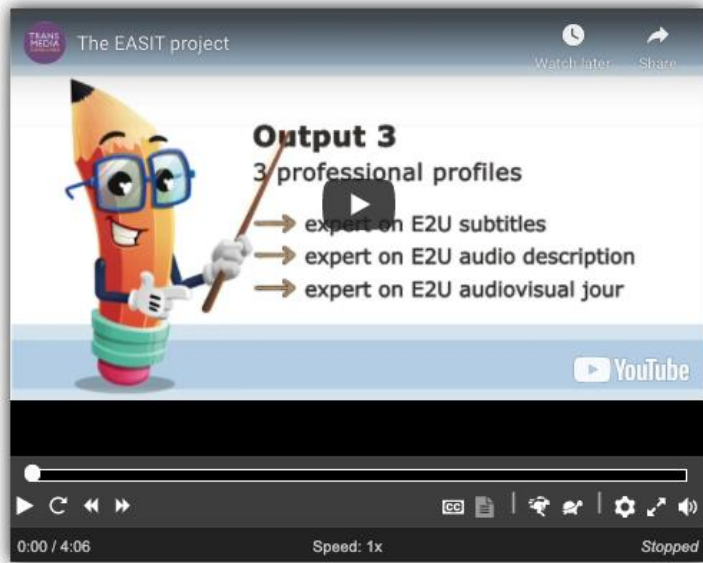
UNIT 3B.  
E2U AND AUDIO DESCRIPTION

UNIT 3C.  
E2U AND AUDIOVISUAL  
JOURNALISM

UNIT 4.  
THE PROFESSION



## The EASIT project



DOWNLOAD

**Copyright and disclaimer:** The project EASIT has received funding from the European Commission under the Erasmus+ Strategic Partnerships for Higher Education programme, grant agreement 2018-1-ES01-KA203-05275.

The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project website <https://pagines.uab.cat/easit/en>

[transmediacatalonia.uab.cat/easit](https://transmediacatalonia.uab.cat/easit)

# The WEL project (2023-2026)



“From written to oral texts in Easy Language:  
easy audios in cultural visits and video games”  
(Carme Mangiron & Anna Matamala, UAB)

PID2022-137058NB-I00, funded by MICIU/AEI/  
10.13039/501100011033 and FEDER/UE.

<https://webs.uab.cat/wel/>



# Other projects by colleagues

train  
toalidate



# ENACT

Easy-to-Understand News for  
Collaborative Transformation



Co-funded by  
the European Union

# Good resources

- Easy-Plain-Accessible series by Frank & Timme

<https://www.frank-timme.de/de/programm/reihe/easy-plain-accessible>

- González-Sordé, Mariona; Matamala, Anna (2023) [Empirical evaluation of Easy Language Recommendations: a systematic literature review from journal research in Catalan, English, and Spanish](#). *Universal Access in the Information Society*. <https://doi.org/10.1007/s10209-023-00975-2>

# MAP, mapaccess.org

→ ↻ 🏠 🔒 mapaccess.uab.cat

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**MAP** media accessibility platform

ABOUT ▾ ACCESSOMETER ▾ RESEARCH ▾ TRAINING ▾ MODALITIES ▾ EVENTS ▾ NEWS

## Welcome to MAP

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

[Read more](#)

### PROJECTS

**La accesibilidad sensorial en la universidad española. Necesidades actuales y soluciones para el futuro**

Project duration **2022-2024**

Leading Institution **Pompeu Fabra University**

Funding bodies **Spanish Ministry of Science and Innovation**

Modalities **Media Accessibility**

### LATEST NEWS

21/05/2022 **[LEAD-ME Summer School](#)**

21/05/2022 **[GAAD 2022 at TransMedia Catalonia](#)**

21/05/2022 **[Open Call for LEAD-ME short-term scientific mission](#)**

21/05/2022 **[CFP: Green Digital Accessibility](#)**

21/05/2022 **[CFP: ARSAD 2023](#)**

21/05/2022 **[CFP: Media for All 10](#)**

May 2023						
Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

### PUBLICATIONS

**La trayectoria de TransMedia Catalonia en el ámbito de los videojuegos. Formación, investigación y transferencia**

Type **Conference Proceedings** Year **2014**

Author(s)

Modalities **Localisation**

### TRAINING COURSES

**Curs d'especialització en innovació en accessibilitat en la informació, tecnologies i comunicació**

Course Type **University Course** Year **2023-2024**

University **Autonomous University of Barcelona**

Modalities **Accessible Filmmaking**

### EVENTS

**1st International conference on didactic audiovisual translation and media accessibility**

Type **Conference** City **Madrid**

Date **22/03/2023, 23/03/2023, 24/03/2023**

Modalities **Audio Description, Subtitling for the Deaf and Hard of Hearing, Voice-over**

# Challenges

- Terminological and conceptual fuzziness.
- Diverse status across Europe (Lindholm& Vanhatalo 2021).
  - Types of documents
  - End users
  - Degree of simplification
- Written, audio and audiovisual.
- Balancing comprehensibility and acceptability (Maaß).
- Lack of scientific research to support some guidelines.
- Not only about language but also about presentation.

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