

# Exploring the Audio Description of Humour - A Multimodal Corpus Study in the Chinese Context

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## Context and Aim

- High demand for AD of humour
- AD of humour is a tricky issue



To figure out the complicated translation process involved and the current norms of audio describing humour in China

## Methodology: Multimodal Corpus

- Elan software (video source);
- Five comedy films audio described in Chinese offered by five leading and reputable AD production groups in China;
- Annotation model
- Quantitative descriptive analysis & in-depth discussion of typical examples

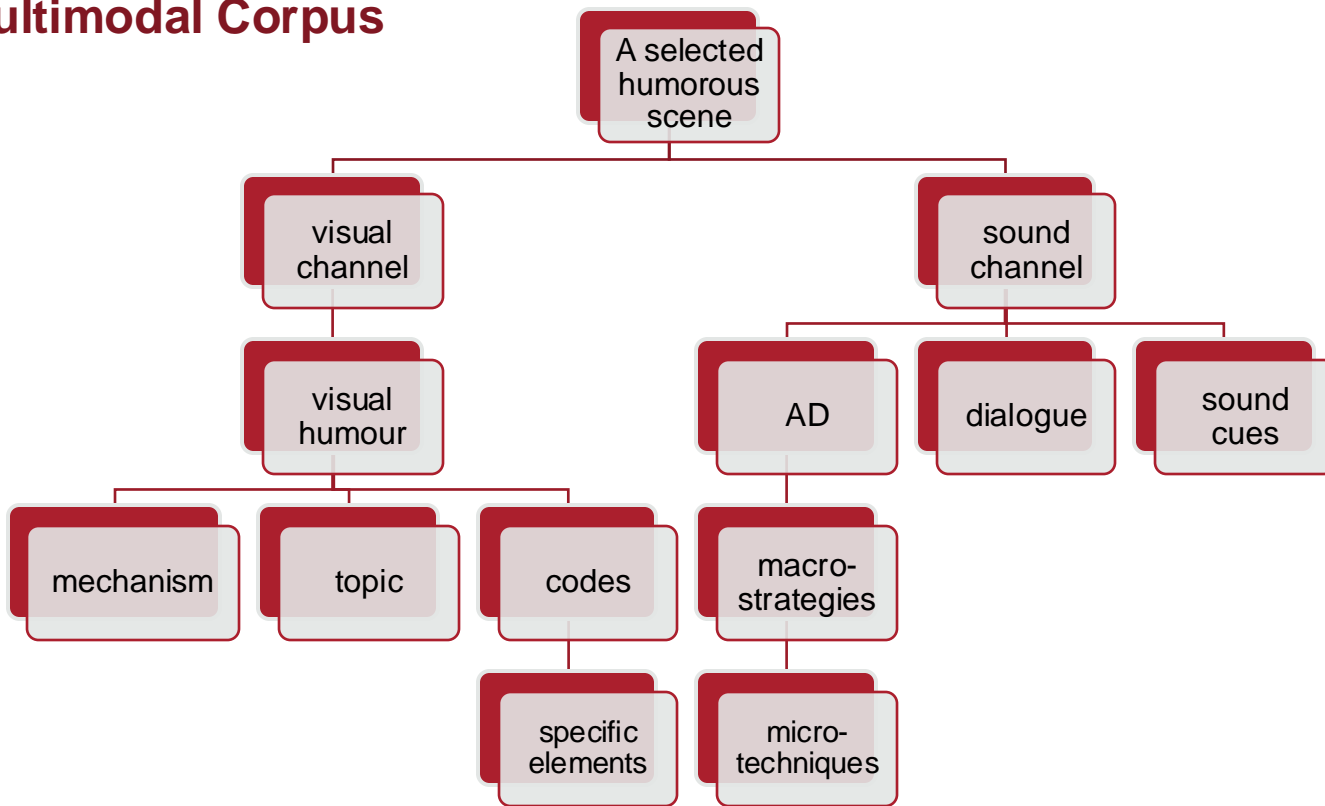


Figure.1 Structure of the annotation model, inspired by Pai (2017)

## Results and Findings

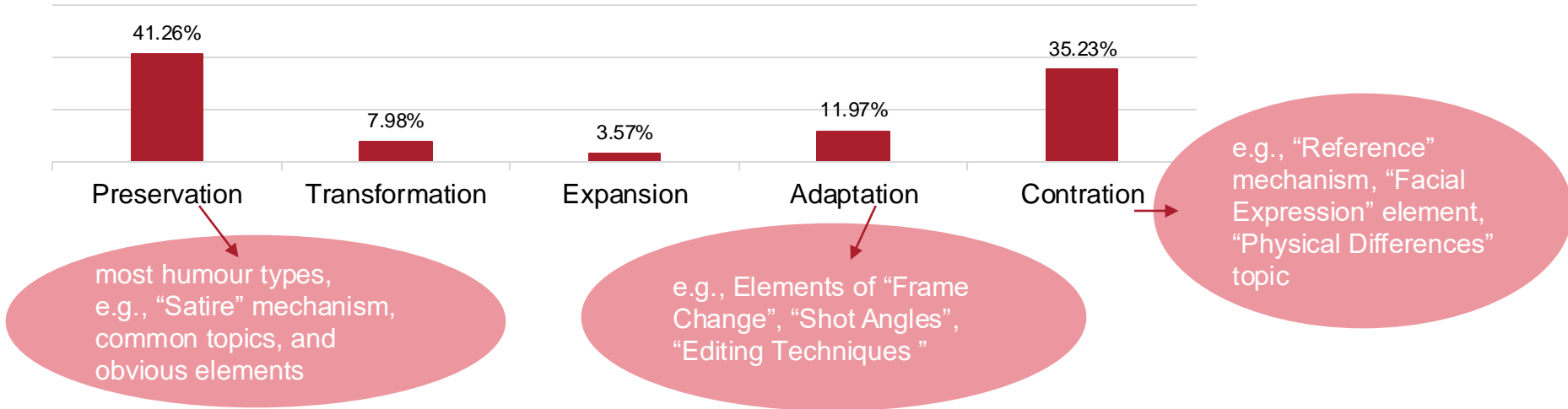


Figure.2 Macro-strategies (Pai 2017) of AD and their preliminary relationships with visual humour

- Despite the source-oriented approach dominating the AD of humour, other approaches make significant contributions, influenced by visual humour types and sometimes by sound cues (e.g., silence)
- “film story narration” over “humour conveyance”