

8th Live Subtitling and Accessibility Symposium Barcelona, 19 April 2023

REACHING MARS opportunities for formal and informal training

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SWISS **TXT**




REACHING MARS - agenda

- THEORY

- Accuracy and Speed
- Verbatim and Sensatim
- Diamesic Skills

- MARS

- Algorithm
 - How it works
- 

Accuracy

- Which criteria determine quality?

- Faithfulness > deaf audience must read what hearers hear.
- Accessibility > subtitles must be easy to use by specific target audience.


(Apone, Brooks, and O'Connell 2010; Eugeni 2008, 2009; Ofcom 2015; Romero-Fresco 2009, 2011, 2018)

Delay

- Which criteria determine quality?

- Faithfulness > words should appear word after word as close as possible to the original.
- Accessibility > words should appear in chunks when a sentence is complete.

(EBG 2014; Eugeni 2020; Mikul 2014; Romero-Fresco 2015; Romero-Fresco and Eugeni 2020)



Verbatim

- Which criteria determine what verbatim means?
 - Faithfulness > words should transcribe every single “word” and “sound” of the original.
 - Accessibility > as many plot-relevant words and sounds of the original, with disfluency omitted.

Sensatim

- Which criteria determine what sensatim means?
 - Faithfulness > as many plot-relevant words of the original as possible, with disfluency omitted.
 - Accessibility > subtitles that are easy to read and understand by the target audience.

Diamesic Skills

- LITTERATIM: phonemes of the original translated as graphemes.
- VERBATIM: words of the original translated as the same written words.
- SENSATIM: meanings of the original translated as different written words.
- SIGNATIM: non-linguistic events of the original translated as written words.

(Eugeni and Gambier 2023)

MARS - accuracy

- $100 - (\text{wrong characters} / \text{gross characters}) * 100$

(Intersteno 2002)

MARS - rapidity

MIN	1	2	ENG	4	5	6
1	148	151	154	157	160	163
2	164	168	172	176	180	184
3	180	185	190	195	200	205
4	196	202	208	214	220	226
5	212	219	226	233	240	247
6	231	239	247	255	263	271
7	250	259	268	277	286	295
8	269	279	289	299	309	319

MIN	1	2	ENG	4	5	6
9	288	299	310	321	332	343
10	307	319	331	343	355	367
11	328	341	354	367	380	393
12	349	363	377	391	405	419
13	370	385	400	415	430	445
14	391	407	423	439	455	471
15	412	429	446	463	480	497

wpm: 114, 125, 137, 148, 163, 184, 190, 196, 214, 229, 256,
264, 267, 284
(Intersteno 2002)

MARS – how it works

- www.reachmars.eu

REACHING MARS

Join us!

THANK YOU

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