Audio Description in Turkey

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AD in Turkey Today

- Accessibility is an issue but still not a major concern on the political agenda and there is a lack of large scale awareness at the level it is present in some European countries.

- The Audio Description Association (1365 members), the largest provider of AD, sign language interpreting and SDH services, was established by the end-users community itself to provide MA.

History of AD in Turkey

- Practices started at Boğaziçi University in 2006 Mithat Alam Film Centre

- The Association was established in 2010.

The General Scope of the Work of the Association

- The provision of AD on major channels (VOD), digital platforms, access through cellular service providers, contributions to international film festivals and the like.

- The Association actively struggles to raise awareness on MA issues.

- Reaching out to policy-makers, striving to set legal frameworks, raising awareness among the industry and working with researchers to establish a sustainable academic infrastructure for stable growth of AD practices.

The Quantity & Quality of the Work

- Working with industry stakeholders, end-users and regulators, the Association has vast experience in terms of 'end-users desires' in the Turkish setting.

- Thus the Association has been able to develop a quality assessment management system, a guideline for practices, and to form AD community of audio describers, technical experts, editors/evaluators in addition to a feedback network from end-users.

The Quantity & Quality of the Work

- Types of MA undertaken:
  - AD, Sign language interpreting, SDH.
- Work that has been completed up-to-date is as follows:
  - Channels that provide MA: Kanal D, TRT, Star TV, Show TV, Digiturk, Tivibu, Puhu TV, Fox.
  - Film festivals
  - Cellular Service Provider- Turkcell – My Dream Partner
  - Ballet, theatre, cinemas…

Facts and Figures

- **440.000 minutes** of AD provided thus far.
- There is an AD bank with different visual and audio visuals.
- **Training for AD's:**
  - Training starts with AD of fixed visuals.
    - For example AD of portraits, film posters, flowers, logos.
    - Currently more than 1000 examples.
  - Training is provided as 'guest trainers' at Universities.
    - 2 Universities currently provide '101 AD training'.
  - 6 months in-house training is provided for AD in films.

Quality Assessment Management System

- A 'guideline for best practices' has been written and is used as a guideline for training and AD.

  - This is constantly updated with new practices, experience and feedback.

- A community of AD's, technical experts, editors/evaluators and feedback network from end-users.

  - Constant feedback is provided through internet and sms.

What are the Guidelines?

- International standards are well-known and applied.

- The Turkish model includes some idiosyncracies that may be seen in other AD settings in different countries.

What are the Guidelines?

- A few examples of the differences:
  - Facial expressions are given in more detail when compared with for example English.
  - Vocalization techniques do include 'an emotive aspect', where the AD's do use vocal fluctuations, stress and intonation, slight accents and the like to deliver 'the feeling' behind the scene.
  - Turkish AD is delivered in the present continuous tense, past perfect simple tense.
  - The norm is «a good description fits seamlessly with the "audio," creating an organic whole». There are various techniques that Turkish AD's have developed for this.
  - New issues in the Guidelines: Could there be instances where the sound needs to be tuned down?

Feedback network

- +1300 people provide feedback.
- Feedback may be provided online or face-to-face, through an interactive forum.
- What sort of feedback do we recieve?
  - A few examples:
    - Slowing down camera shots.
    - What do to about generics when the film starts at the same time?
    - Could we slow down the visuals for some types of film (i.e. European cinema) to allow for longer AD.

The next steps

- The Association, academia, and translator associations are working together to place AD in the National Translation Standard (Level 6).
  - This is to be completed by end of June 2018

- The same actors will be writing a National Audio Describer Proficiency (Level 6)
  - This will include: what an AD does, how to test AD's, who is to test AD's, the type of testing.
  - Certification will be undertaken.
  - Standards will be set for AD as the standard and proficiency is written.

- The most important change will come with the Law on MA.

What needs to be done?

- International projects for the visibility of AD in Turkey, will allow the Association 'fighting ground' in Turkey.

- The Association should become a part of the academic and AD networks abroad to find supporters internationally to enable boosting of national support.

- Becoming a part of the 'network' is the next step. As is participation in this conference☺

THANK YOU FOR YOUR ATTENTION