

# **AUDIO DESCRIPTION STYLE AND FILM EXPERIENCE**

## **A RECEPTION STUDY**

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# PROJECT AND AIMS

- Reception study with blind and partially sighted viewers.
- Comparing **blind users' experience with different AD styles.**
- Comparing the **film experience of blind and sighted viewers.**
- Offering participants a **cultural activity** and the opportunity to **express themselves.**

**ONE FILM, THREE DESCRIPTIONS**

## KEY ASPECTS

- All three **AD** are **professional** and there are **differences only in the script**.
- **Similarities: one describer** to ensure same voice, same intonation... and same subjectivity.
- **Differences:** use of different AD and lexical and textual strategies at specific moments.
- **Denotative, cinematic** and **narrative AD style** treat **film language** differently and include it to different degrees.

# THE SHORT FILM

- **Nuit Blanche**, 2009, Arev Manoukian, Canada.
- No dialogues, visual effects, background music.
- Featured at the MMOMA, Moscow, 2011.
  - ⇒ Interesting for blind persons to get access to the short.
- [Click to film.](#)

# THE AUDIO DESCRIPTIONS

- Examples from the 3 AD: the denouement.

Denotative AD	Cinematic AD	Narrative AD
At <b>normal speed</b> . The woman <b>sits at the Café de Flore</b> and smiles, looking at the man. He <b>stands on the other side</b> of the street with his <b>hat</b> on his head and his <b>briefcase</b> in the hand, <b>looking at her</b> .	The <b>frame passes beyond</b> their lips and <b>returns to reality</b> , at normal speed. The woman sits at the Café, smiling, and the man stands on the other side of the street. <b>They look into each other's eyes.</b>	Suddenly, <b>everything goes back to reality</b> . <b>The wind blows</b> and the woman sits back at the Café, smiling. The man stands on the other side of the street and they <b>look into each other's eyes</b> .

# **RECEPTION STUDY**

# SESSIONS

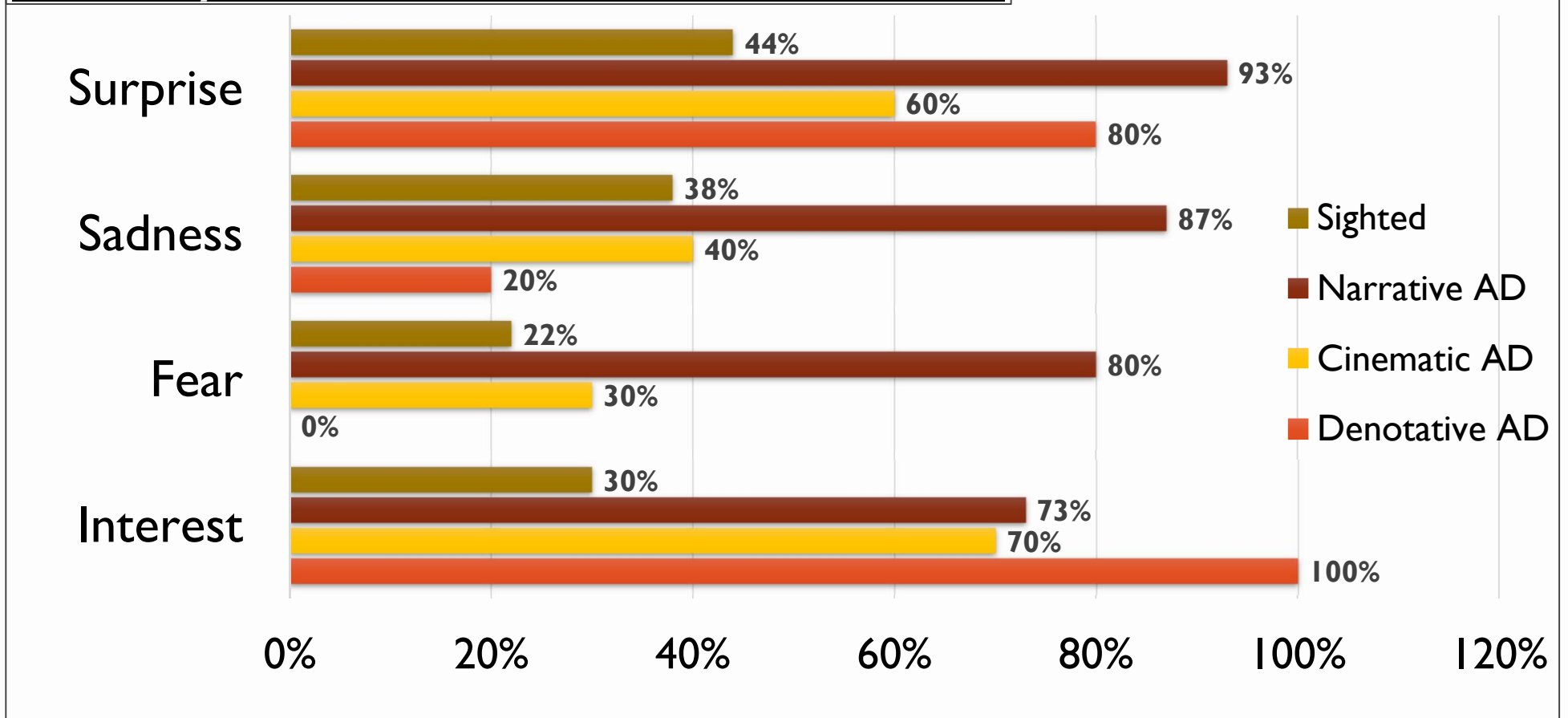
- Collaboration with **ONCE Catalunya**. Held at different ONCE agencies.
- Previously, a total of 100 sighted viewers had watched the short and answered the questionnaire online.
- **35 blind participants**. Groups of 2 to 4 participants at a time.
- Each group listens to one AD version.
- **Individual answers** to questionnaires.
- Participation in a **group discussion**.



# **STUDY RESULTS**

# EMOTIONAL RECEPTION

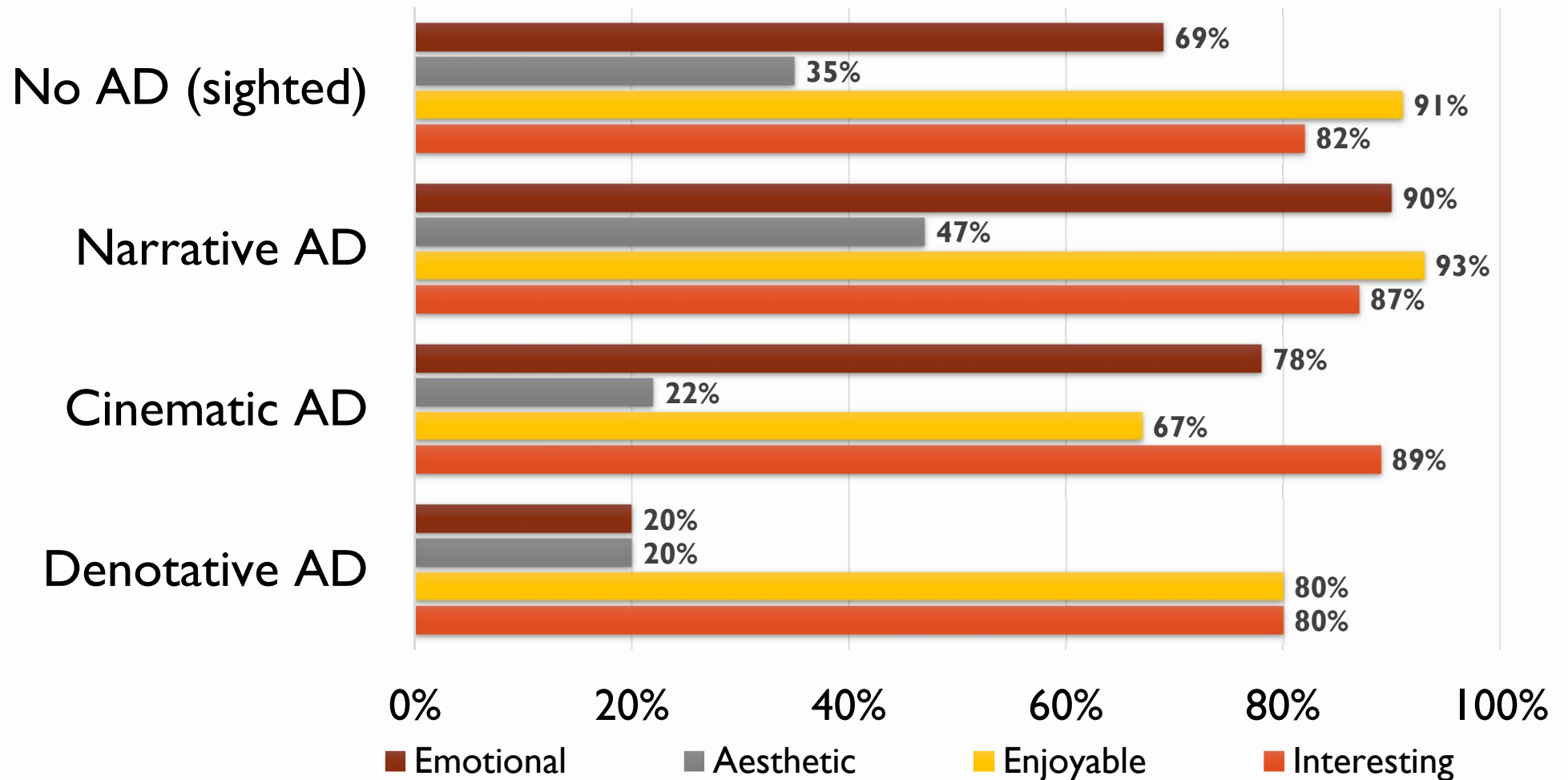
What did you feel when the car crushed into the man



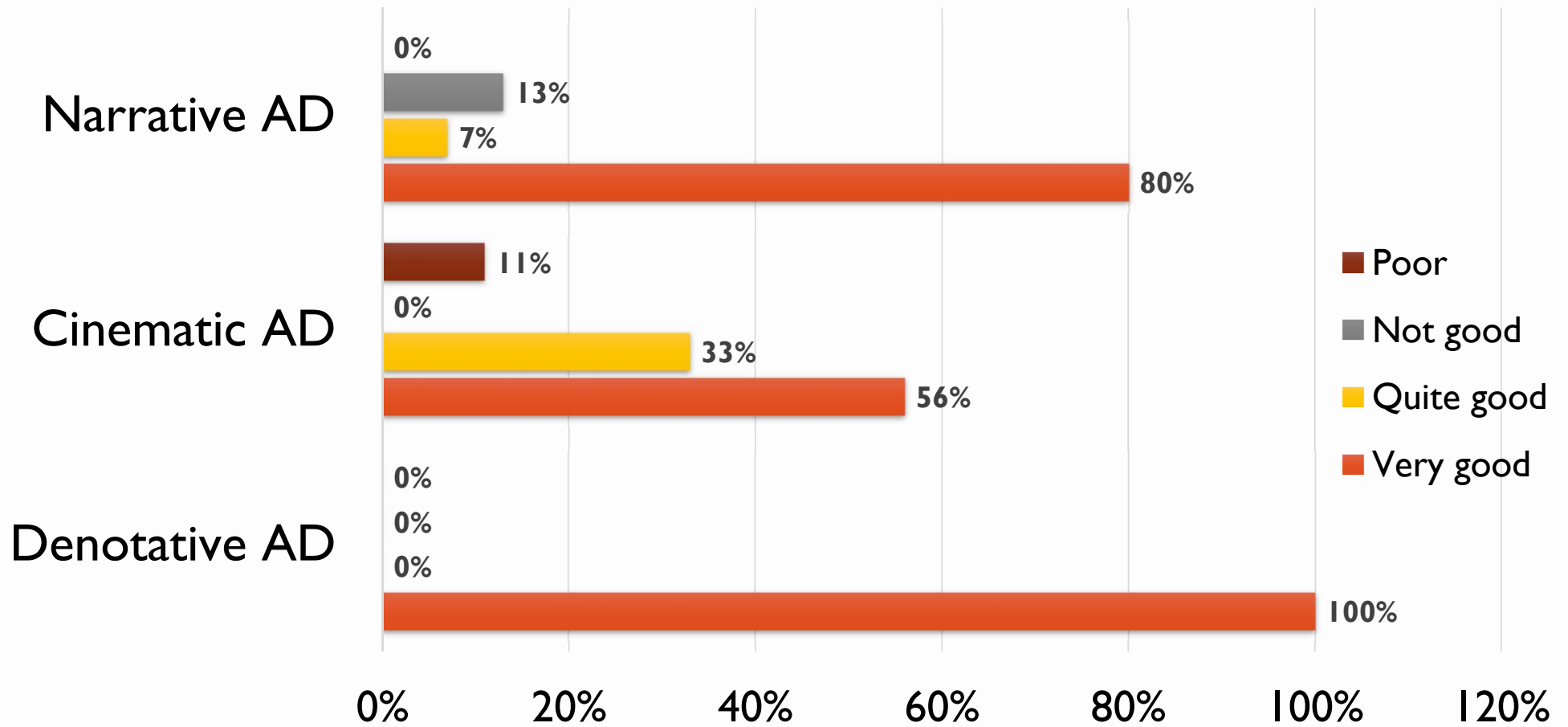
# SHORT FILM INTERPRETATION

- **“The accident”** misinterpretation.
- **Shift from reality:** perceived by only 50%. Some still confused at the end (AD 2).
- **Attraction** between the characters was transmitted.
- **City and period** were not as often mentioned as by sighted viewers.

# FILM EXPERIENCE RATING



# AUDIO DESCRIPTION RATING



## PARTICIPANTS COMMENTS

- “I could see into their eyes and their hearts.” (AD 3).
- “It’s a dramatized run over that ends up in a romantic scene.”(AD 2).
- “I think it wants to be emotional. I doubt it succeeds.” (AD 1).
- ...

# PARTICIPANTS COMMENTS

- Mixed opinions:
  - **AD sound,**
  - **AD details,**
  - **AD interpretation,**
  - Other remarks: what about AD availability?

# CONCLUSIONS

- **Subjectivity:** experience does NOT ONLY depends on AD.
- **Denotative and narrative AD styles** seem more helpful to understand the film.
- **Narrative AD style** seems to offer a more **intense film experience**.
- **Cinematic AD style** may **confuse** AD users.
- Blind and sighted: **different pathes, same result?**



**THAT'S IT!**  
**THANK YOU FOR YOUR ATTENTION!**

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