Audio Description in Turkey

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• 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 receive?
  – 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