Audio Description in movies and TV programmes for children – new challenges and possibilities.

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Translation studies as an academic discipline have been growing rapidly in recent years and a particular development is observed in the domain of audiovisual translation which includes Audio Description (AD). My interests focus on the topic of AD in movies addressed to the blind and partially sighted children who need description given by AD that is different from and more detailed than that provided for the similarly disabled adults.

This paper, which is complementary to my previous research concerning artistic AD, has two principal aims. Firstly, I want to discuss the current, rather poor, condition of Polish AD prepared for children. TV programmes for children are the basic tool in guiding children’s cognitive processes, and thus, a very important element of their education, which is stressed by Barbara Szymanska in her article ”Audio Description – how the audiovisual culture becomes accessible to the blind”. She emphasizes that ”access to audiodescribed programmes and films opens children to the world of moving images”. On the contrary, rare contact with audiovisual productions makes children less sensitive to the perception of movies and TV programmes and causes some problems with the understanding of their content. Therefore, the audiovisual education should start in an early age, and children should have a constant contact with audiodescribed films and TV programmes. The second aim of this paper is to consider quite wide range of possibilities that have the creators of AD’s scripts. I mean an artistic Audio Description the character of which would be relevant to the content of the movie or TV programme seems to be suitable to audiovisual productions addressed to children, as its aim is to strongly affect children’s imagination. Such artistic AD, clearly combining fun with usability, fits perfectly in a very current trend which is edutainment – learning through entertainment.

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