

2010 FIFA World Cup South Africa™



Definition Audio Description

for visually impaired and blind people

by

LUSCHER HIRSCHMULLER



Swiss National Association of and for the Blind

(See Page 3 for job specification)

Definition Audio Description

The common sports commentary, based on Radio and TV broadcasting, includes many varieties of the customers needs:

- Overall information
- Interpretation commentary
- Describing the emotions in the stadium
- Interviews with key players and trainers

In contrast to the traditional sports commentaries on TV and Radio, audio description for blind and visually impaired persons has a different aspect of informing:

- The commentary is focused on the movements of the soccer ball
- There is no interpretation or emotion bound to the game
- The describer reads the game very fast and is able to comment in all aspects of details
- Overall information are given before the beginning of the game
- The commentary involves the seat position of the customers

Example TV or Radio commentary: South Africa - Switzerland

“Fernandes Rowen, one of the best players of our Bafana Bafana heroes, player of the German club Arminia Bielefeld F.C plays forward to Itumeleng Khune of the famous Kaizer Chiefs. He runs in the direction of the Swiss Goalkeeper Wölfli. This could be the first goal for South Africa. The fans are so emotional and you may hardly understand us. Wow, this was a shut very close, but not in the goal.

Example audio description: South Africa – Switzerland

Fernandes Rowen stands at the left border of the centre circle plays forward to Itumeleng Khune to the left about 20 meters from the half-way line and exactly on the field before your seats. Khune takes the ball triples on the left, on the right, turns left to the border of the side line, follows the side line in the direction of the Swiss Goal, almost stopped by the Swiss defender Senderos, turns right on the line of the beginning of the 18-yard box, a shot, the ball flies in about 2 meters height in the right direction off the Swiss Goal.

SZB and L&H, 01.04.2010

AD FIFA 2010 - job specification commentary

Experiences/Education

- Professional background in sport broadcasting
- Reporting of sports events (soccer)
- Techniques of sport broadcasting (soccer)
- Knowledge in national and international soccer background

Required skills, knowledge and characteristics

- Founded, strong effective communicator in sport journalism (world soccer)
- reading the game fast and outputting a detailed commentary
- Ability to learn to audio describe for blind and visually people
- motivated to go on audio describing after the World Cup on club basis
- prepare itself for the upcoming match (knowing the players name and no., their position and their background and the teams)
- Living in South Africa
- English speaking
- Age 20 and up

Benefits

- Improving of field experiences
- founded introduction in audio description for blind and visually impaired persons
- FIFA accreditation media
- A place at the FIFA media tribune or similar facility
- Use of equipment (headphone, microphone)
- papers for the preparations at the stadium
- Access to media zones
- technical support
- Written confirmation after the World Cup
- USD 90.00 per match

FAQS

Why do we need audio description?

People love sports and culture. For the fans are the common feelings unforgettable and go along with an integrative aspect. Especially for the blind and visually impaired persons, who have problems to access sports- and culture events, the service of audio description is a tool, to follow the games procedure and so to be a part of the worldwide fan community.

What is audio description?

Audio description is in comparison of the traditional radio commentary, a description of the game without any interpretation and view beyond the game field. The commentary broadcasts, what happens with the ball during the game procedure.

How is audio description broadcasted?

The commentary will be broadcasted directly from the Fifa's Media Tribune or similar facility through a FM-transmitter to our fans. They will receive it through their FM-radios.

1. Profil der Aufgabe
2. Ihr Profil
3. Ihre Perspektive
4. Unsere Angebot