

# Translating images into words: A study on film audio description of visually impaired end users in HK

## *Speaker*

### **Dr. Dawning LEUNG**

#### **Founder and CEO of Audio Description Association (Hong Kong)**

Dr. Dawning Leung holds a PhD in Translation Studies from University College London and her main research interest is in audio description (AD). She is the Founder and CEO of Audio Description Association (Hong Kong) and has been a Visiting Lecturer at The Hong Kong Polytechnic University, teaching AD as a service-learning module. As an experienced AD trainer and audio-describer, she has delivered training on AD at government departments and academic institutions in Hong Kong and Macao. Dr. Leung writes AD scripts and records AD soundtracks for audiovisual products, including commercial films and TV series produced by Radio Television Hong Kong.

**Abstract:** According to the Hong Kong Census and Statistics Department (2014), the number of people with visual impairment is estimated to be at around 174,800. The provision of audio description (AD) for films is very limited in the territory with accessible screenings organised by non-governmental organisations and only available once or twice a month. Only 10% of the cinemas have equipped an AD system, and by the end of 2019, only 20 films on DVD with the option of Cantonese AD soundtrack are available on the market. Although research into the topic has experienced a notable surge in many countries around the world, no studies have been conducted so far on media accessibility for the blind and partially sighted in Hong Kong. In fact, there is very limited research on examining access to the media of visually impaired people in China, not to mention AD reception studies that particularly focus on end users' experience. After offering a brief overview of the state of the art in AD in Hong Kong and the legislation currently in force, this paper investigates the preferences of the Hong Kong visually impaired people when it comes to consuming audiovisual productions as well as their satisfaction of current AD provision for films. The presentation also points to potential future developments in the provision of AD in Hong Kong and other Chinese speaking territories.

## *Time & Date*

**6:00 p.m.**

**16 April 2020 (Thu)**

\*This event will be conducted via Zoom.

Meeting Link: <https://ouhk.zoom.us/j/402768858>

Meeting ID: 402 768 858 (No password needed)



**ALL ARE WELCOME**

Enquiry: [ridch@ouhk.edu.hk](mailto:ridch@ouhk.edu.hk)