

# ***Widening the scope of media accessibility***

Pablo Romero Fresco

Universidade de Vigo (Spain) and University of Roehampton (London, UK)

Internet and audiovisual media are transforming our world and media accessibility is playing an essential role to ensure that this transformation reaches as many people as possible. By being included as a sub-discipline within audiovisual translation that is concerned with access to audiovisual media for people with hearing and visual impairments, media accessibility has gained visibility and recognition within translation studies. However, it has not always managed to build solid bridges with other disciplines with which it has a great deal in common and it has often failed to account for the increasingly larger amount of sighted and hearing users that benefit from access services.

This presentation will focus on interlingual respeaking and accessible filmmaking as two modalities that illustrate the need to widen the scope of media accessibility. A logical evolution from intralingual live subtitling, interlingual respeaking addresses the increasing demand for access to live events conducted in a foreign language and edges media accessibility and audiovisual translation closer to simultaneous interpreting. A discussion will be offered on the challenges posed by this new modality from the point of view of training, research and professional practice, with special emphasis on its potential to benefit and bring together people with hearing loss and foreign viewers. The second part of the presentation will focus on accessible filmmaking, the integration of media accessibility and audiovisual translation as part of the filmmaking process through collaboration between filmmakers and translators. An overview of current developments in this area around the world will be followed by the presentation of the first accessible filmmaking guide, commissioned by the UK British Film Institute as a means to encourage filmmakers to embrace accessibility from production. Accessible filmmaking will be discussed here as a modality that can potentially widen the scope of media accessibility by bringing together foreign and visually/hearing-impaired audiences and by bridging the gap between film and translation, while emphasizing the creative nature of translation and media accessibility.