

Video Sequence & Proper Grammar/Punctuation



Introduction

The following guide is designed for **Video Editors** and **Video QAs** to use in their work. This detail guideline is particularly made for SRT Sequence, clean verbatim, proper tag usage, punctuations, grammar, and formatting styles specific to video transcripts.

- You are expected to accurately capture all speech relevant to the file you're working on.
- Every name, company, and terms mentioned in the audio should be researched to determine the correct spelling and formatting. If there is more than one accepted spelling, choose one and be consistent.
- You are expected to have a good grasp of correct sentence structure and punctuation. Be sure to proofread for typos or formatting errors before submission.
- When you encounter something unusual, such as a file that is entirely silent or contains only foreign speech, please report it to your Project Manager.

Fundamentals [The Basics]

SPACING: Only use one space after a full stop. This means inserting only one space after a sentence.

PARAGRAPHS: Remember that new ideas should always start in new paragraphs.

RESEARCH: It is your responsibility to research every name/company/term mentioned in your file. Always use Google to search and format given names correctly. In the case of company names, go by the name in the main text of their website, not the logo, as those are often stylized. The registered names of companies and products should be written as the company prefers, regardless of whether it fits with our usual style conventions for spelling, spacing, numbers, and punctuation.

SPELLING: You may reference any well-known dictionary for spelling. Always check with the client to know whether US or British spelling is required.

Stutters and Stammers

If a speaker repeats a word or sound, while thinking aloud or tripping over their thoughts, such repetitions should be removed:

No → Re-repeated s-s-sounds such as st-st-st-stammers and stutters should not be, be tr-transcribed. This, this includes when a speaker says, says the same word twice.

Yes → Repeated sounds such as stammers and stutters should not be transcribed. This includes when a speaker says the same word twice.

If, however, the repetition adds meaning or emphasis to what is said, it must be included. Yeah, yeah, yeah. It is very, very important to include words that are repeated for emphasis, because people do do that sometimes.

False Starts

Speakers commonly make mistakes or change the direction of their thoughts, which can prompt them to begin a phrase or sentence over. This is referred to as a false start. Please use dashes to indicate where the speaker broke to change their sentence. **Do not offset false starts with just a comma.**

Here is an example of-- this is a false start.

Cleaning Up False Starts

If the speaker corrects him- or herself a few words into a false start, you may omit the error and transcribe the correct sentence, removing the false start. **But please use good judgment.** Do not over edit speech or leave out anything that changes the meaning of what was said.

With false start: I went to the mall-- the store, and I bought some milk there.
Corrected false start: I went to the store, and I bought some milk there.

Interruptions

When speakers interject or talk over one another, there are two ways to handle this:

1. When the first speaker is near the end of a sentence or phrase and the second speaker starts talking, it is usually best to go ahead and finish the first speaker's paragraph and then pick up with the first word of the second.

What is your name and your age, please?
Fernando, and I'm 54 years old.

It's not clear from the transcript that Fernando interrupted, but it is absolutely clear and easy to follow the conversation.

2. On the other hand, sometimes the interruption has to be in place for the transcript to make sense, or the first speaker is going to continue much too long to reasonably finish their thought before getting to the interruption. In this case, we mark the interrupted and resumed speech with dashes.

Now I am going to tell you--
Wait a minute.
--what I think about the company.

Filler Words & Thinking Sounds

In clean verbatim, utterances such as uh, um, er, hmm, uh-uh, or mm-hmm should be removed. However, if such words answer a question or add meaning, you may use them sparingly, using these spellings:

Affirmative: uh-huh or mm-hmm

Negative: uh-uh, hmm-mm, mm-mm, huh-uh, nuh-uh

Thinking sounds should be ignored.

No → I want a buh, buh, buh, hmm... pizza

Yes → I want a pizza.

Conjunctions & Interjections

We know your English teacher taught you never to start a sentence with a conjunction - and, but, so, or, then, etc. - but at Brandedmedia Video Team, all such words at the beginning, middle, or end of sentences should be transcribed.

If a speaker ends their sentence with a conjunction, we offset it with a comma and end in a period, so.

Interjections such as well, oh, or ah should also be included:

And I wanted to get a new dog, **but**.

Yeah, yeah, yeah. **So** why didn't it work out?

Well, it was like, "This dog won't work."

Oh. But that's too bad.

Eh, and he kind of smelled, **so**.

Ah, that's a shame.

Idiosyncrasies Of Speech

The following section covers situations specific to transcription that you may encounter, which often are not cohesive with the standards of formal writing. An easy way of looking at these rules is that we correctly spell what the speaker says, regardless of how they say it - i.e., regardless of accent or pronunciation - but we do not edit or alter what they say, incorrect or unconventional though it may be.

Informal Pronunciations

Informal words should be transcribed using their proper spelling, not based on pronunciation:

No → gonna, gotta, wanna, kinda, sorta, coulda, 'cause/cuz

Yes → going to, got to, want to, kind of, sort of, could've, because

Pronunciation Based on Accents

A golden rule of transcription is to transcribe grammar as said but NOT based on pronunciation. Do not spell words based on a speaker's accent or their pronunciation.

No → **Pacifically, I axed 'im if he was gonn' go ta that thur stoar and all 'em stoars where they be sellin' milk.**

Yes → **Specifically, I asked him if he was going to go to that there store and all them stores where they be selling milk.**

Regional Slang Words

Slang words (the ones found in a standard dictionary) should be included, using the spelling from that dictionary.

Said: Gotcha. Y'all ain't gonna believe this.

No → **Got you. You all aren't going to believe this.**

Yes → **Gotcha. Y'all ain't going to believe this.**

Incorrect Grammar

Painful though it may be, we transcribe grammar as it is spoken. This can range from non-native speakers consistently violating subject/verb agreement rules to just plain bad English. Do not edit their speech for them.

Profanities

We transcribe what is said without censoring. But it is always a good thing to ask questions first. Please notify your Project Manager directly once SRT File has profanity words.

Contractions

We transcribe contractions as spoken. If the speaker says they're, transcribe they're NOT they are. If they say they are, transcribe they are, etc. Please note that the contractions for could have and the like are could've NOT could of, etc.

No → **could of, should of, would of**

Yes → **could've, should've, would've**

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SCAN CALENDAR



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Jeff J Hunter

*Founder VA Staffer
Pre-Trained, Pre-Vetted Executive
Assistants*

