



Unit 1. Media accessibility
Element 5. Media accessibility services
**Subtitles for the deaf
and hard of hearing**

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Overview

Subtitles for the deaf and hard of hearing (SDH).

Appropriate term?

- Useful beyond the deaf and hard of hearing user group.

What makes SDH different

- Transfer of oral non-linguistic elements.
- Character identification + mood/emotions.

WHAT, WHO and HOW

Character identification

- Colour.
- Label.
- Positioning.
- Icon or avatar.

Other elements

- Paralinguistic elements: laughs, sneezes, sighs...
- Prosodic elements: volume, tone, speech rhythm...

Usually transferred through labels.

Other elements

- Language spoken.
- Channel.
- Sound effects.

Other elements

- Music:
 - general description.
 - emotion transmitted.
 - work being played.
 - lyrics in the same language.
 - lyrics in another language.

Characteristics

- Positioning: bottom.
- 2 lines maximum.
- Limited number of characters per line.
- Adequate line-breaks.
- Long enough to be read (15 characters per second).



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Acknowledgement

The project EASIT has received funding from the European Commission under the Erasmus+ Strategic Partnerships for Higher Education programme, grant agreement 2018-1-ES01-KA203-05275.



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