

# 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).

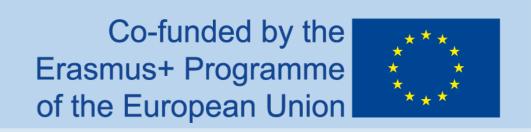




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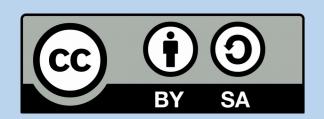




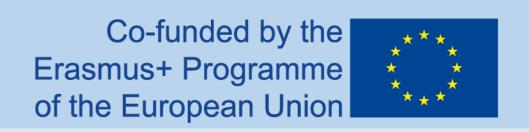


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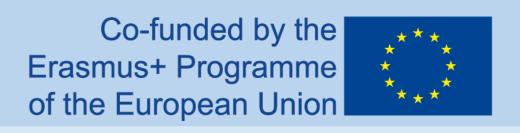


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