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SESSION 5. PROFESSIONAL PRACTICES

“Introducing accessibility services on Polish commercial television: a case study”

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VIDEO PRESENTATION: -

ABSTRACT

Poland is a country where accessibility services for people with vision and hearing loss are becoming part of the audiovisual landscape and have started attracting the interest of television providers (Jankowska & Walczak, 2019). The announcement of the Act of 22 March 2018 on the Amendment to the Polish Radio and Television Act (2018) set the thresholds for the quarterly transmission time of programmes equipped with accessibility services. Since then, both public and commercial channels have revised their policies related to providing these services in their content.

In this presentation, we will analyze the process of introducing accessibility services: audio description, subtitles for the Deaf and Hard-of-Hearing and sign language on commercial television in Poland. We will focus on kids' content, aimed at pre-schoolers. Our presentation will consist of two parts. In the first part, we will look into the process from an industry point of view. In the second part, we will reflect on the results, share viewers' feedback and outline the company vision for the near future.

References

Act of 22 March 2018 amending the Polish Radio and Television Act and other acts (2018). Ustawa z dnia 22 marca 2018 r. o zmianie ustawy o radiofonii

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Jankowska, A., & Walczak, A. (2019). Filmic audio description in Poland – present state and future challenges. *Journal of Specialised Translation* 32, 236-261.