

## **“Media and Disability Conference, Follow-up meeting Brussels 21-10-2003, Cenelec “TV For All” follow-up from the Seville conference 2002, Barcelona, 28-10-2003**

My presentation:

Fepeda, the European Parents Organisation, want to highlight the importance and necessity of subtitling specifically addressed to hearing disabled children

Subtitling not only facilitates access to information and leisure, but, in the case of children, also has an added didactic value.

It promotes the habit of reading and strengthens linguistic competences.

Special characteristics for children programmes:

Although subtitling should not make changes to spoken words, and children programmes usually have an adequate vocabulary, sometimes children programmes contain not commonly used expressions.

In this case FEPEDA recommends;

Longer time of subtitling exposure

- Easier vocabulary, by using synonyms which make reading easier and facilitate understanding for hearing disabled children
- >Where dialogues are confused, and taking into account that oral speech is faster than reading speed, sentences should be adapted, by constructing easily syntactical structures containing all the information
- Using onomatopoeias for sound effects
- Fepeda stands for Total Communication for our children, so they must have also the opportunity to communicate in every form, so also Sign-Language Interpretation has to be in TV children programmes.

Standardisation Necessity:

- In any case, we cannot forget the importance of standardisation, the necessity of co-operation for implementing regulations on children programmes subtitling and the convenience of having annual European meetings on this subject, because European situation in standardisation is still in its early stage

The important and most effective way for pressing national governments will be through:

- Drawing up and implementation of national legislation which regulates and gives priority to the fulfilment of,
- Not only the minimum quantity criteria, but also the quality criteria on subtitling for deaf and HoH children.

All children programmes need to be subtitled and signed:

They often form an important part of a child's upbringing and an important source for the values that the child holds. It is also an important way for integration of children in a hearing society:

TV is often an important topic in children's conversations and play.

Especially the programmes for the youngest children (up to the age of eight ) need both sign language interpretation and subtitling for deaf parents of hearing children, who need to be aware what programmes their children are watching, and be able to discuss the programmes with them. School television needs to be accessible for deaf and hard of hearing children, especially those in mainstream

Independent Television Commission research in the UK found that:

- There is a need for more children's television programmes to be subtitled\*
- To enable young people who are deaf to interact with their hearing peers, they require access to the same information and at the same time-television is critical to this provision
- However, it is also important to provide sign language on children's television for deaf children who are too young to read subtitles.

Why is it important:?

Everybody watches TV. It is a very much part of our culture, whether you watch it for:

\*Education

\*Information

\*Or entertainment.

But deaf and hard of hearing people don't hear the words and sound effects; also it will be very difficult to follow TV

These barriers can be taken down if the programmes are broadcast with subtitles or signing

In the UK 5 million people use subtitles frequently, of which 1 million use them whenever possible.

What are our demands for all people, young and old, we want full subtitling and signing, no matter whether the channel is analogue or digital, and no matter the mode of transmission or platform:

Terrestrial, satellite, or cable

We want the legislation and the technology to make this possible

It is a European issue!!!!!!

The European year for People with Disabilities can be very important, why the European Commission has included subtitling and audio-description in his proposal for the European Year for Disabled People in 2003

“Cooperation with Broadcasting and Media organisations as partners for spreading the information about the Year, for using new tools allowing easier access to this information ( such as voice subtitling for the hearing impaired and images description for the visually impaired), and to other programmes if possible and for improving communication about people with disabilities”

Conclusion:

In this century television plays a major role in the structure of our society.

Television is used to inform-educate, and to entertain people

It is used as a forum where people can voice their opinion. Values are shared through TV

Without access to TV millions of people in the European Union are effectively excluded from a major part of the society we all live in.

We all know that is wrong .

We want subtitles, sign languages interpretation and audio description

We want access to TV

We want to be a part of the society!!!!!!