

The Accommodation of Viewers with Hearing Loss in the Contemporary Afrikaans Television Industry

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Abstract

Recently a gap in the South African television and film industry was identified, pointing to the need to accommodate hearing loss (including hearing-impaired, deaf, Deaf, and Deafblind) viewers in television programs and films to enjoy the same viewing experience as non-disabled viewers. This study explores how accommodating the contemporary Afrikaans television industry is in its tailoring of television explores for the hearing loss viewer. In this paper, I investigate how captions are implemented on the *kykNET* daily drama, *Binnelanders*, broadcasted on DSTV (Channel 144). In this study, I make use of triangulation as my research methods: (1) a quantitative analysis of surveys, and (2) exploring my case study, *Binnelanders*, with follow-up interviews. At this time, there are no results available, but the hypothesis is that all South African television explores, and films should include captions to be beneficial for all hearing loss viewers. This study aims to address the hearing loss viewer's need for an enhanced entertainment experience by examining the efficacy of captioning in the contemporary Afrikaans television industry, thereby minimizing the gap in current studies with limited research on captioning for Afrikaans hearing loss viewers in Afrikaans television programming. After all, captions help tell a story for the hearing loss viewer, and without that extra audio information, that story is only half transferable.

Keywords: Captions, Daily drama, Hard-of-hearing, Soap Opera, South Africa.