

Media for All: Exploring Audiovisual Accessibility

Media for deaf & blind from Indian Communication
perspective.

Presentation by

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Access to media

- Technology ensured access to
 - Information
 - Education
 - Entertainment
- **BUT IS THE CONTENT OR COMMUNICATION REALLY ACCESSIBLE FOR ALL?**

Nature of Communication

- Any communication is
 - Aural
 - Visual
 - Audiovisual
- Radio / announcements in public places
- Signages, info boards in public places / brochures / websites
- Television / feature films / documentaries / corporate films / web entertainment programs

Audiovisual Impairment

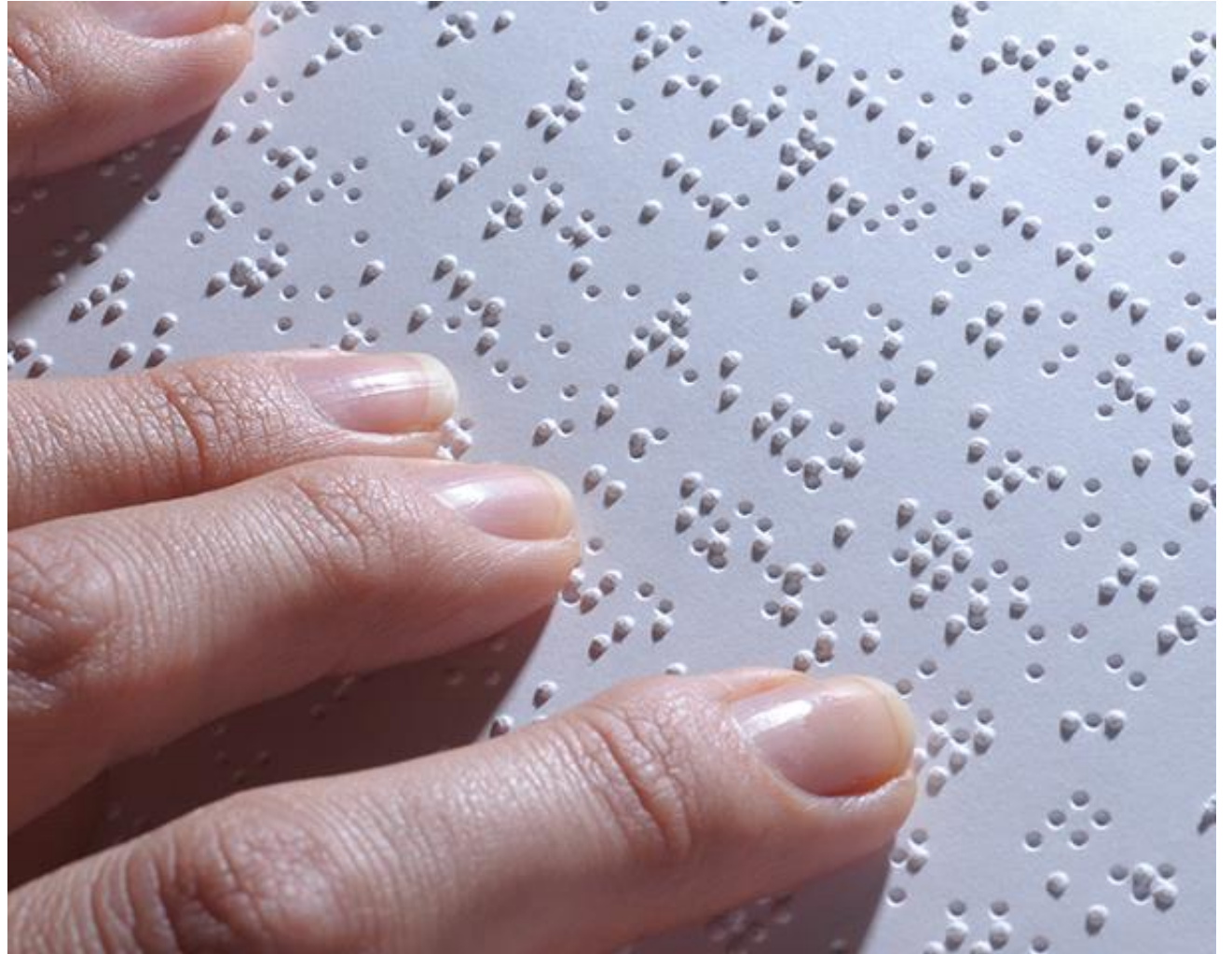
- Deaf or Hearing Impaired
- Blind or Visually Impaired

Exploit 'What's there'

- Inclusive Communication
- Focus on abilities, and not on disabilities
- Use of other senses
- Media accessibility or AVT

Braille

- Tool of accessibility
- Visual (text) to Tactile (braille)



Audiovisual Translation

- Very important for audiovisual accessibility
- Among different audiovisual content feature films are the most inaccessible ones





Research Work

- Objective – Deaf & Blind viewers' skill upgradation and better experience through accessibility
- 'Performance' is common cultural diversity in India
- Dance, drama, singing – performing arts
- Inherent element of human life
- Theory of Drama – *Natyashastra*
- Communication theory

Accessibility

- Not just about implementation



Accessibility is about...

- Target audience analysis
 - Assessment of need
 - Utilization of resources
 - Usefulness
-
- At KINTEL, we conduct Access Audits of Communication
 - Audit of communication content
 - Suggestions to improve efficacy of content
 - Cost effective implementation of suggestions

Persons with Disabilities

- Aren't they consumers?
- Don't they eat McD burger? Drink Pepsi? Wear Reebok shoes? OR...
- Why don't multinational companies communicate with them?

- Not just about their Right to Access Information & Communication
- Also about business

- WHO says 5%-7% of world population
- In India, 26 Million

WCF Global 2018: Communication Power

- Power to change lives
- Shape our future

Re-Design for Inclusion

To empower
To make living better

Thank You!

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