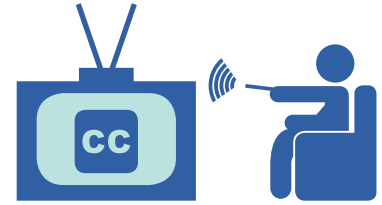


CAPTIONS ARE YOUR RIGHT!



Are you one of the more than 3 million South Africans who rely on captioning to keep you informed when it comes to the television? Besides studies like that of the World Health Organisation that estimate 15% of any population experience hearing loss, there may be even more individuals like you who battle to follow information without text support.

In April 2016 the South African Medical Journal of Communication Disorders posted the results of a study done in the Cape Town Metropol, which revealed that the prevalence of hearing loss was higher than anticipated when considering national estimates, standing at 12% of the 2 494 participants - with this considered, captioning is not a luxury: it is a reasonable request.

What is captioning?

Captioning is the process of converting the audio content of a television broadcast, film, live event and more into text. This text (captions) is then displayed on a screen or monitor. Captions are therefore the text version of the spoken dialogue but also identifies elements like the speaker and sound effects like music, squeaking doors, etc.

Sub-titles vs captions

There is a difference between sub-titles and captions. Sub-titles are visuals of the spoken word, while captions are visuals of the spoken word and a description.

Your rights are protected

The South African Government is a signatory to the UN Convention on the Rights of Persons with Disabilities and is therefore compelled to uphold the rights, including the right to access communication, as prescribed in the UNCRPD. The SA White Paper on the Rights of Persons with Disabilities also lists captions as a right, yet captions/subtitles are almost non-existent.

Join us in lobbying for change

Support us in lobbying with the relevant role-players to see a turnaround in the status quo on television broadcasts, which includes major national events like the State of the Nation Address.

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