

# Rendition of non-verbal acoustic elements for film audiences with hearing impairments

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The issue of media accessibility for d/Deaf and hard of hearing (DHH) viewers holds particular importance in advanced societies, leading to exponential growth in research within the field of subtitling for the d/Deaf and hard of hearing (SDH). However, limited research has been conducted on media accessibility, especially SDH, resulting in a relatively brief history of SDH and its quality within Iran. This research aims to determine how non-verbal acoustic elements have been rendered in subtitle versions of films intended for DHH audiences. Five drama feature films were purposefully selected from the Filimo platform, the largest video-on-demand (VOD) service in Iran. The study reveals that various strategies were employed in the SDH versions of the films, and inconsistencies were identified in the presentation methods throughout the films. However, some strategies conforming to international SDH conventions were identified within the SDH versions of the films. The study underscores the necessity for further research in this field to enhance the professional standards for producing appropriate SDH in Iran.

**Keywords:** media accessibility, inclusion, subtitling for the d/Deaf and hard of hearing, non-verbal acoustic elements

## 1. Introduction

In today's era, communication is a pivotal tool for human interaction, playing a significant role in humanity's cultural and civilized progression. Audiovisual (AV) media is a means of communication that requires equal accessibility for all members of society, including individuals with special needs, for optimal utilization. Diaz-Cintas (2005) defines media accessibility as making AV content