

CONFERENCE BARRIER-FREE COMMUNICATION: METHODS AND PRODUCTS

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MASTER'S THESIS

**ACCESS TO MUSIC PROGRAMS FOR THE DEAF AND HARD OF
HEARING: CHARACTERISTICS AND RECIPIENCE OF MUSIC SUBTITLES
ON SWISS TELEVISION**

Aims

- How is music subtitled on SRF1?
- How are these subtitles perceived by the target audience?
(The deaf and hard of hearing)

Motivation

- Importance of subtitles
- Importance of music and music shows for social inclusion
- Limited existing studies and empirical research

Method: combination of methods

- Corpus of all music subtitles from “Ich schänke dir es Lied” (SRF1, 2017): **1491 music subtitles**
- Existing corpus (Hagmann/Krähenbühl 2016) from “Die grössten Schweizer Talente” (SRF1, 2016): **2883 music subtitles**

Method: combination of methods

- Styleguide SWISS TXT
- Survey of the target audience, based on the results of the corpus analysis:
29 deaf and hard of hearing respondents

Corpus analysis: Categories and aspects

- Music subtitles in corpus categorized according to relevance for respective sequence
- Music subtitles also analyzed by production approach: Live, semi-live, pre-prepared

Corpus analysis: Categories and aspects

- Content and frequency analysis: lyrics, mood of the music, song title, genre, artist/interpreter, instrument, etc.

S'isch alles so wie's sött.

* "Time Of My Life"

von Bill Medley und Jennifer Warnes *

Corpus results and comparative results

Category 1 (live musical performances during the live show)

- 831 music subtitles - 785 are song lyrics

Category 2 (pre-filmed musical performances broadcast during the live show):

- 545 music subtitles - 512 are song lyrics

Corpus results and comparative results

Category 1 (live musical performances):

- 45 live performances
- 5 introduce song lyrics by mood/genre/song title/artist
- Only 1 live performance with descriptive music subtitles

Corpus results and comparative results

Category 2 (pre-filmed musical performances):

- 21 pre-filmed performances, 6 mood/genre/song title/artist
- Additional information in labels found in 2 of 21 performances

(Alle zusammen)

Don't worry, be happy.

Corpus results and comparative results

- Descriptive music subtitles in 8 of 21 performances

S'isch alles so wie's sött.

* Sanfte Klavierklänge *

Dä Momänt
isch für d'Ewigkeit und meh.

Corpus results and comparative results

Category 3: Background music during sequences between performances (pre-filmed)

- 115 music subtitles
- 80 descriptions using adjectives

gefühlvolle Musik

* Spannungsgeladene Musik*

Corpus results and comparative results

Category 4: Background music before and after performances (live)

- No subtitles
- In Hagmann/Krähenbühl (2016) also no subtitles with one exception

Corpus results

Difficulties encountered in live music subtitling example 1:

The singer Nik P. sings the song «Ein Stern, der deinen Namen trägt» live as a gift for the married couple Silvia and Jakob and adapts the original song lyrics to fit the context.

Corpus results

Music subtitles in the corpus	Lyrics actually sung live by Nik.P
# Seit Jahren schon leb ich mit dir	Seit Jahren schon lebt sie mit dir
# und ich danke Gott dafür, dass er mir dich gegeben hat.	und sie dankt Gott dafür, dass er ihr Jakob gegeben hat.
# Als Erinnerung an unser Leben möchte ich dir heut etwas geben.	Als Dankeschön für deine Liebe möcht' sie dir heut etwas geben.

Corpus results

Difficulties encountered in live subtitling example 2:



Suggested alternative

Many alternate possibilities, some more applicable than others:

*Sie singt ihm das Soul-Lied
„Sexual Healing“*

Kräftige, verführerische Stimme

Live-Untertitelung: Keine vollständigen
Liedtexte vorhanden.

Survey results

- 29 respondents (12 deaf)
- Small sample: example for further research

Survey results

Music subtitles and lyrics: results of multimodal survey

- 28 respondents consider music subtitles on television to be helpful
- 28 respondents like that the performance had all the song lyrics

Survey results

- 13 respondents (10 deaf) would like to have further descriptive information: signed language, information on the instruments played, karaoke-style music subtitles, genre, general description of the underlying music
- Comments: Deviation in synchronisation, karaoke-style, lyrics positively received by hard-of-hearing audience

Survey results

Live subtitling: results of multimodal survey

- 16 respondents would rather watch at a later time with complete subtitles
- 24 respondents would like more elaborate music subtitles
- 22 would like to have the complete lyrics subtitled (verbatim subtitles desired)

Results and further research

- Heterogenous target group with varying needs
- Subtitles of lyrics widespread, therefore other options would need to be tested
- Study found interest and resonance among participants, from which can be derived that this area deserves further research