

# Guidelines on the provision of sign language interpreting in the media in times of crisis

"No one shall be discriminated against in political, social or economic life for any reason whatsoever"

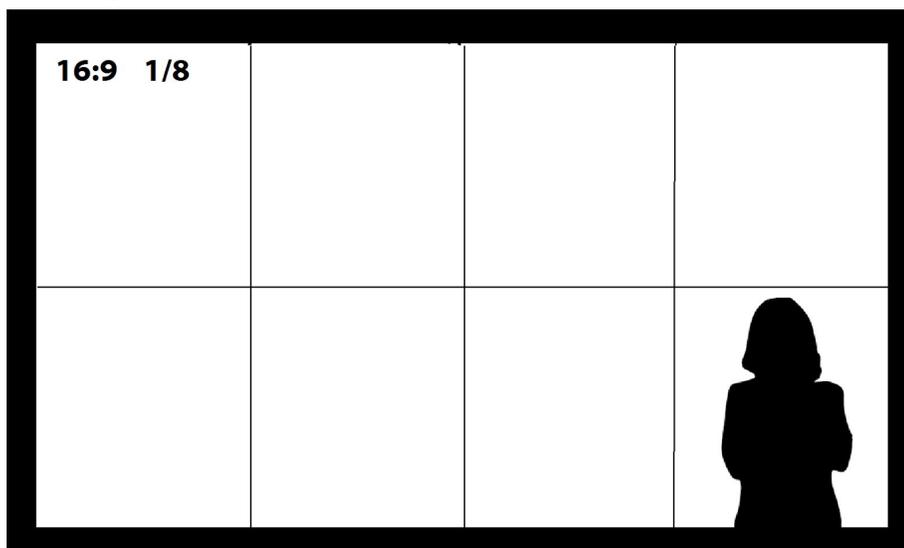
Article 32 point 2 of the Constitution of the Republic of Poland

Pending the official position of the National Broadcasting Council (KRRiT), we are publishing preliminary and temporary guidelines to help ensure better quality of sign language interpreting in the media.

The guidelines are based on the results of research into the preferences of deaf and hard of hearing television users conducted by the authors of the document in 2019, as well as good practices applied in Poland and worldwide, and address only the currently most important issues.

The guidelines are published as a response to the needs of the deaf and hard of hearing community and to support their struggle for access to information.

1. When making audiovisual programmes accessible to deaf people, Polish Sign Language (PJM) should be used.
2. Sign language interpreters should have appropriate qualifications in sign language interpreting and experience in working for the media.
3. In the case of TV, it is recommended that the interpreter be located in the lower right-hand corner and not be smaller than 1/8 of the 16:9 aspect ratio.



4. The sign language interpreter should be dressed according to the nature of the broadcast so that s/he is clearly visible against the background. It is recommended that the interpreter wear a solid colour that is in contrast to the skin and the background, without logos, have a smooth hairstyle, nails in a natural colour, no jewellery (glasses and a wedding ring are allowed).
5. During press conferences organised in the situation of crisis, it is recommended that the event organiser provides sign language interpreting. Then the sign language interpreter should stand next to the speaker. Broadcasters should not remove the sign language interpreter.
6. Every effort should be made to ensure that a programme which has been broadcast with sign language interpreting on television in the same form is made available on the Internet, both on websites and in social media.
7. If the same programme is broadcast simultaneously on several channels by the same broadcaster and sign language interpreting is provided only on one of them, the broadcaster should include a graphic text message at the beginning of the programme on each channel informing on which channel the programme is available with sign language interpreting.
8. Sign language interpreters must not be obscured by graphic elements.
9. Sign language interpreting is not an alternative to subtitling and cannot be treated as such by broadcasters, suppliers or transmission providers.
10. In times of crisis, sign language interpreting should not be experimented with. It is important to be sensitive and open to the opinions of audiences and, as far as possible, to react appropriately to them.

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Warsaw, March 2020