

The Use of Sign Language in News Presentations for Hearing Impaired Viewers to Promote Sustainable and Inclusive Media

Atinuke Olubukade Akintayo¹, Chukwuemeka Samuel Ezeoye², Mobolaji Grace Akintaro³, Olugbenga Charles Adewale⁴

^{1,4}Department of Mass Communication, Caleb University, Imota, Lagos State

^{2,3}Department of Mass Communication, Mountain Top University, Ibafo Ogun State

atinuke.akintayo@calebuniversity.edu.eg

Abstract

Inclusive media create a platform for all audiences, including persons with disabilities especially those with hearing impairment challenge. It is against this backdrop this study investigates the use of sign language in news presentations to promote sustainable and inclusive media for the hearing impaired at Wesley School, Surulere, Lagos, Nigeria. The objectives were to: investigate the types of stations that use sign language and their impact on deaf viewers, evaluate how sign language in new presentation helps deaf viewers at Wesley school access information and suggest ways to improve the use of sign language in Nigerian news for inclusivity and overcome accessibility challenges. The study utilized a survey targeting 200 members at Wesley Schools, including students, teachers, parents, and staff who rely on Nigerian Sign Language. The sample size of 200 participants were selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using qualitative analysis to capture opinions and experiences. Findings revealed that integrating Nigerian Sign Language in news presentation significantly enhances comprehension among deaf viewers. The study also found that accessible news formats foster sustained engagement and social inclusion, with long-term benefits including increased participation in civic and community activities. The study concluded that consistent sign language used in news presentations is essential for inclusivity, recommending that Sign-interpreted news must be introduced to the curriculum of hearing-impaired schools to promote understanding and involvement in the media literacy process. It is the responsibility of regulatory institutions to agree on using sign language or sign language interpretation in televised news as a norm in inclusive communication. Television stations need to have a culture of allocating sign language interpreters whenever it comes to delivering news to its viewers regularly in order to give the deaf population a chance to access important information, particularly relating to health and government policies.

Keywords

Inclusive; language; media, news; presentations; sign; sustainable



I. Introduction

Media serves as a vital channel for sharing information, shaping opinions, and connecting people across societies (Cheung, 2022). It includes platforms like television, radio, newspapers, and digital outlets, each playing a role in delivering news, entertainment, and education to diverse audiences. In Nigeria, television stands out as a dominant medium, reaching millions of homes and providing updates on health, politics,

education, and safety. Its power lies in its ability to inform and engage, making it a critical tool for public awareness. However, media's effectiveness depends on its accessibility to all groups, including those with disabilities. For deaf individuals, television news often fails to meet their needs due to the absence of tools like sign language, which can leave them feeling excluded from important societal conversations. The concept of media, therefore, extends beyond content delivery to include the responsibility of ensuring that all audiences, regardless of physical abilities, can access and understand the information shared (Mojaye & Aondover, 2022). In the context of Wesley Schools, where 550 individuals rely on Nigerian Sign Language, media must adapt to serve this community, ensuring that students, teachers, parents, and staff are not left out of critical updates that affect their lives.

The role of media also involves reflecting societal values and promoting inclusion. In many countries, media outlets have begun incorporating features like sign language interpreters or captions to reach deaf audiences, recognizing their right to information. In Nigeria, however, such practices are less common, creating a gap between the media's potential and its actual reach. This gap is particularly evident in communities like Wesley Schools, where access to news could empower students to engage in learning, parents to support their children, and staff to advocate for better resources. Understanding media as a tool for inclusion highlights the need to explore how television news can be adapted to meet the needs of deaf viewers, ensuring they are informed and connected to the wider society. The lack of sign language in most Nigerian news programs creates serious challenges for deaf viewers. Without sign language, they struggle to understand critical information on health, government policies, or safety, limiting their ability to stay informed and engage in society. Captions, often used as a substitute for sign language, can be difficult for many deaf viewers to follow, leading to feelings of exclusion and preventing them from joining discussions or making informed decisions, such as voting or responding to health alerts.

Similarly, the Nigerian media does not prioritize inclusive practices for deaf viewers, leaving their needs unmet. Specific challenges include difficulty understanding news due to reliance on captions, reduced participation in community or civic activities because of inaccessible news, limited use of sign language by media houses due to lack of awareness or resources, and insufficient attention to how these issues affect deaf school communities like Wesley. The establishment of Wesley Schools for the Hearing Impaired in Surulere, Lagos, marks a significant milestone in Nigeria's efforts to provide education and opportunities for deaf individuals. Therefore, this study seeks to explore how sign language in news presentations can improve access, understanding, and engagement for deaf viewers at Wesley Schools, contributing to a more inclusive media landscape.

Research Questions

This study is guided by the following questions:

- What are the types of stations that use sign language during news presentation?
- How does sign language in news help deaf viewers at Wesley Schools understand information?
- What challenges stop media houses from using sign language in news broadcasts?
- How can Nigerian media use sign language to make news more inclusive for deaf viewers in Wesley Schools?

II. Review of Literature

2.1 Concept of Sign Language

Sign language is a visual form of communication that uses hand gestures, facial expressions, and body movements to convey meaning, serving as a primary language for many deaf individuals (Fitria,2021) Unlike spoken languages, sign language relies on visual cues, making it uniquely suited for those who cannot hear. In Nigeria, Nigerian Sign Language is widely used within deaf communities, including at Wesley Schools, where it supports education, social interaction, and daily communication among 550 students, teachers, parents, and staff. Sign language is more than a tool for communication; it is a cultural cornerstone for deaf communities, fostering a sense of identity and belonging. Its structure varies across regions, with Nigerian Sign Language having distinct signs and grammar that reflect local contexts, making it essential for effective communication in settings like Surulere, Lagos. The significance of sign language lies in its ability to bridge communication gaps, particularly in education and media. For deaf students at Wesley Schools, sign language enables them to engage with academic content, participate in discussions, and connect with peers and teachers. In media, sign language can make news broadcasts accessible, allowing deaf viewers to understand complex topics like health policies or government updates without relying on written captions, which many find challenging due to literacy barriers (Akintayo & Ajayi, 2024). However, the use of sign language in Nigerian media is limited, leaving deaf audiences struggling to access information that others take for granted. This underscores the need to explore how sign language can be integrated into news presentations to ensure deaf viewers, particularly in communities like Wesley Schools, are included in the flow of information that shapes their lives.

2.2 Inclusive Media for the Hearing Impaired

Inclusive media refers to the practice of designing media content and delivery to ensure accessibility for all audiences, including those with disabilities like hearing impairment. For the hearing impaired, inclusive media involves using tools like sign language interpreters, captions, or visual aids to make information accessible (Koumou, 2023). At Wesley Schools, where 200 students, teachers, parents, and staff are part of this study, inclusive media is critical to ensuring the community can engage with news content. Without such adaptations, deaf viewers face barriers that prevent them from staying informed about critical issues, such as public health campaigns or educational policies, which can limit their participation in society. Inclusive media goes beyond accessibility; it fosters a sense of belonging, allowing deaf individuals to feel valued and included in societal conversations.

Globally, efforts to create inclusive media have shown promising results (Maikaba & Msughter, 2019). Countries with advanced media practices often include sign language interpreters during news broadcasts, ensuring deaf audiences can follow along in real time (Koumou, 2023). In Nigeria, however, such practices are rare, leaving communities like Wesley Schools reliant on captions that may not suit all viewers, especially younger students with limited reading skills. Inclusive media also involves engaging deaf audiences in ways that empower them, such as producing content that reflects their experiences or encourages their participation in civic activities (Akintayo & Aondover, 2025). For the Wesley Schools community, inclusive media could mean news programs that enable students to discuss current events in class, parents to stay informed about policies affecting their children, and staff to advocate for better resources. This study seeks to understand

how sign language in news can bridge these gaps, making media a tool for inclusion rather than exclusion for deaf viewers.

2.3 Importance of News Accessibility for Deaf Viewers

News accessibility is crucial for ensuring that deaf viewers have equal opportunities to stay informed and participate in society (Mosa, 2021). News provides essential information on health, education, politics, and safety, shaping how individuals make decisions and engage with their communities. For the 200 participants at Wesley Schools, including students, teachers, parents, and staff, accessible news could empower them to act on critical updates, such as health alerts or educational opportunities. Without access, deaf viewers miss out on information that others readily receive, leading to disparities in knowledge and participation. For example, a student at Wesley Schools might not learn about a new government policy on education, limiting their ability to prepare for changes, while a parent might miss a public health announcement, affecting their family's well-being (Akintayo et al., 2024).

Accessible news also plays a role in fostering social inclusion. When deaf viewers can follow news through sign language, they are more likely to engage in discussions, share information with peers, or take part in community activities like school events or civic duties. This is particularly important at Wesley Schools, where the community relies on Nigerian Sign Language to connect with each other and the world. Inaccessible news, often reliant on captions, can exclude those with lower literacy levels or those who find captions hard to follow, reinforcing feelings of isolation. By making news accessible, media can help deaf viewers feel valued, enabling them to contribute to society as informed citizens. This study explores how sign language in news presentations can enhance accessibility, ensuring the Wesley Schools community is not left behind in Nigeria's information landscape.

2.4 Strategies for Promoting Inclusivity in the media for Deaf Audiences

Promoting inclusivity in the media for deaf audiences requires practical strategies to ensure news is accessible and engaging. One key strategy is integrating sign language interpreters into television news broadcasts, allowing deaf viewers to follow content in real time (Palmer, 2023). For the Wesley Schools community, this could mean students understanding health updates, parents staying informed about policies, and staff accessing information to support advocacy. Another approach is training media personnel to understand the needs of deaf audiences, ensuring content is designed with accessibility in mind. This includes using clear visuals, avoiding fast-paced edits, and incorporating sign language in a way that is visible and consistent.

Collaborating with deaf communities and educational institutions like Wesley Schools is also essential. Such partnerships can help media outlets learn about the specific needs of deaf viewers, such as the preference for Nigerian Sign Language over captions. Additionally, creating dedicated news segments for deaf audiences, with sign language as a standard feature, can enhance engagement (Moropefoluwa et al., 2024a). For example, a weekly news program tailored for deaf viewers could cover topics like education or community events, encouraging participation from students and parents at Wesley Schools. Addressing infrastructural challenges, such as ensuring reliable electricity for news viewing, is another critical strategy, especially in areas like Surulere where power outages are common. By implementing these strategies, media can become a tool for inclusion, empowering the 200 participants in this study to access, understand, and act on news content, fostering a sense of belonging in Nigeria's media landscape.

2.5 Sign Language as a Communication Tool

Sign language is a dynamic visual-spatial system that employs hand gestures, facial expressions, body movements, and spatial positioning to convey meaning, serving as the primary mode of communication for many deaf individuals (Palmer, 2023). Distinct from spoken languages, it relies entirely on visual cues and varies by region, with Nigerian Sign Language reflecting local cultural and linguistic traditions. For media accessibility, incorporating sign language into broadcasts is essential for enabling deaf viewers to access news content directly, overcoming barriers posed by spoken language or inconsistent captions. This is particularly relevant for the Wesley Schools' deaf community in Nigeria, where integrating Nigerian Sign Language into television news ensures that the 200 participants can engage with critical updates, such as health advisories or government policies, fostering their inclusion in societal discussions.

For instance, a news segment covering educational reforms could feature a Nigerian Sign Language interpreter, allowing students and parents at Wesley Schools to fully understand and discuss the implications of new policies. By prioritizing sign language in broadcasts, Nigerian media can provide equitable access to information, empowering deaf individuals to participate actively in civic life (Moropefoluwa et al., 2024b). This project underscores the importance of tailoring media to local sign language dialects, ensuring accessibility that is both culturally relevant and effective in bridging communication gaps for the deaf community.

2.6 Media Accessibility

Media accessibility involves designing and delivering content to ensure it is perceivable and understandable by individuals with diverse sensory and cognitive abilities. For deaf and hard-of-hearing audiences, this includes incorporating tools like sign language interpreters, high-quality captions, and visual aids into media broadcasts (Vinney et al., 2025). These accommodations are essential for providing equitable access to information, enabling deaf individuals to stay informed about societal issues, participate in civic activities, and make well-informed decisions (Maradun et al., 2021). This concept is at the heart of this project, which focuses on adapting Nigerian television news to meet the communication needs of the Wesley Schools' deaf community.

Incorporating accessibility features ensures that critical information reaches all viewers. For instance, a news segment on a public health initiative, such as a vaccination campaign, could include a sign language interpreter and clear captions. This allows deaf parents and students at Wesley Schools to understand key details like vaccination schedules or safety guidelines, empowering them to take informed actions. Without such measures, deaf audiences risk being excluded from vital information, limiting their ability to engage fully in society.

In Nigeria, where linguistic diversity includes regional variations in sign language, accessibility requires cultural and contextual sensitivity. Broadcasters should collaborate with local deaf organizations or educators from Wesley Schools to ensure that sign language interpretation aligns with the community's preferred dialect. Captions, too, should be clear, concise, and mindful of literacy levels to maximize comprehension. By tailoring content to the audience's needs, media outlets can bridge communication gaps and foster inclusion (Saint et al., 2024).

The benefits of media accessibility extend beyond the deaf community. By prioritizing inclusive practices, broadcasters set a standard for equity, demonstrating that access to information is a universal right. For the Wesley Schools' community, accessible media means greater connection to current events, from public health updates to electoral

processes, enabling active participation in civic life. This project highlights the need for Nigerian television to adopt these practices, reducing exclusion and creating a more inclusive information ecosystem that empowers all viewers.

2.7 Sign Language Interpreting in Media: Enhancing Accessibility for Deaf Audiences

Sign language interpreting in media involves the real-time translation of spoken news content into sign language, typically presented through an on-screen inset, requiring interpreters to be highly skilled, culturally aware, and capable of conveying complex information under tight time constraints (Palwe, 2024). This practice is essential for ensuring that deaf audiences can access and comprehend news broadcasts fully, bridging the gap created by reliance on spoken language. Interpreters must not only be fluent in the relevant sign language, such as Nigerian Sign Language (NSL), but also sensitive to cultural nuances and adept at translating intricate topics like policy updates or technical terms into visual forms that resonate with the audience (Oreoluwa et al., 2024). However, challenges such as small or poorly positioned insets, interpreter fatigue, or lack of familiarity with local dialects can reduce the effectiveness of this tool, potentially limiting comprehension.

2.8 Theoretical Framework

This paper is anchored on the uses and gratification theory. The Uses and Gratifications Theory, which was developed in the 1940s and refined in the 1970s through the work of scholars studying media consumption, focuses on why individuals actively select and use media to fulfill specific needs (Vinney, 2025). Unlike theories that view audiences as passive, this framework portrays media users as active agents who choose media based on their motivations, such as seeking information, companionship, or relaxation. The theory rests on key principles: individuals are goal-oriented in their media use, consciously selecting platforms that meet their needs, and their choices are influenced by social and psychological factors, such as personality or cultural context (ThoughtCo, 2025). Media compete with other communication forms, like interpersonal interactions, and users maintain control over their media experiences, shaping how they interpret content. The theory identifies motivations for media use, including information seeking, social connection, and entertainment, which vary across individuals and contexts, particularly with the rise of new media offering greater user control (Vitalis et al., 2024). The Uses and Gratifications Theory is well-suited to this study because it highlights the active role of deaf viewers at Wesley Schools in seeking news that meets their specific needs, such as understanding critical updates or engaging with their community.

III. Research Method

Study design: this study employed a cross-sectional survey design to assess how sign language in news presentations promotes inclusive media for deaf viewers at Wesley Schools for the Hearing Impaired in Surulere, Lagos. A structured questionnaire was used to collect data on demographic characteristics, news channel preferences, and types of programmes. **Study Area and Population:** The study was conducted in Surulere where the school is situated and which is known for the use Nigerian Sign Language to teach and empower deaf students, making it a key place for inclusive education in the country. The target Population included the deaf. A total of 200 questionnaires were administered and analysed. **Sampling Technique and Sample Size:** A purposive sampling method was

employed to select respondents. The sample size was determined based on the peculiarity of the students and the feasibility of data collection. This study uses purposive sampling to select participants who fit its needs, such as specific traits, like those at Wesley Schools who use sign language and watch news. Students are chosen for their active learning, teachers for their role in communication, and parents for their community perspective. This method ensures the study gets relevant answers about how sign language in news helps the Wesley Schools community.

IV. Results and Discussion

Table 1. Socio Demographic Characteristics (n = 200)

Variable	Frequency	Percentage (%)
Age		
10–18 years	48	24.0
19–30 years	111	55.5
31 years & above	41	20.5
Gender		
Male	96	48.0
Female	104	52.0
Role in School		
Student	129	64.5
Teacher	37	18.5
Parent	34	17.0

Source: Field Study, 2025

This table indicates that most participants are young adults who are likely active media users. In terms of gender, 96 (48%) were male and 104 (52%) were female, showing a fairly balanced representation. Regarding roles within the school community, 129 (64.5%) were students, 37 (18.5%) were teachers, and 34 (17%) were parents. The dominance of student respondents reflects the focus of the study on young, deaf media consumers, while the inclusion of teachers and parents adds broader insight into the media accessibility experiences of the school community.

Research Question 1: What are the types of stations that use sign language during news presentation?

Table 2. The Types of Stations that Use Sign Language during News Presentation

S/N	Statement	SA	A	D	SD	Mean	Std Dev
1.	I watch TV news at least once a week.	74	83	30	13	3.09	0.88
2.	I prefer news with sign language over captions.	61	77	39	23	2.88	0.97
3.	Sign language in news makes media feel more inclusive for me.	69	79	34	18	3.00	0.94
4.	I find it easy to watch news with sign language at home.	66	72	42	20	2.92	0.97
	Average					2.97	0.94

Source: Field Study, 2025

Table 2 above shows the types of stations that use sign language during news presentation. The findings indicate that the majority of respondents consistently engage with television news, with a high mean score of 3.09. This suggests that news media remains a primary source of information within the deaf community at Wesley Schools. This finding supports the Uses and Gratifications Theory, which argues that audiences actively choose media that best meets their needs (Vinney, 2025). The frequency of viewership underscores the importance of accessible broadcast content, particularly for educational and civic awareness. Respondents expressed a moderate preference for news presented with sign language over captions, with a mean of 2.88. Although many favored sign language as a more intuitive and visually clear medium, the result suggests that a segment of the population still relies on captions, possibly due to varying literacy levels or familiarity with captioned broadcasts. The moderate reliance on captions (mean = 2.88) reflects the concern raised by Bosch-Baliarda et al. (n.d.), who observed that captions alone are insufficient, especially in contexts with literacy challenges in Nigeria. The inclusion of sign language in news was also perceived to enhance a sense of belonging, as evidenced by a mean response of 3.00.

This reflects the role of accessible media in promoting inclusion, allowing deaf individuals to feel represented and informed in mainstream discourse. Additionally, the ease of viewing sign-interpreted news at home was rated at a mean of 2.92, indicating that while sign language aids comprehension, there may be challenges in the home-viewing environment, such as screen size, interpreter placement, or environmental distractions that affect the quality of access. The average mean of 2.97 implies that regular access to news exists among deaf viewers, and sign language plays a significant role in fostering inclusivity. This resonates with Labio-Bernal and García-Prieto (2022), who noted that the BBC and TVE’s adoption of sign language increased accessibility and inclusivity.

Research Question 2: How does sign language in news help deaf viewers at Wesley Schools understand information?

Table 3. How does Sign Language in News Help Deaf Viewers at Wesley Schools Understand Information

S/N	Statement	SA	A	D	SD	Mean	Std Dev
5	Sign language helps me understand health topics better.	73	85	28	14	3.08	0.88
6	Sign language makes government updates easier to follow.	64	78	35	23	2.92	0.97
7	I feel included in society when news uses sign language.	71	80	33	16	3.03	0.92
8	Sign language helps me explain news to others clearly.	62	83	38	17	2.95	0.92
	Average					3.00	0.92

Source: Field Study, 2025

Table 3 above shows that sign language significantly enhances the ability of deaf viewers to access and comprehend essential information. The statement assessing whether sign language aids understanding of health topics received a high mean score of 3.08, indicating strong agreement. This suggests that health-related broadcasts become more meaningful and actionable when interpreted visually, which is especially critical for public

health education and awareness. This finding is in consonance with the study of Adigun, Mosia, and Olujie (2021) when they stated that during the COVID-19 pandemic, the absence of sign language interpretation in television broadcasts created barriers for visually impaired individuals in accessing vital health information. Similarly, Mulrennan (2020) found that deaf viewers process and engage with news differently, and sign language interpretation significantly improves comprehension. The clarity of government-related news when interpreted in sign language recorded a mean of 2.92, reflecting moderate agreement. While sign language supports understanding in this area, the slightly lower score implies that the technical nature or complexity of government updates may still pose challenges, even when visually delivered. Respondents also affirmed that the use of sign language in news fosters a sense of inclusion in society, with a mean of 3.03. This reflects the social value of inclusive media in helping the deaf community feel seen, acknowledged, and connected to national conversations.

Furthermore, the mean score of 2.95 for the ability to explain news to others after watching it in sign language highlights the educational ripple effect, when media is accessible, deaf viewers are empowered not only to understand but also to share information confidently within their families and peer networks. Overall, the average mean of 3.00 demonstrate that sign language plays a vital role in making news content understandable, relatable, and useful to deaf audiences. Its presence in broadcasts improves not only individual comprehension but also social inclusion and knowledge transfer within the community. This is supported by the study of Marucha and Ngigi (n.d.), who found that integrating Kenya Sign Language in newscasts foster civic participation. This demonstrates how news interpreted by sign language gratifies both informational and social needs, in line with the Uses and Gratifications Theory.

Research Question 3: What challenges stop media houses from using sign language in news broadcasts?

Table 4. Challenges that Stop Media Houses from Using Sign Language in News Broadcasts

S/N	Statement	SA	A	D	SD	Mean	Std Dev
9	Power outages make it hard to watch sign language news on TV.	82	71	29	18	3.08	0.95
10	News programs rarely use sign language, making them hard to follow.	77	76	31	16	3.07	0.92
11	Captions are harder to understand than sign language in news.	60	73	40	27	2.83	1.01
12	TV stations need to use more sign language for inclusion.	91	74	22	13	3.22	0.88
13	I prefer to watch news in sign language at school.	64	70	42	24	2.87	1.00
Average						3.01	0.95

Source: Field Study, 2025

Findings from the table above highlight several notable barriers limiting the consistent use of sign language in television news. One of the most significant challenges identified is the issue of frequent power outages, which received a high mean score of 3.08. This confirms that infrastructural constraints, such as unreliable electricity, hinder regular

access to sign-interpreted broadcasts among the deaf community in Surulere. This finding mirror Lee & Lee (2025), who emphasize that infrastructural and policy gaps limit inclusive broadcasting in developing nations. The perception that news programs rarely include sign language was also strongly supported, with a mean score of 3.07. This reflects the reality that most Nigerian television stations do not prioritize sign language interpretation in routine broadcasts, thereby excluding a significant portion of the population from critical information flows.

Additionally, the statement that captions are harder to understand than sign language recorded a mean of 2.83, with the highest standard deviation (1.01) among all items. This suggests a divided response, possibly influenced by individual literacy levels or the speed and formatting of captions. While some respondents may find captions adequate, many clearly prefer sign language for its clarity and familiarity. Notably, the call for increased use of sign language by television stations received the highest level of agreement in this section, with a mean score of 3.22. This emphasizes a widespread demand for improved accessibility and institutional commitment to inclusion. This is consistent with Snoddon & Wilkinson (2022), who documented how institutionalizing sign interpretation during official Canadian broadcasts advanced inclusivity. Lastly, the preference for viewing sign-interpreted news at school received a moderate mean of 2.87, suggesting that while school environments are recognized as useful access points, they may not be fully equipped or consistent in facilitating media engagement outside classroom settings. Overall, the average mean of 3.01 reveals that structural challenges, such as poor infrastructure, low institutional prioritization, and over-reliance on captions, limit the effectiveness of inclusive media practices.

Research Question 4: How can Nigerian media use sign language to make news more inclusive for deaf viewers in Wesley Schools?

Table 5 How Nigerian Media Use Sign Language to Make News more Inclusive for Deaf Viewers in Wesley Schools

S/N	Statement	SA	A	D	SD	Mean	Std Dev
14	I discuss news with others when it has sign language.	59	81	41	19	2.90	0.93
15	Sign language encourages me to join school/community events.	57	79	42	22	2.86	0.96
16	I feel confident to make choices after watching sign language news.	68	74	37	21	2.94	0.97
17	I share news with family or friends when it includes sign language.	66	82	34	18	2.98	0.93
	Average					3.01	0.95

Source: *Field Study, 2025*

The findings from the table above reflect respondents’ perspectives on solutions for enhancing inclusive news broadcasts. The strongest response was recorded for the suggestion that television stations should increase the use of sign language in news delivery, which yielded a mean score of 3.22. This clearly demonstrates a high level of agreement across the sample, affirming that expanding interpreter presence during news programs is viewed as a vital step toward inclusion. Respondents also moderately agreed with the preference for watching sign language news at school, indicated by a mean score

of 2.87. While this highlights schools as important spaces for inclusive media exposure, the modest score may point to logistical limitations, such as access to TV facilities or structured programming during school hours. The overall results from this section show a clear and informed willingness among the deaf community to see improvements in broadcast inclusivity. Respondents want more than token inclusion—they are calling for a structured, widespread, and consistent implementation of sign language in mainstream media. This perspective aligns with global best practices in media accessibility, where integrating sign language is not just a policy obligation but a social responsibility. In the Nigerian context, these responses indicate the need for stronger collaboration between media houses, deaf communities, and education institutions to institutionalize sign language as a standard in news reporting.

V. Conclusion

The study concluded that a large percentage of the respondents are frequent consumers of televised news programs, showing that TV is still the major source of information to the deaf. However, sign language in news broadcasts made their comprehension of significant issues much better, especially health news and government policies. Also, power outages and the under-utilization of sign language on TV were some of the challenges that stop media houses from using sign language in news broadcasts. Importantly, respondents were highly in favor of increasing the use of sign language in news broadcasts and urged television stations to make it institutionalized.

Recommendations

Based on the findings of the study, several key recommendations can be made:

1. Television stations need to have a culture of allocating sign language interpreters whenever it comes to delivering news to its viewers regularly in order to give the deaf population a chance to access important information, particularly relating to health and government policies.
2. It is the responsibility of regulatory institutions to agree on using sign language or sign language interpretation in televised news as a norm in inclusive communication.
3. Sign-interpreted news must be introduced to the curriculum of hearing-impaired schools to promote understanding and involvement in the media literacy process.
4. Efforts should be directed towards the stakeholders investing in better electricity supply and broadcasting infrastructure, which will safeguard regular delivery of inclusive news that will overcome the problems of power shortage or non-use of sign language service.

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