

## **Social Exclusion of the Deaf in Corporate Television Advertising in Ghana: A Pilot Study**

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**ABSTRACT** Communication barrier is one of the problems for deaf persons with regard to social integration. This paper was conducted to determine the degree to which the deaf community understands corporate television adverts in Ghana and whether inclusion of sign language would improve and enhance their understanding. Using a pretest-posttest design, with a purposively selected sample of 30 deaf students (N=30) and utilised the theory of active viewing, the researchers found that the inclusion of sign language improves understanding of advertisement. Participants were more likely to identify the product being advertised, the corporate body running the advertisement, understand message communicated, and the use of the product advertised when sign language interpreters were embedded in them. The findings provide insight into some exclusion issues in television advertising communication that disadvantages deaf people in society. Embedding sign language interpreters in television advertisement broadens the scope of message clarity and understanding of deaf people.