The impact of creative captions on viewers' cognitive processes and emotional responses to video content. Empirical research (ABSTRACT FOR GENERAL PUBLIC)

(Film) subtitles are a simple yet essential tool for ensuring the accessibility of audiovisual (AV) content for all viewers, as they enable the understanding of media messages created in various languages and forms. Traditionally, subtitles focus on translating dialogues and, in the case of subtitles prepared for d/Deaf and hard-of-hearing people, providing information about the soundtrack of a given AV product. However, in recent years, there has been growing interest in so-called *creative subtitles*, whose form (incorporating unconventional, even artistic elements) goes beyond traditional guidelines. Such subtitles represent a real opportunity to increase viewer engagement with the content and facilitate its full understanding, which is particularly important for children, the elderly, neurodiverse individuals, and those with various sensory, cognitive, or intellectual disabilities.

The aim of this project is to explore how unconventional subtitles, created using artificial intelligence (which also contributes to the innovative nature of the project), reflecting the emotional tone of an AV production – both arising from the content of the dialogues and conveyed through the characters' facial expressions and gestures – can improve its accessibility for various audience groups, as well as their understanding and retention of key information. In other words, we will examine whether such subtitles can enrich and enhance the overall viewing experience for audiences engaging with AV productions.

Various research methods and tools will be employed in the study, including semi-structured questionnaires, in-depth interviews, and modern research devices such as eye-tracking technology, skin galvanic response measurement device, and software for analysing facial expressions to assess the emotional states of viewers. This will allow real-time monitoring of how different types of subtitles affect audience reactions. The study will involve over 600 participants of different ages, including individuals with and without various disabilities.

The results of the planned research will provide valuable insights into how subtitles can (or should) be designed to meet the needs of all viewers, particularly in the context of inclusion and educational support. By showing how emotionally enriched subtitles affect our engagement with AV content, the project will contribute to the creation of more inclusive and accessible media, improving the experience of engaging with AV productions for the broadest possible audience.