Content Analysis of "Disability Communication" The Daily Newspaper *DNA (Daily News Analysis)* A Short-term Study Report

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Introduction

DNA (*Daily News Analysis*) is a major English daily newspaper published from Mumbai and in several metros in India. This daily newspaper focuses on reaching young persons. Circulation figures indicate that *DNA* (*Daily News Analysis*) is Mumbai's fastest growing newspaper in any language.

According to the Census of India 2001, there are 16,316,858 households in India with at least one disabled person. There are 2,374,584 Indian households in which there are more than one person who are disabled (http://www.censusindia.gov.in/Tables_Published/HH-Series/HH-Series_link/hh17_india.pdf).

Disability wise state-wise number of persons with disabilities in the country as per the Census, 2001.

S. No.	State/UT	Visual disability	Speech disability	Hearing disability	Locomotor disability	Mental disability			Total
							Rural	Urban	
1	Jammu & Kashmir	208,713	16956	14,157	37,965	24,879	18,959	5,920	302,670
2	Himachal Pradesh	64,122	12,762	15,239	46,512	17,315	15,975	1,340	155,950
3	Punjab	170,853	22,756	17,348	149,758	63,808	43,016	20,792	424,523
4	Chandigarh	8,422	882	607	3,828	1,799	163	1,636	15,538
5	Uttaranchal	85,668	16,749	15,990	56,474	19,888	15,082	4,806	194,769
6	Haryana	201,358	24,920	27,682	151,485	49,595	34,309	15,286	455,040
7	Delhi	120,712	15,505	8,741	64,885	26,043	1,543	24,500	235,886
8	Rajasthan	753,962	73,147	75,235	400,577	109,058	80,019	29,039	1,411,979
9	Uttar Pradesh	1,852,071	255,951	128,303	930,580	286,464	211,463	75,001	3,453,369
10	Bihar	1,005,605	130,471	73,970	512,246	165,319	145,153	20,166	1,887,611
11	Sikkim	10,790	3,174	3,432	2,172	799	715	84	20,367

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12	Arunachal Pradesh	23,079	2,429	3,072	3,474	1,261	1,068	193	33,315
13	Nagaland	9,968	4,398	5,245	4,258	2,630	2,330	300	26,499
14	Manipur	11,713	2,769	2,994	6,177	4,723	3,190	1,533	28,376
15	Mizoram	6,257	2,006	2,421	2,476	2,851	1,655	1,196	16,011
16	Tripura	27,505	5,105	5,699	13,970	6,661	5,470	1,191	58,940
17	Meghalaya	13,381	3,431	3,668	5,127	3,196	2,604	592	28,803
18	Assam	282,056	56,974	51,825	91,970	47,475	41,309	6,166	530,300
19	West Bengal	862,073	170,022	131,579	412,658	270,842	181,981	88,861	1,847,174
20	Jharkhand	186,216	39,683	28,233	138,323	55,922	41,442	14,480	448,377
21	Orissa	514,104	68,673	84,115	250,851	103,592	87,319	16,273	1,021,335
22	Chhattisgarh	160,131	30,438	34,093	151,611	43,614	34,301	9,313	419,887
23	Gujarat	494,624	66,534	70,321	310,765	103,221	65,433	37,788	1,045,465
24	Daman & Diu	1,898	189	120	690	274	138	136	3,171
25	Dadra & Nagar Haveli	2,346	295	337	795	275	222	53	4,048
26	Maharashtra	580,930	113,043	92,390	569,945	213,274	124,748	88,526	1,569,582
27	Madhya Pradesh	636,214	75,825	85,354	495,878	115,257	78,280	36,977	1,408,528
28	Andhra Pradesh	581,587	138,974	73,373	415,848	155,199	116,909	38,290	1,364,981
29	Karnataka	440,875	90,717	49,861	266,559	92,631	62,325	30,306	940,643
30	Goa	4,393	1,868	1,000	4,910	3,578	1,972	1,606	15,749
31	Lakshadweep	603	207	147	505	216	126	90	1,678
32	Kerala	334,622	67,066	79,713	237,707	141,686	105,842	35,844	860,794
33	Tamil Nadu	964,063	124,479	72,636	353,798	127,521	67,483	60,038	1,642,497
34	Pondicherry	10,646	1,818	2,277	8,830	2,286	736	1,550	25,857
35	Andman & Nicobar	3,321	652	545	1,870	669	497	172	7,057
									21,906,769

Taken from http://socialjustice.nic.in/disabled/census01.htm.

The figures presented by the Census of India have been challenged based on factors such as inadequate enumeration, definition of disability, etc. However, even as presented in official documents, the disabled population is not that less significant and that disability is widespread through various classes of people and in every region of the country.

The following extract from http://ayjnihh.nic.in/aw/disabilityline.html presents the magnitude of disability in India.

Magnitude of Disability in India

As per National Sample Survey Organization's (NSSO) Survey 2002, the number of disabled persons in the country is 18.49 million and they formed about 1.8% of the total estimated population. The census 2001 indicates that 2.2% of the total population is affected by disability.

As per NSSO:

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- About 8.4% and 6.1% of the total estimated households in rural and urban India, respectively reported to have at least one disabled person.
- About 10.63% of the disabled persons suffered from more than one type of disabilities.
- The prevalence of disability was 1.85% among rural population and 1.50% among urban population.
- About 55% of the disabled in India were illiterate and about 9% completed 'secondary and above' level of education.

These statistics highlight the need for dissemination of information on prevention of diseases causing disability, early identification, rehabilitation, education and economic independence of persons with disabilities. http://ayjnihh.nic.in/aw/disabilityline.html

This Study on Disability Communication

I undertook a short-term study of the contents of this paper pertaining to disability communication.

This study took into consideration the content, format, and amount and type of space allotted for disability communication in its various sections. It also identified the types of disabilities noted in the daily newspaper. I made a detailed descriptive study of the "Disability Communication" aspect and the approach adopted in this newspaper on a daily basis for a period of 4 months from November 1, 2007 to February 29, 2008.

"Disability Communication," unlike "Health Communication," is a continuous process, not a temporary process. Through this we send information about persons with disabilities, their relatives, professionals and media, for participation of persons with disabilities in the socio-economic development of society. It also deals with the identification, intervention and rehabilitation processes, thus providing the communicants including the readers, continuous opportunity to keep them informed of the developments.

A Quick Glance at the Present Study and Its Relevance

In this study, an analysis of the reports in a daily newspaper in terms of disability communication is pursued. The study reveals the status of 'disability communication' in the print media/dailies in India in general. The content of news stories/articles and advertisements, in terms of use of language, styles of expression, themes, placement of such stories within the newspaper, the relevance and value of the news in terms of disability communication/information, and the identification of different types of attitudes among the readers for inclusion or exclusion of persons with disabilities in the society, etc. formed part of this study.

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Disability communication plays a very useful and crucial role in identifying and managing disability in individuals and groups of individuals. For individuals, effective disability communication can help raise awareness about early identification of disabilities, interventions and solutions even as it provides the motivation and skills needed to reduce the problems, help them find support from other people in similar situations, and affect or reinforce attitudes. Disability communication also can increase demand for appropriate disability rehabilitation services and decrease demand for inappropriate disability rehabilitation services. It can make available information to assist in making complex choices, such as selecting disability rehabilitation plans, rehabilitation care providers, and treatments.

For the community, disability communication can be used to influence the public agenda, advocate for policies and programs, promote positive changes in the socioeconomic and physical environments, improve the delivery of disability rehabilitation and intervention services, and encourage social norms that benefit disability rehabilitation and quality of life.

The General Goals of This Study

The newspaper (*DNA)* was chosen for the research study keeping in mind that the newspaper target young adults. This gives us scope to speculate about the future trends on all matters listed above..

Aim of any mass media, whether print or electronic, is to inform, entertain and to educate. DNA does all these functions as a mass medium. DNA does aim to inform, educate and entertain the readers. My goal was to identify the 'disability information' that is provided by the newspaper and also the benefit or education that the reader gets from the information.

This study seeks to understand what is being presented about disability in the major mainstream news media during a specific period of time. The paper discerns who is providing information about disability to the news media and what kinds of specific topics about disability are presented.

Content Analysis in a Newspaper

Content analysis of media is a traditional mass communication research method used to assess a wide range of media content trends. "The basic assumption is that both changes and regularities in media content reliably reflect or report some feature of the social reality of the moment. The purpose of the cultural indicator analysis is often to test propositions about effects from media on society over time, but it is also a method for the study of social change in its own right and for the comparison of different national societies and cultures," according to mass media scholar Denis McQuail (1989). This study, for example, investigates how the particular national news media presented

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disability during November'07 and February'08. This part of the study will provide baseline data to see if the framing of disability issues shifts and changes from time to time.

How the attributes of news stories about disability are played in the news media can sway public opinion about disability issues and toward the cultural representations of people with disabilities in general.

Because people with disabilities still face many barriers in occupation, education, communication, etc., in India, and Mumbai in particular, interpersonal contact between able-bodied and disabled persons is still limited. Therefore, mass media images still provide many of the cultural representations of disability to Indian society.

Kathryn Montgomery (1989) argues that advocacy groups are extremely concerned with their mass media depictions because of their potential to demean them in the eyes of others. To minorities, women, seniors, and the disabled, newspaper dailies are a cultural mirror which has failed to reflect their image accurately.

To be absent from the first page, to be marginally included in it, or to be treated badly by it are seen as serious threats to the rights of individuals with disability as citizens of India. Newspapers are an instrument to change attitudes toward people with disabilities, but whether they do it or not depends also upon the space allotted and the description provided.

Mass communication research reveals the effects of mass media in the cultural lives of Indians. But content analysis does not make claims about the effect of news stories on audiences. However, content analysis can show how alternative ideas and minority groups, such as the disability community, are portrayed in mass media. This, in turn, reflects the access these groups have to the mainstream media.

Methodology

The study was done for a period of 4 months. As the International Day of Persons with Disabilities is celebrated on 3rd December every year, it was decided to select two months before and after the celebrations. The exact period of study was from 1st November 2007 to 29th February 2008. (Four months)

During this period the DNA daily newspaper was gathered and studied to assess and measure the space provided for disability communication. Educational, Informational and Entertainment area coverage and various types of disabilities of the 'disability communication' in DNA daily newspaper daily were highlighted and classified as to the category of the news items.

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As the newspaper followed single standard page area, there was no need for the standardization of the page area. The analysis was done using Statistical Package for Social Sciences (SPSS) version -12.

The scanning of each news story-containing element of 'disability communication' is done and was marked on a daily basis. Later they were classified based on the coverage of various disability types and Information, Education and Entertainment aspects of mass communication. The news stories thus selected were also classified into various categories, with reference to various aspects of 'disability communication'.

The categories include stories related to identification, intervention and rehabilitation of persons with disabilities. Thus each news-story selected for analysis would fall into any of the several categories, in terms of 'disability communication' and 'mass communication'.

Each story that appeared in the newspaper daily was analyzed and a story analysis form is filled based on the descriptions of the questions and how to answer them. This form was developed as a tool to adequately analyze 'disability communication' aspects and content in daily newspapers.

The 'story analysis form', which was used as the tool for this study, is presented as Appendix at the end of this article.

Objectives

The main objective of the study was to estimate the coverage of disability types and issues in the DNA daily newspaper for a specific period of time. The specific period was selected considering the maximum significance of the news items before and after the celebration of the International Day of Persons with Disabilities - 3 December.

This study also aimed at preparing tool for the analysis of disability communication content in newspaper dailies.

Some of the major questions which the study aimed to answer are:

1. Which is the type of disability that is covered by the daily often?
2. Under which aspect of media does the 'disability communication' being covered maximum?
3. Where and how much of space is being allotted to disability issues by the daily?
4. Which are the terms correctly and incorrectly used by the daily in the coverage?
5. What is the theme aspects depicted in the content of the daily with reference to disability?
6. What are the sources of news depicted in the daily?

Todd Gitlin (1980) writes, "The mass media are, to say the least, a significant social force in the forming and delimiting of public assumptions, attitudes, and moods -- of ideology, in short." One significant way in which this ideology flows to an audience via news content is the sourcing

of the stories. These "actors" within news stories help frame the news agenda. In agenda setting terms, sources tell the audience "what to think about."

Gusfield (1981) has developed a useful framework for analyzing how a problem such as discrimination against people with disabilities comes to be seen as a problem within the whole of society. In his idea of the ownership of public problems, it is understood that all groups do not have the same power, influence, and authority to define social problems. A group must truly own a problem to push it into the public sphere.

Gusfield (1981) explains that a component of this culture of public problems is mass media. Media help construct the "reality" of a public problem. In the case of the PWD act 1995, print media have only a little knowledge of the disability rights at the inception of the Act, so they had to begin to develop some news sources within the disability community. However, past research on news sources illustrates that news media prefer sources from government and other elite sources.

Research by Tichenor, Donohue, and Olien (1980) found in stories about conflict that the power elite helps form the media position, so the print media end up reinforcing the outlook of the dominant power in the community. In conflict situations, the press contributes to either a widening or narrowing of differences in knowledge within the system. Olien, Tichenor, and Donohue (1989) again confirmed that the media lean in favor of the status quo and the "mainstream" when covering public protests. That study found the media are watchdogs on behalf of the mainstream groups. "Media report social movements as a rule in the guise of watchdogs, while actually performing as 'guard dogs' for the mainstream interests".

Situation in India

For example, disability organizations and disability activists began to "own" the problem of full civil rights for people with disabilities in the late 1980s. By the 1990s that ownership led to the development of the Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) PWD Act of 1995, which made discrimination against people with disabilities. Earlier the Rehabilitation Council of India Act (RCI) 1992 also empowered the persons with disabilities with qualitative services by registered professionals in India. Later in 1999, The National Trust for Welfare of Persons with Autism, Cerebral Palsy, mental Retardation and Multiple Disability Act, was also passed.

However, the government had not truly embraced disability discrimination as a public problem, so disability activists held sit-ins across the nation to protest the lack of enforcement guidelines. The government began to understand disability rights, but for the general public, disability rights had barely made it into the consciousness of India. But as a result of disability activists struggle, Chief Commissioner of Disabilities was appointed at New Delhi and his counter parts in all the states of the country to provide legal solution to the problems of persons with disabilities.

Disability News coverage in *DNA* During the period of Study

1. Number of Disability-related Stories/Articles

During the study it was noted that only 30 news/advertisement articles/stories published by the DNA daily from 1st November 2007 to 29th February 2008 were disability communication/information related. Of these 2 were advertisements. However 2 articles had legal aspects of disability being covered and dealt with matters concerning mentally handicapped persons. Out of 121 days of publication during the period of study only 30 days contained disability related stories or articles in DNA daily. This shows that only 1/3 of the total number of days the disability issues was covered, or was of interest to the daily.
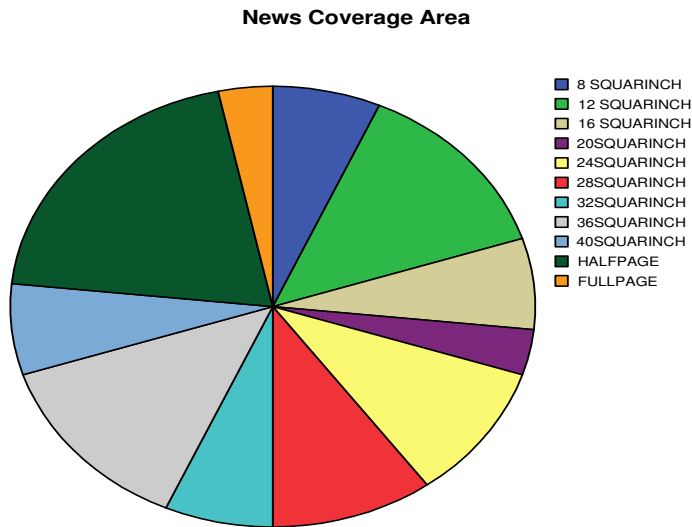
2. Area Coverage of Disability-related Stories/Articles

Of the total print area of 290400 sq. inch, the area covered by the daily on disability related stories/articles during the entire period of study was only 960.sq.inch. Of which only six stories were of half page size and one story/article received full page coverage. This is just 3.3% of the total print area available during the period of study. This is very small as compared to the significance of the days during the period of study, International Day of Persons with Disabilities, which fell during the period of the study.

Table: 1.Disability related News Coverage Area in sq.inch during the period of study.

Frequency of News in Sq. Inch	Number of times	Cumulative Percent	Total Print area in Sq. inch
8 Sq. Inch	2	6.7	16
12 Sq. Inch	4	13.3	48
16 Sq. Inch	2	6.7	32
20 Sq. Inch	1	3.3	20
24 Sq. Inch	3	10.0	72
28 Sq. Inch	3	10.0	84
32 Sq. Inch	2	6.7	64
36 Sq. Inch	4	13.3	144
40 Sq. Inch	2	6.7	80
HALFPAGE	6	20.0	300
FULLPAGE	1	3.3	100
Total	**30**	**100.0**	**960**

Diagram:1 .Disability related News Coverage area

News Coverage Area

Legend:
- 8 SQUARINCH
- 12 SQUARINCH
- 16 SQUARINCH
- 20SQUARINCH
- 24SQUARINCH
- 28SQUARINCH
- 32SQUARINCH
- 36SQUARINCH
- 40SQUARINCH
- HALFPAGE
- FULLPAGE

3. Location on the page for coverage of Disability related stories/articles

During the entire period under study, of the 30 articles/stories published regarding disability issues, 10% of the stories were printed on the right and left top space/quadrant of the page. This shows that stories printed did get importance from the view point of the DNA news paper Editor. It is an established fact that news of significance are given in the top space/quadrant of the page due to its easy access for readers.

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Diagram:2 .News Coverage in a particular quadrant
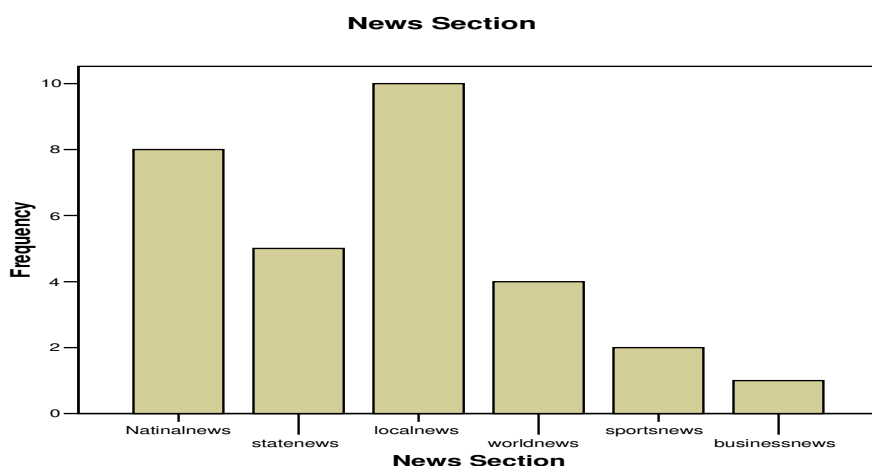
Type of Quadrant
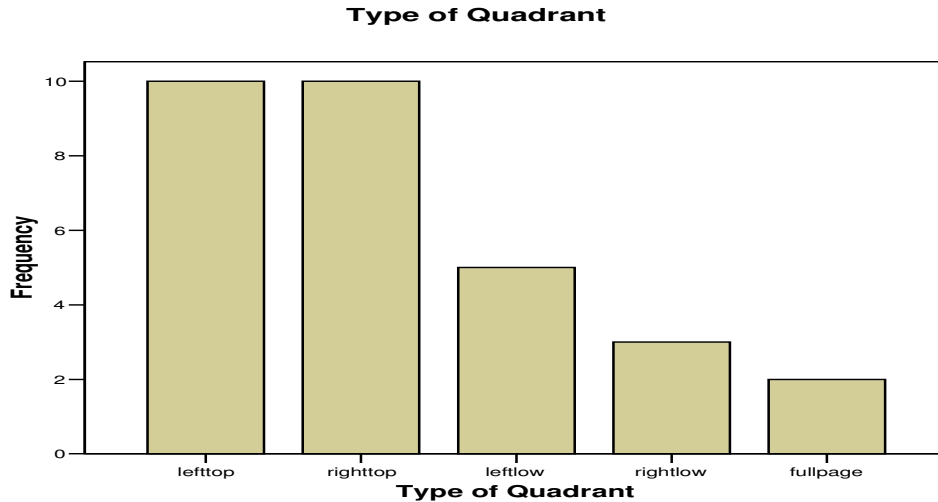
3. Section of the Newspaper page for coverage of Disability related stories/articles

During the study, it was noted that majority (33%) of the disability related stories/articles were published under the local news section of the news paper. Whereas disability news of National importance were only 26%, in the DNA daily. This may be due to so many local events related to persons with disabilities occurring during the period of study.

Table: 3 Treatment of Disability News under each section

Treatment of News	Number of News Items	Percent
National news	8	26.7%
State news	5	16.7%
Local news	10	33.3%
World news	4	13.3%
Sports news	2	6.7%
Business news	1	3.3%
Total	30	100.0%

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Diagram:3 News Coverage in a particular section

News Section

4. Photo/Graphic diversity in Disability related stories/articles:

During the period of study 30 photo/graphic pictures were published in the disability related stories/articles in the newspaper. However, there were 18 color photographs of various sizes along with news stories/articles. As we know a photograph speaks more than words and the daily has depicted the persons with disability showing their ability at various challenging events in the community like sports and games. The diagram-4 & table-4 below show the use of photo/graphic pictures to depict disability issues by the daily.

Table:4 Photo/Graphic depiction of Disability related News

TYPE OF PHOTO/GRAPHICS	Number	Percent
Color photo	18	60.0%
Cartoon	1	3.%
Black& White photo	1	3.3%

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News without photo/graphics	10	33.3%
Total	30	100.0%

Diagram: 4 News Coverage with and without photo/graphic pictures which are disability related:

Graphics/Photo

- ■ NOTAPPLICABLE
- ■ COLOURPHOTO
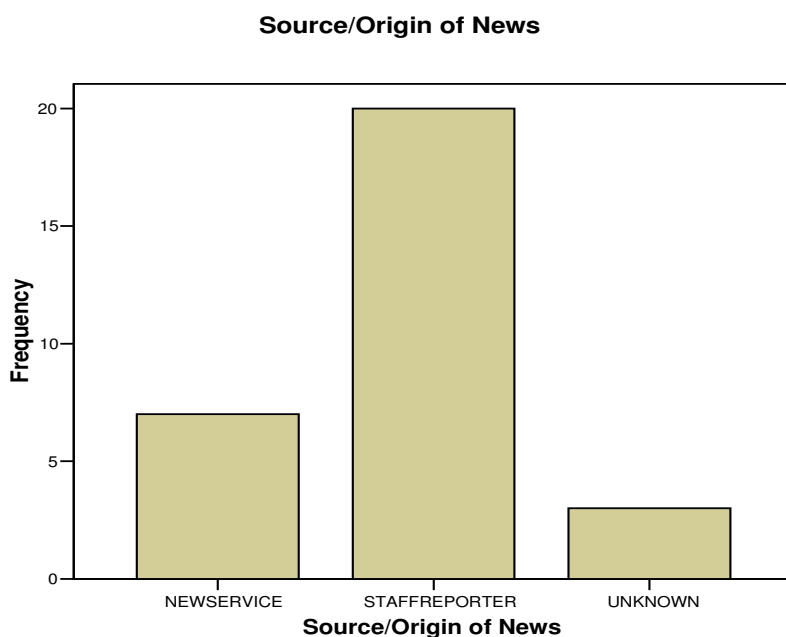- ■ CARTOON
- ■ BLACK&WHITEPHOTO
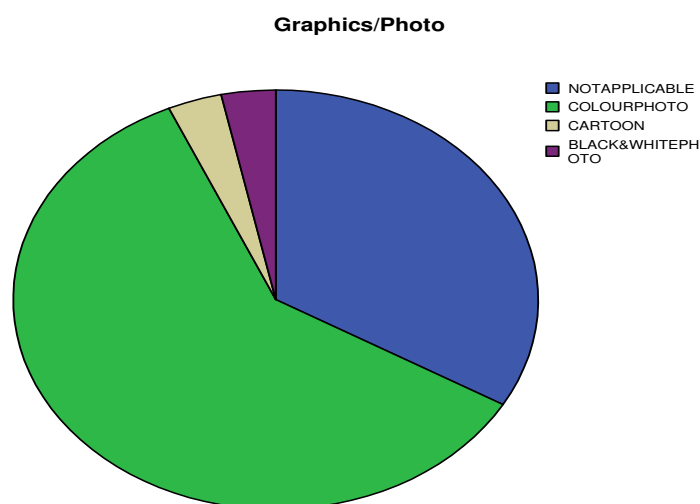
5. Origin/Source of disability-related news stories/articles

Majority of news stories/articles carried by the newspaper under study (67%) was by staff reporters as source/origin of the news stories/articles. However it may be noted that not a single news story/ article was from a person with disabilities. The stories, however, did depict the opinions views of a few persons with disabilities, as reported by the staff reporters. It may be noted that direct reports from persons with disabilities would give a different dimension to the news and increase its credibility.

Table: 5 Photo/Graphic depiction of Disability News

Source/Origin of News	Number of News	Percent
News Service	7	23.3%
Staff reporter	20	66.7%
Unknown source	3	10.0%
Total	30	100.0%

Diagram: 5 Source/Origin of News Coverage

Source/Origin of News

6. Treatment and focus area of disability-related news stories/articles

Majority of news stories/articles carried by the newspaper under study had National level news stories/articles which were given the treatment of a feature. However, it may be noted that not a single general news story/article had focused on local population. 4 stories/articles however did give state level focus and had feature type of treatment. The other types of treatment of story and the focus area of story are given in Table:6

Table: 6 Treatment & Focus area of Disability related News stories/articles

Story focus	Treatment of News story

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area	General News	Feature articles	Commentary/ Criticism	Others	Total
International	2	2	1	0	5
National	1	5	2	1	9
State	1	4	4	0	9
Regional	0	2	0	0	2
Local	0	4	1	0	5
Total	4	17	8	1	30

7. Theme and focus area of disability related news stories/articles

Majority of news stories/articles carried by the newspaper under study had National and International level news stories/articles which were on developmental theme. However, it may be noted that not a single complaint-type news story/article had focused on regional or local population. 4 stories/articles, however, did give local level focus and had developmental aspects as theme in the news story/articles. The other types of themes in story and the focus area of story are given in Table: 7.

Table: 7 Theme & Focus area of Disability-related News stories/articles

Story focus area	Theme of News story			Total
	Developmental	Complaint	News	
International	1	0	4	5
National	5	1	3	9
State	5	1	3	9
Regional	2	0	0	2
Local	4	0	1	5
Total	17	2	11	30

8. Type of Disability and focus area of disability related news stories/articles

Majority of news stories/articles carried by the newspaper under study had National and International level news stories/articles which were either dealing with issues related to Visually or Orthopedically impaired persons. However, it may be noted that not a single hearing and mentally handicapped issue-related news story/ article had focused on regional or local population. The other types of themes in story and the focus area of story are given in Table :8

Table: 8 Type of Disability & Focus area of Disability related News stories/articles

Story focus area	Type of Disability					Total
	Hearing Handicapped	Mentally Handicapped	Orthopedically Handicapped	Visually Handicapped	Multiply Handicapped	
International	1	0	1	3	0	5
National	1	0	3	2	3	9
State	1	1	2	3	2	9

Regional	0	0	1	1	0	2
Local	0	0	3	1	1	5
Total	3	1	10	10	6	30

9. Types of disability related words used in news stories/articles

Majority of news stories/articles carried by the newspaper under study had used the word 'Disabled' in the news stories/articles which were dealing with issues related to persons with disability. However, it may also be noted that 'Challenged' is another 'politically correct' term that is used to address disability related issues in the related news story/articles. The other types of words used in stories/articles are given in Table: 9. It may be noted that the word 'Handicapped' has been wrongly used in two stories/articles published in DNA daily. The word is specifically used to report legal matters. However, even while addressing other issues/conditions the word 'Handicapped' has been used. The use of certain words or phrases can express gender, ethnic, or racial bias, either intentionally or unintentionally. The same is true of language referring to persons with disabilities, which in many instances can express negative and disparaging attitudes.

It is recommended that the word '*disability*' be used to refer to an attribute of a person, and *handicap* to the *source* of limitations. Sometimes a disability itself may handicap a person, as when a person with one arm is handicapped in playing the violin. However, when the limitation is environmental, as in the case of attitudinal, legal, and architectural barriers, the disability is **not** handicapping—the environmental factor **is**. This distinction is important because the environment is frequently overlooked as a major source of limitation, even when it is far more limiting than the disability. Thus, prejudice handicaps people by denying access to opportunities; inaccessible buildings surrounded by steps and curbs handicap people who require the use of a ramp.

Use of the terms *non-disabled* or *persons without disabilities* is preferable to the term *normal* when comparing persons with disabilities to others. Usage of *normal* makes the unconscious comparison of *abnormal*, thus stigmatizing those individuals with differences. For example, state "a non-disabled control group," not "a normal control group."

The guiding principle for non handicapping language is to maintain the integrity of individuals as whole human beings by avoiding language that (a) implies that a person as a whole is disabled (e.g., disabled person), (b) equates persons with their condition (e.g., epileptics), (c) has superfluous, negative overtones (e.g., stroke victim), or (d) is regarded as a slur (e.g., cripple).

For decades, persons with disabilities have been identified by their disability first, and as persons, second. Often, persons with disabilities are viewed as being afflicted with, or being victims of, a disability. In focusing on the disability, an individual's strengths, abilities, skills, and resources are often ignored. In many instances, persons with disabilities are viewed neither as having the capacity or right to express their goals and preferences nor as being resourceful and contributing members of society. Many words and phrases commonly used when discussing persons with disabilities reflect these biases.

Listed below are examples of negative, stereotypical, and sometimes offensive words and expressions. Also listed are examples of preferred language, which describes without implying a negative judgment. Even though their connotations may change with time, the rationale behind use of these expressions provides a basis for language reevaluation. The specific recommendations are not intended to be all-inclusive. The basic principles, however, apply in the formulation of all non-handicapping language in reporting in news paper dailies.

Table: 9 Disability-related words

Disability related words used	Frequency	Percent
Handicapped	2	6.7
Disabled	7	23.3
Differently Abled	1	3.3
Persons with Disability	3	10.0
Physically Challenged	3	10.0
Special	3	10.0
Challenged	3	10.0
None above	5	16.7
Impaired	3	10.0
Total	30	100.0

Conclusion

The most surprising finding from the quantitative part of the study is the conspicuous link between disability issue and the focus area of the news stories/articles in the newspaper. Majority of the news stories/articles published were about visually impaired and orthopedically impaired persons as they were easily visible group of persons with disabilities in the communities. Hearing impaired population hardly received any coverage at International level in the newspaper under study.

Numerous studies have shown that news media heavily relies on 'expert' sources. However, the lack of contact with the major disability experts in India is a cause of concern. Moreover, stories/articles published did not claim or depict any direct reports from persons with disabilities. This may be because of the lack of training among the media professionals/reporters on how to interview persons with disabilities or express the view points of persons with disabilities.

To say the least, there is certainly room to improve the "Disability communication" in the newspaper under study to the extent that disability information is only provided during the period of study. This is because 'Disability Communication' demands continuous follow-up by the

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daily on the reports published on developmental activities or comments offered by them. It is disheartening to note that the celebration of the International Day of Persons with Disabilities did not receive adequate coverage. However, the legal issue relating to "Hysterectomies" on mentally retarded persons did receive state level and national level focus and adequate coverage from the point of human rights perspective in the DNA newspaper.

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APPENDIX

Disability-related News/Story Content Analysis Form

(Fill out one form per story. Below you will find descriptions of each question and how to answer them.)

Story ID

Newspaper Date (6 digit) – Story # (2 digit)
November 11, 2007 newspaper story 4 would be: 111101-07
If analyzing more than one newspaper title, on the same day, add another code at the front indicating paper. For example 2-111101-07

Front Page

Mark 1 if the story starts on the front page, 2 if it doesn't. If a story starts on the front page and continues inside, it's still front page. This does not include promotion of the item on the front page (if a skybox refers to a story inside, it does not count as a front page story).

Section Front

Mark 1 if the story starts on a section front, 2 it if doesn't. If a story starts on the section front and continues inside, it's still a section front. This does not include promotion of the item on the section front (if a skybox refers to a story that doesn't appear on the section front, it does not count as a section front story).

Section

Mark the section that the story appears in from the list below using the appropriate number. A section is a stand-alone entity, not just a themed page. Be careful *not* to confuse the *story's content* with the *section in which it appears*. (Note: you can modify this list to reflect your newspaper specifically.)

1. Front Section
2. Local, State & Regional News
3. Sports
4. Business
5. Food
6. Lifestyle
7. Weekend Entertainment
8. Family & Parenting
9. Youth-oriented
10. Education
11. Home, Garden & Real Estate
12. Books
13. Editorial/Opinion
14. Fashion
15. Sunday Magazine (non-syndicated)
16. Science or Health
17. Computers & Technology
18. Travel
19. Classified
20. Other

Quadrant

Mark the location where the story starts on the page. If the story extends across two quadrants, mark where the majority of the headline appears.

1	2
3	4

1-left top
2- right top
3- left bottom
4- right bottom
5-left & right top
6-left & right bottom
7-left top& left bottom
8-right top & right bottom

"Go and Do" Information

Includes:

- Times, dates and places where events will occur.
- Phone numbers to call and make reservations, join in etc. and not just with the author.
- Website URLs of non-newspaper sources of information.
- Recipes.
- Author phone number and e-mail is NOT go and do information.

Jump

A story is said to have "jumped" when it is continued on another page – usually with a tag such as "see Tree Page 8" at the end. Jumping applies only to the text of the story itself and doesn't apply to a promotional bit (like a skybox) that may appear independently of the story.

Graphics

Graphs, charts and any non-photograph visuals used to help tell the story; note total number of graphics and the number that appears in color.

Photo

Mark the total number of photographs and the number of color/ black & White photographs.

Photo Diversity

- Mark the number of photographs with visible faces.
- Mark the number of photographs that include only a face of color (which includes black, Asian, Hispanic, Native American etc.)
- Mark the number of photographs that include only a white face.
- Mark the number of photographs that include both white faces and faces of color.

Total Area

Measure the total area of the story in square inches. Include headlines, photographs, graphics and any other material relating to the story. If a story jumps, include material before and after jump.

Photo and Graphics Area

Measure and total the area of all photographs and graphics in the story in square inches. Round to the nearest square inch.

Origin/Source of Story

1. **Wire/News Service:** stories from the AP, Reuters or any other news service. We also include stories credited to another newspaper (not the home newspaper).

2. **Staff:** stories with or without a byline that are identified as coming from the newspaper. Includes "special to" and correspondents of the newspaper.

3. **Reader:** use only on *either* editorial pages where readers write columns or letters to the editor, *or* in cases where stories are specifically identified as being written by readers.

4. **Unknown:** use when the source of the story is not stated.

Geographic Focus

Relative to the paper being published, determine the general focus of the story. In case of doubt, think through the following questions to clarify:

       1. Is a specific locality, state, region, or nation identified in the story?
       2. Is the story significantly more interesting to state, region, national or international readers?
       3. Does the story seem to be tailored for people from a certain locality, region, state or nation?

By answering these questions, the geographic focus should become clear. Remember that although mention of specific geographic areas is important to note, it can sometimes be misleading. It's important to consider what makes the story newsworthy, and, more specifically, why is it in *this* newspaper?

Treatment

The way that the story is written, should not to be confused with the subject of the story.

1. **General News:** any story that emphasizes facts of a recent event. Often uses a straight news or inverted pyramid style of writing.

2. **Feature:** longer, more reflective tone; often humorous or entertaining. Can be on a serious subject but tries to tell a story rather than just regurgitate a series of facts.

3. **Commentary/Criticism:** any story that offers a first-person opinion or is a stated opinion of the newspaper, e.g. editorials, opinion or advice pieces, art, music and entertainment criticism and product advice *etc*.
4. **Other**

Themes

Most stories are complex and therefore involve more than one theme. You need to decide which theme is most prominent. The questions to ask are: What is this story really about? What is the main point in the story? What is the central concept described in the story? To answer these questions, use the following guidelines:

1. Look at the actions or developments in the story, rather than the context in which they occur.
2. Focus on why this story is in the paper at all – usually something has to happen (a news peg) that can give you a clue on how to classify the story.
3. If you cannot decide between two themes (or more) you can resort to paragraph counting (i.e. choose the theme that has more paragraphs in the story).
4. Use headlines or section heads as clues only: a story in the Business section is more than likely to include information relating to business, but it should not necessarily be coded as "business" for theme.
5. Discuss the story with another coder if you're still uncertain.

Example:

A story about the persons with disability being beaten up for stealing can be seen as a police/crime/courts/legal story or as an entertainment story. In this case we would select the police/crime theme because that is the main occurrence in the story; the act of theft is what the story is about. The fact that it happened in the context of entertainment (and that it possibly appeared in a section on entertainment), should not lead you to code the theme as entertainment.

Sources

This is a time-consuming question and should be considered optional. Count the number of sources directly quoted in the story (references do not count). Count the number of officials quoted, the number of ordinary people, identifiably male and female. Gender identification should depend on more than name; also look for pronouns such as he or her etc.

Types of Disability

Various types of disabilities have been depicted in the news/advertisement carried by the dailies. The types of disabilities are:

1. Hearing Handicapped
2. Visually Handicapped
3. Mentally Handicapped
4. Orthopaedically Handicapped.

5. Multiply Handicapped.

P. J. Mathew Martin
Department of Outreach & Extension Service
Ali Yavar Jung National Institute for the Hearing Handicapped
B/32, AYJNIHH Campus Bandra West
Bandra Reclamation
Mumbai 400 050
India
pjmathewmartin@yahoo.co.in

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