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Assess Disability Issues Coverage in the Ethiopian Media: The Case of *Addis Zemen* and *Addis Admas* Newspapers

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**ASSESS DISABILITY ISSUES COVERAGE IN THE ETHIOPIAN MEDIA:
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This is to certify that the thesis prepared by Henok Amare entitled: Assess Disability Issues Coverage in the Ethiopian Media: the Case of *Addis Zemen* and *Addis Admas* Newspapers and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in journalism and communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstracts

The main aim of this study was to investigate the news coverage of Disability Issues in the Ethiopian state and private media. Agenda setting and framing were employed as theoretical frameworks of the study. By taking two years data, the study was conducted on two selected major state and private media outlets of the nation, namely the Addis Zemen and Addis Admas Newspaper. Data used for the study was extracted from a total of 834 sample news editions (730 from Addis Zemen and 104 from Addis Admas). The news editions were selected by using availability sampling techniques. Both content analysis and in-depth interview methods have also been employed in the study. Content analysis was made on sample news editions to gather both quantitative and qualitative data with reference to the amount, content and quality of disability issue coverage by the media studied. In addition, in-depth interviews were made with Director of FENAPD, editors and reporters who were frequently assigned to cover disability issues so as to gather qualitative data used to back the results found via the quantitative and qualitative content analysis method. The study revealed that disability news stories were not given priority in the daily news agenda of both media outlets studied. Addis Zemen was found to give more coverage to domestic disability stories than to those foreign ones. In this regard, almost all of disability news stories of Addis Admas Newspaper were found to be dealing with domestic ones. Government officials were the dominant source of the news stories of the media studied. The nature of the disability stories were informative. Most of the disability stories of the studied media were success stories. The fairness and equality news frame was found to be dominant being applied in most of the disability stories of the media studied. The Political frame was the second dominant news frame used. But, a difference was observed between the two media in making use of the economic frame. This frame was the second dominant frame used in many of disability stories of the Addis Zemen. Moreover the disability stories give more coverage for male disability stories than female. In addition visual impairment was the dominant type of disability story that is given coverage. Based on these findings, some pertinent recommendations have been made.

List of Abbreviations and Acronym

AA-----	<i>Addis Admas</i> Newspaper
AZ-----	<i>Addis Zemen</i> Newspaper
ADHD-----	Attention Deficit Hyperactivity Disorder
CSA-----	Central Statistical Agency (Ethiopia)
CRPD-----	Convention of the Rights of Persons with Disabilities
DPJ-----	Delhi Psychiatry Journal
DRED-----	Disability Rights and Education and Defense Fund
ENDAN-----	Ethiopian National Disability Action Network
ENDP-----	Ethiopian's National Development Plan
EPA-----	Ethiopian Press Agency
ETV-----	Ethiopian Television
FENAPD-----	Federation of Ethiopian National Associations of Persons With Disabilities
JICA-----	Japan International Cooperation Agency
NGO-----	Non-Governmental Organization
MCS-----	Multiple Chemical Sensitivity
MS-----	Multiple Sclerosis
PWDs-----	People with Disabilities
TBI-----	Traumatic Brain Injuries
SIDA-----	Swedish International Development Agency
UN-----	United Nation
UNAIDS-----	United States Agency for International Development
WHO-----	World Health Organization

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

In every nation of the world, human beings are the most important resource. No country can develop politically, socially and economically when a large number of its population is socially excluded (Lawal-Solarin, 2012). People with disabilities constitute about 15 million of Ethiopia's population, representing 17.6% of the total population at the time (WHO, 2011). Persons with disabilities (PWDs) face barriers in their participation as equal members of society in all parts of the world. Specifically in the developing world such as Ethiopia, the degree of barriers persons with disabilities face have rendered them largely excluded from the ordinary society and experience severe difficulties in accessing community resources and services (ENDAN, 2010).

Ethiopia had a long history of war and poverty which are double causes of disability in the country. Besides disability is a very ordinary aspect of life that can happen any moment. However both the disabled and non-disabled society, as a result of traditional and spiritual attitude lacked a comprehensive knowledge about it. Media are then important in contributing accurate information regarding the issue to the general public. Media plays an important role in providing information and influencing people's thinking, it takes into account the interests and policies set by the government. According to this statement, the lack of information on various aspects will cause the community not to fulfill its obligations to issues of equal rights among disabled persons (JICA, 2002).

As a part of society, people with disabilities are always expecting education and information centers in playing major roles in minimizing the problems that have been faced on the disabilities (Barnes, 1992).

Women and men with disabilities can and want to be productive members of society. In both developed and developing countries, promoting more inclusive societies and employment opportunities for people with disabilities requires improved access to basic education, vocational training relevant to labor market needs and job suited to their skills, interests and abilities, with adaptations as needed. Many societies are also recognizing the need to dismantle other barriers

making the physical environment more accessible, providing information in a variety of format challenging attitude and mistaken assumptions about people with disabilities. Currently, some five to eight million women and men in a vast majority with disabilities live in rural areas where access to basic services is limited (JICA, 2002).

A survey on disability in Ethiopia reported that 60% of persons with disabilities of working age were unemployed in rural areas in occupations such as agriculture, animal husbandry or forest activities. Begging is a prevalent means of survival in urban centers, in addition to assistance form of religious institutions and charities (CSA, 2011).

Attitudes, beliefs, and misconceptions of society constitute a major barrier for people with disabilities. Attitude change can follow on heightened awareness, increased contact, and increased meaningful communication between disabled and non-disabled people. Although personal interaction is the most effective medium of conveying the personal experience of disability, the mass media can be an effective vehicle for bringing about greater understanding, and a consequent gradual change in public perceptions, of the people with disabilities. With this in mind, the study aimed to assesses the Ethiopian media particularly newspapers coverage regarding to individuals with disability. The study conducted on *Addis Admas* and *Addis Zemen* newspapers. *Addis Admas* is Amharic private newspaper which is published once in a week at Saturday. On 8 January 2000 Addis Admass started its first publication. It covers mostly of social issues as well as entertainment. It has a circulation of 30,500 (EPA, 2007).

Addis Zemen is an Ethiopian Amharic newspaper, published by the federal government. The paper was launched as a four-page weekly on 7 June 1941. The first editor-in-chief was Amde Mikael Desalegn. On 5 May 1946 the paper became a broadsheet publication and later, a daily newspaper. It served as the main official press organ of the state and as the main source of information for literate people. For the most part, this print media was controlled by the country's government, subject to official censorship. Articles that appeared in this governments controlled News Paper was usually full of exaggerations of the activities of the emperor in internal and international affair (Asnake, 1994). It has gone through a number of changes in its content, size, appearance, circulation rates and price since then. It was in 2001 that the newspaper became daily. The newspaper is published with pages ranging from fourteen to sixteen daily. The

newspaper has various daily and weekly columns covering range of issues; political, economic, social, entertainment, sport, adverts and so on. Currently, about 10, 000 copies of the newspaper are published and distributed every day via distributing agents located across the country. It can also be accessed via the internet. Hence, the newspaper has a potential to reach a large number of readers all over the country. As one of the oldest and most known national newspaper of Ethiopia, *Addis Zemen* has been contributing for the overall development of the country for quite some time. Likewise, the newspaper could also play a pivotal role in supporting the nation's disability awareness endeavors as it reaches many and diversified readers. It is based in Addis Ababa and is currently published by the Ethiopian Press Agency (EPA, 2007).

This study aimed to conduct a research on how Ethiopian media particularly newspapers contribute to societal knowledge and information through their coverage, depictions and content about disability issues and people with disabilities.

1.2. Statement of the problem

A number of scholars in the area of mass communication are in agreement that the depiction of disability in the media plays a major role in forming public perception of disability and perceptions created by the media inform the way people with disabilities are treated in the wider society (Catlet, 1993).

According to CSA (2011) report, employment opportunities are not available for most people with disabilities in Ethiopia, even when they possess the requisite qualifications. Furthermore, public facilities such as banks, schools, libraries, places of worship and restrooms are not accessible; and PWDs are viewed as burdens to the society, hence are denied even basic rights like access to education and health. People have wrong perception towards the causes of disabilities. They regarded it as a curse and sin, even though laws granted many rights in favor of person with disabilities, it is not implemented and most of the time the people segregate the persons with disabilities from social, political and economic affairs.

Some people in Biblical times also depict these people as sin and sinners. Similarly, historically in Ethiopia, disabled people and disability are realized as punishment of God, curse (of elders or

forefathers or an attack of evil spirit), beggars, evil eyes, and in need of charity and protection as a result of traditionally held views (UN, 2001).

Barnes (1992) points out that generally PWD are portrayed stereotypically in various media. Although his study is based in Britain, he generalizes his findings to state that the mass media influence people's perceptions of the world. Furthermore, Barnes states that the media presents the following commonly recurring stereotypes: The disabled person as pitiable and pathetic; The disabled person as an object of violence; The disabled person as sinister and evil; The disabled person as atmosphere or curio; The disabled person as an object of ridicule; The disabled person as Their own worst and only enemy; The disabled person as burden; The disabled person as sexually abnormal; The disabled person as incapable of participating fully in community life.

In Ethiopia, there is a tendency to think of person with disability as weak, hopeless, dependent and unable to learn and the subject of the charity. As Ethiopia is a country with diverse socio-cultural dimensions and diverse languages, there are many proverbs and sayings used by the people that reflect their understanding and thought about issues related to disability (Tirussew, 2005).

Sanchez (2010) puts it rightly that the media –television, radio, newspapers, magazines, social media, and other forms-play an important role in influencing public opinion and attitudes. The choice of words, images and messages can determine perceptions, attitudes and behaviors. It can also define what does or does not matter to individuals and the world around them. How people with disabilities are portrayed and the frequency with which they appear in the media has enormous impact on how they are regarded in the society. PWDs have grossly been under-represented in the mainstream media yet a number of scholars states that they are part of the population we have in the world today.

Hurst (1995) states that the way society is constructed-the characteristics of a particular built environment and the dominant attitudes and expectations of people can lead to restrictions on certain groups which deny them equal opportunity to participate in all areas of life.

This occurs either through conscious discrimination or because society has not adapted to those groups 'needs. Hurst's statement can clearly be seen to infer that the media has a role to play in

making the society understand the needs of persons with disabilities. In some countries of the world, policies have been put in place to ensure that PWDs are ‘not discriminated against. The media have been cited as a site for reinforcement of negative images and ideas in regard to people with disabilities. Moreover, when PWDs appear in media, they are portrayed in a stigmatizing and stereotyped way appearing either superheroes or as objects of pity and compassion.

People’s awareness towards disability is still not yet satisfactory and researcher believes that the media have limitation in fully addressing the knowledge gap on the amount and quality of coverage. In fact, media have a significant role in disseminating information and creating awareness of everything. In reality the disabled persons are not considered in various aspects due to less coverage or attention for disability issues. When looking for previous studies made on this topic, there was only one study made by Tigist Gebru (2007 E.C.) This study analyses the media framing of disability related stories. The result shows, all of the newspapers devoted less than half percent coverage of all other issues. This implies that the issue is not as newsworthy as other topics for the newspapers However, it was found to be quite important to study the issue beyond framing, thus this study will go deeper and it attempts to examine the amount and quality of coverage given to disability issues in the daily and weekly newspapers. Moreover it will deeply analyze the contents of the disability related stories presented in the newspapers.

1.3. Objectives of the Study

The study has the following general and specific objectives.

1.3.1. General Objective:

The general objective of this study is to assess the amount and quality of news’ coverage given to disability issues by *Addis Zemen* and *Addis Admas* Newspapers.

1.3.2. Specific Objectives:

The specific objectives of this study are to:

1. To identify the extent of newspapers’ coverage of disability issues.
2. Asses the priority and coverage the media give to disability issues in comparison with other issues of news coverage;
3. To identify the types of disabilities that are given more coverage.
4. To identify the dominant news sources and frames used by the Media under this study.

1.4. Research Questions

In light of the study objectives, the following research questions are formulated.

1. To what extent the issues were covered in *Addis Zemen* and *Addis Admas* newspapers?
2. How is the prevalence of disability issues in comparison with other issues covered by the media under study?
3. What types of disabilities are given more attention or coverage by the selected media?
4. What are the dominant news sources and frames the media use while covering disability issues?

1.5. Significance of the Study

There are few researches conducted in the area of media and disability in Ethiopia. This study is carried out considering that it assesses and flings a light on the national media coverage of disability issues which are often the forgotten aspects of most developing countries' media.

The study will be significant for the analyzed two newspapers and the Ethiopian media in general, as it will show the margin in which issues of disability are covered and framed. The research is also believed to sensitize to focus on serious disability issues pertinent to Ethiopia and report frequently by giving up-to-date and balanced information to the public and the newspapers. In this regard, not only media practitioners but other concerned government and non-government institutions can also benefit from the findings and recommendations of the study about challenges of journalists in particular and the media in general in communicating disability issues.

1.6. Scope of the Study

The study is limited to the horizon of Ethiopian two selected newspapers and assesses their coverage of disability issues. It, therefore, is limited to only this kind of mass media; hence do not look at representations of disability in television and radios, the internet and other magazines or pamphlets produced mainstreaming disability by different non-media organizations like non-governmental organizations. In addition, the research assesses articles and news stories written about disability with in the time gap of the year September, 2009- August, 2010. As a result its boundary is limed to almost two years' examination. Further as it assesses the amount and quality newspapers it also lacks an examination of how people with disabilities perceive or respond to a given media output.

1.7. Definitions of terms

- **Attitude:** the way persons think and feel about someone or something.
- **Content Analysis:** coverage analysis in terms of framing, text size, concepts, repetition or frequency...etc
- **Disability:** a condition such as an illness or injury that damages or limits a person's physical or mental abilities.
- **Discrimination:** means the practice of unfairly treating person or group of people differently from other people or groups of people.
- **Impairment:** means permanent physical or mental health problems that may bring restrictions to everyday life.
- **Media:** a means and institutions for publishing and broadcasting information.
- **Newspaper:** a publication usually published daily or weekly and usually printed on cheap, low quality paper, containing news and other articles.
- **Perception:** the way persons think about or understand someone or something.
- **Role:** in this study refers to the part played by something or somebody in a given social context, with, any characteristic or expected pattern of behavior that it entails.

1.8. Limitations

This study focuses on examining the quantity and quality of disability issue/news coverage in *Addis Zemen* and *Addis Admas* news papers' outlets. In doing this research, the researcher had faced some limitations. First, quantitative content analysis method has shortcomings in telling how the coverage influences the audience. The second limitation was the issue has no its own column in both newspapers these consumes more times in searching each pages of both newspapers. Third, lack of local similar research findings in relation to the topic of the study was another limitation. Fourth, Newspapers were the only form of media used for this study. Future research might include other forms of media such as radio, magazines, television, news transcripts, or online news sources. The other one was lack of voluntariness during the interview time from *Addis Admas* staff. Lack of local well-documented materials in relation to the topic of the study was another source of limitation. Nevertheless, the findings of this study have

significant implications for journalists, media professionals and institutions with regard to disability issues coverage.

1.9. Organization of the study

The paper has five chapters. Chapter one gives introductory information about background of the study, statement of the problem, objective of the research, basic research questions; and its significance, scope and limitation of the study. Chapter two discusses the review of literature together with theoretical framework used in the study. Chapter three explains the methodological approach the researcher followed in conducting the research. Chapter four presents the research data, interpretation and analysis about them. Chapter five discusses the findings and recommendations of the research.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

This chapter presents the review of different publication on the basic concepts of the study and an overview of empirical studies on the area; this part also presents the theoretical literatures too.

An overview of person with disability

World Health Organization (1980) defined disability as any restriction or lack of ability (due to impairment) in performing an activity in a manner or range considered normal for a human being. Therefore, a given disability may be the result of a variety of impairments, for example, the disability of blindness may be due to corneal opacity, cataract, retinal abnormality, optic nerve lesion, or cortical damage. These structural abnormalities are the impairments. A handicap is: a disadvantage for a given individual, resulting from a disability or impairment that limits or prevents the fulfillment of a role that is normal (depending on age, sex, and social and cultural factors) for that individual. The Convention of the Rights of Persons with Disabilities (CRPD) also uses a broad definition of disability:

Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others (Sida, 2015).

Disability encompasses the child born with a congenital condition such as cerebral palsy or the young soldier who loses his leg to a land-mine, or the middle-aged woman with severe arthritis, or the older person with dementia, among many others. Health conditions can be visible or invisible; temporary or long term; static, episodic, or degenerating; painful or inconsequential. Note that many people with disabilities do not consider themselves to be unhealthy (Dalal, 2006).

According to WHO (2019) estimates that more than one billion people (mostly older people and people with disability) are in need of one or more assistive products such as low-vision devices, wheelchairs or hearing aids.

With populations ageing and the rise in non-communicable diseases, this number is expected to increase to beyond two billion by 2050. People with disabilities are among the most marginalized groups in the world. People with disabilities have poorer health outcomes, lower education achievements, less economic participation and higher rates of poverty than people without disabilities. Disability is now understood to be a human rights issue. People are disabled by society, not just by their bodies. These barriers can be overcome, if governments, nongovernmental organizations, professionals and people with disabilities and their families work together (WHO, 2019).

The World Health Organization's classification of impairments, disabilities, and handicaps defines an impairment as: any loss or abnormality of physiological or anatomical structure. A disability is defined as: any restriction or lack of ability (due to an impairment) in performing an activity in a manner or range considered normal for a human being. Therefore, a given disability may be the result of a variety of impairments, for example, the disability of blindness may be due to corneal opacity, cataract, retinal abnormality, optic nerve lesion, or cortical damage. These structural abnormalities are the impairments. A handicap is: a disadvantage for a given individual, resulting from a disability or impairment that limits or prevents the fulfillment of a role that is normal (depending on age, sex, and social and cultural factors) for that individual. Just as various impairments may lead to the same disability, so a given disability may produce a range of handicap which is dependent on the individual carrying out their expected role or activity. The partial loss of a finger (the impairment) will lead to some disability in anyone so afflicted. The majority, however, will not find this a serious handicap as it will not interfere with their usual work and leisure activities. In contrast, the same impairment and disability in a professional pianist will result in a profound handicap.

The United Nations is committed to the full and equal enjoyment of all human rights by all persons, including persons with disabilities. It has a long history of promoting these rights in all areas, and on an equal basis with others, in order to achieve a society for all. The work of the United Nations for persons with disabilities is now supported by a legally binding document – the Convention on the Rights of Persons with Disabilities – that prepares the way to further empower persons with disabilities to better their lives and promote their inclusion in society on an equal basis with others.

Images and stories in the media can deeply influence public opinion and establish societal norms. Persons with disabilities are seldom covered in the media, and when they are featured, they are often negatively stereotyped and not appropriately represented. It is not uncommon to see persons with disabilities treated as objects of pity, charity or medical treatment that have to overcome a tragic and disabling condition or conversely, presented as superheroes who have accomplished great feats, so as to inspire the non-disabled. The media can be a vital instrument in raising awareness, countering stigma and misinformation. It can be a powerful force to change societal misconceptions and present persons with disabilities as individuals that are a part of human diversity. By increasing the awareness and understanding of disability issues and the diversity of persons with disabilities and their situations, the media can actively contribute to an effective and successful integration of persons with disabilities in all aspects of societal life. Indeed, the Convention on the Rights of Persons with Disabilities requires States to raise awareness and combat stereotypes related to persons with disabilities, including by encouraging all media to portray persons with disabilities in a manner consistent with a respect for human rights (UN, 2018).

According to the UN (2018) attention should be drawn to the image of disability in the media with a view to an accurate and balanced portrayal of disability as a part of everyday life. The media can play an important role in presenting disability issues in a way that could dispel negative stereotypes and promote the rights and dignity of persons with disabilities. Furthermore, options should be developed on how to present persons with disabilities in various media and the importance of supporting the work of the United Nations to build a peaceful and inclusive society for all.

Similarly, Disability Rights and Education and Defense Fund (2018) generalization and stereotypes about disability are deeply ingrained in our culture and reflected in media coverage, and people with disabilities are seldom seen as individuals beyond the framework of their disabilities. The legacy of demeaning, isolating, and institutionalizing people with disabilities has left in its wake negative and inaccurate beliefs and attitudes about what it means to live with a disability. These attitudes are embraced and reflected by media coverage, much of which relies on old stereotypes and misinformation. More in-depth and thoughtful attention to disability is

needed. The media is a potent force in countering stigma and misinformation and can be a powerful ally in changing perceptions, eliminating discrimination, and raising public awareness.

2.1 Prevalence PWD

The World Report on Disability, published jointly by the World Bank and WHO in 2011, estimated that there were 15 million persons with disabilities in Ethiopia, representing 17.6% of the total population at the time. According to the Ministry of Labor and Social Affairs, 95% of persons with disabilities in the country live in poverty - the vast majority in rural areas, where basic services are limited and the chances of accessing rehabilitative or support services are remote.

According to Handicap International, only 3% of Ethiopia's estimated 2.4 to 4.8 million children with disabilities go to school, due to stigma among parents and educators, inaccessibility, rigid teaching practices, poorly trained teachers and the lack of adapted learning resources. A survey conducted by the African Child Policy Forum in 2011 found that only 29% of children with disabilities were registered at birth. The survey also found that (often preventable) illness and complications during birth were the main causes of disability amongst children.

In statistics from the Population and Housing Census 1994, visual impairments appeared to be the most common disability in Ethiopia. 31,866 people turned out to be multiple disabled. The Population and Housing Census of 2007 also reports a relatively high number of people with visual disabilities. Further, disabilities of the lower limbs appeared to be common in Ethiopia. This disability can be explained by the high occurrence of injuries of wars in the past. Generally, the main causes of disabilities in Ethiopia seemed to be wars and mines, accidents and diseases (CSA, 2007).

UNAIDS (2010) reports an percentage of 42.2 for visual disabilities, a percentage of 7.8 for hearing impairments and of 6.5 percent for leprosy-caused disability. Bousquet and Demele (2006) assume that 22,000 disabled people in Ethiopia are war-wounded. Leg problems and partial blindness appeared to be the most common disabilities.

2.2 Media Representation of PWD and Current Condition

In an ideal world, people with disabilities should be involved as sources in any news story that concerns their issues. However, these findings indicate that people with disabilities are not ignored but they are not in total control of disability-related stories. A major finding is that almost 70% of the stories had no identifiable source with a disability in it. On the one hand, this could mean that journalists are not seeking out people with disabilities for these stories. On the other hand, it could mean that journalists are not identifying the disability status of sources. However, the latter scenario is probably unlikely because most journalists want to write in a style that allows readers to the sources (Ericson et al, 1987).

The state of persons with disabilities in Ethiopia is even more tragic and severe due to the presence of diversified pre and post-natal disabling factors (like infectious diseases, difficulties contingent to delivery, under-nutrition, malnutrition, harmful cultural practices, lack of proper child care and management, civil war and periodic drought and famine) and the absence of early primary and secondary preventive actions. Major current problems concerning disability are: lack of public understanding, lack of information on the number and status of disabilities, shortage of basic needs, such as vocational training placement, health facilities etc. and inaccessibility to assistive devices. In Ethiopia, some associate disability (handicap) with spiritual evil and do not let disabled persons to go out in public. This leads to families hiding a disabled family member which leads to inaccurate information and statistics on disabilities (JICA, 2002).

As the 20th century came in to being, media practitioners started to talk about media codes and the responsibilities to the society to which the media are accountable. And clearly stated the media's purpose, to inform, entertain, and sell - but chiefly to raise discussion on public needs. Everyone has the right to use the media as long as he/she has something to say. The media is controlled by community opinion, consumer action and professional ethics. Moreover, serious invasion of recognized private rights and vital social interests are forbidden. This theory emphasizes on the media's obligation of social responsibility or the public's right to know. The theory posits that the media have responsibilities to society in providing a truthful, comprehensive and intelligent account of the day's event in a meaningful context; serving as a forum for exchange of ideas and comment; portraying constituent groups in society; present and

clarify goals of the society and providing citizens with full access to the day's intelligence (Llyod, 1991).

According to Quinn and Degener (2002), the social construction of disability has been identified as a barrier to social inclusion. The theory of social construction attempts to explain the process by which knowledge is created and assumed as reality. The theory contends that meanings are created, learned and shared by people and then reflected in their behavior, attitudes and language.

When these roles are made available to other members of society to enter into and play out, the reciprocal interactions are said to be institutionalized. In the process of this institutionalization, meaning is embedded in society.

The societal reactions towards persons with disabilities are by and large simply manifested in marginalized interpersonal relationships and participation at the family, neighborhood and community levels. Reports might include limited provision of public services and special programs such as health education, transportation, and legal protections. Additional effects may include restricted involvement in socio-cultural, sports and recreational activities as well as the discriminatory practices in employment opportunities (Tirussew, 2005).

2.3 Ethiopian Constitution and Law on Disability

Laws and regulations are enacted under various constitutions in different regimes. There is no specific statement or article on disabilities in these constitutions, which should have been included. However, there are some proclamations to protect and secure the rights of citizens with disabilities. The Ethiopian government is moving forward to address the issues of persons with disabilities. Proclamations targeted protect and secure the rights of citizens with disabilities include proclamation No. 101, 1994 which focus the elimination of discrimination and protect the rights of persons with disabilities to complete for and obtain employment based on their qualification and proclamation No. 1, 1995 which enacts the constitution of the government of Ethiopia on the democratic right of every citizen including PWDs to be protected under articles 11, 14, 16, 18, 20, 25, 28, and 31 (JICA, 2005). The education and training policy (Transitional government of Ethiopia, 1994) and development social welfare policy (Federal Democratic

Republic of Ethiopia, 1996) do attend the importance of education, development and participation of PWDs in political, economic and social spheres of Ethiopia (Tirussew, 2005).

There are two sources of legal definitions related to disability that Ethiopia has adopted. These definitions are found in the Imperial Order to provide for the Establishment of Rehabilitation Agency for the Disabled, No. 70/1971 and proclamation No. 101/1994.

Person with disability (PWD) is defined in the 1994 proclamation as:

“A person who is unable to see, to hear, to speak or suffering injuries to his limbs or from mental retardation, due to natural or manmade causes; providing however, the term does not include persons who are alcoholic, drug addicts and those with psychological problems due to socially deviant behaviors. “

The proclamation provides a list of “incapability “as it relates to employment. However, there are cases which are covered by this definition e.g. specific learning difficulties (CARDOS, 2007).

The order for the Establishment of the Rehabilitation Agency for Disabled (No. 70/1971) defined PWD as:

“Any person who, because of limitation of normal physical or mental health, is unable to earn his livelihood and does not have one to support him and shall include any person who is unable to earn his livelihood because of young or old age.”(CARDOS, 2007)

Both proclamations were lacking international standard definition of person with disability.

2.4 Policy Related Issues of PWD in Ethiopia

According to SIDA (2014) the government of Ethiopia has taken a number of legislative and policy steps that indicate commitment to advancing the rights of persons with disabilities. In terms of international instruments, these steps include: Signing and ratifying (in 2010) the United Nations Convention on the Rights of Persons with Disabilities (CRPD), the first international, legally binding treaty aimed at protecting the human rights of persons with disabilities. And also Signing and ratifying other treaties that advance the rights of people, including those with

disabilities, for example the UN Convention on the Rights of the Child, the African Charter on Human and People's Rights, the Convention on the Elimination of All Forms of Discrimination against Women, and the Beijing Platform for Action all of which make some reference to protecting the rights of persons with disabilities to fair treatment, appropriate care, inclusion and full participation in society.

The Proclamation 568/2008 Concerning the Rights of Disabled Persons to Employment, which aims to protect and promote the rights of persons with disabilities to appropriate training, employment opportunities and salaries, and to prevent workplace discrimination. The Developmental Social Welfare Policy of 1997, which makes reference to the inclusion, participation and independence of persons with disabilities, including children.

Implementation strategies include creating accessible physical environments, promoting positive attitudes towards disability, and assisting NGOs working on the issue. The Ethiopian Building Proclamation of 2009 makes it mandatory for public buildings to be physically accessible for persons with disabilities (Sida, 2014).

The Ethiopian's National Development Plan (2002) includes in its strategic policies; the development of appropriate and sustainable educational programs to raise the level of public awareness of disabilities; implementation of strategies and programs designed to increase understanding of the cause and prevalence of physical and mental disabilities; and the propagation of disability related education through mass media and creating awareness of the society to prevent segregation of persons with disabilities.

Media principles of good reporting on disability issues and persons with disabilities need to formulate guidelines and the UN (1982) formulated guidelines for the inclusion and portrayal of persons with disabilities in the media. With a primary objective: "to present persons with disabilities in ways that, whenever possible, demonstrate their varied, positive and multidimensional participation in society." The guidelines contain the following major elements:

- Depict persons with disabilities at home, at work, at school, at leisure and in a variety of other ordinary social and physical situations.

- Acknowledge the natural curiosity and occasional awkwardness that may developed in social situations involving persons with disabilities and non-disabled individuals. Where appropriate, provide positive examples in which such curiosity is satisfied and which awkwardness is lessened.
- Include persons with disabilities as part of the general population in media products in addition to those in which their story is the primary focus.
- Avoid , presenting persons with disabilities as dependent or pitiful, other stereotypes to be avoided include presenting persons with disabilities as inherently saintly or asexual, gratuitously dangerous or uniquely endowed with a special skill due to a disability.
- Consider carefully the words used to describe or characterize Persons with Disabilities.
- Recognize and avoid phrases that may demean those individuals (e .g. blind as a bat, deaf and dumb)
- Portray persons with disabilities in the same multidimensional fashion as others.
- Present the achievements and difficulties of persons with disabilities in ways that do not overemphasizing the impairment or exaggerate or emotionalize the situation
- Information should be provided to the public about prevention and treatment of impairments that lead to disability, as well as the availability of services for persons with disabilities and their families. This can be done through public information campaigns and also can be integrated in to general media products.

It is also recognized by the UN (1982) that people in the media might need assistance to ensure that their products are accurate, sensitive and fair when relating to Persons with Disabilities. These additional guidelines are suggested to be of further assistance

- Include persons with disabilities in all aspects and at all levels of media development and production. Create opportunities for this inclusion, ranging from administrative, creative and technical staff to participation in consulting and training program
- Establish effective contacts with persons with disabilities and with those who are personally or professionally involved with the issue of disability. These include persons knowledgeable about media and disability, organizations of and for Persons with Disabilities, families with a disabled member, parent groups, civic group and educators.

- Facilitate access by persons with disabilities to the media and encourage their critical evaluation of media products.

2.5 The Role of Media in the Promotion of Rights of People with Disabilities

Media images and stories influence thinking and establish social norms. People with disabilities have endured misrepresentation, defamation, and lack of representation in the media news and entertainment. While the disability rights movement has made enormous strides in the past 30 years using law and policy development and civil right advocacy, this movement has not yet altered the hearts and minds of many people who do not have personal experience with disability. Many still do not understand disability issues right issues (Barnes, 1992). This lack of awareness is a problem in the sense that the wider society may not have a positive attitude towards PWDs and this may slow down the process of mainstreaming and their being included in the normal daily activities. The policy issues that a country has put in place to address the plight of the people with disabilities affects the attitude that the wider society may have towards them (Catlet, 1993).

In some countries of the world today, measures have been put in place to ensure some form of parity for PWDs in the sense that person's with disability are portrayed as being able to do what everyone else can do including owning business and running media stations for instance, in Beijing, the 'one plus one' Cultural Exchange Center is a media operation run entirely by disabled journalists. In 2008, two of the company's staff became the first fully-accredited, disabled Chinese journalists in the history of Olympics. Their radio shows now reach most parts of China (ILO, 2010).

In 1966 the disabled writer Paul Hunter expressed the views of many when he wrote 'We are tired of being statistics, cases wonderfully courageous examples of the world, pitiable objects to stimulate findings' (Barnes, 1992).

The under representation, then entails that the mass society who watch, read and listen to the media may end up not knowing much about them. It greatly informs, alerts and determine what mass will talk about. It therefore has great impact on the attitudes that has mass society hosts about things, issues and perceptions generally. According to Barnes (1992), how the media

portrays disability can help increase awareness throughout society about the realities faced by disabled persons, reduce stereotypes, prejudices and harmful practices, and promote awareness of their capabilities and contributions.

How people with disabilities are portrayed and the frequency with which they appear in the media has an enormous impact how they are regarded in the society. In the form of television, radio, print, movies and theatre is a uniquely powerful shaping tool. It shapes the way in which society views and understands the world (Catlet, 1993). The media coverage of sport events involving persons with disabilities can play a major role in creating more positive and accurate perceptions. For example, the growing profile of the Paralympics has significantly contributed to increasing recognition of persons with disabilities. Over 300 million people watched television coverage of 2000 Sydney Paralympics Games and a number of people attended through the print media outlet. This single event significantly increased awareness of the capabilities of persons with disabilities. In many countries, disabled persons often lack access to information about politics, laws and improvements in programs and services that directly affect them (Ibid).

This knowledge gap perpetuates their exclusion from the mainstream social, economic, and political life. A major reason for this exclusion from the mainstream activities is largely a result of the mass society being unaware of their plight or assumption that they are not able to do what any human being who is able does. Penas (2007) states that the mass society's view of people with disabilities as being objects of pity may greatly affects the attitude they have on them. He observes that whether one uses media on a micro or macro level, it has unequalled capacity to examine, communicate, educate and inform about people, places, and ideas. He added that the media has an important role in fascinating societal tolerance and inclusion of people with disabilities in everyday activities. Barnes (1992) states that portraying people with disabilities with dignity and respect in the media can help promote more inclusive and tolerant societies. From the above review, it comes out clearly that the media is a powerful means in mainstreaming the issue of people with disabilities. It has a major role to play in sensitizing the mass society regarding the plight of people with disabilities. So the media can enhance the awareness of the society towards people with disabilities.

2.6 Types of Disability

The following are the major types of disability based on Peru State, (2019)

I. Attention Deficit Hyperactivity Disorder (ADHD)

Attention Deficit Hyperactivity Disorder (ADHD) is a persistent pattern of inattention or hyperactivity / impulsivity manifested in academic, employment, or social situations.

In academic and employment settings, ADHD may be demonstrated by careless mistakes and disorganized work. Individuals often have difficulty concentrating on and completing tasks, frequently shifting from one incomplete activity to another. In social situations, inattention may be apparent by frequent shifts in conversation, poor listening comprehension, and not following the details or rules of games and other activities. Symptoms of hyperactivity may take the form of restlessness and difficulty with quiet activities. ADHD arises during childhood and is attributed neither to gross neurological, sensory, language or motor impairment nor to mental retardation or severe emotional disturbance.

II. Deaf, Hard-of-Hearing, and Deaf-Blind

An individual who is deaf has a hearing loss of such severity that he or she depends primarily upon visual communication such as sign language, lip-reading (also called speech-reading), writing, or gestures. A person who is hard-of-hearing has a functional hearing loss, but may not depend primarily on visual communication. The causes and degrees of hearing loss vary across the deaf and hard-of-hearing community, as do methods of communication. There are two major types of hearing loss:

Conductive loss affects the sound-conducting paths of the outer and middle ear. The degree of loss can be accommodated through the use of a hearing aid or by surgery, but can rarely be corrected completely. People with conductive loss might speak softly, hear better in noisy surroundings than people with normal hearing, and might experience ringing in their ears or difficulties with balance and dizziness.

Sensory-neural loss affects the inner ear and the auditory nerve and can range from mild to profound. Hearing aids, surgery, and other devices may not be as effective in accommodating

this type of hearing loss. People with sensory-neural loss might speak loudly, experience greater high-frequency loss, have difficulty distinguishing consonant sounds, and not hear well in noisy environments.

The inability to hear does not affect an individual's native intelligence or the physical ability to produce sounds.

However, given the close relationship between oral language and hearing, persons with hearing loss might also have speech impairments. Age at the time of the loss determines whether an individual is pre-lingual deaf (hearing loss before oral language acquisition) or adventitiously deaf (normal hearing during language acquisition). Those born deaf or who become deaf as very young children might have more limited speech development.

III. Learning Disabilities

Learning Disabilities is a broad term that refers to a wide variety of significant difficulties with information processing, as manifested by interference with the acquisition, organization, storage, retrieval, or expression of information. These information processing limitations are intrinsic to the individual and are presumed to be neurologically based. The diagnosis of learning disabilities in an adult requires documentation of at least average intellectual functioning along with a deficit in one or more of the following areas:

IV. Listening comprehension

A learning disability may occur with, but cannot be primarily the result of, a visual, hearing, or motor impairment; mental impairment; emotional disorders; or environmental, cultural, economic influences, or a history of insufficient/inappropriate education programming. An individual with a learning disability is likely to have a combination of factors that may interfere with achieving one's full potential. Learning disabilities are lifelong conditions that, in some cases, affect many aspects of a person's life (school, work, daily routines, family life, and friendships). Some individuals may have a single learning problem that has little impact of other parts of their lives.

V. Mobility Impairments

Mobility Impairments refer to conditions that limit an individual's coordination or ability to move. Some mobility impairments are caused by conditions present at birth while others are the result of illness or physical injury. Injuries cause different types of mobility impairments, depending on what area of the spine is affected. Quadriplegia is paralysis of the extremities and trunk is caused by a neck injury. Individuals with quadriplegia have limited or no use of their arms and hands. Paraplegia is paralysis of the lower extremities and the lower trunk is caused by an injury to the mid-back. Individuals have full movement of arms and hands.

Other causes of mobility impairments are muscular dystrophy, multiple sclerosis, cerebral palsy, amputation, arthritis, and back disorders. A variety of symptoms may be present, including muscle weakness, decreased flexibility, and loss of balance, difficulty with dexterity and coordination, or limited ability to walk or climb stairs. Characteristics will vary from individual to individual.

VI. Systemic Disabilities

Systemic Disabilities are conditions affecting one or more of the body's systems, including the respiratory, immunological, neurological, circulatory, or digestive systems. There are many kinds of systemic impairments, varying significantly in effects and symptoms. Individuals with systemic disabilities differ from those with other disabilities because systemic disabilities are often unstable. This causes a person's condition to vary; therefore, the need for and type of reasonable accommodations may change. Some examples of systemic disabilities include the following:

Diabetes mellitus causes a person to lose the ability to regulate blood sugar. People with diabetes often need to follow a strict diet and may require insulin injections. During a diabetic reaction, a person may experience confusion, sudden personality changes, or loss of consciousness. In extreme cases, diabetes can also cause vision loss, cardiovascular disease, kidney failure, stroke, or necessitate the amputation of limbs.

Epilepsy / Seizure Disorder causes a person to experience a loss of consciousness. Episodes, or seizures, vary from short absence or “petit mal” seizures to the less common “grand mal.” Seizures are frequently controlled by medications and usually are not emergency situations. Epstein Barr Virus / Chronic Fatigue Syndrome – is an autoimmune disorder which causes extreme fatigue, loss of appetite, and depression. Physical or emotional stress may aggravate the condition. Multiple Chemical Sensitivity (MCS) often results from prolonged exposure to chemicals. A person with MCS becomes increasingly sensitive to chemicals found in everyday environments.

Reactions can be caused by cleaning products, pesticides, petroleum products, vehicle exhaust, tobacco smoke, room deodorizers, perfumes, and scented personal products. Though reactions vary, nausea, rashes, light-headedness, and respiratory distress are common to MCS.

Multiple Sclerosis (MS) is a progressive neurological condition with a variety of symptoms such as loss of strength, numbness, vision impairments, tremors, and depression. The intensity of MS symptoms can vary greatly; one day a person might be extremely fatigued and the next day feel strong. Extreme temperatures can also adversely affect a person with MS.

VII. Temporary Conditions

The Office of Disability Services provides accommodations to students with temporary disabilities arising from injury, surgery, or short-term medical conditions. To receive accommodations for a temporary disability, the individual must submit a doctor’s note to our office indicating the type of disability, limitations, prognosis, and estimated duration. Additionally, the student should contact all instructors to discuss means of completing class requirements and exams during the period of the temporary disability.

VIII. Traumatic Brain Injuries (TBI)

Though not always visible and sometimes seemingly minor, brain injury is complex. It can cause physical, cognitive, social, and vocational changes that can affect an individual for a short period of time or permanently. Depending on the extent and location of the brain injury, symptoms can

vary widely. Some common results are seizures, loss of balance or coordination, difficulty with speech, limited concentration, memory loss, and loss of organizational and reasoning skills.

IX. Visual Impairments

Blindness can be defined in several ways. An individual is considered “legally blind” if their best corrected visual acuity is 20/200 or less. This means that, at best, the individual can see an object from a distance of 20 feet that a person with “normal” (20/20) vision can see from a distance of 200 feet.

An individual is also considered legally blind if their vision field – everything seen while looking straight ahead, including peripheral (side) and central (straight ahead) vision – is 20 degrees or less. The typical human visual field is 180 degrees. Some individuals, while not legally blind, may need some type of accommodation due to other eye conditions that prevent them from reading print for extended periods of time.

2.7 Theoretical Framework

Understanding about the quantitative and qualitative nature of media news coverage on a certain issue as well as the cognitive and attitudinal effects it may have on audience calls for some sort of theoretical framework. In this regard, agenda setting and framing have found to be appropriate theoretical models to decipher the research questions of this study. Conceptually, both agenda-setting and framing are embedded in the larger context of media effects research. The emerging body of political communication research on agenda-setting and framing effects has signaled the latest paradigm shift in the history of communications research (Scheufele and Tewksbury, 2007). Markedly, the 1970s considered to be the birth of agenda-setting research due to the landmark study by McCombs and Shaw (1972), which detected a significant effect of agenda-setting in political communication as it drew considerable attention from researchers frustrated by the minimal-effects perspective, which was common at the time. And the 1980s and early 1990s also brought the most recent stage of political effects research approaches like framing, and the emergence of framing as a communication tool for modern campaigns has come a resurgence of academic research on other cognitive campaign effects, such as agenda-setting, which based on the theoretical assumption that mass media have potentially strong attitudinal

effects (Ibid: 10-11). Agenda-setting and framing are also labeled as media effects models of communication as they operate on the premises of media effects theory. According to Scheufele & Tewksbury, though both agenda-setting and framing (as media affects models) have a common theoretical ground, they differ in function and the media effect purpose they serve (2007:11). A brief conceptual and operational review of these two media effects models is presented under this section of the study.

2.7.1 Agenda Setting Theory

Agenda-setting theory was introduced in 1972 by Maxwell McCombs and Donald Shaw in their ground breaking study of the role of the media in 1968 presidential campaign in Chapel Hill, North Carolina. The theory states that the news media have a large influence on audiences, in terms of what stories to consider newsworthy and how much prominence and space to give them.

Whether social or political, local or national, public issues are generated by the media. Consumers not only learn about an issue "but also how much importance is attached to that issue from the amount of information in a news story and its position" (McCombs, 2004). Presidential campaign nullified previous assumptions that information and how it is presented has an attitudinal effect inducing behavior changes. Their groundbreaking efforts focused on issue awareness and relevance not behavior and attitude, concluding that "the mass media exerted a significant influence on what voters considered to be the major issues of the campaign".

Gitlin (1980) suggests that mass media influence has become the principle distribution system of ideology. People are only familiar with their own "tiny regions of social life", and that the mass media brings simulated reality into their lives and people find themselves relying on those sources to provide a conceptualized image of the real world. Newspapers succeed in telling the audience what to think about through their writings. Saliency, on which the agenda setting theory is premised, is brought out through repeated publication of stories. This repetitiveness constructs images in the minds of the audience.

The agenda setting theory states that the news media have a large influence on audiences. Newspapers and journalists have the ability to dictate what stories are considered newsworthy and how much prominence and space they are allocated. Coupling this theory with that of

framing, researchers have been able to study the influence of mass media in the formation of public opinion. With an understanding of these theories, it becomes apparent that media sources with economic support and influence could have an effect on the opinions of their readers. The formation of words used in a news article creates a vehicle for persuasion that has the opportunity to form stereotypes and generalizations among the minds of its readers.

2.7.2 Framing Theory

Natural frameworks identify events as physical occurrences taking natural quote literally and not attributing any social forces to the causation of events. Social frameworks view events as socially driven occurrences, due to the whims, goals, and manipulations on the part of other social players (people). Social frameworks are built on the natural frameworks. These frameworks and the frames that they create in our communication greatly influence how data is interpreted, processed, and communicated. Goffman's underlying assumption is that individuals are capable users of these frameworks on a day to day basis. Whether they are aware of them or not (Fairhurst and Sarr, 1996).

The concept of framing is related to the agenda-setting tradition but expands the research by focusing on the essence of the issues at hand rather than on a particular topic. The basis of framing theory is that the media focuses attention on certain events and then places them within a field of meaning. Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well. When applied to news coverage, the term framing describes the process of organizing, defining, and structuring a story. Many media theorists argue that even when journalists intend to be objective or balanced in their coverage, they necessarily report on issues in ways that give audiences cues as to how to understand the issues, including which aspects of the issues to focus on and which to ignore. Indeed, the core task of all media gatekeepers to determine which stories to include or exclude from a given day's newspaper or broadcast and what to emphasize within those stories that are included itself frames the issues covered in their publications and programs. Beyond inclusion exclusion decisions, news producers present or represent issues and political actors in specific ways; how a story is told contributes to its framing and therefore to the communication of how the issues and actors comprising the story should be evaluated by the audience (Kariuki, 2013).

For instance; Iyengar and Simon (1987) found a framing effect in their study of news coverage of the Gulf War. Respondents who relied the most on television news, where military developments were emphasized, expressed greater support for a military rather than a diplomatic solution to the crisis.

Framing techniques as to Fairhurst and Sarr (1996):

- Metaphor: To frame a conceptual idea through comparison to something else.
- Stories (myths, legends): To frame a topic via narrative in a vivid and memorable way.
- Tradition (rituals, ceremonies): Cultural mores that imbue significance in the mundane, closely tied to artifacts.
- Slogan, jargon, and catchphrase: To frame an object with a catchy phrase to make it more memorable and relate-able.
- Artifact: Objects with intrinsic symbolic value – a visual/cultural phenomenon that holds more meaning than the object itself.
- Contrast: To describe an object in terms of what it is not.
- Spin: to present a concept in such a ways as to convey a value judgment (positive or negative) that might not be immediately apparent; to create an inherent bias by definition.

2.8 Empirical Literature

This part presents the empirical literature related to the coverage of news about PWD conducted in different settings. These literatures are presented from both world as well as Ethiopian contexts.

Haller (1999) assessed news coverage issues of disability using 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.

The fact that the print media are finally covering education issues related to disability is of major importance. One question answered by this study is how they are covering it. And many times they are writing stories that have no person with a disability as a source.

Print journalists are much more likely to use people with disabilities as examples in their news stories rather than as sources. In addition, people with disabilities were much more likely to be sources in feature stories, rather than news stories, which means they may not have been used as sources on more hard-hitting issues. This has implications for the message that may be getting across to the general public: That people with disabilities can't speak for themselves. This is obviously untrue, but that is the impression that might be left in the minds of readers.

Kariuki (2013) studied how Kenyan newspapers framed the coverage of people with disability issues. The study analyzed the content of person with disability news (PWD) coverage in the nation and the standard newspapers by determining the frequency and space allocation to PWD news. The results show that in The Nation newspaper, about 58.6 percent of PWD news is in general news category and in The Standard newspaper, it is about 70 percent. The study has also shown that The Nation newspaper has more PWD news placed prominently, 17.2 percent as compared to 16.7 percent in The Standard newspaper. There is a significant difference between spaces allocated to PWD stories in The Nation and The Standard newspaper.

A study conducted in Ethiopia, Tigist (2007), to study how disability issue framed, portrayed and covered in the local Amharic newspapers (*Addis Zemen*, *Addis Admas* and *Medical*) with in the time of 18 months between December 2005 and May 2007. The study looked in to dominantly covered types of disabilities and pictures used in the newspapers by making framing theory central to the work. The result shows, all of the newspapers devoted less than half percent coverage of all other issues. This implies that the issue is not as newsworthy as other topics for the newspapers. However it should be noted that 55.4% of the stories found were presented as news stories from both medical and *Addis Zemen*. It can be argued that, disability is viewed more as a news than feature in these two papers while *Addis Admas* entirely regards it as feature story.

Although less coverage is better than no coverage at all, the coverage seems to be one sided as can be noted. Both *Addis Admas* and *Medical* covered disability from a medical frame, while

Addis Zemen tends to present disability from human rights/social perspective as news stories attaching charity and donation frames to the problem of disability.

Another study conducted in Ethiopia, Meaza (2008), to examine the coverage of disability issues by the national broadcast media of Ethiopia. The study showed that only 1.13% and 0.51% of the sampled hours were devoted to disability issues by ETV and Radio Ethiopia respectively, indicating that disability issues rank low in the national broadcast media's programming agenda. The disability stories transmitted during the stated period were in a program format, and very few were covered as news or public service announcements. On the other hand, stakeholders like advocacy groups and associations have not shown noticeable initiatives to use the media for promoting disability issues. This study recommended that advocates of disability should organize forums and workshops for journalists to develop enhanced knowledge of disability related issues. In addition, the study recommends that media policies and guidelines should be developed and implemented in order for disability issues to be recognized as newsworthy stories, and the national broadcasting media institutions should establish requirements for consistent and adequate airtime for disability issues.

Even though, there is a dearth of finding related empirical literature in Ethiopia, the above mentioned study (Meaza, 2008) focused on assessing the representation of people with disability issues in electronic media and also this study attempts to examine the extent and quality of coverage given to disability issues in the daily and weekly newspapers. Therefore, it is important to study the news coverage of both private and public print media coverage about PWD.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Method and Data Collection Procedure

As it has been mentioned in chapter one, the main aim of this study is to assess the news coverage given by the selected media. The study demands a scientific approach to data collection, organization and interpretation. Thus, this study conducted following a research approach permitting the making use of both quantitative and qualitative methods in mixture. The specific design of the research was content analysis, which deals with both in quantitative and qualitative methods. In the qualitative approach of the content analysis the content of the news stories are analyzed in depth; this includes their content, coverage and other related aspects. This qualitative analysis is presented along with the quantitative data so as to address the issue/main concern of the study in depth. Although the study is mostly quantitative in nature, the qualitative content analysis is of paramount importance to have a valid and reliable finding.

Content analysis is considered as one of the methods helping researchers examine various forms of contents. According to Lawrence (2005), it is a technique for examining information or content, in written or symbolic material. He also added that in content analysis, we should first identify the body of material and then create a system for recording specific aspects of it. The purpose of this method is to examine a selected (sample) body of texts and to classify its content according to a number of predetermined dimensions (Hansen et.al 1998). This method has its own principles, systems, rules and regulations which enable researchers to achieve intended goals in a logical manner. As Hansen et al, content analysis is also an approach which has the potential to record a high degree of validity and reliability with the relevant or proper sampling technique providing numerical evidence and allowing for replication and generalization (1998). However, since every method has its own strength and weakness, the possibility that content analysis might lack depth can occur in some cases. Besides, the researcher believes that content analysis could not be absolute to provide intended results in depth. Thus, qualitative method is important to substantiate the study and to obtain details which the former method could not provide alone.

In this regard, John (2009) states that using the quantitative approach may provide more breadth and generality of results, while using qualitative approach may provide more depth and is more capable of identifying unanticipated results. According to Berger, by using in-depth interview we often obtain unexpected information that other forms of research might not cover (1998:55).

In-depth interview served as a supportive method to gather qualitative data used to supplement the discussion made on the findings qualitative data and the quantitatively gathered data passed through a statistical calculation and analyzed and discussed along with the qualitative data. This indicates that employing both approaches has its own advantages in conducting research. Thus, the researcher employed qualitative interview with selected editors, reporters and director of Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD). In the interview, some questions which support content analyzes in order to obtain detail information raised to respondents. In short; the approach used is mixed type of research.

3.2. Data Sources

The main purpose of this study is to assess the amount and quality of disability issues coverage in *Addis Zemen* and *Addis Admas* newspapers. But it is not feasible to cover all Ethiopian state and private media in the study due to shortage of time and other resources. So, two newspapers' outlets were selected as subjects of the study. These are *Addis Zemen* and *Addis Admas* newspapers (spanning from 2009-2010 E.C).

The two media are to be selected because of their relatively large audience and wide geographical coverage (EPA, 2007). A total of five persons; - two editors, two reporters and one director from Federation of Ethiopian National Associations of Persons with Disabilities FENAPD considered to be subjects of this study.

3.3. Sampling Techniques and Sample Size

In order to select the samples, the time span and the number of news editions of this study, purposive and availability sampling techniques were employed to respectively, as it is impossible for a single individual to take all editions and analyze. Accordingly, two years news editions spanning from 2009-2010 E.C chosen as samples of the study. The selection process of news

editions is conducted by availability sampling, as all the newspapers available within the two years are taken for the purpose of the study which means a total of 834 days news editions (730 days news editions from *Addis Zemen* and 104 days news editions from *Addis Admas*) spanning from 1st September 2009 to 30th August 2010 were collected.. For the purpose of the qualitative content analysis as mentioned there were only 32 coverage of disability issues in the selected newspapers for the study. The study used only 30% of these topics, which is nine. The selected nine topics were analyzed in depth. The newspapers that are used are *Addis Zemen* and *Addis Admas*. The first is a government owned media and it is the mouthpiece of the government, while the second is a private media and tries to present balanced stories. In the following paragraphs the study presents the specific news media's. As there was only one story found on the *Addis Admas* Newspaper, this analysis predominantly focuses on *Addis Zemen* Newspaper. The newspaper *Addis Zemen* presented 31 news stories relating to disability in two years.

To select key informants such as reporters, editors and director, purposive sampling technique were used. Because, the reporters and editors were chosen with the consultation of editor-in-chiefs of each the media outlets. In order to get information from key informants 5 participant were selected, two editors, two reporters and one director from FENAPD were interviewed.

3.4. Method of Data Collection and Tools

Newspapers used as main sources for quantitative and qualitative data of the study. Coding sheet for coding topics were prepared to collect relevant data used for the study. The data coding were carried out by the researcher. In addition, in-depth interviews were held with editors and reporters working in the newsrooms of target media outlets to gather qualitative data used to back findings of the quantitative data. Furthermore qualitative content analysis is also another source of data used for the study.

3.5. Content coding Categories

In content analysis, the themes, or subjects or issues to be studied can be categorized into different subcategories. In this study the researcher has defined categories so as to analyze significant contents.

In this study the researcher has defined categories so as to analyze significant contents. It is because every unit should not be analyzed unless it has some sort of importance or relevance to the aim of the research.

Based on this technical assumption, the researcher has developed a coding sheet consisting of nine major content categories that are applied for the coding of sample news edition in general and disability stories in specific too. These content coding categories listed and described as follows:

1. News Stories Per Issues of Coverage: This content coding group meant to gather data needed to evaluate the news coverage given to disability stories in comparison with specific issues within the issue of disability and with other stories or issues such as Politics & Diplomacy; Law and crime; Business & Economy; Social Issues; Agriculture; Infrastructure Development; Science & Technology; Accidents; Weather; Sport & disability; environmental issue; and other issues.

2. Disability Theme (S) the News Story Deals with: This content coding category was meant to gather data used to know about the thematic focus of news coverage by the media studied with regard to various disability issues categorized as:

- Disability problems /Challenges- news stories about the cause or impact of disability problems/challenges such as awareness related, delivery related, challenges, etc.
- Disability right protection - news stories about disability right awareness activities such as society's role, media's role, governmental and non-governmental role, practices etc.
- Disability Research Findings, Innovations & solutions; news stories about new scientific research findings, technologies and innovations pertinent to the disability.
- Disability event and campaign- news stories about disability event and campaign.

3. Prominence or Placement of Disability stories: This coding category refers to the placement of the disability issues in the news editions. It meant the attention, value or priority given by the media presenting of disability stories. The categories are labeled in the coding book as; among major/ front page news stories; among insignificant (common) /inside page news stories.

4. **Origin of Disability News Stories-** This content coding category was intended to collect data used the focus of the studied media's disability coverage depending on the origin of news stories categorizing them either as Local /Domestic or Foreign.

5. **News sources-** This content coding category was developed to gather data about the most frequently used news sources for disability stories by the media studied. And it refers to persons, institutions, events which the media get information from. It is important to know the dominant or common sources of their news. The sources can be government officials, community, NGOs, experts, documents, conducted researches, internet sources etc. This helps to know how the organization uses various sources to diversify their sources and to develop source credibility. The news sources are labeled as; Government officials; Experts/scholars; Community members; Disability Groups/NGO's; Privet Companies, Press Releases; and New Research Findings/Reports.

6. **Nature of Disability news stories :** This content coding category was applied to gather data about the nature or features of disability news stories covered as they are found to be; either investigative, either solution oriented or problem oriented; and either Advocating or Informative or both Advocating and Informative.

7. **News Frames Applied for Disability Stories-**This content coding category deals with media frames used by the media studied in the presentation of their disability news stories to audience. It was applied to collect data used to identify the most frequently applied news frames by the media. In doing so, a two-step coding procedure was applied. First, coding judgment was made on sampled disability news stories to decide whether they were framed using **Episodic or Thematic Frames**. Then, another coding decision follows if they are found to be framed using one of the following **Thematic Frames**:

1. **Economic frames:** The costs, benefits, or monetary/financial implications of the disability issue covered in the story (to an individual with disability or to the economy as a whole).

2. Capacity and resources frames: The lack of or availability of physical, geographical, spatial, human, infrastructure and financial resources, or the capacity of existing systems and resources to implement or carry out disability laws, policies, projects, goals etc.

3. Morality frames: Any disability perspective/or policy objective or action (including proposed action) that is compelled by religious doctrine or interpretation, duty, honor, righteousness or any other sense of ethics or social responsibility.

4. Fairness and equality frames: Equality or inequality with which laws, punishment, rewards, and resources are applied or distributed among individuals or groups.

Also the balance between the rights or interests of individual with disability compared to another individual or group.

5. Policy prescription and evaluation: Particular policies proposed for addressing an identified disability problem, and figuring out if certain policies will work, or if the existing policies are effective.

6. Security and defense frames: Security, threats to security, and protection of individuals with disability. Generally an action or a call to action that can be taken to protect the rights of a person with disability.

7. Health and safety frames: News stories framed to depict the impact of disability problems to the life of PwDs.

8. Quality of life frames: The effects of a disability policy on individuals' wealth, mobility, access to resources, happiness, social structures, ease of day-to-day routines, quality of life, etc.

9. Cultural identity frames: The social norms, trends, values and customs constituting culture(s), as they relate to disability.

10. Public opinion frames: References to general social attitudes, polling and demographic information, as well as implied or actual consequences of diverging from or getting ahead of public opinion or polls..

11. External regulation and reputation frames: Ethiopia's relations with another nation; or relations between groups. This includes agreements and outcomes, comparisons of policy outcomes or desired policy outcomes concerning with the disability.

12. Other frames: Any frame that does not fit into the above news frame categories.

8. Demography of Disability Issues based on Gender: This content coding category was developed to gather data about the most frequently covered gender stories by the media studied. The categories are labeled in the coding book as; male, female and non-identified gender.

9. Types of Disabilities Issue Coverage: This content coding category was developed to gather data about the most frequently used types of disability stories by the media studied. The categories are labeled in the coding book as; hearing impairment, visual impairment, physical disability, mental retardation/illness, and non-identified types of disabilities

NB - Adapted from a Policy Frames Codebook proposed by Boydston et al, (2013: 4-5) accessed on 12-04-2019 from; (<http://faculty.washington.edu/jwilker/559/frames-2013.pdf>)

3.6. Unit Analysis

In this study, disability news stories/articles collected from the media studied are considered as units of analysis. First, all news stories found in each sample news edition were categorized under various issues of news coverage such as politics and diplomatic, sport ,business and economy, entertainment, law, crime and court issue, social issue(consists of education ,health and females) ,environment ,infrastructure development, science and technology, disaster, metrology, health, foreign news, others(including tourism, communication and children) and disability issues . All Individual disability news stories available in any of the sample news editions were also taken and analyzed on predefined quantity and quality standards of the study. Besides, data collected from editors, reporters and director were included the qualitative content analysis of the study. For the qualitative analysis of the content of the disability related stories; nine disability related stories were selected out of the 32 stories. This is expected to be representative of the population as it encompasses 30%of the overall available data. These nine stories are analyzed for their content, coverage, method of presentation, angle, frame, source and other related topics. For the analysis of the interview key informants were selected first by consulting the editor in chief of both news media; then interview was arranged and undertaken. The interview was recorded using a mobile phone which has high quality sound recorder so that the interviewer could refer to them while transcribing. Following the recording the audio material was transcribed verbatim. Last but not list the transcribed interview was translated

according to the need and were used for the qualitative analysis. However all interview content was not used, because as it is mainly a quantitative content analysis, only those interviews which are in line with that data and which are thought to support and give depth for the quantitative data are used.

3.7. Data Organization and Analysis

The collected data in content analysis interpreted and analyzed by using tables with frequencies and percentages. The qualitative data obtained from interview interpreted qualitatively. Finally the results summarized and recommendations were made based on findings and conclusions of the study. Different methods of data analysis pertinent to the study were employed. Mixed approach, qualitative and quantitative method of analysis were employed to substantiate the study. Hence, the content first collected and classified based on their nature of stories' similarities for demonstrating the results and providing interpretation: For the quantitative method, the content first collected and counted based on their coding topics presented in;(tables, frequencies, rank and percentage). Then the results are discussed supported by the qualitative data. And For the qualitative analysis of the content of the disability related stories; nine disability related stories were selected out of the 32 stories. This is expected to be representative of the population as it encompasses 30%of the overall available data. These nine stories are analyzed for their content, coverage, method of presentation, angle, frame, source and other related topics. The data collected through interview were summarized and analyzed qualitatively to substantiate and validate the content analysis. For the analysis of the interview key informants were selected first by consulting the editor in chief of both news media; then interview was arranged and undertaken. The interview was recorded using a mobile phone which has high quality sound recorder so that the interviewer could refer to them while transcribing. Following the recording the audio material was transcribed verbatim. Last but not list the transcribed interview was translated according to the need and were used for the qualitative analysis. However all interview content was not used, because as it is mainly a quantitative content analysis, only those interviews which are in line with that data and which are thought to support and give depth for the quantitative data are used.

3.8. The Reliability of Coding and the Interview Questions

Due care and effort was made in the course of data coding process. Three senior editors from *Addis Zemen*, *Addis Admas* and Fana Broadcasting Corporate Radio FM 98.1 participated in the coding of items. Adding to their professional experience working for the institution, they were given a detailed orientation prior to their engagement to the coding task. In this regard, the researcher assumes that the involvement of such senior editors adds value to the quality and reliability of the coding category. Inter-coder reliability is considered as a decisive part of content analysis method. The three editors observed the nine code (category) frame in detail then placed their agreement level in giving marks from 1-5 value. The maximum point of mark is 45. The minimum point of mark is 9. Finally the point changed to percentage. On the basis of this an overall inter-coder reliability average 87.7% was gained. This is believed to be more than adequate as the rule of thumb most published content analysis typically report a minimum coefficient of .75 or above 75%.

The agreement level measured based on the following points;

- | | |
|------------------------|--------------------------|
| 1. Strongly Agreed (5) | 4. Disagreed (2) |
| 2. Agreed (4) | 5. Strongly Disagreed(1) |
| 3. Medium (3) | |

Regarding to the interview questions, the researcher can be sure the reliability nature of the questions by observing the difficulty index (whether difficult or complex) during the interview summing table if the key informants miss or jump the questions. If any jumping and missing were observed. The question would be re corrected.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION

4.1 Introduction

To make a description on the quantity and quality of disability news coverage of the two selected state and private media outlets; The *Addis Zemen* and *Addis Admas* newspapers, total of 834 days news editions (730 days news editions from *Addis Zemen* and 104 days news editions from *Addis Admas*) spanning from 1st September 2009 to 30th August 2010 were collected. And a total of 5607 news stories dealing with various issues were found from the news editions. From the total number of news stories found, 4532 of them were collected from the daily news columns of *Addis Zemen*, and the remaining 1075 from the weekly news columns of *Addis Adams*. The task of content analysis was started first by segregating all the news stories found in to 16 news issues categories, of which the “disability” category is one. Having finished the segregation task of all the news stories in to the news issues categories, 32 news stories were found to be disability, which means 0.57% of the total number news stories in both media studied (i.e. 31 from *Addis Zemen* Newspaper and 1 from *Addis Admas Newspaper*). These news stories were also analyzed to gather data used to answer the rest research questions pertinent to the quality or nature of the news coverage that the media studied gave disability issues. The qualitative content analysis of the stories was also made along with the quantitative data so as to get a more detailed picture of the newspapers’ coverage.

The quantitative data (considered as main data of the study) are presented in tables displaying figures of frequency and percentage first. Then, their results are discussed supported by the qualitative data gathered from in-depth interviews made with news editors; and reporters working for the media studied and director of (FENAPD). Results of quantitative and qualitative data gathered for the study are presented and discussed under this section. For ease of presentation and discussion, they are presented in a way that they correspond with the basic questions that the research was meant to answer.

4.2. News coverage of disability issues in comparison with other news issues

In order to know about the amount of news coverage given to disability issues by both media studied, every news story found in the sampled daily news editions had to be collected and categorized in to the issues they deal with.

From the total 5607 news stories collected, 4532 were from the news columns of *Addis Zemen* (AZ) newspaper and the remaining 1075 from the news columns of *Addis Adams*(AA) newspaper. The result of data collected concerning news coverage given to disability stories in comparison to other issues of news coverage is presented in table-1 as follows.

TABLE 1: DISABILITY ISSUES NEWS COVERAGE IN COMPARISON WITH OTHER NEWS ISSUES

Name of Media		Politics & Law	Law, crime & Social Issues	Business & Economics	Social Issues	Agriculture	Environment	Infrastructure	Science & Technology	Disaster/Accidents	Metrology/Weather	Sport	Entertainment	Foreign News	Disability Issues	Health	Others	Total
Addis Zemen	Number	782	179	667	371	88	109	153	140	29	17	683	551	400	32	183	148	4532
	Percentage	17.25%	3.94%	14.71%	8.18%	1.94%	2.4%	3.37%	3.08%	0.63%	0.37%	15.07%	12.15%	8.82%	0.7%	4.03%	3.26%	100%
Addis Admas	Number	356	30	194	79	11	7	8	9	14	0	110	111	126	1	14	5	1075
	Percentage	33.1%	2.8%	18.04%	7.34%	1.02%	0.65%	0.74%	0.83%	1.3%	0%	10.23%	10.32%	11.72%	0.093%	1.3%	0.46%	100%

According to data presented in table 1, news stories dealing with politics and diplomacy were given more priority and coverage than any other news issues by both media outlets. 17.25 % of the total number of news stories covered by *Addis Zemen* (AZ) and 33.1 % by *Addis Admas* (AA) Newspaper dealt with such issues. Next to news stories about politics and diplomatic issues, sport stories 15.07%; and stories dealing with business and economy issues by 14.7% got more news coverage in AZ. But, news stories of business and economy took the next position by a significant percentage difference, which is 17%, in gaining more news coverage in AA. They are followed by foreign news by 11.7% and entertainment stories by 10.32% as well.

According to data gathered from *Addis Zemen* Newspaper, news stories dealing with such as health (4.03%); law, crime and court issues(3.94%); others included children and communication(3.26%); science and technology (3.08%); agriculture (1.94%); disability issues (0.7%); disaster or accident ((0.63%) and metrology (0.37%) were given little coverage in comparison with those news stories with high percentage of frequency.

As data gathered from *Addis Admas* Newspaper indicates the proportion of news stories dealing with issues such as law, crime and court issues (2.8%); disaster or accident and health (1.3%each of them); science and technology (0.83%); infrastructure development (0.74%) is less than the proportion of those news stories of AA that dealt with similar issues. But, when we compare the proportion of news coverage given by AA to disability issue was insignificant, it was only 0.093% only. In fact the prevalence of disability stories seems better when we compare it with that of the news stories dealt with issues such as disaster/accident 0.63% in AZ; metrology/weather 0.37% in AZ. But in AA, it was given the least percentage of coverage.

According to the quantitative data gathered the news, stories about politics and diplomatic issues found to be given more attention and news coverage than any other issues in both *Addis Zemen* and *Addis Admas* Newspapers. Next to these, those stories dealing with sport, business and economy and entertainment stories were also given better news coverage. But, the prevalence of disability issues in comparison with that of stories dealing with the aforementioned issues was found to be insignificant.

The media are expected to have dedication to give due concern and coverage to the disability issues since these issues have a great deal of impact in every aspect of human life, be it political economic and social; and national and global.

Apparently, news editors are assigned to be the gatekeepers in the news room of media. But, they have also a decisive role in the selection of issues to be included in the list of daily news. Technically speaking, they are the agenda setters of the news room. With this assumption in mind, qualitative data was gathered from the news editors of both media studied. The question raised to the editors was meant to gather data used to identify those major issues which they think have national impact and should be given priority and due news coverage.

Regarding coverage given for disability issues both the senior editor and reporter of *Addis Zemen* accepted the fact that disability related issues are not given much coverage like other news stories such as sports, politics, economy and other related issues. Both affirmed that they usually select news issues in line with current agenda of the government. They were also asked why they do so. Both of them again responded that there is an institutional responsibility or mandate imposed on the media they work to support and execute policies of the government. They further explained that, most of the time, their daily news agenda are the current agenda of the government. As it's known the current hot/dominant news stories are politics so they said that they give much attention for politics. They added that readers want to read news related to this issue and that impacts the news selection. The senior editor added that even though they get trainings, letters asking for coverage, press releases from organizations working on disability they don't take the initiation to cover the stories.

The director of FENAPD confirmed;

We provide trainings for journalists on different issues related with disability, we even provide information how disability issues should be addressed, beginning from wording of disabilities to major topics that fall under disability. However when we look at the coverage we have on the media especially on the print it is very low. The broadcast media is much better in addressing and covering disability related issues. However the print media, they do attend our trainings but when it comes to coverage they are not playing their part.

4.3. News coverage given to various disability themes/issues

All of the disability news stories which were gathered from sampled news holes of the media studied put in to four thematic categories of the disability bit .This was done with the intent to identify those specific disability issues the media gave more attention and news coverage.

TABLE 2: NEWS COVERAGE GIVEN TO VARIOUS DISABILITY THEMES/ISSUES

Name of Media Outlet	News coverage In	Disability problems /Challenges	Disability Events & Campaigns	Disability's Right protection	Disability Research Findings, Innovations & solutions	Total
Addis	Number	14	9	3	5	31
Zemen	Percentage	45.16%	29.03%	9.67%	16.12%	100%
Addis	Number	0	0	0	1	1
Admas	Percentage	0	0	0	100%	100%

According to data presented in table 2, from the total of 31 disability issues of *Addis Zemen*, 45.16% of them were focusing on various disability problems and challenges. The remaining news stories dealt with disability events and campaigns (29.03%); disability research findings, innovations and solutions (16.12%) and disability's right protection (9.6%).

Only 1 disability story found published on the news column of *Addis Admas* newspaper, 100% was focusing on disability research findings, innovations and solutions. There were no stories found promoting or celebrating any disability events or campaigns, disability problems/challenges and also disability's right protection.

According to the result data gathered about the proportion of news stories among various themes or issues of disability, when near half of the total news stories by AZ were found to be dealing disability problems/challenges' the other significant number was news stories about disability events and campaigns such as Paralympic sport festival, hearing impairer's sport festival, disabilities music and dance festival; and art festival of disabilities night etc. The number of news stories about disability research, innovation and solutions such as innovation that assist the

life of PWDs' research findings about inclusive education and its advantages and visual impaired persons participating judiciary system was found to be fewer than both aforementioned thematic categories.

In this regard, the case in AA is different. One disability news story was found to deal with disability research findings, innovation and solutions. The remaining thematic areas weren't dealt about disability issues.

The quantitative data reveals that the disability problems or challenges themes are given more coverage, it doesn't mean that they truly state what is actually happening, and instead it focuses on success stories about people who overcame their problems. In other words, the stories that are covered don't vividly state what is happening regarding disability in Ethiopia. As different studies reveal so many people are living a very difficult life, as the society lacks awareness. The news media currently cover only limited number of stories that pertain to specific disabilities and that are not representative of the prominent challenges and realities that exist. One of the major roles of a media is bringing to light stories and issues that are neglected and are given less attention by the government and the society. Covering success stories might be helpful, but not all the time and it shouldn't be too far from reality. Not all disabled individuals are in a situation where they could change their reality.

Below are three different verbatim translations of headlines from AZ that will help substantiate the idea being discussed here:

“ARTS' MEMORIAL NIGHT OVERWHELMED BY PEOPLE WITH DISABILITY.” (June 04, 2009 E.C.)

“ENOVATIONS THAT ARE CONSIDERATE OF DISABILITY.”
(April 28, 2009 E.C.)

“HOPEFULS WHO OVERCAME HOPELESSNESS.”
(April 20, 2009 E.C.)

From the above three headlines we can infer that they cover success stories. As discussed above we cannot say that these are representatives of the actual problems occurring everywhere in Ethiopia.

There are tremendous challenges which make life challenging for people with disability, especially in a developing country like Ethiopia. Neither does covering government’s achievement in the sector helps to say that the issue is getting attention of the media, this is instead a propaganda and lacks the basic principle of journalism which is ‘BALANCE.’ This principle preaches fairness, giving the due and proper coverage for any issue at hand. Unless they are treated like any other human beings, any change that we peruse regarding the issue will not be plausible.

4.4. Prominence / Placement Disability News Stories

Quantitative and qualitative data were gathered with the aim of detecting the media’s devotion to disability stories by looking through the placement main or front page headlines of sampled news editions. The result of data gathered is presented as follows.

TABLE 3: PROMINENCE / PLACEMENT OF DISABILITY STORIES

Name of Media	Frequency	Prominence or Placement		TOTAL
		Main/ Front page Stories	common/ Inside page Stories	
Addis Zemen Newspaper	Number	2	29	31
	Percentage	6.45%	93.54%	100%
Addis Admas Newspaper	Number	1	0	
	Percentage	100	0%	!00%

According to the result of the collected data, 93.54% of the disability stories by *Addis Zemen* was not found to be among daily prime or front page news stories. Only 6.4% of them by *Addis Zemen* were given such a status. But only one disability issue was found in *Addis Admas* that was on the front page because of this reason it was difficult to measure its prominence. This is because, there was only one disability issue that is covered by *Addis Admas* newspaper over the two years selected for the study. As a result we can’t say they are prominent on the front page or not. The only disability which is given coverage is on the front page.

According to the quantitative data gathered, disability news stories were not given priority in daily news agenda of both media studied.

According to the interview held with individuals from both newspapers (two editors and two reports-one from each) disability news are not prominent or don't appear on the front page. The people from AZ said that disability news are not on the daily news agenda and are not prominent government agendas.

To use the words of the reporter from AZ:

I can't say there are problems regarding covering disability related stories, however according to our editorial policy it's not given due attention. We cover on daily bases stories we receive from government offices, and these government stories don't talk about disability frequently they instead focus mostly on politics, sport and business. We do receive requests from organizations working on disability to cover their stories, nevertheless to be honest we don't cover the stories as they want us to and this is our problem.

Regarding the issue of not giving enough coverage for disability issues the editor in chief of AZ said the following:

We know that there is a gap in covering disability stories, we don't cover them as we are supposed to or as we have to. But to overcome this we are planning to set up a separate section and department for disability related issues. This will help as to give due focus for the issue and provide in depth coverage. There will be responsible department specifically for disability issue and this department is responsible to make sure that disability issues are being given the required attention.

Editor of Addis Admas said that "To be honest, disability issues don't grab the readers' attention, which means they won't sell and you don't see them dominantly in newspapers across the country." In this regard all the reporters reflected that issues of disability are not given priority in regular bases. In fact, there are some seasons for such stories, especially stories dealing with International Disability Day, World Autism Day, and other major events related with disability. In contrast to this as quoted above the director of FENAPD asserted that sometimes the newspapers don't give disability issues prominence even when there are major events. This idea supports the point that disability related stories are less prominent in both newspapers.

4.5. Origin of Disability News Stories

Data was also gathered in an attempt to know the proportion of domestic disability stories in comparison with that of foreign ones

TABLE 4: ORIGIN DISABILITY NEWS STORIES

Name of the Outlet	Frequency	Origin of Disability Stories		Total
		Domestic	Foreign	
Addis Zemen Newspaper	Number	30	1	31
	Percentage	96.7%	3.2%	100%
Addis Admas Newspaper	Number	1	0	1
	Percentage	100%	0%	100%

As we can observe from the data presented in Table 4, almost all of the disability news stories (96.7%) by *Addis Zemen* were domestic disability stories. The share of foreign disability stories was limited to 3.2%. But in the case of *Addis Admas* newspaper in this is very different. The number of disability story in *Addis Admas* was very limited, only one disability story published on the news column of the newspaper was dealing with domestic issues. There was no foreign disability story.

Therefore, we can deduce from quantitative data results that all most all, all of AZ's and AA's disability stories found to be dealing with domestic ones. And most of these domestic stories found to be dealing with disability disability/challenges such as lack of infrastructures which are suitable for PwDs, discrimination and lack of awareness on inclusive education. As a matter of fact, those domestic disability stories of AZ were also found to be dealing with disability issue covered AA.

Giving more attention and news coverage to domestic or local disability issues is not bad by itself. Even it is supported by the principle of proximity (which is one of the major news selection principles). Most of the time news stories having both geographical and psychological

relevance and proximity could appeal to audience. But, it should be also noted that the Ethiopian public is part of the global community. So that, it should be provided with news information about major disability concerns that have a great deal of impact at global, continental and regional levels. In this regard, using foreign stories is recommendable. Unfortunately, in both media studied foreign stories were not used.

4.6. News Sources of Disability Stories

Using a proper source of information is critical in news reporting. Specially, it becomes more critical in deciding the proper source of information in disability reporting. One the basic research questions of the study focuses on this issue. Both quantitative and qualitative data were collected in order to identify the major news sources the media use to their disability stories. The result of data gathered about making use of news source of the media studied is presented and discussed here under.

TABLE 5: NEWS SOURCES OF DISABILITY STORIES

Name of Media	Frequency	Source of Disability Issues							Total
		Government officials	Experts/scholars	Community members	Disability Groups/NGO's	Private companies	Press releases	research findings/reports	
Addis Zemen Newspaper	Number	15	3	9	2	0	0	2	31
	Percentage	48.38%	9.67%	29.63%	6.45%	0%	0%	6.45%	100%
Addis Admas Newspaper	Number	1	0	0	0	0	0	0	1
	Percentage	100%	0%	0%	0%	0%	0%	0%	100%

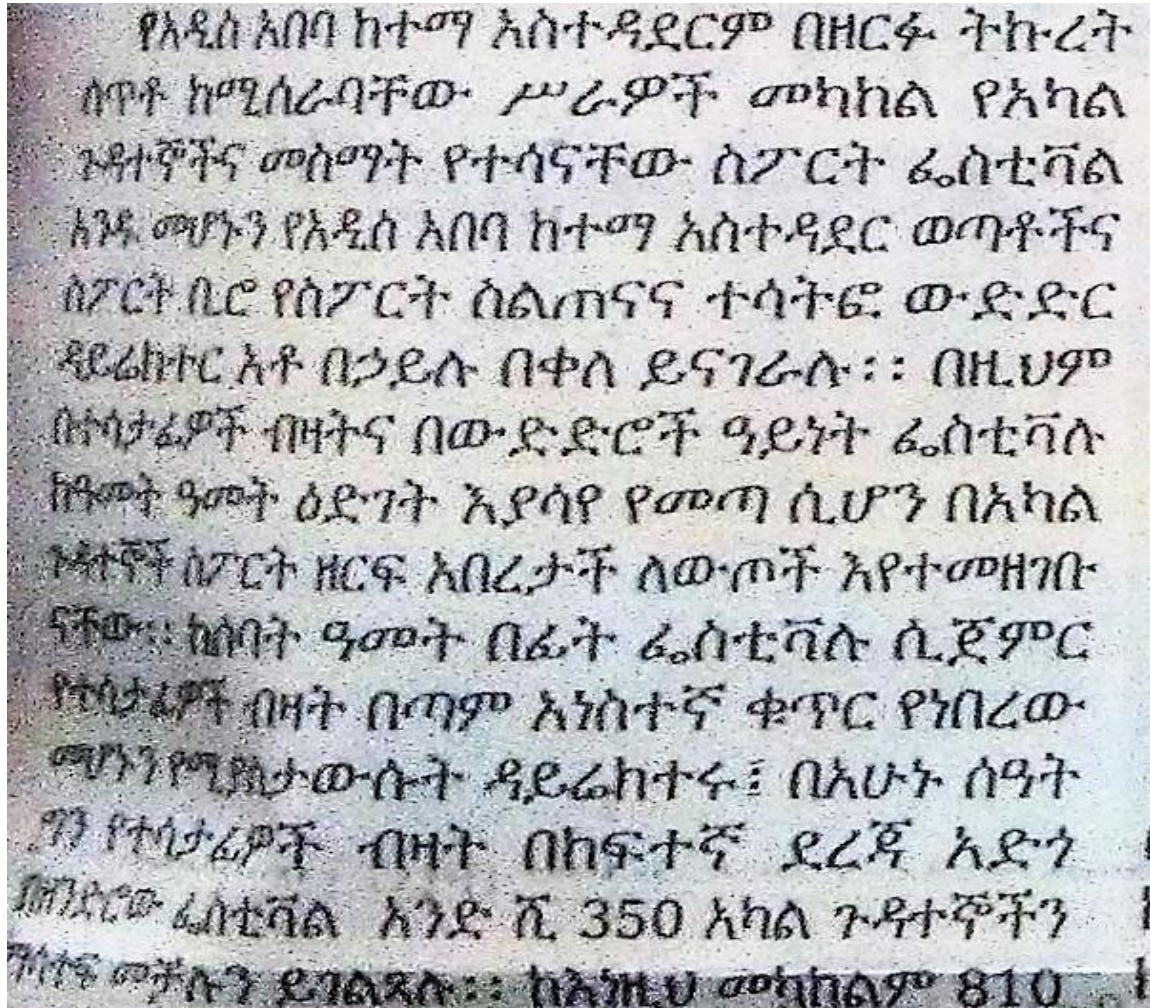
According to the result of quantitative data presented in in Table 5, in 48.38% of the disability stories of the *Addis Zemen* government officials were referred as source of information. Community members were also found to be news sources for 29.63% of disability stories of same media. And in 9.67% of the stories experts/scholars and in 6.5% disability groups/NGO's

and research findings/reports (each of them) were also used as sources of information. Government officials were the only source of disability news stories of *Addis Admas* newspaper.

The result of quantitative data tells that government officials were found to be the dominant sources of information in the news stories of AZ. Community members were also found to be major sources of information in a significant number stories by AZ. Private companies and press releases from concerned bodies were found totally neglected news sources by AZ. But it was inferred from the data that government officials were the only sources of disability stories in AA.

The data revealed government officials' domination of the news, confirms also the researcher's profound personal observation on the common tendency of Ethiopian state and private media in making use of government officials as their sole news sources. From the correlation between the result of this indirectly checked quantitative data and the result of data gathered about the news sources of disability stories of both AZ and AA, we can generalize that government officials were found to be the dominant source of disability stories of the media studied.

As it is stated in the above analysis, the dominant source of news story are government officials (48.38%). *Addis Zemen* is a government owned media, thus it could be said that they are considering the government as a major source of stories for news. This substantiates the point raised regarding balance of the stories presented in the newspaper. The fact that they are from government and they are not produced by the initiation of the responsible media makes the stories to loose human touch, instead they will be propaganda. The following shot of one of the coverage is presented below.



Yebel Kasa (2010 E.C, November 10) Addis Ababa city Paralympics and hearing impairment festival, *Addis Zemen*, p.13.

From the above take we can tell that the newspaper presented only what has been said by the government official. This is a sporting event so the reporter is expected to witness whatever is going on in the festival and could have added that part of the story, instead of merely presenting one side of the story.

Although they are not as dominant as the previous, community members are also source of information. This is where the personal stories found in the analyzed news stories. Research findings/reports, press releases or stories from private companies are barely mentioned as sources of stories for the newspapers. This indicates the focus given for disability stories,

because when we see the sources of other types of news they are plenty and diverse. If it was given due attention the news stories would have been gathered from different sources since there are different organizations working on disability and also when we go deep in to the society we can find news stories as it is claimed that there are lots of people living with various forms of disability. To add another point, getting information from government offices is not a problem by itself, it becomes a problem when we present the information as it is instead of trying to see the different sides of the story. The story would have been justifiable if it compares the news releases from these offices with what is on the ground (which implies further research). Establishing independent department for disability related issues would have also helped to effectively address the issue.

4.7. Nature of the Disability Newspapers

It is obvious that informing the public is one of the principal roles of the news media. They discharge this key duty mainly through news stories they produce and disseminate to the public. On top of that, Ethiopian state media are expected to shape the public thinking and create national consensus by means of their news product (MGCA, 2004).

TABLE 6: NATURE OF THE DISABILITY NEWS STORIES

Name of the Media Outlet	Frequency	Nature of Disability News Stories					
		Investigative	Event Oriented	Solution Oriented	Problem Oriented	Advocating	Informative
Addis Zemen	Number	0	9	19	3	0	31
	Percentage	0%	29.03%	61.3%	9.67%	0%	100%
Addis Admas	Number	0	0	1	0	0	1
	Percentage	0%	0%	100%	0%	0%	100%

As the result data gathered about some major news functional, all (100%) of the examined disability news stories were found to be informative. And most of disability news stories of studied media (61.3% of AZ and 100% of AA%, were found to be solution oriented. Comparatively speaking, the prevalence of event oriented and problem oriented stories among

disability news stories by *Addis Zemen* newspaper were found less. Only 29.03% of them were found to be event oriented and 9.67% of them found to be problem oriented. But, there was no any disability story found having investigative and advocating nature. Furthermore, there were no any disability story except solution oriented published in *Addis Admas* newspaper.

The results of data gathered about the nature of the news stories tell that most of them were solution oriented. They were reported depending on news information gathered from government officials who are striving to give solutions for disability problems. Most of the information sources of these news stories found to be keynote speeches of invited political figures. The news stories lack depth, clarity and explanation on the disability they dealt with. Since they were not properly sourced, they lack substance and credibility. If they were well researched and equipped with proper information from relevant sources, they could have the quality to be critical, trustworthy as well as appealing to audience.

4.8. Framing of Disability News Stories

How an issue is characterized in news reports can have an influence on how it is understood by audiences (Scheufele & Tewksbury, 2007). This is also one of the principal purposes attached to the making use of news frames. One of the basic research questions of this study focuses on the identification of the dominant news frames applied in the disability stories of the media studied. In order to gather data, a media frame identification codebook proposed by Boydston et al (2013) has been adapted and used for the purpose of this study. The result of data gathered concerning media frames used is presented and discussed here under.

TABLE 7: NEWS FRAMES APPLIED FOR DISABILITY STORIES

Name of the Media Outlet	News Frame Applied													
	Frequency	Episodic Frames	Economic	Capacity & Resources	Morality	Fairness & Equality	Policy Prescription & Evaluation	Health & Safety	Quality Of Life	Cultural Identity	Public Opinion	External Regulation & Disincentives	Others	Total
Addis Zemen	Number	0	9	4	2	10	1	0	2	0	3	0	0	31
	Percentage	0%	29.03%	12.13%	6.45%	38.7%	3.2%	0%	6.45%	0%	9.67%	0%	0%	100%
Addis Admas	Number	0	0	0	0	1	0	0	0	0	0	0	0	1
	Percentage	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0%	100%

According to data presented in table 7, 38.7% of disability news stories by *Addis Zemen* and 100% news stories by *Addis Admas* newspaper were framed using the fairness and equality frame. This frame was found to be the most frequently used news frame in the disability stories of both media. When we come to the prevalence of other news frames, the economic frame was applied in 29.03% of disability stories by *Addis Zemen*. But it was applied in 0% of the news stories by *Addis Admas* newspaper. While the capacity and resources frame was found 12.13% of disability stories by *Addis Zemen*. But, disability stories were not applied in this frame by *Addis Admas* newspaper. Public opinion frame was applied in 9.67% news stories of AZ. But there were no stories found in this frame by AA. Quality of life frame was applied 6.45% of the disability stories by AZ. Nevertheless, no quality of life frame was applied by AA. The policy prescription and evaluation frame was applied 3.2% of disability stories of AZ. But the rest four were not.

From the result of quantitative data presented in Table 7, we can deduce that fairness and equality frame was found to be the dominant news frame used in both AZ and AA. In comparison, most of the frames were applied in disability stories by AZ. But, only one news frame was applied in disability stories by AA. Economic frame was found applied in higher frequency rate in AZ (which is in 29.03% disability stories of *Addis Zemen* newspaper, and even it is the second dominant frame used next to fairness and equality frame), the case is very different in AA. This news frame was not applied disability stories the media covered.

As result on the media's use of news frames indicated fairness and equality are the dominant news frame applied in most of disability stories of the media studied. Economic frame was found to be the second dominant frame used. But, a difference was observed between the two media in making use of economic frame. This frame was the second dominant frame used in many of news stories of *Addis Zemen* newspaper.

The tendency of the media to these news frames unveils some truth about the disability news coverage of the media studied. Most of the stories framed with the fairness and equality frame were narrating inequality of PWDs attributed to concerning traditional beliefs, attitudes and practices towards disability and inclusiveness of PWDs in political, social and economic aspect. And, in most of those stories found framed with the economic frame relate the disability issue dealt with economic benefit of PWDs.

The making use of these frames is not bad by itself. The limitation of the private media on this matter is neglecting of other frames considered crucial for the issue well to be communicated. Along with providing the public with more disability information it is very important also to frame or present the information using diversified news frames. And also framing disability issues from a human rights point of view will help build friendly attitudes toward people with disabilities in developing nations and encourage policies and legislations from the governments that will protect their rights and defend them against discrimination and marginalization.

4.9. Demography of Disability Issues based on Gender

Quantitative and qualitative data were gathered with the aim of detecting the most frequently covered gender stories by the media studied.

TABLE 8: DEMOGRAPHY OF DISABILITY ISSUES BASED ON GENDER

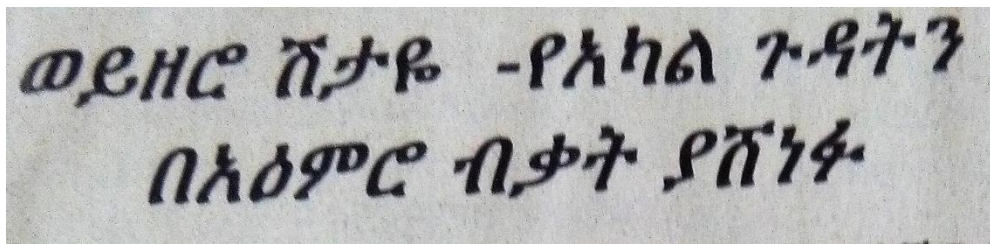
Media Outlets	Number	Gender of Disability Stories			Total
		Male	Female	Non-Identified	
Addis	Number	13	10	8	31
Zemen	Percentage	41.93%	32.25%	25.8%	100%
Addis	Number	1	0	0	1
Admas	Percentage	100%	0%	0%	100%

According to data presented in table 8, news stories dealing with male disabilities were given more priority and coverage than female news issues by both media outlets. 41.93 % of the total number of news stories covered by *Addis Zemen* (AZ) and 100 % by *Addis Adams* (AA) Newspaper dealt with such issues. The share of non-identified gender was limited to 25% by AZ. But, non-identified gender stories found were not found in AA.

The results of quantitative data gathered about the demography of disability issues based on gender indicated that male disabilities stories were given more priority by both media outlets. Therefore, we can deduce from quantitative data results that female disabilities are more stigmatized than male disabilities.

As it is discussed in the analyses of demographic of disability issues based on gender male disabilities stories were given more priority by both media outlets. The in depth content analysis revealed that the stories in which women are given coverage are almost all in all success stories.

Stories about women who have disability but have become beyond their problem and are successful. A good example is a story about a woman called Yetneersh Nigusse a renowned figure in our country. She is blind but has achieved more than those who are not. This story is thought to be inspirational as she overcame lots of challenges to be where she is at this time. To add another example there is a story covered by AZ, about a woman called Mrs. Shitaye-a woman who academically achieved Master level and is currently the director of **FENAPD** by overcoming her very difficult back pain. This back pain barely allows her to walk but this didn't stop her from reaching where she is at this time. The headline of the story reads as follows.



Lemelem Mengistu (2009 E.C, September 01) Win Disability with good self- esteem, *Addis Zemen*. P.19.

This type of headline grabs the reader's attention and the audience will want to know how she became successful. The reporter held an interview with Mrs. Shitaye and presented the summary of that story.

Although women were not given equal coverage as men, still the coverage is inspirational and encourages others to learn from it.

4.10. Types of Disability Reported in the Media Studied

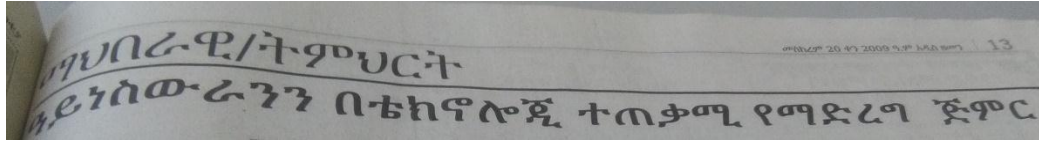
This study tried to assess what types of disabilities were mentioned or given more priority in the media outlets. Quantitative and qualitative data were gathered with the aim of assessing the most repeatedly covered types of disability by the media studies.

TABLE 9: TYPES OF DISABILITY

Media Outlets	Types of Disabilities						
	Number Percent age	Hearing Impairment	Visual Impairment	Physical Disability	Mental Retardation	Non- Identified	TOTAL
Addis Zemen	Number	2	12	3	8	6	31
	Percent age	6.45%	38.7%	9.67%	25.8%	19.35%	100%
Addis Admas	Number	0	1	0	0	0	1
	Percent age	0%	100%	0%	0%	0%	100%

According to data presented in table 9, type of disability news stories dealing with visual impairment were given more priority and coverage than any other types of disabilities by both media outlets. 38.7% % of the total number of news stories covered by *Addis Zemen* (AZ) and 100% % by *Addis Adams* (AA) Newspaper dealt with such issues. But there was only one type of disability found in AA, it was not possible to find out other types of disabilities, like hearing impairment, physical disability, mental retardation, and non-identified disability in this newspaper. .Next to visual impairment, mental retardation/illness found to be the second most frequently covered types of disabilities which was 25.8% in AZ. According to data gathered from *Addis Zemen* Newspaper, types of disability dealing with such as non-identified disability (19.35%); physical disability (9.67%); and hearing impairment (6.45) were given little coverage in comparison with visual impairment and mental retardation with high percentage of frequency.

The prominent news covered by AZ as the quantitative data reveals is visual impairment. This is one of the widely covered type in our country, even the success stories include this type. This might raise a question that other types of disabilities are not getting enough attention, however mental retardation is also the second most prominent story.



Tsigereda Chaneyalew (2009 E.C, September 20) the beginning of Technology usage for Visually impaireds’, *Addis Zemen*, p.13.

The story related with this disability was also the only story presented on *Addis Admas* Newspaper. This story states that “visual impaired individuals are allowed to work as judges for the first time in the history of the country.”



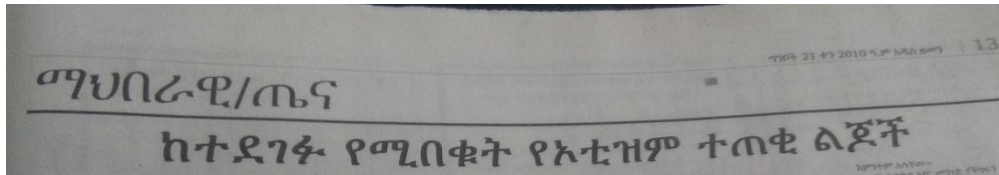
The quantitative analysis revealed that *Addis Admas* only covered one story relating with disability, and that story is significant as it happened for the first time and it impacts lots of things. One might wonder ‘aren’t disability issues going to be given coverage unless they affect the politics and other related aspects of our lives?’ interviews with both media houses revealed that visual impairment is given much coverage.

The editor of AA responded to the question why most only specific disability issues are given much coverage as follows:

We do give visual impairment more coverage specially when it comes to success stories, but this is due to two main reasons. The first is the fact that the stories of people having visual impairment forces us to give it cover, as most of the success stories are related with them. You can take the example of people like Yetnebersh Nigussie, Megabi Hadis Eshetu Alemayehu, Tewodros Tsegaye and many others. Second, the association of people with visual impairment calls us for news coverage often because they are engaged in lots of activities. So that is why they got much coverage than others.

Mental retardation (MR) is these days attention from the government and non-government organizations, thus as a media it’s fair to say that the media is trying to play the role of creating awareness and make it a dominant issue. When we go in to the way it is presented, the reporter

first stresses the fact that there is lack of awareness among our society regarding MR. Then it presents what this people are capable of they are given the chances through an individual story. This kind of writing allows the readers to relate themselves with the story. (It will make them put themselves in that person's position.) The issue of MR is misunderstood widely among society and this kind of coverage and due attention will contribute a lot to change this misunderstanding. The headline of this specific story reads as follows:



Berehu Birhane, (2010 E.C, May 21) If autism victims helped well, they could be successful, *Addis Zemen*, p.13.

By the very first look, one will say 'I didn't know they have any chance of being like other human beings.' In addition it will make one think about the issue.

As it is discussed in the quantitative analysis physical disability and hearing impairment were given little coverage. Nevertheless what compensates for this is especially incase of physical disability the fact that they are covered under sport, entertainment and other social affairs might be the reason why. This means if they dominate these topics it will be considered that they have received enough attention. Another story coverage encompasses of non-identified disability- these type of stories don't talk about one specific disability but as a whole. In other words these stories include, economic, political and other policy related issues.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

People's awareness towards individuals with disability and the very nature of disability is a serious problem. The issue is still not yet addressed in a satisfactory way by Medias. Both private and public newspapers are focusing on political issue rather than this series problem. Despite the fact that media have a significant role in disseminating information and creating awareness on everything disability issue has less coverage or attention.

The country is confronted with serious challenges of traditional outlooks or lack of awareness regarding disability. The media and journalists should use the power of the news media to aware the public about the seriousness of the problems and bring about changes to improve the management and enhancing policy relating with disability. It is the supposition of this study that media have a great role and impact by providing the public with sufficient, accessible, well framed information. This study was an attempt to examine the disability issue coverage of the Ethiopian state media through the *Addis Zemen* and the private *Addis Admas newspaper*. Quantitative and qualitative Content analysis on sampled news contents along with In-depth interview with editors and reporter of the media were carried out to collect data needed for the study. The results of both qualitative and quantitative data of the study indicated that:

- Disability issues are relatively given little news coverage in the studied state and private media outlets. More attention and news coverage was found to be given to issues such as politics and diplomacy; business and economy; sport and entertainments; and social matters.
- Most of disability news stories covered by both *Addis Zemen* and *Addis Admas* were found to be dealing with the challenges and problems, but the presentation lack variety and depth.
- The disability news stories were not given priority in the daily news agenda of both media studied.

- Both newspapers were found to give more coverage to Domestic disability stories than foreign ones. In this regard, all most, all of AZ's disability news stories found to be dealing with domestic ones.
- Government officials and community were found to be the dominant source of disability stories of the media studied.
- Most of disability stories of the studied media were solution oriented, they present success stories to show how the problems are tackled by others. They were reported depending on news information gathered.
- The fairness and equality frame was found to be the dominant news frame applied in most disability stories of the media studied. Economic frame was found to be the second dominant frame used. But, a difference was observed between the two media in the making use of other frames because *Addis Admas* used only one frame.
- Male disability stories found to be the most frequently covered news stories in terms of gender in both media studied.
- Visual impairment was found to be the dominant type of disability which was covered by the media studied.

5.2 Recommendations

Based on the findings of the study, the following recommendations are made by the researcher to be taken as remedies to improve disability issues coverage of the media:

- The disability issues needs to be among major national issues of prior concern of both the government and the media.
- The government should revise the policy in enhancing disability awareness and follow the implements of the rule and regulation of the policy.
- The media are also expected to give due concern and news coverage to disability issue issues since these issues have a great deal of impact in every aspect of their life, be it political, economic, social aspects.
- In addition to giving more attention and coverage, they should increase the amount and visibility of disability stories and make their disability stories strong enough so that the public would be empowered.

- The media need frame and present the disability information using diversified news sources and frames.
- Organization working on disability need to get the names of their expert sources into the hands of prominent print journalists.
- News media should take the initiative to cover disability stories instead of just waiting for government to provide the stories.
- Establishing an independent department for disability stories will be of paramount importance to give the due coverage the issue demands.
- The news media should try to utilize various and diverse forms of presentation instead of sticking only to interviews and news releases.

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Appendix

Appendix A

Questions for In-depth Interview Guide

1. What are the major issues of national impact you usually give coverage?
2. How do you treat disability related stories in your news editions in comparison with other news stories dealing with issues other than disability ones?
3. How do you explain the representation of disability issues on the editorial policy of your media institution?
4. Which type of disability do you give more coverage? Why?
5. What are the sources you commonly used for disability issues you cover? How do you explain the relationship with your sources, major stakeholders (government, organization which are working with disabilities, NGOs, industries), the public?
6. What is your reflection on your and fellow journalists' professional status with regard to disability reporting? Have you taken any training dealing with health journalism and/or disability reporting?
7. What are the professional and institutional challenges you face while reporting /covering disability issues? And In your opinion, what should be done to improve media coverage of disability issues?

Appendix B

List of Editors, Reporters and Director Interviewed

ID /Code No.	Name	Media/Federation	Position	Academic background	Service years in media institution
Ed-1	Habetamu Sitotaw	<i>Addis Zemen</i> (EPA)	Senior Editor	MA degree in TEFL	12 years
Ed-2	Alemayehu Anebesea	<i>Addis Admas</i> (AA)	Senior Editor	MA degree	9 years
R-1	Worku Maru	<i>Addis Zemen</i> (EPA)	Reporter	BA degree	6 years
R-2	Mengistu Abebe	<i>Addis Admas</i> (AA)	Reporter	BA degree	7 years
Dir.	Abayehh Gujo	FENAPD	Director	MA degree in Administrative Economics	21 years

Appendix C

List of Publication Dates on which Sample News Stories/ Issues for Content Analysis Selected

ተ.ቁ	ርዕስ	የወጣበት ቀን
1	ወ/ሮ ሽታዬ የአካል ጉዳትን በአዕምሮ ብቃት ማሸነፍ	መስከረም 1 ቀን 2009 ዓ/ም
2	ፓራኦሎምፒክ ትናንት እና ዛሬ	መስከረም 1 ቀን 2009 ዓ/ም
3	የፓራኦሎምፒክ እቀዲን ለማሳካት አንድ የብር ሜዳሊያ ያስፈልጋታል	መስከረም 3 ቀን 2009 ዓ/ም
4	ሳይቃጠል በቅጠል	መስከረም 12 ቀን 2009 ዓ/ም
5	መስማት ለተሳናቸው ድጋር የምልክት ቋንቋ ትምህርት	መስከረም 19 ቀን 2009 ዓ/ም
6	ዓይነ ስውራንን በቴክኖሎጂ ተጠቃሚ የማድረግ ጅምር	መስከረም 20 ቀን 2009 ዓ/ም
7	በራስ መተማመን ያላቸው አካል ጉዳተኞች	መስከረም 20 ቀን 2009 ዓ/ም
8	ትኩረት አይነስውራንና መስማት ለተሳናቸው	መስከረም 21 ቀን 2009 ዓ/ም
9	በስኳር ህመም የአይን ብርሃናቸውን የሚያጡ ሰዎች ቁጥር መጨመሩ ተገለጸ	መስከረም 22 ቀን 2009 ዓ/ም
10	የስኳር በሽታ ለአይነ ሥውርነት እንዴት ያጋልጣል	መስከረም 24 ቀን 2009 ዓ/ም
11	ለአካል ጉዳተኞች ወንበር በመልቀቅ እና ቅድሚያ በመስጠት ያስተናግዱ	ህዳር 4 ቀን 2010 ዓ/ም
12	የከተማዋና አካል ጉዳተኞች እና መስማት የተሳናቸው ስፖርታዊ ፌስቲቫል	ህዳር 10 ቀን 2009 ዓ/ም
13	የፒዮንግያንግ የክረምት አሎምፒክ	ህዳር 24 ቀን 2009 ዓ/ም
14	የጎንደር ዩኒቨርሲቲ ለአካል ጉዳተኞች ድጋፍ አደረገ	ጥር 19 ቀን 2009 ዓ/ም
15	ዓይነ ስውራንን ተጠቃሚ የሚያደርጉ ስራዎች እየተሰሩ አይደለም	2009 ዓ/ም
16	አይነስውራንን ተጠቃሚ ያደረገው የፈጠራ ስራ	መጋቢት 29 ቀን 2009 ዓ/ም
17	በአካል ጉዳተኞች የደመወቀው ዝክረ ኪነ-ጥበብ	ሰኔ 4 ቀን 2009 ዓ/ም

18	የአካቶ ትምርት እና ተግዳሮት	ሰኔ 19 ቀን 2009 ዓ/ም
19	በተግዳሮት የዘለቀው የአካል ጉዳተኞች እድል ተጠቃሚነት	ሰኔ 26 ቀን 2009 ዓ/ም
20	አንካሳው ሰው	መስከረም 7 ቀን 2010 ዓ/ም
21	ድል አድራጊነት	መስከረም 20 ቀን 2010 ዓ/ም
22	የዊልቸር ቅርጫት ኳስ ስልጠናው ለቶኪዬ ኦሎምፒክ	መስከረም 21 ቀን 2010 ዓ/ም
23	በእኔ የደረሰ አይድረስባችሁ	መስከረም 23 ቀን 2010 ዓ/ም
24	ፈተናዎች የበዙበት የዊልቸር ቅርጫት ኳስ ስፖርት	መስከረም 29 ቀን 2010 ዓ/ም
25	ይህም አለና መተኪያ ለሌላው አይናችን እንጠንቀቅ	መስከረም 30 ቀን 2010 ዓ/ም
26	አይነ ስውራን ለመጀመሪያ ጊዜ በዳኝነት እንዲሰሩ ተወሰነ	ህዳር 2010/አዲስ አድማስ/
27	የከተማዋ የአካል ጉዳተኞች መስማት የተሳናቸው ስፖርታዊ ፌስቲቫል	ህዳር 10 ቀን 2010 ዓ/ም
28	የከተማዋ የአካል ጉዳተኞች መስማት የተሳናቸው ስፖርታዊ ፌስቲቫል	ህዳር 10 ቀን 2010 ዓ/ም
29	ዳግማዊ ሚኒሊክ ሆስፒታል ለአይነ ስውርነት የሚያጋልጠው የግላኮማ በሽታ መመሪያ በልገሳ አገኘ	ህዳር 10 ቀን 2010 ዓ/ም
30	ተስፋ መቁረጥን የቆረቆረ ተስፋኞች	መጋቢት 20 ቀን 2010 ዓ/ም
31	የአይነ ስውራን ተሳትፎ በኪነ ጥበብ	ግንቦት 2010 ዓ/ም
32	ከተደገፉ የሚበቁት የኦቲዝም ተጠቂ ልጆች	ግንቦት 21 ቀን 2010 ዓ/ም

Appendix D

Inter-Coder Reliability

N0	Frame Code Category	Senior Editor -1	Senior Editor -2	Senior Editor -3
1	General Issue Category	4	4	3
2	Disability Theme	3	4	4
3	Prominence or Placement	5	5	5
4	Origin of News Stories	5	5	5
5	News Sources	4	4	5
6	Frames of News Stories	4	5	4
7	Nature of News Stories	4	4	4
8	Demography based on Gender	5	5	5
9	Types of Disability	4	4	4
Total		38	40	39
Calculation Procedure		$38/45 \times 100 = 84.4\%$	$40/45 \times 100 = 88.9\%$	$39/45 \times 100 = 86.7$
Result		Inter-coder reliability average=86.7%		

Appendix E: Data Coding Sheet

1. General Information

Name of media outlet *Addis Zemen* and *Addis Admas* (Date of publication between September 1, 2009 E.C- August 30, 2010 E.C)

Coder ID- PA

No	Coding Categories	Coding Description and frequency									
1	News coverage given to various disability themes/issues	Disability problems /Challenges		Disability Events & Campaigns		Disability's Right protection		Disability Research Findings, Innovations & solutions		Others	
2	Prominence or Placement of Disability stories	among major/ front page news stories				Common /inside page news stories presented in a given news edition.					
3	Origen of Disability News Stories	Local /Domestic				Foreign					
4	News sources	Government officials	Experts/ scholars	Community members		Disability Groups/ NGO's	Private companies	Press releases	research findings/ reports		
5	Types of Disability	Types of Disability									
		Hearing Impairment		Visual Impairment		Physical Disability		Mental Retardation		None identified	
6	Demography of Disability Issues based on Gender	Male				Female				None identified	
7	Nature of Disability news stories	investigative	Event Oriented	solution oriented		problem oriented		Advocating	Informative		
8	Framing of Disability in the News Stories	7.1. EPISODIC									
		7.2. THEMATIC FRAMES									
		Episodic Frames	Economic	Capacity & Resources	Morality	Fairness & Equality	Policy Prescription & Evaluation	Health & Safety	Quality Of Life	Cultural Identity	Public Opinion

Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for it have been properly acknowledged.

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Signature: _____

Date of Submission: June 2019 Place of Submission:

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