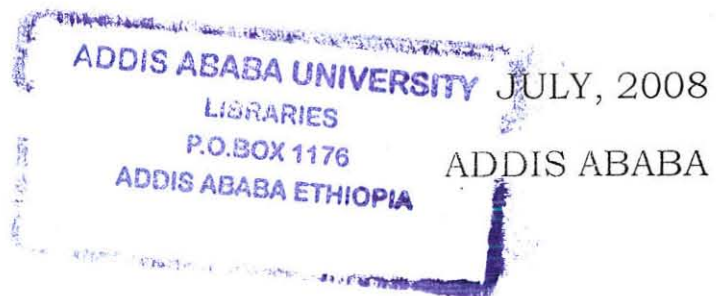


ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES

COVERAGE ON DISABILITY ISSUES BY  
THE NATIONAL BROADCAST MEDIA IN  
ETHIOPIA

BY: MEAZA MENKER ABRAHA



COVERAGE ON DISABILITY ISSUES BY THE  
NATIONAL BROADCAST MEDIA IN ETHIOPIA

A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE  
STUDIES OF ADDIS ABABA UNIVERSITY IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF MASTER OF ARTS IN  
SPECIAL NEEDS EDUCATION

BY: MEAZA MENKER ABRAHA

JULY, 2008

ADDIS ABABA

ADDIS ABABA UNIVERSITY  
SCHOOL OF GRADUATE STUDIES

COVERAGE ON DISABILITY ISSUES BY THE NATIONAL  
BROADCAST MEDIA IN ETHIOPIA

BY: MEAZA MENKER ABRAHA  
Department of Special Needs Education

**Approval of Board of Examiners**

**Signature**

Aemeyehu Teklepanaim

Chairman, Department of Graduate committee



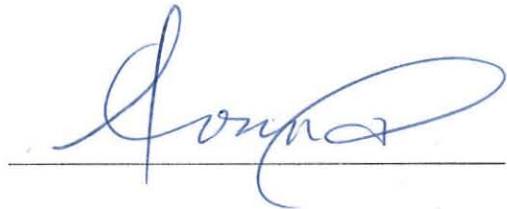
R. S. Kuma

Internal Examiner



Wegayehu Tehej

Advisor



Amanuel G

External Examiner



## **Acknowledgment**

***Praise be to the lord, above all.***

First and foremost, I would like to thank God, for his countless providence throughout the course of my study.

I would like to thank my advisor, Dr. Wegayehu Tebeje, who helped and guided me in the process of my research. And the research participants, who devoted their invaluable time to respond to the interview designed for the study, deserve special thanks.

I am also grateful to Blanca Cedon, from Rehabilitation International, who graciously provided me with vital Rehabilitation International's publications.

*Meaza Menker*

2008

# TABLE OF CONTENTS

*Acknowledgement*

*Table of Contents*

*Abbreviations*

*List of Tables*

|                                    | Page |
|------------------------------------|------|
| ABSTRACT .....                     | 1    |
| <b>CHAPTER 1: INTRODUCTION</b>     |      |
| 1.1 Background.....                | 2    |
| 1.2 Need for the Study.....        | 5    |
| 1.3 Significance of the Study..... | 5    |
| 1.4 Research Questions.....        | 5    |
| 1.5 Methodology .....              | 7    |
| 1.5.1 Research Methods.....        | 7    |
| 1.5.2 Source of Data.....          | 7    |
| 1.5.3 Primary Data.....            | 7    |

|  |  |           |
|--|--|-----------|
| 1.5.4                                    | Secondary Data.....  | 9         |
| 1.5.5                                    | Sampling .....   | 10        |
| 1.5.6                                    | Data Collection Procedure .....                              | 11        |
| 1.5.7                                    | Data Entry and Analysis .....                                | 12        |
| 1.6                                      | Delimitation of the Study.....                               | 13        |
| 1.7                                      | Operational Definition of Coding Variables.....              | 14        |
| <b>CHAPTER 2: LITERATURE REVIEW.....</b> |  | <b>16</b> |
| 2.1                                      | Conceptual Framework.....                                    | 16        |
| 2.2                                      | Prevalence of Disability.....                                | 21        |
| 2.3                                      | Attitudes towards Persons with Disabilities in Ethiopia..... | 24        |
| 2.4                                      | Definition of Media .....                                    | 26        |
| 2.5                                      | The Role of Media.....                                       | 29        |
| 2.6                                      | Responsibility of the Media .....                            | 25        |
| 2.7                                      | Guidelines in Reporting Disability Issues .....              | 30        |
| 2.8                                      | Media Coverage of Disability Issues in Ethiopia .....        | 34        |
| 2.8.1                                    | Radio Ethiopia .....   | 34        |
| 2.8.2                                    | Ethiopian Television .....                                   | 37        |

|  |           |
|--|-----------|
| <b>CHAPTER 3: ANALYSIS AND DISCUSSION .....</b>                  | <b>39</b> |
| 3.1 Presentation of Findings, Data Analysis and Discussion ..... | 39        |
| 3.1.1 Findings of Content Analysis.....                          | 39        |
| 3.1.2 Qualitative Analysis.....                                  | 54        |
| <b>CHAPTER 4: CONCLUSION AND RECOMMENDATION.....</b>             | <b>62</b> |
| 4.1 Summery.....   | 62        |
| 4.2 Conclusion .....   | 65        |
| 4.3 Recommendation .....   | 68        |

*Bibliography*

*Appendices I: Content Analysis Coding Sheet*

*Appendices II: Interview Guide*

*Appendices III: Programs broadcasted on ETV and Radio Ethiopia*

*From January 2007- January 2008*

## ABBREVIATIONS

|               |  |
|---------------|--|
| <b>BBC</b>    | British Broadcast Communication  |
| <b>CNN</b>    | Central News Network   |
| <b>CARDOS</b> | Center For Applied Research and Development Oriented<br>Service          |
| <b>CSAE</b>   | Central Statistics Authority of Ethiopia                                 |
| <b>DSTV</b>   | Digital Satellite Television   |
| <b>ETV</b>    | Ethiopian Television   |
| <b>ICF</b>    | International Classification of Functioning, Disability and<br>Health    |
| <b>ICIDH</b>  | International Classification of Impairments, Disability,<br>and Handicap |
| <b>ILO</b>    | International Labor Organization   |
| <b>MOLSA</b>  | Ministry of Labor and Social affairs                                     |
| <b>MTV</b>    | Music Television   |
| <b>NCDDR</b>  | National Center for the Dissemination of Disability<br>Research          |
| <b>NGO</b>    | Non-Governmental Organization  |
| <b>PWDs</b>   | Persons with Disabilities  |
| <b>RI</b>     | Rehabilitation International   |
| <b>TV</b>     | Television   |
| <b>UN</b>     | United Nations   |
| <b>UNSO</b>   | United Nations Statistical Office  |
| <b>WHO</b>    | World Health Organization  |

## LIST OF TABLES

- Table 1:** Participants of in-depth interview.
- Table 2:** Samples of the broadcasted programs from January 2007-  
January 2008.
- Table 3:** Communication messages category.
- Table 4:** Definitions of Disability in Ethiopia.
- Table 5:** Programs of disability issues on Radio Ethiopia.
- Table 6:** Format distribution of disability related issues on ETV.
- Table 7:** Theme distribution of disability related issues on ETV.
- Table 8:** Types of disability report on ETV.
- Table 9:** Format distribution of disability related issues on Radio  
Ethiopia.
- Table 10:** Theme distribution of disability related issues on Radio  
Ethiopia.
- Table 11:** Types of disabilities reported on ETV.
- Table 12:** Airtime distribution of disability related issues on ETV and  
Radio Ethiopia.
- Table 13:** Story format distribution of disability related issues on ETV  
and Radio Ethiopia.
- Table 14:** Frequency of disabilities themes on ETV and Radio Ethiopia.
- Table 15:** Distribution of disability types on ETV and Radio Ethiopia.

## **Abstract**

The aim of this research was to examine the coverage of disability issues by the national broadcast media of Ethiopia. One hundred eighty program days were randomly selected from a total of 365 transmission days (January 2007- January 2008). The research was carried out using quantitative (content analysis) and qualitative (in-depth interviews) research methods.

Data collected 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.

Based on the findings of the study, it is 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.

## **Chapter One**

### **1. Introduction**

#### **1.1 Background**

Disability has existed throughout history. In fact, in Biblical times persons with disabilities were seen as sinners who carried with them the punishment of God. Disability was considered as curse and an attack by an evil spirit. Most persons with disabilities had no choice but to live as beggars in need of charity (UN, 2001). The same public attitude of the historical times persisted as the realities in Ethiopia for so many years. It is believed that disability is caused by religious and cultural sanctions and is associated with a consequence of evil deeds by parents and/or ancestors. According to a research made by Cheshire Foundation (as cited in CARDOS, 2007) persons with disabilities themselves maintained this wrong conviction and believe that their disability is due to some supernatural acts. The cause of stigmas varies from society to society, but usually stem from moral, economic, cultural, and political factors.

The attitudes of many Ethiopians towards persons with disabilities are generally negative. Studies regarding persons with disabilities have found that families prefer to hide children with disabilities because of fears of social stigma, and parents think that children with disabilities are useless and do not provide the support they give to non-disabled children. In addition, pregnant women are kept far away from persons with disabilities

because it is believed that disability passes on to unborn children (Tefera, 2005). The preponderance of negative attitudes towards persons with disabilities prevent them from engaging in normal social activities and lead to social isolation. Stigmas are often rooted in the lack of public understanding about the causes of disabilities, and its effects have become more of a social handicap than the disability itself (Center for Applied Research and Development Oriented Service (CARDOS), 2003).

The Department for International Development of British (DFID, 2000) notes that as a result of negative attitudes and discrimination, Persons with disabilities, as a social group, face numerous barriers in receiving equal opportunities. For example, building design and architecture in Ethiopia mainly focus on exclusively targeting people possessing a narrow range of capabilities considered to be “normal.” The building environments, therefore, typically contain characteristics that unnecessarily restrict the activities of people with below “normal” functional capabilities. Environmental barriers include inaccessible public transportation, buildings, toilets, and derisory information communication technology.

Persons with disabilities in most societies have long been subjected to discrimination that tends to limit their access to social and economic opportunities. The misperceptions and negative stereotypes underlying

this discrimination also contribute to a self re-enforcing climate of low expectations for persons with disabilities that further limit their potentials. Overcoming such entrenched discriminatory patterns requires public education, explicit policies and affirmative strategies to foster the inclusion of people with disabilities in all aspects of public life (Metts, 2004).

A shift in attitude is achievable via heightened awareness, increased contact, and improved meaningful communication between persons with disabilities and non-disabled people (Dahl, 1993). Dahl writes that the media can be effective vehicle for bringing about greater understanding, and consequent gradual change in public perception of persons with disabilities. Additionally, The Disability Knowledge and Research Program (2005), in South Africa and Zimbabwe indicated that the most effective tactic for raising awareness of disability issues was to engage central and local government followed by discussing disability issues through the media.

Mass media campaigns have been an important strategy for promoting social issues and disease prevention since the 1940s (Rivers, 2000). The media in Ethiopia have been playing an immense role in creating awareness about HIV/AIDS, especially regarding its associated stigmas and negative inequities. Given the pervasive negative attitudes, lack of

knowledge, and the relative absence of mainstreaming disability issues, it appears that Ethiopian broadcast media are also positioned to act as a means in ensuring issues pertaining persons with disabilities are addressed in such a way that the general public is educated about persons with disabilities, and the human rights of persons with disabilities are recognized and respected. The purpose of this study is to examine the national broadcast media's coverage of issues of disabilities, and the media's level of effort in educating the public about disability related issues.

### **1.2 Need for the Study**

There is a high preponderance of national media coverage given to entertainment, economic and political issues, leaving little or no room for disability programming in Ethiopia. Furthermore, very little research has been done so far in probing the role the mass media plays in providing a platform for disability education and awareness in Ethiopia. Therefore, the objective of this study is to assess how much disability issues are addressed in the national broadcast media.

### **1.3 Significance of the Study**

This study will have the following significance:

- To stress the need to promote the full inclusion of persons with disabilities into the broadcast media as an important programming issue.
- To illicit insight for management bodies in the media section to incorporate disability issues in their plan.
- It will serve as a spring board for further research in the area.

#### **1.4 Research Questions**

This study will investigate the national media's coverage in disseminating disability related issues to create awareness in the public and educate the public about disability. The major research questions for this study, therefore, are:

1. *Does the media speak about the concerns, rights and views of persons with disabilities by addressing policies, conventions and services associated with persons with disabilities?*
2. *Does the media have programs to educate and raise awareness of the public?*
3. *Does the media allocate adequate airtime for disability related issues that parallels the prevalence rate of persons with disabilities in Ethiopia?*

4. *Does the media have a coherent relationship with activists of persons with disabilities to remain current on pressing disability issues?*

## **1.5 Methodology**

The following research methods, data sources, sampling techniques and data collection procedures were employed in the study.

### **1.5.1 Research Methods**

This research utilized both quantitative (content analysis) and qualitative (in-depth interview) approach in identifying the coverage of Ethiopian broadcast media's transmission specifically ETV and Radio Ethiopia of disability related issues.

### **1.5.2 Source of Data**

The following primary and secondary data sources were employed in the study.

#### **1.5.2.1 Primary Sources**

To identify the role the media plays as a vehicle in disseminating disability issues, primary data were generated from semi-structured, in-depth interviews conducted with 13 people. Purposive sampling was applied to the in-depth interviews. Respondents were selected based on their

responsibility in the organizations and professionally involved in the area of disability. These individuals who were selected based on the information obtained from their respective organizations were found to be of great help in providing the researcher with the needed information on the issues raised.

**Table 1: In-depth Interview Participants**

| <b>Institution</b>   | <b>No.</b> | <b>Position</b>               |
|--|------------|-------------------------------|
| Ethiopian Television   | 1          | Amharic desk executive        |
|  | 1          | Health issues journalist      |
|  | 1          | Social issues journalist      |
| Ethiopian Radio  | 1          | Amharic desk executive        |
|  | 1          | Health issues journalist      |
|  | 1          | Social issues journalist      |
| Ministry of Labor and Social Affairs (MOLSA)                                     | 1          | Head of Disability Department |
| Ethiopian federation of Persons with disabilities(EFPD)                          | 1          | President                     |
| Ethiopian National Association of the Blind(ENAB)                                | 1          | Public Relations Officer      |
| Ethiopian National Association of the Deaf (ENAD)                                | 1          | Public Relations Officer      |
| Ethiopian National Association of the Physically Handicapped (ENAPH)             | 1          | Public Relations Officer      |
| Ethiopian National Association of the Ex-Leprosy Patients (ENAELP)               | 1          | Public Relations Officer      |
| Ethiopian National Association of Mentally Retarded Children and Youth (ENAMRCY) | 1          | Public Relations Officer      |

The interview questions were exploratory in nature, allowing respondents to touch on disability issues related to the study, but an interview guide was used to ensure that all necessary issues were covered. The interviews lasted between 10 and 15 minutes. All were tape-recorded by using a mini-recording instrument and transcribed. Eight to nine pages of interview summary were maintained from the transcribed material and the information was reduced to manageable themes, issues, and recommendations. The transcriptions were then evaluated and quantified to make the underpinnings of the issues put forward for discussion and were used as a precursor to the study's quantitative analysis.

#### **1.5.2.2 Secondary Sources**

Secondary data from the national broadcast media transmission archives were put to use to obtain specific and quantifiable data from the sole provider of broadcast transmissions in Ethiopia – the Ethiopian Television and Radio Agency. Amharic being the most widely used language in Ethiopia, only the sample transmissions in Amharic language were reviewed to serve the purposes of this particular study.

The secondary data sources were utilized to provide a comprehensive contextual understanding of the media's ability to ensure that issues pertaining persons with disabilities are addressed and the general public is educated about persons with disabilities. The same data were put to use

to look into the level to which the national broadcast media attach priority to disability related issues.

### 1.5.3 Sampling

A lottery method was used in the study by randomly drawing 15 days from each of the twelve months which fell in the period that covered January 2007 to January 2008. Samples of 180 Ethiopian Television and Radio Ethiopia transmission days were obtained from a serially numbered population of transmissions archived during the above-mentioned span of time. As indicated earlier, all transmissions were Amharic language programs. These programs were randomly selected to analyze the inclusion of disability related issues in the media's daily coverage of social, health, developmental, special events and entertainment programs. The secondary data were collected from the respective head offices of the media outlets in Addis Ababa.

**Table 2: Samples of the broadcasted programs from  
January 2007- January 2008**

| Broadcasting Type    | Broadcast Sample    | Airtime for Disability Issues in Hrs. | Period Reviewed |
|----------------------|---------------------|---------------------------------------|-----------------|
| Ethiopian Television | 1,510 Sampled Hours | 17 Hours                              | 01/ 2007        |
| Ethiopian Radio      | 2,334 Sampled Hours | 12 Hours                              | 01/2008         |

#### **1.5.4 Data Collection Procedures**

In-depth interviews were conducted with a total of 13 people who were government officials, representatives of non-governmental organizations working in the area of disability and national media executives as well as journalists.

The interview sessions were held in Addis Ababa using interactive semi-structured interview guides which were recorded and transcribed for later analysis. The interview sessions provided an opportunity to get qualitative insight into the respondents' views regarding their considerations, limitations and opportunities of utilizing the media as viable means to disseminate disability related information.

Secondary data were collected from Ethiopian Television and Radio Ethiopia transmissions. Communication message categories were formulated and derived from both the literature review and the research questions. The communicated message categories were used to identify the inclusion of disability issues in the media's daily coverage of social, health, developmental, special events and entertainment programs. Following this, communicated focal points from the transmissions were defined, revised and eventually reduced to coding categories which were eventually analyzed.

**Table 3: Communication Message Categories**

| <b>Focal Point</b>  | <b>Category</b>  |
|---|--|
| <b>Story</b><br>Identifies the treatment of disability issue  | News<br>Programs<br>Public Service Announcements                 |
| <b>Theme</b><br>Classifies the stories main ideas   | Advocacy<br>Awareness Raising<br>Activities and Success<br>Abuse |
| <b>Types of Disability</b><br>Examines the type of disability covered by the national broadcasting media. | Sensory<br>Physical<br>Mental<br>General Disabilities            |

### **1.5.5 Data Entry and Analysis**

Data were entered in to SPSS 12 software computer program for analysis. And the tape-recorded interviews were transcribed and later translated into English.

## 1.6 Delimitation of the Study

The study is restricted to Ethiopian Television and Radio Ethiopia reporting of disability issues and did not examine the coverage of other media outlets such as print media and the Internet. Furthermore, this study does not examine the effects the media have in changing the audience's attitude and understanding about persons with disabilities. Major limitations in resources, time, and accessibility placed restrictions on the data collecting methodology of this study, therefore the following limitations apply:

- Ethiopian Television broadcasts in four languages Amharic, Oromiffa, Tigrigna and English – only Amharic language transmissions were examined.
- Intermedia studies indicate that Ethiopian Television has a 25.4% television audience share, the remaining shares are divided among African-based DSTV satellite (Which offers TV programs such as; CNN, BBC World, Sky and MTV) – DSTV programs were not examined in this study.
- Regionally there are 20 state-owned radio services – regional transmissions were not examined in this study.
- Radio Ethiopia is the dominant radio broadcaster, however international broadcasters such as the Voice of America, Deutsche Welle, BBC World Service, Radio Cairo and Radio Vatican also have

audiences in Ethiopia - international broadcasters were not examined in this study.

### **1.7 Operational Definitions of Coding Variables**

*Story Format*-indicates the treatment of issue on news, programs and TV/Radio Spots.

*Spot*- refers to public service announcement.

*News*-refers to regular and current reported information of any real happening.

*Program*-refers to a self-contained items such as: sport, drama, documentaries, children program, youth program, women's' program, talk shows and developmental program.

*Theme*-refers to the main idea of the story.

*Advocacy*-refers to actions and promotions directed at changing attitudes, policies, practices, plans or program and standard rules of human rights.

*Activities and Success*-refers to potentials, motivations, achievements, participation, and contributions of persons with disabilities.

*Awareness Raising*-refers to providing education and instruction about disability, disability prevention and if the story defines the cause, symptoms, available support and rehabilitation; and further addresses infrastructural and environmental matters.

*Abuse*-refers to violations of civil, social, economical, political and cultural rights; such as rape, discrimination, neglect and stereotypes.

*Physical Disability*-refers to having impairment on the legs, hands or feet.

*Sensory Disability*-refers to impairment of the sensory organs.

*Mental Disability*-refers to intellectual disability, mental illness, and any disturbance in a person's thoughts, emotions and behaviors.

*General Disability*-refers to stories that explain disabilities in a broad manner. Without specifically telling about a single type of disability.

## **Chapter Two**

### **2. Literature Review**

#### **2.1 Conceptual Framework**

Historically, disability has been explained and understood from a variety of cultural, political and ideological views and these varying views make defining disability complex and controversial. Disability has often been defined as a physical, mental, or psychological condition that limits a person's activities. In the past, this was interpreted as in a medical model. That is, disability was linked to various medical conditions, and was viewed as a problem residing solely in the affected individual. Disability was seen solely as the result of an individual's inability to function. Interventions usually included medical rehabilitation and the provision of social assistance.

The medical model has recently been replaced by the social model of disability, which conceptualizes disability as arising from the interaction of a person's functional status with the physical, cultural, and policy environments. If the environment is designed for the full range of human functioning and incorporates appropriate accommodations and supports, then people with functional limitations would not be "disabled" in the sense that they would be able to fully participate in their society.

Interventions are thus not only at the individual level (e.g., medical rehabilitation) but also at the societal level. For example, the introduction of universal design to make infrastructure more accessible, inclusive education systems, and community awareness programs to combat stigma. According to the social model, disability is the outcome of the interaction of person and their environment and thus is neither person nor environment specific (Mont, 2007).

An important breakthrough to improve our understanding of disability came in 1980, when the WHO developed the International Classification of Impairments, Disabilities and Handicaps (ICIDH), which was the first conceptual framework of its kind to incorporate the influences of personal, social and environmental factors on people with disabilities. As such, the ICIDH was the first framework for analyzing disability issues to be compatible with the emerging understanding that medical restoration, rehabilitation, assistive devices and personal assistance can reduce the functional limitations of people with disabilities, and thus increase their capacity to take advantage of social and economic opportunities, and that social and environmental policies can alter the societal contexts of disability (e.g. social and economic institutions, built environments, cultures and beliefs) and thus increase the social and economic access of persons with disabilities.

The ICIDH conceptualized disability as comprising three separate but interrelated elements: impairments, disabilities and handicaps. Disability was defined as a restriction or lack of ability to perform an activity in [a] manner or within [a] range considered normal for a human being (United Nations Statistical Office, 2003).

Within the ICIDH framework, an impairment (caused by a disease or disorder) may result in a disability which, in turn, may lead to a handicap, as is the case when polio (a disease) results in paralysis (an impairment) which limits a person's mobility (a disability), which, in turn, limits the person's ability to find employment (a handicap). It is also possible for an impairment which does not result in a disability to still lead to a handicap, as is the case when a facial disfigurement (an impairment) limits a person's ability to socially interact (a handicap), even though it does not result in a functional limitation (a disability).

In order to incorporate subsequent improvements in the understanding of the interactions between the personal, social and environmental elements of disability, the World Health Organization (WHO) engaged in a process that led to the replacement of the ICIDH with the International Classification of Functioning, Disability and Health (ICF) (WHO, 1980).

Within the ICF framework, health conditions are defined as disorders or diseases, body structures are defined as anatomical parts of the body, body functions are defined as the physiological functions of body systems, activity is defined as the execution of a task or action by an individual, and participation is defined as involvement in a life situation. Environmental factors comprise the physical, social and attitudinal environments in which people live and conduct their lives, and personal factors include gender, race, age, fitness, lifestyle, habits, upbringing, coping styles, social background, education, profession and a variety of other possible characteristics of individuals (WHO, 1980).

A person's functioning at the level of the body, and his or her ability to perform tasks (activities) and/or participate in life situations are all functions of complex relationships between health conditions and personal and environmental factors.

Though the ICF remains to be a work in progress, it is by far based on the most accurate conceptualization of disability currently available and, therefore, appears to embody the best conceptual framework available for data collection and policy research related to disability and development (Metts, 2004).

**Table 4: Definitions of Disability in Ethiopia**

| <b>Legislation</b>   | <b>Ethiopian Definitions of Disability in Laws Reviewed</b>   |
|--|---|
| Order No.<br>70/1971   | “Disabled shall mean any person who because of limitations of physical or mental health, is unable to earn his livelihood and does not have anyone to support him; and shall include any person who is unable to earn livelihood because of young or old age.”  |
| Rights of<br>Persons with<br>disabilities<br>to<br>Employment<br>No.101/1994 | “A person who is unable to see, hear or speak or suffering from injuries to his limb or from mental retardation, due to natural or man-made causes; provided, however, that the term does not include persons who are alcoholics, drug addicts and those with psychological problems due to socially deviant behavior.” |
| Section 99 of<br>Labour<br>Proclamation                                      | “Disability means any employment injury as a consequence of which there is a decrease in capacity to work.”   |

The successive Labor Proclamations by different governments of Ethiopia (*Order No. 70/1971, Proclamation Concerning the Rights of persons with disabilities to Employment No.101/1994, Section 99 of Labor Proclamation*) define disability, the concepts and degrees of disability, however, fail to

consider the interactions between the personal, social and environmental elements of disability.

Review of the ICF's improved understanding of disability against Ethiopia's disability related legislation shows that Ethiopia's definition of disability focuses on the limiting effects of impairments on "normal" activities without going into specific detail on the impairment itself (Promoting the Employment of People with Disabilities through Effective Legislation, 2005). Moreover, Ethiopian disability legislative definitions do not incorporate the social model and fail to include information on how a person's ability to function is affected by the less accommodating environment they find themselves in.

## **2.2 Prevalence of Disability**

The World Disability Report (1999) indicates that over 500 million persons world-wide live with disabilities. This figure represents 10% of the global population and approximately two third of this group live in developing countries.

More alarming is that disability figures are increasing in tandem with the growth of the world population. In certain developing countries, nearly 20 percent of the general population holds persons with disabilities- and if

the impact on their families is taken in to account, 50% of the population are affected (International Disability Foundation, 1999).

Accurate disability figures in Sub-Saharan Africa are difficult to find. And existing figures are often times unrealistic and unrepresentative of the calamity (World Disability Report, 1999). This is due in part to poor recognition of disabilities, the exclusion of psychological and mental disabilities in status reporting, inadequate data collection, and the lack of rehabilitation programs in Africa. In some countries with medium and high-income levels, disability levels vary between 15% and 20% of the total population. In countries with lower average incomes, these levels tend to increase. As there are differences in how the developed and developing countries handle their statistics on disabilities, the 10% standard level proposed by the World Health Organization during the 1980s is still frequently adopted (McEwen and Butler, 2007).

Disability figures in Sub-Saharan Africa are alarming and are due in part to preventable impairments such as, lack of awareness, infectious diseases, war, famine, inadequate preventive and rehabilitation services, malnutrition, undernourishment, and injury. Problems associated with persons with disabilities are heightened in developing countries, accounting for 80% of persons with disabilities world wide, where medical

and other related services are either scarce or absent (World Disability Report, 1999).

According to Ethiopia's Population and Housing Census of 1994, of a total population of 53,477,265, there were 988,849 people with disabilities in the country counting 1.85 per cent of the total population. It has been acknowledged that the Census figures do not accurately depict the magnitude of the prevalence of disability in Ethiopia and national statistical offices and government ministries responsible for initiating policy matters concerning disabilities have taken measures to improve disability data collection (The Truth, 2002).

The underestimations of Ethiopia's disability statistics becomes more lucid when we examine Ethiopian disability country profiles conducted by the Japan International Cooperation Agency and WHO in 2002 which indicated respective estimated disability prevalence rates of 7.6% and 10% of the total population. The country now has a population of over 76.5 million people. If we utilize the latter estimates, there are over 5.8 – 7.7 million persons with disabilities in Ethiopia. This figure parallels the 2005 estimate by Central Statistics Authority of Ethiopia, with a total population of 7,506,700 Persons with disabilities (CSAE, 2006). After review of the later figures, one could realize that there are many persons with disabilities in the country than is stated in the figures.

Further, the World Program of Action Concerning Persons with disabilities (WPA the United Nations), 1998, states that at different degrees every individual possesses impairments. It says,

In reality there are no sharp parameters, but different individuals possess a range of abilities to different degrees. For example, visual ability ranges from people with near-perfect 20/20 vision through to those who need glasses, or who have restricted vision even using glasses, to those who can see nothing at all. The same is true of all other types of impairments, from people with minimal hearing loss, to others who are profoundly deaf from birth, from people with a little limited mobility to others who are completely confined to a bed, finally there are people with minimal learning impairment to those with profound learning impairments. The truth is we all have a range of abilities and limitations and in this persons with disabilities are no different. This information directed to two conclusions:

As can be understood from the discussion persons with disabilities are not a small, marginalized minority but a significant part of the public and, as such, they are also directly consumers of media products and disability is a very ordinary part of life.

### **2.3 Attitudes towards Persons with disabilities in Ethiopia**

The state of persons with disabilities in social situations can be explained by the nature of the prevailing understanding of disability in terms of the

conceptualization of its causes, nature and consequences (Tefera, 2005). There are widely-held beliefs within Ethiopian society that disabilities are caused by religious and cultural sanctions. The lack of disability awareness within the culture often results in persons with disabilities being victims of marginalization and isolation (CARDOS, 2007).

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 (Tefera, 2005).

In Ethiopia, there is a general tendency to think of persons with disabilities as weak, hopeless, dependent, and uneducated and the subject of charity (Tefera, 2005). The misconceptions of causal attributions added to the misunderstandings of the capabilities of persons with disabilities have resulted in a generally negative attitude and stereotyped discernment towards them.

Existing attitudes and current behavior are the result of ideas that people have about disability and its causes. Changing attitudes requires ridding of the society's discrimination and prejudice and breaking down walls of superstition and ignorance. The media is the most powerful tool to effect this change and has been successful in changing attitudes at the public and social levels in many regions. Moreover, media coverage raises awareness and changes both the attitude people have about persons with disabilities and the attitude and perception persons with disabilities have about themselves.

#### **2.4 Definition of Media**

The term "media" refers to all means of communication used to disseminate information by technical means to a large audience at a time. The media encompass the process of collecting and publicizing information through newspapers, radio, television or other means to the community by creating awareness and public knowledge on issues, problems, challenges and opportunities. There are two main types of media – electronic media such as, radio and television; and print media such as, newspapers and magazines. Whatever the audience size or purpose, the media have the potential reaches to inform almost everyone. The ability to reach a large audience has made the media a

very powerful tool of communication (Advocacy Expert Series, 2005).

McCullagh (2002), states that,

“Our images and knowledge of social reality are formed and shaped by the images and information that the media delivers to us. If these images and information are selective and partial, then our images and information will be selective and partial. Thus the power of the media is the power to define our sense of the social reality of the society and the world that we live in; they achieve this through control over the information that they present to us.” (McCullagh, 2002: 15)

The media are one of the most powerful tools to change attitudes and mentalities in society, to overcome stereotype, fear and prejudice.

## **2.5 The Role of the Media**

Media in all their forms have a significant role in bringing about the critical social change that is necessary for any development, and development in a society requires simultaneous ‘changes’ in both social and technological fields (McQuail, 2000). The media are expected to help further modernization or assist in other national goals. In fact, the term *developmental journalism* has been coined to describe this philosophy. In short, *developmental journalism* means that the role of the media is to support national interests for economic and social development and to support objectives such as national unity, stability, and cultural integrity (Dominick, 1999). Communication has the power to promote public awareness and understanding of various issues and policies. In the

modern world, media communication has been and still is the key element in bringing about people's participation in promoting social movements for sustainable development.

In response to the above, 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.

The Department for International Development (DFID) asserts that Disability is a rights issue and that the media could employ creative initiatives such as radio dramas to highlight particular sensitive socio-cultural issues. Fictional portrayals of real life characters allow those affected by particular attitudes and those that maintain them, to open a critical social dialogue free from local recrimination. Using innovative forms of communication can also help mainstream issues that surround disability. National initiatives that attain a degree of mass popularity can help promote these issues in context where there is low profile. This can help support local and national efforts to network people and

organizations that are concerned with raising awareness of disability issues. Clearly defined and well established networks in turn can more successfully lobby law-making bodies to claim, protect and maintain the rights of people with disabilities (DFID, 2000).

## **2.6 Responsibility of the Media**

The social responsibility theory of the media is considered central to this study because this media theory suggests the direction of societies thinking in regards to the equal distribution of media services.

As the 20<sup>th</sup> 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. Every one 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 (Llyod, 1991).

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 (Lloyd, 1991).

In short, social responsibility theory states the media's responsibility to provide a truthful, comprehensive, impartial, complete and intelligent account of the day's event's; to carry public discussion and stresses the public's right to know.

## **2.7 Guidelines for Reporting Disability Issues**

As journalists gain new knowledge on how to cover ongoing issues in society, this knowledge has to be translated in to stories for the media. 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.

The ILO and RI *Practical Guidelines on persons with disabilities and Working Together with Media* were written in 1992 by Barbara Kolucki concerning the crucial issues necessary to address, change and improve the quality of persons with disabilities in Africa. The guidelines are as follows:

- Persons with disabilities should speak on their own behalf. Persons with disabilities should be their own spokespersons whenever possible. This applies to children as well as adults.
- Identify Role Models. A range of persons with disabilities should be presented in the media. This includes people from various walks of life, rich and poor, urban and rural, various degrees of disability. The purpose of role models is to show persons with disabilities, their families, teachers, and the public that disabled persons with disabilities can be achievers, not just observers.
- Educate Children. Children need to be shown positive, natural examples of Persons with Disabilities.

- Use Humor. When possible, use humor to convey ages, especially messages concerning the assumptions that non-disabled people make about life with a disability or Persons with Disabilities.
- Provide Practical Information. Give information that will be useful in everyday life.
- Make Environmental Improvements. Removing obstacles for persons with disabilities benefits everyone.
- Show People with disabilities as providers. Use examples of persons with disabilities as providers of expertise, service, and assistance and as sources of support for their families and community. Break through the stereotype of presenting persons with disabilities as only recipient of charity, service and community goodwill.
- Show Active Persons with Disabilities. Persons with disabilities should be shown as active members of their communities and society, not as passive and dependant.

## **2.8 Media Coverage of Disability Issues in Ethiopia**

### **2.8.1 Radio Ethiopia**

Radio Ethiopia began broadcasting transmissions in 1953 during the Italian occupation and continued transmissions after liberation and

currently operates with 20 stations. Radio Ethiopia is wholly owned and operated by the federal government; however, the government sells air to private broadcasters to transmit programs and commercials (Intermedia, 2006).

All official Ethiopian media receive government subsidies; however, the official media are legally autonomous and responsible for their own management and partial revenue generation. The Minister of Information manages contacts between the government, the press, and the public.

According to the Ethiopia Demographic and Health Survey in 2000, only 20.7% of households owned a radio: 61.3% of urban households and 12.8% of rural ones. A more recent survey found that around half (48.3%) of the population own a radio set (Intermedia, 2006).

A comparative study undertaken by Intermedia found radio listening had increased nationally from 59.5% to 74.7% of the population between the period 2003 and 2004/5. However, Intermedia found that the frequency of listening was not particularly high, with many people surveyed not having listened in the past seven days. The percentage of the population who had listened to the radio in the past seven days was found to be 38.2% in 2003 and 45.4% in 2004/5 (Intermedia, 2006).

While pro-government messages dominate radio, a study of coverage of the 2005 elections by Addis Ababa University (School of Journalism and Communication, 2005) found some diversity of viewpoints, with stations allowing different views expressed by the contending parties. The national station, Ethiopia Radio, has a weekly program on women's issue. Moreover, Ethiopia Radio sells air-time to NGOs which work on development issues, especially on children's and women's issues. FM Addis 97.1 also sells air-time to NGOs for such purposes.

Radio Ethiopia broadcasts the following disability related programs:

**Table 5: Programs of disability issues on Radio Ethiopia**

| <b>Program Title</b>                     | <b>Focus</b>              | <b>Broadcast Schedule</b>         |
|--|---------------------------|-----------------------------------|
| Aemro Tena (Mental Health)               | Mental Disabilities       | 20 Minute Weekly Transmissions    |
| Dimtsachin (Our Voice)                   | Leprosy                   | 15 Minute Bi-Weekly Transmissions |
| Yaltenqauku Beroch (The Unknocked Doors) | Hearing Impairments       | 15 Minute Weekly transmissions    |
| Tikuret (Attention)                      | General Disability Issues | 15 Minute Bi-Weekly Transmissions |
| Biruh Tesfa (Dawn of Hope)               | General Disability Issues | 20 Minute Bi-Weekly Transmissions |

### **2.8.2 Ethiopian Television**

Ethiopian Television was launched in 1964, during the time of Emperor Haile Selassie, with the technical help of the British firm, Thomson. ETV was initially established to highlight the foundation of the Organization of African Unity (OAU) heads of states meeting in Addis Ababa in that same year. Ethiopian Television's operations and content are regulated by the government.

During the establishment of Ethiopian Television in 1964, the transmission covered about 1% of the total area of the country, but now (2004) the transmission covers 47% of the total area of the country (Berhanu, 2004). According to the Ethiopia Demographic and Health Survey in 2000, only around 2% of households owned a television set. The distribution of TV sets is concentrated in major urban centres, where relatively more people can afford the cost and where electrical power is more available. According to Intermedia surveys, 33% of the population had watched television by 2003 and by 2005 this had risen to 51% (Intermedia, 2006).

Intermedia studies have found a gradual increase in television viewing in Ethiopia, from 33% of the population in 2003 to 51% in 2005 (Intermedia, 2006). However, the percentage of viewers who had watched television in the past seven days remained almost unchanged between

2003 and 2005, going from a figure of 13.5% in 2003 up to 13.8% in 2004/5. Intermedia (2006) found that Ethiopian Television was watched by around 25% of the population in 2004/5, up from 18.9% in 2003.

In 1998, Ethiopian Television began broadcasting an Amharic program entitled “Mesimat Letesanachew” for Persons with Hearing Impairment by translating the highlights of weekly broadcasts of other languages in to sign language. The program broadcasts national and global news, and it addresses a breadth of disability issues in its news coverage, entertainment and documentaries.

## Chapter Three

### 3. Analysis and Discussion

#### 3.1 Presentation of Findings, Data Analysis and Discussion

##### 3.1.1 Content Analysis

The following section of this chapter provides an analysis of the formal aspects of the national broadcast media's coverage of issues related to disabilities.

A random sample of broadcast transmissions was taken in order to ensure proportional representation of disability related issues covered in the media.

##### 3.1.1.1 Ethiopian Television

**Table 6: Format Distribution of Disability Related Issues**

**on Ethiopian Television**

| Story Format | No. of Stories | Percentage |
|--------------|----------------|------------|
| News         | 3              | 8.8 %      |
| Program      | 28             | 82.4%      |
| Spot         | 3              | 8.8 %      |
| Total        | 34             | 100%       |

As can be seen in table 6, Ethiopian Television transmitted 82.4% of its disability related broadcasts in a program format, providing factual information in a manner that was both educating and entertaining. The remaining formats which indicated an 8.8% proportion were public service announcements; similarly, 8.8% stories were presented as news stories. Considering the fact that a majority of people consider the news as their most trustworthy and credible source of information (Britain, 2004) this tendency seems to be needing the national media's attention. News items are naturally considered to be closed texts which are expected by media practitioners as an effective tool to make the general public understand a particular media message in a level that is almost uniform. Therefore, presenting any issue of societal concern in the form of news better helps in creating a unified understanding of realities surrounding the issue in focus. The presentation of disability issues can not be out of this fact which underlines the need to communicate disability related issues in news format; the more issues of this nature are presented in such a format the better the understanding among the general public will be (McQuail, 2000).

**Table 7: Theme Distribution of Disability Related Issues  
on Ethiopian Television**

| <b>Theme</b>           | <b>No. of Stories</b> | <b>Percentage</b> |
|------------------------|-----------------------|-------------------|
| Advocacy               | 10                    | 29.4%             |
| Awareness Raising      | 11                    | 32.4%             |
| Activities and Success | 13                    | 38.2%             |
| Abuse                  | 0                     | 0%                |
| Total                  | 34                    | 100%              |

In any media communication, the theme of the story is what is kept in mind long after the story program has been transmitted. Therefore, the theme of the content of the disability messages delivered to audiences is central to remaining in their mind.

Table 7 shows that 38.2% of the themes of disability related programs were activities and success, 32.4% were awareness raising issues and 29.4% were advocacy themes concerning disability issues. There was an absence of disability related abuse themes in the programs of the Ethiopian Television. This situation contradicts the views of most researchers who indicate the major barriers of persons with disabilities lie in the external environment such as discrimination, violence, stigma, and prejudices which hamper the participation of Persons with Disabilities.

The absence of focus on abuse messages in the programming of Ethiopian Television may mislead one to presume that persons with disabilities faced nominal human right's violations in Ethiopia. Unlike this probable presumption by audiences, the facts tell a different story. According to a report by CARDOS (2007), in Ethiopia, one of the neglected sections of the population with less access to social services are persons with disabilities and this is happening in a way that does not respect their civil, economical, political and cultural rights.

**Table 8: Types of Disabilities Reported on Ethiopian Television**

| <b>Types of Disability</b> | <b>No. of Stories</b> | <b>Percentage</b> |
|----------------------------|-----------------------|-------------------|
| Sensory                    | 15                    | 44.1%             |
| Physical                   | 3                     | 8.8%              |
| Mental                     | 4                     | 11.8%             |
| General Disability         | 12                    | 35.3%             |
| Total                      | 34                    | 100%              |

Table 8 shows that Ethiopian Television tends to report mainly on sensory disabilities (44.1%) over other types, indicating the preference that the television station places on sensory disabilities. Out of the total stories that addressed the different types of disability, 35.3% did not specifically point at the exact type of disability while 11.8% dealt with mental

disabilities, and the remaining 8.8% types of disabilities reports were directed to physical disabilities.

The report by CARDOS (2007) indicates that 62.7 % of the persons with disabilities in Ethiopia are persons with physical disabilities while the proportions of persons with sensory and mental disabilities stand at 26.6 % and 10.7 % respectively. It could thus be argued that the tendency by ETV to give more coverage for sensory disabilities might stem from the long time familiarity with the earliest established associations of persons with disabilities such as the Ethiopian National Association of the Blind (ENAB established in 1960) and Ethiopian National Association of the Deaf (ENAD established in 1970) have offered to this particular media outlet. It may also be reasoned that the long tradition of advocacy by these established associations may have continued to exert its influence resulting in ETV's leanings in the coverage of issues of persons with sensory disabilities. Meanwhile, the Ethiopian National Association of the Physically Handicapped (ENAPH founded in 1993) and the Ethiopian National Association of Mentally Retarded Children and Youth (ENAMRCY founded in 1994) are relatively recently setup associations. As indicated in table 7, the coverage of physical and mental disabilities is less as compared to sensory disabilities. This seems to have been caused due to the recent establishment of the associations of persons with physical and mental disabilities.

### 3.1.1.2 Radio Ethiopia

Researches indicate that the significance of issues is correlated to the format in which the message is disseminated by the media, and have indicated that the messages promulgated in news stories specify a high level value.

**Table 9: Format Distribution of Disability Related Issues  
on Radio Ethiopia**

| <b>Story Format</b> | <b>No. of Stories</b> | <b>Percentage</b> |
|---------------------|-----------------------|-------------------|
| News                | 2                     | 4.2%              |
| Program             | 44                    | 91.6%             |
| Spot                | 2                     | 4.2%              |
| Total               | 48                    | 100%              |

Table 9 illustrates that 4.2% of Radio Ethiopia's disability formats were news broadcasts, indicating - as seen the seriousness attached to an issue by virtue of its appearance in news format - a low priority designated towards disability related issues by the media. A staggering 91.6% of the total disability related stories were presented as programs while the remaining 4.2% of the stories were communicated as public service announcements.

**Table 10: Theme Distribution of Disability Related Issues**

**on Radio Ethiopia**

| <b>Theme</b>           | <b>No. of Stories</b> | <b>Percentage</b> |
|------------------------|-----------------------|-------------------|
| Advocacy               | 11                    | 22.9%             |
| Awareness Raising      | 25                    | 52.1%             |
| Activities and Success | 6                     | 12.5%             |
| Abuse                  | 6                     | 12.5%             |
| Total                  | 48                    | 100%              |

As can be seen from the table 10, with 52.1% of its messages delivered carrying themes of awareness raising, Radio Ethiopia, unlike Ethiopian Television, broadcasted a large number of awareness raising stories. Thus, Radio Ethiopia is engaged more in telling the public about the *what, why* and *how* of disability. The remaining distribution of themes in broadcasted messages shows that 22.2% were attributed to advocacy, 12.5% of the stories presented activities and success of persons with disabilities while 12.5% of the stories broadcasted were of abuse.

**Table 11: Types of Disability Reported on Radio Ethiopia**

| <b>Types of Disabilities</b> | <b>Number of Stories</b> | <b>Percentage</b> |
|------------------------------|--------------------------|-------------------|
| Sensory                      | 6                        | 12.5%             |
| Physical                     | 12                       | 25%               |
| Mental                       | 16                       | 33.3%             |
| General Disability           | 14                       | 29.2%             |
| Total                        | 48                       | 100%              |

Radio Ethiopia tends to mainly report on mental disabilities (33.3%) over other types, indicating the preference the national radio places on mental disabilities. Nevertheless, 29.2% of the stories did not specifically state which type of disability the mentioned percentage of the radio stories deal with. Of the total radio stories under discussion, 25% dealt with physical disabilities, and the remaining 12.5% types of disabilities reported on sensory disabilities.

### 3.1.1.3 Findings from both ETV and Radio Ethiopia

**Table 12: Airtime Distribution of Disability Related Issues**

**on ETV and Radio Ethiopia**

| <b>Broadcasting Type</b> | <b>Broadcast Sample</b> | <b>Airtime for Disability Issues in Hrs.</b> | <b>Percentage</b> | <b>Period Reviewed</b> |
|--------------------------|-------------------------|--|-------------------|------------------------|
| Ethiopian Television     | 1,510 Sampled Hours     | 17 Hours                                     | 1.13%             | 01/2007                |
| Radio Ethiopian          | 2,334 Sampled Hours     | 12 Hours                                     | 0.51%             | –<br>01/2008           |

Table 12 indicates a random sample of broadcasts selected from the total population of Ethiopian Television and Radio Ethiopia archives of programs broadcasted between 01/2007 - 01/2008.

From a total of 1,510 sampled hours broadcasted on Ethiopian Television in the stated sampled period, it was found that only 17 hours were dedicated to disability related issues. Meanwhile Radio Ethiopia broadcasted only 12 hours from the total sampled broadcasted 2,334 hours. Ethiopian Television and Radio Ethiopia each dedicated 1.13 % and 0.51% of their broadcast hours respectively to disability related

issues for the period examined. This indicates that the time devoted to disability related issues is very limited as compared to the estimated 10 % proportion - by WHO (1980) - of persons with disabilities out of the total population of the country. The amount of time devoted by the national broadcast media appears further limited if the impact on their families – which affects as large as 50 % of the total population - is taken in to account (International Disability foundation, 1999). As Dahl (1993) put it, the issue of allocating proportional time should be taken seriously as the media are powerful in disseminating useful information to raise awareness and understanding of disabilities and to bring about change of attitudes and beliefs towards persons with disabilities. Further, Britain (2004), states that the airtime given to an event suggests the value placed on it by programmers. Also it is not only the type of media representation that affects people's attitude but the amount of coverage persons with disabilities receive. The guidelines in reporting disability issues as formulated by the UN (1982) too indicate that 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.

Disability issues were given very little attention, which corresponds with a media study by Fedler (1973) who pointed out that if editors perceive a group as more deviant, it is covered less favorably in mass media and if there are some issues which have higher ranks in the societal structure

they are most likely to dominate the media even if they are involving less important events. Based on Fedler’s findings, it is possible to deduce from the data that Ethiopian societal structures rank disability issues low on their agenda, and negative or “deviant” perceptions and attitudes about persons with disabilities make it a less favorable topic to cover.

**Table 13: Story Format Distribution of Disability Related Issues on ETV and Radio Ethiopia**

| Story format  | Ethiopian Television | Radio Ethiopia | Total | Percentage |
|---------------|----------------------|----------------|-------|------------|
| News          | 3                    | 2              | 5     | 6.09%      |
| Program       | 28                   | 44             | 72    | 87.8%      |
| TV/Radio spot | 3                    | 2              | 5     | 6.09%      |
| Total         | 34                   | 48             | 82    | 100%       |

The story formats of the media communication provide insight into the level of priority the media give to a particular issue.

Ethiopian Television and Radio Ethiopia broadcasted a total of 82 stories on disability related issues categorized under various story formats. Most of the coverage appears to be of *program story format* which accounted for

87.8% of the total story formats. Public service announcements or spots and news accounted for 6.09% respectively.

As the data in table 13 show disability-related issues are rarely presented in news format, which is the most credible, and widely watched and listened disseminator of information. Of the total disability related issues broadcasted, a high percentage of the transmissions (87.8%) were in program format. The United Nations World Program of Action concerning Persons with disabilities (1983), on the other hand, states that media organizations should report comprehensive, sensitive and accurate news regarding disability and persons with disabilities. The data, therefore, demonstrate that Ethiopian Television and Radio Ethiopia programming is not consistent with the World Program of Action concerning persons with disabilities.

**Table 14: Frequency of Disability Theme on ETV  
and Radio Ethiopia**

| <b>Theme</b>           | <b>Ethiopian Television</b> | <b>Radio Ethiopia</b> | <b>Total</b> | <b>Percentage</b> |
|------------------------|-----------------------------|-----------------------|--------------|-------------------|
| Advocacy               | 10                          | 11                    | 21           | 25.6%             |
| Awareness Raising      | 11                          | 25                    | 36           | 43.9%             |
| Activities and Success | 13                          | 6                     | 19           | 23.17%            |
| Abuse                  | 0                           | 6                     | 6            | 7.31%             |
| Total                  | 34                          | 48                    | 82           | 100%              |

Table 14 shows that the disability themes transmitted by Ethiopian Television and Radio Ethiopia primarily dealt with issues focusing on awareness raising and that were of preserving the rights and concerns of persons with disabilities. Out of the total stories, 43.9% dealt with awareness raising issues, which has apparently become a positive indication of the media's intention to educate the public about disability. The data also revealed a relatively equal distribution of advocacy and success themes out of which 25.6% dealt with advocacy and 23.17% dealt with activities and successes of persons with disabilities. Such stories can function as role models for persons with disabilities and show the general public the contributions of persons with disabilities as members of

society. This particular function of showing the success oriented activities of persons with disabilities by the media is supported by Kolucki (1992) as she states that such shows on the media underline the fact that persons with disabilities are not mere observers rather achievers.

As the data indicate minimal attention was given to stories containing abuse themes; 7.31% of the stories addressed such themes, revealing a reduced interest on the part of Ethiopian Television and Radio Ethiopia in covering issues on the human rights of persons with disabilities in this area. Furthermore, in-depth interviews with respondents showed that persons with disabilities as a group face marginalization, discrimination, and violation of human right's making disability abuse themes appropriate programming issues. This scenario indicates that there is a wide discrepancy between the national broadcast media's interest in covering abuse issues and that of the reality on the ground. What the report by CARDOS (2007) states regarding the abuse perpetrated on persons with disabilities attests this fact. According to the CARDOS report, persons with disabilities in Ethiopia are one of the neglected sections of the population with less access to social services in a way depriving them of their civil, economical, political and cultural rights.

**Table 15: Distribution of Disability Types on Ethiopian Television  
and Radio Ethiopia**

| <b>Types of Disability</b> | <b>Ethiopian Television</b> | <b>Radio Ethiopia</b> | <b>Total</b> | <b>Percentage</b> |
|----------------------------|-----------------------------|-----------------------|--------------|-------------------|
| Sensory                    | 15                          | 6                     | 21           | 25.6%             |
| Physical                   | 3                           | 12                    | 15           | 18.29%            |
| Mental                     | 4                           | 16                    | 20           | 24.39%            |
| General Disability         | 12                          | 14                    | 26           | 31.7%             |
| Total                      | 34                          | 48                    | 82           | 100%              |

Types of disabilities were reviewed to identify the media's inclination towards communicating a specific category of disability. Table 15 shows that the disability transmissions were skewed in favor of reporting stories related to general disabilities. Out of the total reports on types of disability 31.7% of the broadcasts fell into the general disability, which is useful in providing the public with general knowledge and education on disability issues. The remaining transmissions fell into the subsequent categories of which stories dealt with sensory disabilities stood at 25.6% while 24.39% and 18.29% of the stories were on mental disabilities and physical disabilities respectively.

### **3.1.2 Qualitative Analysis**

This study, by way of triangulating the research methods, has combined the quantitative research tools with that of qualitative ones in order to add depth to the data. The findings from in-depth interviews have been summarized in accordance with the research questions.

#### **Problems Persons with disabilities face in Ethiopia**

According to most of the in-depth interview participants the problems that persons with disabilities face as a social group are marginalization, discrimination, violation of basic human rights, inadequate family support, prohibition from participating in social services, lack of employment, accessibility, special training and economic support. The president of the Ethiopian federation of Persons with disabilities (EFPD) said,

“Persons with disabilities often face out right discrimination and marginalization because in our society, disabilities are seen as resulted form curse and bad deeds of parents. They are also perceived as contagious diseases. These things often cause misconceptions and inappropriate treatments on the side of the society...The other problem comes from the lack of aggressive awareness raising campaigns by concerned government bodies in educating the public.”

While indicating the positive intention in it, one of the respondents emphasized that persons with disabilities also faced the problem of overprotection both from their families and the society at large. To quote the words of the public relations officer of ENAMRCY:

“I’ve the experience of seeing children with disabilities especially those with mental retardation. People tend to think these children are almost always considered to be in need of constant care and support. They are not allowed to be like other children, to play or to do things by themselves. So people become over protectors. This situation keeps them from being active and independent”

### **Causes of problems persons with disabilities face in Ethiopia**

The respondents also pointed out some of the key factors responsible for causing those problems persons with disabilities face. According to the respondents, the major factors which contribute to problems faced by persons with disabilities include lack of disability awareness, misconception about the causes of disabilities, and lack of general understanding about disabilities of which all contribute to the growing inequalities, and stereotypes faced by persons with disabilities.

These misconceptions, according to another respondent from ENAPH was further reinforced by the media’s frequent representation of persons with disabilities in their stories.

“Even the very limited media coverage often have lay persons with disabilities in getting firsthand information about the disability issues and not professionals who can help audiences to get a broad knowledge or ideas on issues surrounding disabilities. I am saying this because lay persons like...like beggars in the streets can not properly address the issue at hand at full length. It also encourages people to relate disability with dependency and incapability. And when some persons with disabilities appear to be successful, they are often seen as super heroes.”

The respondents also proposed that the media should live up to their responsibilities of the regular dissemination of disability related information. The participants of the in-depth interviews pointed out that as the media are society’s principal source of accurate and reliable information; they possess the ability to change misconception and negative attitudes.

### **Working Relationship of the Activists of Disability and the Media**

Respondents, who are personally or professionally involved with the issue of disability, were asked if they had established effective working relationships with the media in order to provide them with essential and current opinions regarding disability. In their replies, the respondents indicated that they were not often contacted by the media practitioners hence were unable to infuse information to the media about disability

issues. Respondents indicated that in order to achieve publicity of their activities, they often invited the media to attend sponsored events and workshops. However, a journalist from Radio Ethiopia replied to a related issue in the following manner.

“I don’t attach that much priority to disability issues. For one thing, I feel that their number is small and may not need that serious attention or continuous media coverage. And for another, I often think that there are organizations responsible to take care of the disability affairs besides there are some sponsored radio programs and that makes me that the present coverage is enough.”

According to the National Center for the Dissemination of Disability Research (NCDDR) 1999, reports persons with disabilities and journalists need to continue to develop close partnerships in areas to advance services, awareness, advocacy, and lifestyles of all stakeholders. In addition, “Organizations of persons with disabilities must educate journalists to peruse a diversity of ideas. Disability topics are part of the multi cultural discourse that needs to be ushered in to the journalistic marketplace of ideas. Disability organizations on their part should promptly approach the media institutions and their personnel and initiate a joint endeavor to put the disability issues high on the agenda of media stories to be covered. This requires the disability organizations to set off

media related activities and not wait for journalists to decide it is time to do a story. They should actively pitch serious story ideas” (Gusfield, 1981).

According to a respondent from ETV Amharic Desk, the national television in its editorial policy states that the TV program must give equal opportunity to all sections of the society. He said,

“There is the editorial policy that journalists and all programs have to achieve equal representation of the issues concerning all sections of the society. We have even allocated an hour a week for programs on disability issues but journalists use only half of it. That means there is only a half hour program on TV in a week. I think journalists need trainings on and organizations engaged in disability affairs should organize workshops to make journalists be aware of the needs and interests of persons with disabilities.”

Another study indicates that holding workshop with personnel working in the mass media is the first step of a comprehensive campaign to promote disability issues. In connection to this a respondent from MOLSA emphasized the issue as follows:

“Initiating media stories to focus on disability issues is primarily the concern of disability activists and advocates. The fact that Ethiopia is a signatory of the United Nations conventions on persons with disabilities should be a motivating factor for these organizations to do the work with out the initiation from other bodies. ”

Because it is important that those reporting the news and shaping public opinion be aware that persons with disabilities are members of the society and that issues of their concern are news worthy. Thus, members of the disability movement can use this strategy to fill the gap or the lack of awareness of disability issues on the part of journalists (Kolucki and Duncan, 1998). Moreover, establishing personal contact between media people and members of the disability movement provide appropriate resource contacts for both sides.

The guidelines formulated by UN (1982) suggest that people in the media should establish effective contact with persons with disabilities and organizations of persons with disabilities. On the other hand DFID (2000) states that in order to raise awareness and understanding of the public about disability and rights of persons with disabilities organizations of persons with disabilities and media practitioners need to have a clearly defined network. This is because such a network can more successfully lobby law-making bodies to claim, protect and maintain the rights of persons with disabilities.

### **Challenges in the Course of Disseminating Disability Information**

The challenges to cover disability issues are lack of awareness in taking disability issues as an important part of the media's agenda. Therefore,

## **Chapter Four**

### **4. Summery, Conclusions and Recommendations**

#### **4.1 Summery**

Ethiopia had a long history of war and poverty which are double causes of disability in the country. Furthermore, disability is the outcome of complex interactions between the functional limitations arising from a person's physical, intellectual or mental condition and the social and physical environment. It has multiple dimensions and is far more than an individual health and medical problems. Disability affects people of all social and cultural background and it could happen at some stage in ones life.

Disability does not only affect the individual alone, but impacts on the whole community. Therefore, the society needs to be informed of such social issue for the reason that a large portion of disability is preventable and manageable.

On the other hand disability is a human rights issue; people with disabilities face numerous barriers in realizing equal opportunities, environmental and access barriers, legal and institutional barriers, and attitudinal barriers which cause social exclusion. In this regard, the mass media is a very important tool to advocate, educate and provide

respondents were asked to identify other means, beyond broadcast media, of communicating disability related issues to their audiences. The responses have been discussed as follows.

Many of the organizations have monthly or annual publications in the form of organizational magazines, pamphlets, or bulletins. With the assistance of international donors, respondents indicated that Radio Ethiopia has made airtime available for purchase to any one of the interested organizations for disability programs; however, the fact that airtime charge is expensive seems to be a limiting factor for the task of producing and transmitting programs.

The aim of the mentioned communication mediums is to build capacity, increase disability awareness, and provide information related to disability rights. Disability related events and workshops also provide opportunities for the respondents to disseminate disability related information to the general public in which persons with disabilities live in and function. Nevertheless, the latter methods are not consistently communicated to the public because of the gap in the circulation of communication mediums.

### **Proposed Solutions**

All respondents proposed the following solutions: The government should allocate regular airtime to issues related to disability. Training should be

given to journalists about disability and the activists should push policy makers in order to get equal media coverage at least proportional with the number of persons with disabilities in Ethiopia.

The respondents additionally suggested that governmental and non-governmental stakeholders concerned with disability activities should develop regional and national forums and workshops which would foster much needed dialogue concerted effort to bring about change in this respect among concerned parties. By consolidating the above proposed recommendations a journalist from ETV added the following suggestion:

“Associations of persons with disabilities should hire competent and experienced public relations or liaison officers, or in cases where they already exist, the departments should be strengthened so that they become more visible to allow for greater networking and media liaison.”

information about issues relating to disability and recognize the rights of persons with disabilities. This research argued that the coverage and portrayal of persons with disabilities matters the most. As such it was reasonable to focus a research on this part in the local media particularly national broadcast media.

Consequently, this research proposed to examine the coverage of issues of disabilities from the period January 2007 - January 2008 in the national broadcast media (Ethiopian Television and Radio Ethiopia). The research looked in to the time given to disability issues, the format stories, theme and the dominantly covered types of disabilities.

The research was carried out using quantitative as well as qualitative research methods so as to enrich the output. A content analysis was employed to gather and analyze information regarding the number of coverage in terms of types of disability. On the other hand, in-depth interviews were also made with government officials, national media executives, journalists and representatives of non-governmental organizations working in the area of disability. An attempt was also made to discuss the results based on the literature and the local context of the country.

Data collected 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.

Based on the findings of the study, it is 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.

## 4.2 Conclusions

The findings from both the qualitative and the quantitative data were analyzed, interpreted and discussed. The study of Ethiopian Television and Radio Ethiopia revealed a limited coverage of disability related issues as part of their programming agenda indicating, therefore, that disability ranks low on the Ethiopian societal structure and a deficiency of consistent and sustained disability reporting.

1. The data have come with a point that the disability related issues have been regarded with less than adequate airtime compared to the number of persons with disabilities and the prevalence rate of disability in Ethiopia. However, within the limited time allocated for covering disability issues, the concerns, rights, views, awareness creating and educative messages were addressed. It was also found that ETV reported more on activities and successes while Radio Ethiopia focused on reporting awareness raising issues. Studies have shown that such communication messages have a positive impact on viewers and would therefore go further in dispelling negative stereotypes, and increase awareness.
2. Various program formats were utilized by the national broadcast media to delineate a configuration of issues by level of importance. For instance, news is generally reserved for issues of serious

significance and is effectively positioned atop in terms of the communication schedule arrangement. The study found limited disability related issues treated using such a format, showing the media's marginalization of disability issues.

3. Despite inadequate media programming directed towards disability issues, review of the formal communication aspects of subsisting disability related broadcasted transmissions, found a predominance of formats dedicated to conveying its message in program format.
4. Both ETV and Radio Ethiopia similarly addressed general disability issues that did not specify a single type of disability as a theme in their programs. In other words, the types of disabilities were non-specific and communicated in general terms which may contribute towards disseminating disability related knowledge. Such programs also add to increase the understanding of the causes and prevalence of disabilities. Apart from that, it has the benefit of mobilizing public support for dignity, rights, and well-being of persons with disabilities and assists in properly educating society to prevent marginalization of persons with disabilities. On the other hand, ETV preferred to report on sensory disabilities while Radio Ethiopia addressed more in its programs physical and mental disabilities.
5. Stakeholders like advocacy groups and associations have not shown noticeable initiatives to use the media for promoting disability

issues. The findings have shown that there is little interaction between the media and organizations working on disability areas. This important platform which should have been there long ago is still at a low stage. Since there is no working relationship between the two parties, journalists are far from having enough knowledge regarding persons with disabilities. This absence of awareness on the part of the journalists has led to a lack of motivation to initiate programs on disability issues.

### 4.3 Recommendations

1. The officials of the national broadcast media institutions should allocate consistent and adequate airtime for programs on disability related issues. Similarly, officials of these institutions should regularly monitor and evaluate the media's pervasiveness in disseminating disability issues.
2. In order for issues of disability to be recognized as important concerns of news stories, a media policy and guideline should be developed and implemented.
3. Persons with disabilities and organizations representing persons with disabilities should organize forums and workshops for journalists to develop enhanced knowledge of disability related issues.
4. Media coverage and information should be taken as the major solution to dispel the myths and misconceptions leading to stigma, isolation and marginalization of persons with disabilities. Thus, given the prevalence rate of disability in Ethiopia, the government should integrate developmental strategies towards disability awareness. The mass media should be utilized as a means to alleviate the preventable disabilities and inform the society about the civil, social, political and economical rights of persons with disabilities.



## Bibliography

Berhanu, L. (2004). *Some Facts about Ethiopian Television*.

Addis Ababa: (unpublished).

Britain, I. (2004). *Perceptions of Disability and Their Impact Upon*

*Involvement in Sport for People with Disabilities at All Levels,*

*Journal of Sport and Social Issues*. Retrieved February, 26, 2008

from: <<http://jss.sagepub.com/cgi/content/abstract/28/4/429>>

Center for Applied Research and Development Oriented Service. (2007).

*Research Report on the General Conditions of People with Disabilities in Ethiopia*. Addis Ababa: CARDOS

Central Statistics Authority of Ethiopia. (2006). *National census report*. Addis Ababa: CSAE.

Dahl, M. (1993). The Role of the Media in Promoting Images of Disability-

Disability as Metaphor: *The Evil Crip*. *Canadian Journal of*

*communications*, University of British Columbia, 36-52.

Department for International Development. (2000). *Disability, Poverty and Development*, London. Retrieved September 22, 2007, from [www.dfid.gov.uk/pubs/files/disability.pdf](http://www.dfid.gov.uk/pubs/files/disability.pdf).

Disability Knowledge and Research Program. (2005). *Are disabled people's voices being heard in the development process? A comparative analysis between the situations in South Africa, Zimbabwe, United Kingdom and Northern Europe*. Retrieved March

11, 2008, from <http://www.disabilitykar.net/>

Dominick, J.R. (1999). *The dynamics of mass communication*. (6<sup>th</sup> ed.).  
New York: McGraw-Hill.

Ethiopia's National Development Plan. (2002). *Ethiopian Sustainable  
Development and Poverty Reduction Program*. Addis Ababa: Ethiopia  
Economic Development Ministry.

Fedler, F. (1973). The media and minority groups: A study of access.  
*Journalism Quarterly*, 50,109-17.

Gusfield, J. (1981). *The culture of public problems*. Chicago: University of  
Chicago Press.

Intermedia. (2006). African Media Development Initiative: *African Media  
Ethiopia Country Report*. Retrieved January 21, 2008, from  
[http://www.downloads.bbc.co.uk/worldservice/trust/pdf/AMDI/ethiopia/amdi\\_ethiopia11\\_appendice.pdf](http://www.downloads.bbc.co.uk/worldservice/trust/pdf/AMDI/ethiopia/amdi_ethiopia11_appendice.pdf).

International Business and Development Consultant. (2002). *Country  
Profile Study on Persons with Disabilities*. Addis Ababa: wa'el.

International Disability Foundation. (1999). *Disability'99 - The world  
disability report*. Geneva: IDF.



- International Labor Organization. (2005). *Promoting the Employment of People with Disabilities through Effective Legislation (East and Southern Africa). Draft regional overview*. Geneva: ILO.
- Kolucki, B. and Duncan, B. (1998). *Working together with the media: A practical guide for people with disabilities*. Geneva: International Labor Organization.
- Lloyd, S. (1991). *A Criticism of Social Responsibility Theory: An Ethical Perspective*. Retrieved November 18, 2007, from <http://www.questa.com/PM.qst?a=o&d=95243489#>
- McCullagh, C. (2002). *Media power. A sociological introduction*. New York: Macmillan.
- McEwan, C. and Butler, R. (2007). Disability and Development: Different Models, different places, *Geography compass* 1 (3), 448-466, Durham University and Department of Criminology and Sociological studies university of Hull citing Kabzems and Chimedza.
- McQuail, D. (2002). *McQuail's mass communication theory. (4ed.)*. London: Sage Publication.
- Metts, R. (2004). Background paper prepared for the Disability and Development Research agenda meeting November 16, 2004: *Disability and Development*. Washington, D.C: World Bank.
- Mont, D. (2007). Measuring disability prevalence. (*Social discussion protection paper No. 0706*). Washington, D.C: World Bank.

- National Center for the Dissemination of Disability Research. (1999). *Disability Research and the Media*. Retrieved November 3, 2007. from [www. ncddr-org](http://www.ncddr-org).
- Pact Tanzania. (2005). *Advocacy Expert Series. Media guide*. Retrieved March 18, 2008, from [www.pacttz.org](http://www.pacttz.org).
- Rivers, L. (2000). No Cure for What Ails Us: *The Media-Constructed Disconnect Between Social Problems and Possible Solutions*, Journalism and Mass Communications quarterly vol.18, No. 1 Spring, 2004, 76-83, University of Minnesota.
- Tefera, T. (2005). *Disability in Ethiopia: Issues, insights and implications. Special needs education*. Addis Ababa: Addis Ababa University.
- The Truth. (2002). Bilingual Bulletin published annually by the Ethiopian National Association for Ex-Leprosy patients, January 2002, No.3 21-37. Addis Ababa.
- UN.(2001). *Observance of the International Day of Disabled Persons*; United Nations expert group meeting on disability-sensitive policy and program monitoring and evaluation, UNHQ, New York, 3-5 December 2001, country profile. Retrieved May 10, 2007 from: [http://www. Un.org/esa/socdev/enable/disid2001h.htm](http://www.Un.org/esa/socdev/enable/disid2001h.htm)

United Nations. (1982). *Improving communication about people with disabilities recommendations of a UN seminar*. Geneva: UN

United Nations. (1983). *World program of action concerning persons with disabilities*, Retrieved July 3, 2007, from [www.un.org](http://www.un.org)

United Nations Statistical Office. (1990). *Disability statistics compendium, Statistics on special population groups*. NY: UNSO

World Health Organization, (1980). *International Classification of Functioning, Disability and Health*. Retrieved December 26, 2007, from [www.who.int/ncd/disability/](http://www.who.int/ncd/disability/)

World Program of Action Concerning Persons with Disabilities. (1998).

*International Classification of Impairments, Disabilities and Handicaps. (WPA,UN)*. Retrieved January 20, 2007 from, <http://www.unorgesa/isocdev/enable/diswpoa/.htm>.

## Appendix I

### Content Analysis Coding Sheet

This coding sheet was designed to analyze the extent to which contents pertaining to disability issues appear in the National Broadcast Media. The results were used to analyze the coverage and the degree of contribution of the local media in disseminating disability-related information.

#### 1. Program Data

|                    |  |
|--------------------|--|
| Program title:     |  |
| Broadcasting date: |  |
| Producer:          |  |
| Duration:          |  |

## 2. Story Format

| <b>Format</b> | <b>Yes</b> | <b>No</b> |
|---------------|------------|-----------|
| News          |            |           |
| Program       |            |           |
| TV/Radio Spot |            |           |

## 3. Theme of the Story

| <b>Themes</b>             | <b>Yes</b> | <b>No</b> |
|---------------------------|------------|-----------|
| 1. Advocacy               |            |           |
| 2. Awareness Raising      |            |           |
| 3. Activities and Success |            |           |
| 4. Abuse                  |            |           |

#### 4. Types of Disability Covered by ETV and Ethiopian Radio

| <b>Types of Disability</b> | <b>Yes</b> | <b>No</b> |
|----------------------------|------------|-----------|
| 1. Sensory                 |            |           |
| 2. Physical                |            |           |
| 3. Mental                  |            |           |
| 4. General Disability      |            |           |

## **Appendix II**

### **Interview Guide**

#### **Interview Guide for Representatives of PWDS Association's, Federation and MOLSA**

##### **Name of Organization**

---

1. What are the major disabilities and disability related issues that your organization focuses on?
2. What are the major problems that PWDs face in Ethiopia?
3. As the (MOLSA) authority is a government body mandated to handle disability issues, how (by which means of communication) does it disseminate disability related information and the rights of PWDs to the public?
4. What do you think is the cause of prejudice, stereotype and discrimination towards PWDs? And what do you think is the role the media should play in this regard?
5. What are the major challenges (if any) on the parts of the authority to disseminate information to the public through the mass media?
6. What do you think are the solutions to improve these problems and to get better media coverage?

## **Interview Guide for Higher Officials of ETV and Radio Ethiopia**

1. What criteria do the media use to prioritize and to broadcast any social issue like disability?
2. How do the media view and discuss the issues of disability as diversity issue? Like- ethnic, gender and political orientation?
3. How do the ETV/Radio programs consider the needs of PWDs to access the media information? For example: Is there captions for deaf audience?
4. How much time do you allocate for disability related information? Do you think that is sufficient? What kind of improvement is needed, if any?
5. In general what are the challenges of ETV / Radio in covering disability issues?

## **Interview Guide for Journalists of ETV and Radio Ethiopia**

1. Code \_\_\_\_\_
2. Position
3. Educational background
4. How long have you been working here?
5. Responsibility in the production of programs
6. What are the rights concerning PWDs?
7. What criteria do you use to give equal opportunities to all sections of the society to express their views in your media coverage?
8. How do you evaluate the coverage given to disability issues compared to the real life situation of PWDS by ETV/Radio?
9. What do you think are the major problems and challenges of covering and reporting disability related information?
10. In your opinion, what should be done and what resources do you need to improve media coverage of disability issues?

ከጥር 1999 ዓ/ም እስከ ጥር 2000 ዓ/ም ድረስ በኢትዮጵያ ቴሌቪዥን እና በኢትዮጵያ ሬዲዮ የተላለፉ አካል ጉዳትን እና አካል ጉዳተኝነትን የሚዳስሱ

ፕሮግራሞች

I. ኢትዮጵያ ሬዲዮ

| ተ.ቁ | ፕሮግራሙ የተላለፈበት ቀን | የተሰጠው ደቂቃ | የፕሮግራሙ ርዕስ                          | አዘጋጅ      |
|-----|------------------|-----------|-------------------------------------|-----------|
| 1   | 12/5/00          | 15        | የአሰምአቀፍ የስጋ ደዌን አስመልክቶ የቀረበ         | ደምጻችን     |
| 2   | 9/5/00           | 15        | በአንዲት የስጋ ደዌ ተጠቂ ላይ ተመስርቶ የተሠራ      | ሳምራዊት ጣኦም |
| 3   | 11/4/00          | "         | ኤድስ እና የስጋ ደዌ                       | ደምጻችን     |
| 4   | 24/1/00          | "         | የአካል ጉዳተኞች የቤተ ምረቃ በዓል              | ሳምራዊት ጣኦም |
| 5   | 25/12/99         | "         | የአካል ጉዳተኞች የፕሮጀክቶች እና የቤቶች የምረቃ በዓል | ሳምራዊት ጣኦም |
| 6   | 28/11/99         | "         | የአካል ጉዳተኞች ማህበራት የክልሎች እንቅስቃሴ       | ደምጻችን     |
| 7   | 11/11/99         | "         | የአካል ጉዳተኞች ማህበራት የክልሎች እንቅስቃሴ       | ደምጻችን     |
| 8   | 27/10/99         | "         | የአካል ጉዳተኞች ተማሪዎች                    | ደምጻችን     |

|    |          |   | ጉብኝት ፕሮግራም                          |            |
|----|----------|---|-------------------------------------|------------|
| 9  | 29/9/99  | " | የአድማጭ አስተያየት እና የስጋደዌ ብሄራዊ ማህበር ምላሽ | ሳምራዊት ጣእመ  |
| 10 | 26/7/99  | " | የስጋ ደዌ በሽተኞች የሚደርስባቸው ተፅዕኖ          | ድምጻችን      |
| 11 | 5/7/99   | " | የስጋ ደዌ በሽተኞች የሚደርስባቸው ተፅዕኖ          | ድምጻችን      |
| 12 | 21/06/99 | " | የአጋር ድርጅቶች አስመልክቶ የቀረበ              | ድምጻችን      |
| 13 | 9/5/99   | " | የስጋ ደዌ ምንድን ነው?                     | ግዛው ያለው    |
| 14 | 8/7/00   | " | የስኪዞፍሪኒያ ሕመምተኛ የሚደርስባቸው ጥቃት         | ኤልሳቤት ማሙኤል |
| 15 | 01/700   | " | የስኪዞፍሪኒያ ማበራዊና የጤና ቀውስ              | ኤልሳቤት ማሙኤል |
| 16 | 17/6/00  | " | የስኪዞፍሪኒያ መካሻ ምክንያት                  | ኤልሳቤት ማሙኤል |
| 17 | 4/2/00   | " | የማህበረሰቡ አመለካከት እና ተጠቂ ሰዎች           | አበባ ጌታቸው   |
| 18 | 21/12/99 | " | የአእምሮ ሕመም በሕፃናት ላይ                  | አበባ ጌታቸው   |
| 19 | 14/12/99 | " | በአእምሮ ሕመም ላይ ያሉ የተዛቡ አመለካከቶች        | አበባ ጌታቸው   |
| 20 | 21/12/99 | " | ወላጆች ስለሕፃናት የአእምሮ ጤና መገንዘብ ያለባቸው    | አበባ ጌታቸው   |

|    |          |   |                                     |                |
|----|----------|---|-------------------------------------|----------------|
| 21 | 9/11/99  | " | የአማኑኤል ሆስፒታል በሽተኞች የቤተሰቦች ጥያቄ ና መልስ | አበባ ጌታቸው       |
| 22 | 25/10/99 | " | የአእምሮ ሕመምተኛ የማሕበር እንቅስቃሴ            | አበባ ጌታቸው       |
| 23 | 18/10/99 | " | የአእምሮ ሕመም ያለባቸው ቤተሰቦች የሚደርስባቸው ጫና   | አበባ ጌታቸው       |
| 24 | 29/9/99  | " | የአእምሮ ሕመም ላይ የባለሙያ ማብራሪያ            | አበባ ጌታቸው       |
| 25 | 13/9/99  | " | የአእምሮ ሕመም በህጻናት ላይ የሚያመጣው ተጽእኖ      | አበባ ጌታቸው       |
| 26 | 17/7/99  | " | የአእምሮ ሕመምተኞች ላይ የሚደርስ መግለል እና መድልዎ  | አበባ ጌታቸው       |
| 27 | 26/6/99  | " | የአእምሮ ሕመም የጤና ምርመራ                  | አበባ ጌታቸው       |
| 28 | 28/5/99  | " | የአእምሮ ሕመም መንስኤ ላይ የባለሙያ ማብራሪያ       | አበባ ጌታቸው       |
| 29 | 14/5/99  | " | የአእምሮ ሕመም ጤና በአገራችን ያለው ገዕታ         | አበባ ጌታቸው       |
| 30 | 24/4/00  | " | መስማት የተሣናቸው የት/ት ባለሙያ አስተያየት        | ተገኝ ጃለታ        |
| 31 | 17/4/00  | " | መስማት የተሣናቸው የት/ት ባለሙያ አስተያየት        | ተገኝ ጃለታ        |
| 32 | 4/5/00   | " | የአካል ጉዳተኞች የሚሰጥ ክብር                 | መረጃና ግንዛቤ ሰአካል |

|    |          |   |                                     |                      |
|----|----------|---|-------------------------------------|----------------------|
|    |          |   |                                     | ጉዳተኞች                |
| 33 | 15/4/00  | " | የአካል ጉዳተኞች ማህበራዊ ሕይወት               | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 34 | 17/3/00  | " | ሴት የአካል ጉዳተኞች ና ኤች አይ ቪ ኤድስ         | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 35 | 5/2/00   | " | የአካል ጉዳተኞች ደራሲዎች                    | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 36 | 21/1/00  | " | የአካል ጉዳተኞች የሚያስፈልጋቸው ድጋፍ            | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 37 | 29/12/99 | " | የአካል ጉዳተኞች ያላቸው ሀገራዊ ና አለም አቀፋዊ መብት | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 38 | 17/10/99 | " | የአካል ጉዳተኞች ስፓርት                     | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 39 | 12/9/99  | " | ሕፃናት የአካል ጉዳተኞች                     | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 40 | 28/8/99  | " | የአእምሮ እድገት ዝግመት                     | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 41 | 14/8/99  | " | የአካል ጉዳተኞች እና የዩኤን ኮንቪንሽን           | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 42 | 23/7/99  | " | የአካል ጉዳተኞች ዙሪያ                      | መረጃና ግንዛቤ ለአካል ጉዳተኞች |
| 43 | 27/5/99  | " | የአካል ጉዳተኞች የስራ ስምሪት በተመለከተ          | መረጃና ግንዛቤ ለአካል ጉዳተኞች |

|    |          |   |                                |   |
|----|----------|---|--------------------------------|---|
| 44 | 4/4/00   | " | አ/አቀፍ የአ/ጉዳተኞች ቀንን<br>አስመልክቶ   | የኢትዮጵያ አካል<br>ጉዳተኞች ማህበር<br>ፌዴሬሽን (ኢ.አ.ጉ.ማ.ፌ) |
| 45 | 8/2/00   | " | የአንዲት መስማት የተግናት<br>የሕይወት ተሞክሮ | ኢ.አ.ጉ.ማ.ፌ                                     |
| 46 | 19/11/99 | " | ስለሕዝብ ቆጠራ የተሰጠ መግለጫ            | ኢ.አ.ጉ.ማ.ፌ                                     |
| 47 | 8/6/99   | " | ዩኤን ኮንቪንሽንን በተመለከተ             | ኢ.አ.ጉ.ማ.ፌ                                     |
| 48 | 4/6/99   | " | ዩኤን ኮንቪንሽንን በተመለከተ             | ኢ.አ.ጉ.ማ.ፌ                                     |

2.

ኢትዮጵያ ቴሌቪዥን

| ተ.ቁ | ፕሮግራሙ<br>የተላለፈበት<br>ቀን | የተሰጠው<br>ደቂቃ | የፕሮግራሙ ርዕስ                      | አዘጋጅ               |
|-----|------------------------|--------------|---------------------------------|--------------------|
| 1   | 14/6/99                | 30           | አካል ጉዳተኞች ወጣት                   | አዬብ አሸቱ            |
| 2   | 24/6/99                | 30           | በኢ.አ ዩ የአ/ጉዳተኞች ተቋም             | ተገኝ ጃለታ            |
| 3   | 1/7/99                 | 30           | የአእምሮ ዝግመት ችግር እና<br>የቤተሰባዊ ገዕታ | ተገኝ ጃለታ            |
| 4   | 29/7/99                | "            | በኢ.አ ዩ የአ/ጉዳተኞች ተቋም             | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 5   | 6/8/99                 | "            | መስማት ለተግናቸው                     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 6   | 27/8/99                | "            | አይነሰውራን ወጣቶችና ማህበራቸው            | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 7   | 7/9/99                 | "            | መስማት ለተግናቸው                     | ተገኝ ጃለታ እና ደመቀ ከበደ |

|    |          |    |                                 |                    |
|----|----------|----|---------------------------------|--------------------|
| 8  | 10/9/99  | "  | አይነሰውራን ወጣቶችና ማህበራቸው            | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 9  | 24/9/99  | "  | የአካል ጉዳተኞች ኮንሴንሽን<br>ቡተመሰከተ     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 10 | 1/10/99  | "  | መስማት ለተሳናቸው                     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 11 | 2/10/99  | 25 | የአእምሮ ገግመት ችግር እና<br>የቤተሰባዊ ገፅታ | አንተነህ መንግስቱ        |
| 12 | 5/10/99  | 30 | መስማት ለተሳናቸው                     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 13 | 6/10/99  | 35 | ኦቲዝም ምንድን ነው?                   | አንተነህ መንግስቱ        |
| 14 | 12/10/99 | 30 | አይነሰውራን ወጣቶችና ማህበራቸው            | ደመቀ ከበደ እና ተገኝ ጃለታ |
| 15 | 15/10/99 | 25 | መስማት ለተሳናቸው                     | ደመቀ ከበደ እና ተገኝ ጃለታ |
| 16 | 19/10/99 | 30 | መስማት ለተሳናቸው                     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 17 | 22/10/99 | 30 | መስማት ለተሳናቸው                     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 18 | 27/10/99 | 30 | ኦቲዝም ምንድን ነው?                   | አንተነህ መንግስቱ        |
| 19 | 10/11/99 | 30 | መስማት ለተሳናቸው                     | ተገኝ ጃለታ            |
| 20 | 11/11/99 | 35 | የኦቲስቲክ ችግር ያለባቸው ሕፃናትና<br>መፍትሄው | አንተነህ              |
| 21 | 24/11/99 | 30 | ወጣትነት ስራና አካል ጉዳተኝነት            | ፍፁም የሽጥላ           |
| 22 | 27/11/99 | 30 | የአካል ጉዳተኞች ኮንሴንሽን<br>ቡተመሰከተ     | ተገኝ ጃለታ እና ደመቀ ከበደ |
| 23 | 1/12/99  | 30 | ወጣት አካል ጉዳተኝነት እና የስራ<br>አንቅስቃሴ | ወንድወሠን እና አሰነ      |

|    |          |    |                                    |                |
|----|----------|----|------------------------------------|----------------|
| 24 | 11/12/99 | 30 | የአካል ጉዳተኞች ሰርክስ                    | ተገኝ ጃለታ እና ደመቀ |
| 25 | 15/12/99 | 30 | መስማት ስተሣናቸው                        | ተገኝ ጃለታ እና ደመቀ |
| 26 | 22/12/99 | "  | ከሚሊኒየሙን ጋር በተያያዘ የአካባቢ<br>ዕዳት ተሳትፎ | ተገኝ ጃለታ        |
| 27 | 2/13/99  | "  | የሚሊኒየሙ ልዩ ዝግጅት                     | ተገኝ ጃለታ        |
| 28 | 17/1/00  | "  | አካል ጉዳተኝነት በኢትዮጵያ<br>ውይይት          | ተገኝ ጃለታ        |
| 29 | 4/4/00   | "  | የአይነሰውራን በዓል አካባቢ                  | ተገኝ ጃለታ እና ደመቀ |
| 30 | 8/4/00   | "  | መ/ስተሣናቸው የሚሊኒየም<br>የተመለከተ ልዩ ዝግጅት  | ተገኝ ጃለታ እና ደመቀ |
| 31 | 11/4/00  | "  | አለምአቀፍ የመ/የተማናቸው<br>ሣምንት አካባቢ በአዳማ | ተገኝ ጃለታ እና ደመቀ |
| 32 | 15/4/00  | "  | የአይነሰውራን ወጣቶች እንቅስቃሴ               | ተገኝ ጃለታ እና ደመቀ |
| 33 | 22/4/00  | "  | የአካል ጉዳተኛ ወጣት የፈጠራ<br>ስራዎች         | ተገኝ ጃለታ እና ደመቀ |
| 34 | 29/5/00  | "  | የአካል ጉዳተኛ ሀገር ለጉዳተኞች<br>ያለው ጥቅም    | ተገኝ ጃለታ እና ደመቀ |

## Declaration

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

---

Name

---

Signature

---

Date

This thesis has been submitted for examination with my approval as University  
Advisor

---

Name

---

Signature

---

Date