



**ADDIS ABABA UNIVERSITY SCHOOL OF  
GRADUATE STUDIES**

**A FRAMING ANALYSIS OF PEOPLE WITH  
DISABILITY IN ETHIOPIAN  
NEWSPAPERS**

**GEZAHEGNE DANGUL**

**June, 2018  
ADDIS ABABA**

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**BY**

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## Abstract

The main objective of the present study was to analyze how *Addis Zemen* and *Reporter* newspapers framed and covered issues of people with disabilities. The study aimed at identifying and analyzing the dominant frames and themes used while reporting on issues of disability in the government and private owned newspapers. The content analyzed newspapers cover a period of one year from September 11, 2017 to September 10, 2018. In one-year period of the study, it was found only 44 stories in two selected newspapers. Out of these, 33 articles are published in *Addis Zemen* and 11 articles are printout in the *Reporter* newspapers.

An interview was also conducted with two editors and one reporter of the newspapers. The major findings of the content analysis indicated that *Addis Zemen* and *Reporter* newspapers' coverage of issues of disability was characterized by a dominant use of the neglect and the educative themes and the attribution responsibility frame. Eight articles have the educative theme in the *Addis Zemen* newspaper where five articles have the neglect theme in the *Reporter* newspaper. Nine articles have the attribution responsibility frame in the *Addis Zemen* while the *Reporter* has 5 articles. *Addis Zemen* has 18 featured articles, while 8 articles constitute news. The *Reporter* has 5 articles constituting news, while 4 are features. *Addis Zemen* has 3 front page, and 5 back page articles; the remaining 25 are inside page articles; 26 of these articles are large sized and 7 are medium sized. The *Reporter* published 9 large sized and 2 medium sized articles. The *Addis Zemen* has 12 articles on multiple disability, 8 on visual impairment, 6 on physical disability, 3 on hearing difficulty, and 2 articles on mental illness and leprosy. The *Reporter* newspaper has 6 articles on multiple disability, 2 on physical disability, and 1 article on visual impairment, speaking difficulty and depression. 21 articles have used government organizations' officials as their sources in the *Addis Zemen* and *Reporter* publications. In 16 articles find people with disability as sources of information, while in 11 articles NGOs and in another 11 articles experts are used as sources of information. The findings implied that issues of disability were not considered prominent in both of the newspapers. The findings also implied that the newspapers do not give attention to the achievement of people with disabilities.

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## Table of contents

	Page
CHAPTER ONE .....	1
1. Introduction .....	1
1.1. Background of the study.....	1
1.2 Statement of the problem.....	6
1.3 Objective of the Study .....	7
1.3.1 The general objectives of the study.....	7
1.3.2 The Specific objectives of the study.....	7
1.4 Research questions of the study .....	8
1.5 Scope of the study.....	8
1.6 Significance of the study.....	8
1.7 Limitation of the study.....	9
1.8 Structure of the study .....	9
CHAPTER TWO .....	10
Literature review.....	10
2. Introduction .....	10
2.1 What is disability.....	10
2.1.1 Definition.....	10
2.1.2 Type of disability.....	15
2.1.3 The conventional role of mass media.....	16
2.1.4 Media Representation of Disability.....	17
2.1.5 Research on disabilities.....	19
2.2 Theoretical framework.....	21
2.2.1 Agenda setting theory.....	21
2.2.2 Framing theory.....	24
2.2.2.1 Media framing.....	27
2.2.2.2 The major components of media frames .....	30
2.2.2.2.1 Economic Consequences Frame .....	30
2.2.2.2.2 Human interest frame.....	30
2.2.2.2.3 Attribution of responsibility frame.....	30

2.2.2.2.4	Morality frame.....	31
2.2.2.2.5	Conflict frame .....	31
CHAPTER THREE.....		32
3	Research method.....	32
3.1	Content analysis as a method.....	32
3.2	Study Newspapers .....	33
3.3	Sampling technique.....	34
3.4	Unit analysis.....	37
3.5	Constructing content analysis.....	37
3.6	Coding procedure.....	42
3.7	Technique of data analysis.....	42
CHAPTER FOUR .....		44
4	PRESENTATION AND ANALYSIS OF DATA.....	44
4.1	Content Analysis of the Newspapers.....	44
4.1.1	Coverage of issues related to people with disabilities.....	44
4.1.2	Types of the story.....	45
4.1.3	Placement of articles.....	47
4.1.4	Size of the articles.....	50
4.1.5	Byline.....	52
4.1.6	Types of disability reported in the newspapers.....	53
4.1.7	Sources Used in reporting on disability .....	56
4.1.8	Triggers of Story Coverage .....	59
4.1.9	Themes of the story .....	60
4.1.10	Frames of the story.....	62
4.2	Discussion of Findings.....	65
4.2.1	Distribution and location of articles.....	65
4.2.2	Types of the story.....	66
4.2.3	Placement of articles.....	66
4.2.4	Byline of story.....	67
4.2.5	Size of the article/Depth of coverage .....	68
4.2.6	Types of disability reported .....	68
4.2.6.1	Types of disability reported in the Addis Zemen.....	69
4.2.6.2	Types of disability reported in the Reporter.....	69
4.2.7	Source used introducing the article .....	70
4.2.8	Themes of articles .....	71
4.2.8.1	Theme distribution in Addis Zemen.....	71
4.2.8.2	Theme distribution in the Reporter.....	72
4.2.9	Frame of the articles.....	73
4.2.9.1	Frames' distribution in Addis Zemen.....	73
4.2.9.2	Frames' distribution in the Reporter.....	75
4.2.10	Media function.....	77

CHAPTER FIVE .....	78
5 SUMMARY, CONCLUSION AND RECOMMENDATION .....	78
5.1 Summary of the study.....	78
5.2 Conclusion.....	80
5.3 Recommendation.....	81
5.4 Suggestions for further studies.....	81
REFERENCES.....	82
APPENDEX.....	91
Appendix A-Lists of Key Informants.....	91
Appendix B-Coding Guide.....	91
Appendix C-Coding sheet.....	94
Appendix D-Interview Guide.....	101
Appendix E-Inter-coder Reliability.....	102
Pilot Coding sheet-F.....	103

## List of figures used in the study

	<b>Page</b>
Figure 1 Frequency and percentage of all analyzed articles on disability .....	44
Figure 2 Distributions and Genre of Articles on Disability .....	46
Figure 3 percentage Genres of articles on disability by newspaper .....	46
Figure 4 Distribution and percentage of placements of all articles on disability .....	48
Figure 5 Percentage of placement of articles by newspapers .....	48
Figure 6 percentage of story length .....	52
Figure 7 Percentage of article byline .....	53
Figure 8 Percentage of type of disability .....	54
Figure 9 Disability types reported by newspaper .....	54
Figure 10 Percentage of distribution of sources in analyzed articles .....	56
Figure 6 Percentages of distribution of sources by newspaper .....	57
Figure 12 Themes used in articles on disability .....	61
Figure 7 Themes used in articles by newspaper .....	61
Figure 14 Distribution of frames used in articles by newspaper .....	63
Figure 15 Frequency of frames used in articles by newspaper .....	64

### **List of tables used in the study**

Table 1 Word count of articles.....	50
Table.2 Article length in scale measurement.....	51
Table 3 Triggers of article coverage.....	59
Table 4 Percentage of trigger coverage of articles.....	60

## Acronym

### **Lists of acronym used throughout the thesis**

ADA- Americans with Disability Acts

CRPD-Convention on the Rights of People with Disabilities

CRPD-The United Nations Convention on the Rights of Persons with Disabilities

EBA-Ethiopian Broadcast Authority

EBC- Ethiopian Broadcast Corporation

FDRE-Federal Democratic Republic of Ethiopia

JICA-Japan International Cooperation Agency

ILO-International Labour Organization

ICIDH-International Classification of Impairments, Disabilities and Handicaps

MOLSA- Ministry of Labor and Social Affairs

NDA-National Disability Authority

NGOs-Nongovernmental Organizations

PWDs-People with disabilities

UN- The United Nations

UNCRPD- Convention on the Rights of Persons with Disabilities

UNDSPD-United Nations Division for Social Policy Development

UPIAS-Union of the Physically Impaired Against Segregation,

WHO- World Health Organization

# CHAPTER ONE

## 1. Introduction of the Study

This chapter intends to examine the way people with disability are framed in the stories posted covered in the Ethiopian media, specifically, *Addis Zemen* and *Reporter* newspapers. In this chapter, thus, the study presents background of the study, statement of the problem, objectives, research questions, scope, significance, limitation as well as the structure of the study.

### 1.1. Background of the Study

As pertinent literatures asserts that disability is part of the human condition. Almost everyone will be temporarily or permanently impaired at some point in life, and those who survive to old age will experience increasing difficulties in functioning with the consequence of impairment in different forms. Thus, a disability may be occur from birth, or occur during a person's lifetime.

According to the jointly World Report on Disability (2011) issued by the World Bank, and the World Health Organization (WHO) more than one billion people in the world live with some form of disability, of whom nearly 200 million experience considerable difficulties in functioning. As it can be seen largely, particularly in the developing country, people with disabilities are living in poor condition. When one compares people living with disability and without disabilities, the former is leading live in poor health condition, lower education achievements, less economic participation and higher rates of poverty.

This is because people with disabilities experience barriers in accessing services including health, education, employment, and transport as well as information. These difficulties are worsened in less advantaged communities (WHO, p.44). "Many people with disabilities do not have equal access to health care, education, and employment opportunities, do not receive the disability-related services that they require, and experience exclusion from everyday life activities".(ibid).

As a result, people with disabilities, face barriers to participation in all aspects of society, which include those relating to the physical environment or to information and communications technology, or those resulting from legislation or policy, or from societal attitudes or discrimination. Also, people with disabilities do not have equal access to society or services, including education, employment, health care, transportation, political participation or justice (Murada 2012, Role of Media in Disability).

They are more likely to be unemployed and earn less even when they are employed. Both employment and income outcomes appear to worsen the life of the people living with disabilities. Thus, it is harder for people with disabilities to benefit from development and escape from poverty due to discrimination in employment, limited access to transport, and lack of access to resources to promote self-employment and livelihood activities (World Report on Disability; 2011).

Likewise, the United Nations Division for Social Policy Development (UNDSPD,1976) states people with disabilities living in Africa, face exclusion, discrimination and challenges to the enjoyment of their basic rights and their inclusion in development. People with disabilities are disproportionately likely to live in poverty and, do not have equal access to education, health care, employment opportunities, housing, social protection systems, justice, and cultural expression and participation in political life. The ability of people with disabilities to participate in society is often frustrated because physical environments, transportation and information and communications systems are not accessible (, p.3).

In the same way, the joint report issued by the International Labor Organization (ILO), the World Bank and the World Health Organization, asserts that people with disabilities in Ethiopia are estimated to be more than 17 per cent of the total population; or there are 15 million people with different forms of disability (Inclusion of People with Disabilities in Ethiopia, para.2).

ILO also added that a huge majority of people with disabilities live in rural areas where access to basic services is limited. In Ethiopia, 95 per cent of all people with disabilities are expected to live in poverty. Many depend on family support and begging for their livelihoods. “A study in

Oromia region, for instance, found that 55 per cent of the surveyed persons with disabilities depend on family, neighbors and friends for their living, while the rest generate meager income through self-employment, begging and providing house maid services.” (ibid, para.3).

According to Japan International Cooperation Agency (JICA Ethiopia) (2002) the major problems concerning disabilities in Ethiopia are: lack of public understanding, lack of information on the number and status of disabilities, shortage of basic needs, such as vocational training placement, health facilities etc. and, inaccessibility to assistive devices. Furthermore, some associate disability with spiritual evil and do not let disabled persons go out in public. This leads to families hiding disabled family members which lead to inaccurate information and statistics on disabilities (p.10).

From the review so far recognize that people with disabilities (PWDs) living all over the world face various challenges in their daily lives, such as attitudinal, physical, economic or financial problems. Thus, it is possible to understand that disability is a serious problem that it needs and implies taking holistic approaches to tackling the problems.

Along these lines, today issues of disability are not entertained as an alternative, but they are globally considered as mandatory which means that in this contemporary entertaining disability matters shall need political and social commitment. It is, therefore; that all parties encompass non-disabled citizens must take responsibility for supporting and caring people with disabilities.

Hence, the World Health Organization’s (WHO) World Report on Disability (2011) suggests steps for all stakeholders...including governments, civil society organizations and disabled people’s organizations....to create enabling environments, develop rehabilitation and support services, ensure adequate social protection, create inclusive policies and programs, and enforce new and existing standards and legislation, to the benefit of people with disabilities and the wider community. People with disabilities should be central to these endeavors (p. 11).

In its declaration (art 19) of the Convention on the Rights of People with Disabilities (CRPD), (2006) specifies the right of PWDs to live within their communities. It internalized that people

with disabilities, “living independently and being included in the community.” States to the present Convention recognize the equal right of all people with disabilities to live in the community, with choices equal to others, and shall take effective and appropriate measures to facilitate full enjoyment by people with disabilities of this right and their full inclusion and participation in the community, including by ensuring that:

People with disabilities have the opportunity to choose their place of residence and where and with whom they live on an equal basis with others and are not obliged to live in a particular living arrangement; People with disabilities have access to a range of in-home, residential and other community support services, including personal assistance necessary to support living and inclusion in the community, and to prevent isolation or segregation from the community; Community services and facilities for the general population are available on an equal basis to people with disabilities and are responsive to their needs (CRPD,2006, p. 13-14).

Ingstad & Grut ( 2007) asserts that people with disabilities must be assisted to achieve skills that would enable them participate in gainful employment. Otherwise they will be a drain on family and national resources. Unemployed people with disabilities are unable to contribute to family income and welfare and may strain limited resources as their families attempt to provide special care. Thus, education is the most important tool for participation of people with disabilities in the socio-economic life. It helps develop positive attitudes towards the importance of work and self-reliance while sharpening skills necessary for integration into social and national affairs. It is imperative that access to education of PWDs is given due attention (p.14).

They also state that electronic and print media are generally inaccessible to people with visual, hearing or intellectual disabilities. This prevents them from participating or benefiting from information in these channels. To overcome these communication barriers, it is imperative to introduce forms accessible by persons with impairments. These include brailing of printed information, sign language interpretation, eye-catching simplified messages, well-illustrated and easily repeatable information. These should be delivered in accessible public settings.(ibid, p.15).

Accordingly with, Ethiopian government gives especial attention and guarantees for people with disability in supreme law of land which is the constitution. The 1995 Constitution of the Federal Democratic Republic of Ethiopia (FDRE) Article 41 sub article 5 sets out the State’s responsibility for the provision of necessary rehabilitation and support services for people with disabilities. On the bases of this law different activities have been made to create enabling

environments, to access better-quality basic education, job-related training suitable with their skills, interests and abilities to improve their life style.

As the related literatures indicate that the ultimate goal of the media is informing, educating, and entertaining as well as to persuading the audiences for a positive impact via their various stories and programs. Thus, the Ethiopian media can play vital role for creating awareness and developing societal understanding of disability and its impact on individuals and society in general. They can highlight the various obstacles that people with disabilities face in life. Thus, they have major contribution in addressing these obstacles for the general public to eradicate or minimize them. They can also get rid off or minimize backward attitudes and beliefs on the part of people with disabilities as well as the general public. These indicate that the ultimate goal of media which already has mentioned above.

The present study therefore is triggered by the need to examine whether this media's role being practiced thoroughly and/or appropriately or not of the state and private press in Ethiopia in the need to have a balanced coverage of disability issues and improving misconceptions and misrepresentations. The study works from the premise that misrepresentations and misconceptions of disability issues may exist in Ethiopia, and are likely to continue, affecting the lives of disable people in one way or another, on the one hand, and frames by focusing on certain aspects of an event or policy, shape/guide audience thoughts about that event or issue in predictable ways, on the other (Sniderman, & Theriault, 2004; Druckmman 2001; Jacoby, 2000). Therefore, the present study focuses on how the Ethiopian newspapers frame disability issues/matters. It is an important issue to be researched because the media work on the dissemination of information on disability to the general public as well as the formation of particular relevant attitudes. The press, as a powerful social institution through the manner in which it portrays disability, can combat discrimination, exclusion, and marginalization of people with disabilities (PWDs). In so doing, it can promote equal rights and help in the creation of an environment of protection for persons with disabilities. The performance of Ethiopian press in this regard needs to be investigated.

This is why because as it has mentioned above PWDs living in Ethiopia are estimated to be more than 17 per cent of the total population. These people are playing a significant role in allover in

the nation's development. It is important to examine how the Ethiopian media entertain issues of people with disabilities. Thus, the researcher is motivated to focus on the framing analysis and extent coverage of issues related to PWDs in Ethiopian newspapers, particularly on *Addis Zemen* and *Reporter* newspapers.

## **1.2. Statement of the Problem**

Various scholars conducted research on issues of disability and their coverage in the media. Their findings revealed that people with disability are portrayed in a disheartening manner and as hopeless rather than portraying the disabled people in a balanced and encouraging manner. For instance, Ogundola (2013) reported that the media often utilize stereotypically offensive language when reporting disability stories. Media frames emphasize frailty, charity, disparity and derogatory labels which leave room for stereotype, prejudice and stigma. Another researcher Cobbinah (2013) studied labeling and framing disability in Ugandan newspapers. The findings indicated that many Ugandans rely on the media (radio, TV, newspapers and online) for information, education, and entertainment; however, the media used derogatory words to label and frame people with disability. Bendukurthi and Raman (2016) studied the Indian News Media Framing of Disability. The results indicated that the amount and nature of disability representation in English and Telugu news media directly and indirectly serve neo-liberal objectives. News articles present disabled people as having 'use value' in society, ready to be offered for 'exchange value' in the market.

To the researcher's best knowledge, little is done regarding the coverage and representation of disability issues in local press. A study by Tigist (2007) examined media framing of people with disability issues in *Admas's*, *Medical's*, and *Addis Zemen's* newspapers. Her findings indicate that *Admas's* and *medical's* newspapers coverage of disability issues is characterized by the use of "need for cure" themes to indicate disability as "synonymous with illness and suffering." The newspaper also used "empathy frames" to portray people with disability as "helpless and needy"; whereas the coverage of *Addis Zemen* indicates stories on only social issues based on charities and donation links made by international organizations. Its stories almost were framed to ascribe accountability to Government and NGOs for they are perceived to be capable of eradicating the problem.

There might be little research conducted, however, as far as concerning the knowledge of the researcher there mightn't exhaustively examine the coverage of disability issues in *Reporter* newspaper. The study is taking *Reporter* newspaper as a case to investigate its frames on the way represents issues of disabilities and people with disabilities while reporting. Addis Zemen the state owned newspaper chosen for this study, the Ethiopian government gave attentions and guaranteed in the constitution to PWDs in taking all policies, programs, strategies regarding for the beneficiaries of these people, it might give adequate coverage for them. Thus, the present study tries to explore and find out what frames are used to portray people with disabilities in both the government and private newspapers, where little attention is paid.

### **1.3. Objective of the Study**

#### **1.3.1. The General Objective of the Study**

The general objective of this study is to identify and analyze the dominant frames and themes used while reporting issues of disability in the government and private newspapers, namely *Addis Zemen* and *Reporter*.

#### **1.3.2. The Specific Objectives of the Study**

The specific objectives of this study are dissecting out from the main goal of the study. This are:

1. To assess the coverage of issues of people with disabilities in the selected newspapers, such as *Addis Zemen* and *Reporter*.
2. To find out the major frames of stories of people with disability in these newspapers.
3. To identify the main actors of the stories of people with disability on the selected newspapers.
4. To look into the main themes of the stories of people with disability on the selected newspapers.

#### **1.4. Research Questions**

The study attempts to answer the following questions:

1. To what extent the selected newspapers gave attention to the issues of people with disability.
2. What frames are used by selected government and private newspapers to present stories of people with disability?
3. Who are the main frame actors in relation to reporting people with disabilities?
4. What themes are commonly/dominantly used to represent disability issues in the selected newspapers while covering news?

#### **1.5. Scope of the Study**

There are dozens of both state and private owned newspapers in Ethiopia. However, this study focus on the coverage of *Addis Zemen* and *Reporter* newspapers in their publication of the last one year period, from September 11, 2017 to September 10, 2018. The study typically concentrated on articles related to people with disabilities or disability issues. The study focused on both private and government newspapers in order to find out if frame, theme and coverage of content has some link with variation in ownership and ideological orientation.

#### **1.6. Significance of the Study**

The researcher believes that the present study is important in serving as feedback on the presses' performance regarding the quality of their coverage concerning people with disabilities and /or disability issues in their publications. So it may specifically: it helps to fill the gap of the press in presenting or reporting disability issues. Meanwhile, it serves as reference material for researchers interested in studying the framing and coverage of disability issues in the Ethiopian media.

### **1.7. Limitation of the Study**

This study mainly focused on the assessing framing of issues of disability in *Addis Zemen* and *Reporter* newspapers. A content analysis method was used in order to achieve the objective of the study. Even though, the findings of this study have had significance for the journalists and the press media in regarding to the framing and coverage of issues on the subject of people with disability, due to the limitation of time and money it may not be possible to expand it. This study focuses on the recent one year editions in between September 11, 2017 and September 10, 2018 of *Addis Zemen* and *Reporter* newspapers used as samples to show how issues of disabilities' framed and covered in both sampled newspapers. The finding may be different if more years' edition is used. It was very difficult for getting the editor-in chiefs of both newspapers for the in-depth interviewing, and the concerned bodies that were assigned by the editor-in chiefs on the spot of requested or appointed time as well. Some journalists were also not being interested for interviewing. In addition to this the responses might be inaccurate. Meanwhile, lack of local research findings and well-documented materials in relation to the topic are also the shortcomings of this study.

### **1.8. Structure of the Study**

This study has adopted the most common way of organizing a thesis with its separate five chapters. The first chapter deals with the background of the study, statement of the problem, the general objective of the study, specific objectives of the study, research questions of the study, scope of the study, significant of the study, limitation of the study and structure of the study. The second chapter presents review of related literatures and chapter three deals with research method, content analysis as a method, the sample of the study, sampling technique, unit analysis, constructing content analysis, and coding procedure. Chapter four focuses on analysis and interpretations of data and discussion on related with framing disability: an analysis of coverage of *Addis Zemen* and *Reporter* Newspapers. The last chapter deals with the summary, conclusion and recommendation of the study.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK**

#### **Introduction**

#### **2. Review of related literature**

The purpose of this chapter is to provide relevant review of related literature, which informs the present study. The Chapter is organized into four main sections. The first section is on the definition and types of disability. The second is on the roles of media in reporting and representing issues of disability. The third section is devoted to the theoretical framework of the study namely agenda-setting and framing theories of media or mass communication.

#### **2.1. What is disability?**

##### **2.1.1. Definition**

The term disability has been defined in relation to the idea that someone who cannot do something properly. Disability is defined as “a limitation in a functional domain that arises from the interaction between a person’s intrinsic capacity, and environmental and personal factors” (Global Status Report on Disability and Development, 2015, p. 31) At the preamble of the United Nations (UN)(2007) convention on the rights of persons with disabilities also notes, “disability is an evolving concept and that it results from the interaction between persons with impairments and attitudinal and environmental barriers that hinders their full and effective participation in society on an equal basis with others” (UN, 2007.).

Reporting on Disability issued by International Labour Organization (ILO) (2015) describes disability in terms of both physical and psychological problems of individuals. “The term disability covers a wide range of different physical, psycho-social, sensory or intellectual impairments which may or may not affect a person’s ability to carry out their day to day

activities, including their jobs” (Disability issued by International Labour Organization, 2015 ,p.10).

The terms “impairment” and “handicap” are used according to international standards. In a similar vein, disability is defined in Ethiopia as “any person unable to ensure by himself or herself a normal life, as a result of deficiency in his or her physical or mental capabilities “Japan International Cooperation Agency (JICA\_Ethiopia) (2002, p.10).

The World Health Organization’s (WHO) (2001) International Classification of Impairments, Disabilities and Handicaps (ICIDH) provides indicators that allow a more structured approach to health disorders. Impairment concerns the physical aspects of health; disability has to do with the loss of functional capacity resulting from an impaired organ; handicap is a measure of the social and cultural consequences of an impairment or disability; and health-related quality of life means health as assessed by the individual concerned that is self-perceived morbidity.

Therefore, the term “*Disability*” does not have a single universally accepted definition. As various related literatures reveal disability is mostly defined in terms of the presence of a physical, sensory or cognitive impairments. An individual may qualify as disabled if he or she has had impairment in the past or is seen as disabled based on a personal or group standard or norm. Such impairments may include physical, sensory, and cognitive disabilities World Health Organization (WHO) (2011).

Disability is a complex phenomenon, reflecting an interaction between features of a person’s body and features of the society in which he or she lives. Thus, disability is universal, that everybody is likely to experience it directly or to have a family member who experiences difficulties in functioning at some point in his or her life, particularly when they grow older. “*Disability is neither simply a biological nor a social phenomenon*” (World Health Organization, 2014, p.5). Thus, disability is part of human condition that almost everyone will be temporarily or permanently impaired at some point in life.

The National Disability Authority (NDA) senior researcher, Frances Hannon (2006), describes that disability is the consequence of an impairment that may be physical, cognitive, mental,

sensory, emotional, developmental, or some combination of these. Hence, disability may prevail from birth, or occur during a person's lifetime. As the Florida Department of Education Bureau of Exceptional Education and Student Services (2010) study indicated that one of every five Americans is living with a disability. A person may be born with a disability, may acquire a disability through an accident or illness or simply as a part of growing older.

Article 1 of the Convention on the Rights of Persons with Disabilities (CRPD) (2006) also indicates that people with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which, in interaction with various barriers, may hinder their full and effective participation in society on an equal basis with others (CRPD, 2006, p.4 ). As the World Health Organization (WHO) (2011) stated that people with disabilities are defined as those suffering from four types of disabilities visual, loco-motor, hearing, speech and mental disabilities.

The Americans with Disability Acts (ADA) (1990) define disability as a physical or mental impairment that substantially limits one or more major life activities of such individual; a record of such impairment; or being regarded as having such impairment (p. 12). Hence, this physical or mental impairment might encompasses walking, seeing, hearing, and learning, breathing, caring for oneself, or working.

The Union of Physically Impaired Against Segregation UPIAS (1976) also defined disability as 'the disadvantage or restriction of activity caused by a contemporary social organization which takes no or little account of people who have physical impairments and thus excludes them from the mainstream of social activities' (pp. 3–4).

On the bases of these facts, scholars in their previous work defined the term disability in different ways. For Barnes (1991) "*disability*" is the loss or limitation of opportunities to take part in the normal life of the community on an equal level with others due to physical and social barriers (p. 2). Davis (2010) also defines disability as "the process that turns impairment into a negative by creating barriers to access" (p, 303). According to Bostan et al (2015) disability can be defined as a limitation in a functional domain that arises from the interaction between a

person's deep-rooted or intrinsic capacity, and environmental and personal factors (cited by World Health Organization, 2011).

In accordance with the definition of the International Classification of Functioning, Disability and Health (ICF) functioning as occurring at three levels such as body function and structures, activities and participation. For instance, if an individual cannot move their legs, he or she experiences a limitation in functioning at the body function level. If an individual has a difficulty to walk, he or she experiences a limitation at the basic activity level, in other words difficulty combining body functions to perform a particular task. If an individual cannot work, that is combine a group of activities in order to fulfill a social function or role, because of environmental barriers for example, an inaccessible work place, then he or she is restricted at the participation level. Thus, these problems with human functioning are also classified into three interconnected, such as impairments are problems in body function or alterations in body structure for instance, paralysis or blindness, activity limitations are difficulties in executing activities let's say, walking or eating, and participation restrictions are problems with involvement in any area of life perhaps, facing discrimination in employment or transportation.

According to the jointly World Report on Disability (2011) issued by the World Bank, and the World Health Organization (WHO), *"disability is complex, dynamic, multidimensional, and contested."* Many studies that conducted previously from the social and health sciences have identified the role of social and physical barriers in disability. The transition from an individual, medical perspective to a structural, social perspective has been described as the shift from a "medical model" to a "social model" in which people are viewed as being disabled by society rather than by their bodies. The medical model and the social model are often presented as dichotomous, but disability should be viewed neither as purely medical nor as purely social: people with disabilities can often experience problems arising from their health condition.

As Barnes (2010) and Davidson (2010) stated that the definition of disability mainly concentrated on the medical concepts. Barnes (2010) defines disability as *"psychological or physiological abnormality or impairment"* (p.29). However, Barnes claims the fact that defining both psychological and physical normality and impairments does not have easy tasks. For

Davidson (2010) “*the medical definition of disability locates impairment in the individual as someone who lacks the full complement of physical and cognitive elements of true personhood and who must be cured or rehabilitated*” (p.136).

Thus, the researcher believed that the UN (2007) convention’s definition “disability is an evolving concept and that it results from the interaction between persons with impairments and attitudinal and environmental barriers that hinders their full and effective participation in society on an equal basis with others” might work well for the present study.

The World Health Organization (WHO) (2011) also suggests that a “bio-psycho-social model” approach as a workable compromise between the medical and social model definitions. People with disabilities are faced with impairments in their own bodies and barriers created by the social environments they live in, which hinder their “full and effective participation in society on an equal basis with others” (p. 4). Therefore, disability is the umbrella term for impairments, activity limitations and participation restrictions, referring to the negative aspects of the interaction between an individual or with a health condition and that individual’s contextual factors or environmental and personal factors (WHO, 2011, p.28 and WHO, 2014, p.5).

According to the joint report issued by the World Bank, and the World Health Organization (WHO), (2011) disability response to disability have changed since the 1970s, prompted largely by the self-organization of people with disabilities and by the growing tendency to see disability as a human rights issue. Historically, people with disabilities have largely been provided for through solutions that segregate them, such as residential institutions and special schools. Policy has now shifted towards community and educational inclusion, and medically focused solutions have given way to more interactive approaches recognizing that people are disabled by environmental factors as well as by their bodies (p. 27).

National and international initiatives such as the United Nations *Standard Rules on the Equalization of Opportunities of Persons with Disabilities* have incorporated the human rights of people with disabilities, culminating in 2006 with the adoption of the United Nations *Convention on the Rights of Persons with Disabilities* (UNCRPD). Its aims to “promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with

disabilities, and to promote respect for their inherent dignity”. It reflects the major shift in global understanding and responses towards disability (ibid).

However, as various studies revealed that PWDs still have faced numbers of barriers to participate in all aspects of society. The World report on disability (2011) confirms that as many people with disabilities do not have equal access to health care, education, and employment opportunities, do not receive the disability-related services that they require, and experience exclusion from everyday life activities.

### **2.1.2. Types of disability**

As the appraisal or assessment of many scholars indicates that disability by its nature has got various definition concerning with impairment such as seeing, speaking and hearing difficulties as well as physical disability and mental illness or retardation. According to World report on disability issued by the World Health Organization (WHO) (2011) broad “groupings” of different “types of disability” has become part of the language of disability. Often, “types of disability” are defined using only one aspect of disability, such as impairments sensory, physical, mental, and intellectual and at other times they conflate health conditions with disability. People with chronic health conditions, communication difficulties, and other impairments may not be included in these estimates, despite encountering difficulties in everyday life (p.21).

According to Global Status Report on Disability and Development issued by WHO (2015) among people with disabilities, persons with mental and intellectual disabilities are one of the most marginalized and excluded, often facing misconceptions, stigma, discrimination and severe human rights violations. Many persons with mental and intellectual disabilities are denied civil and political rights such as the right to marry and found a family, personal liberty and the right to vote, as well as economic, social and cultural rights, with restrictions on the rights to education and work, reproductive rights and the right to the highest attainable standard of physical and mental health. This leads to numerous challenges such as poverty, physical or sexual violence, limited participation and accessibility in society, poor health outcomes and premature death. Those most excluded from the labor market are often those with mental health difficulties or intellectual impairments. People with more severe impairments often experience greater

disadvantage (p.171).Mental health is defined *as* “a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community” (ibid,p.172).

### **2.1.3. The Conventional Role of Mass Media**

Mass media (the newspapers, radio television and etc.) play important roles in providing information on relevant issues to the society. One of the major functions of the mass media in all societies is information dissemination. They can create the general public’s awareness, increase knowledge, change attitudes, transform behaviors, enhance engagement, and help in formulating sound national policies which are elements that influence and energize a society towards growth and development all through gathering, processing, management and dissemination of information and ideas (McQuail, 2005).

The contemporary media are the most powerful instrument of communication that increased public awareness. Media play a very constructive part in building well informed societies. People read to newspapers, listen to the radio, and watch on television, they need to gain some information as well as knowledge. In the absence of media, people might be isolated from the rest of the world. It is, thus, difficult to see both media and society unconnectedly or inseparably. Media and society are inseparable in many ways and it is often difficult to separate media from the lives of the society (McQuail, 2000). He also affirms that mass communication intervenes or interposes in some way between “reality” and our perception and knowledge of it.

In support of that idea, Franklin (2005) also makes a note that media have the countless responsibility. In a democratic society, media organizations and journalists are accountable to their audiences and to the wider society in a various ways:

Media should promote the right things on the exact time, and present the actual as well as strong aspects of the issues to distinguish about the right or wrong things. They also express how the public can store and distribute the views. They help the public to guess the realities of live and focused on the every social issue and enable them to investigate the matters of the society more freely. They are an important source of information through their news and other programs, and allow for exchange of ideas, suggestions and views for related matters. Actually, they are not only the source of information and opinions but also educational and entertainment programs (p. 4).

In a similar vein, Manyozo (2012) asserts that the media have an important role in the state as they hold those in power accountable and provide citizens with information that they need to actively participate in the political sphere. Only an independent and free media system can achieve this (p.15).

As Devereux (2003) emphasizes that it is important to remind that media and their audiences are embodied living, who shape and are shaped by media content and an extensive variety of other social forces. Given the centrality of the mass media in peoples everyday lives, that is essential to stress the capacity that audiences have to involve enthusiastically with media content. The author states as follows (p. 11-12). “Media consumption takes place is a crucial starting point in attempting to understand the power of the mass media over the audience and the circumstances in which audience members can exercise agency in their interactions with the media texts. Similarly, it is this tension between structure and agency that frames our concerns in beginning to understand the world of the media professional.”

The mass media are also the important agents of socialization in that they reproduce dominant and other social norms, beliefs, discourse, ideologies, and values. The main stream media draw upon a wide range of taken for granted assumption about the social world; assumptions that more often than not, go unquestioned by media professionals and audiences alike (Devereux, 2003 p.15).

In sum, to inform, educate, and entertain the public presenting diversified issues in different perspectives are the ultimate role of media. Thus, media play an important role in increasing public awareness and gather views, information and attitudes towards a certain issue. It is the most powerful instrument of communication that enables to boost and present the real stage of society. In this era knowledge and awareness are the huge and grand role of media.

#### **2.1.4. Media Representation of Disability**

As related literatures indicates that media can be a pivotal instrument in raising awareness, countering stigma and misinformation towards disability. They can be a powerful force to change societal misconceptions and present people with disabilities as individuals that are a part of human diversity. By increasing the awareness and understanding of disability issues and the

diversity of people with disabilities and their situations, the media can actively contribute to an effective and successful integration of people with disabilities in all aspects of societal life. Indeed, the United Nations Convention on the Rights of Persons with Disabilities (CRPD) states that raising awareness and combating stereotypes related to people with disabilities includes encouraging all media to portray people with disabilities in a manner consistent with a respect for human rights.

The media play a central role to change the perception and attitudes of the people even people with disabilities in depicting issues of disabilities appropriately and effectively in their reporting. They are powerful in influencing people to change their perception and attitudes towards disabilities. Moreover, they are encouraging and motivating PWDs to involve in every aspects of development actively. As Daniel (2007) asserts “the proper and effective reporting on disability issues is very essential for the inclusion of disability in the development agenda and within society.”

Murada (2012) also suggests that attention should be drawn to the image of disability in the media with a view to an accurate and balanced portrayal of disability as a part of everyday life. The media can play an important role in presenting disability issues in a way that could dismiss or dispel negative stereotypes and promote the rights and dignity of people with disabilities. Furthermore, options should be developed on how to present people with disabilities in various media and the importance of supporting the work of the United Nations to build a peaceful and inclusive society for all.

According to Bendukurthi and Raman (2016) media representations of disability are important in at least two ways: First, in terms of shaping ideas about and attitudes toward people with disabilities, and second, creating or establishing a sense of participation of people with disabilities in the larger social space (.p.136). Media scholars, for instance McQueen(1998), have argued that media representations are *selective*, that is, journalists generally use just a small amount of information from their large collection of data so that what emerges in the media narrative is a very small slice of a larger reality.

As Daniel (2007, p.15) describes “affective meaning evokes emotions about a particular situation and may contribute to the enhancement of self-esteem or stigmatize the referent”. Badly written stories may contribute to the loss of respect and lead to stigma and discrimination of people with disabilities. He also added that many editors treat disability stories as hard to sell, with some arguing that their managers claim that stories on disability are depressing.

Therefore, the media can play a critical role to bring an attitudinal and behavioral change in the society, even along with people with disabilities through their multitalented or versatile nature of looking at and presenting disability issues in news and related news stories.

#### **2.1.5. Research on Disabilities**

As the existing relevant literatures indicated that various scholars conducted research on issues of disability and their coverage in the media. Their findings revealed that people with disability are portrayed in a demoralizing manner and as hopeless rather than portraying the disabled people in a balanced and encouraging manner. For instance, Cobbinah (2013) indicated that many Ugandans relied on the media for information, education, and entertainment; however, the media used derogatory words to label and frame, particularly, people with disabilities. The reason is misrepresentation of people with disabilities has persisted because journalists have used their wrong judgment, which has not inured/trained to the benefit of people with disabilities. Moreover, the media depend on societal framing of disability and have therefore engrained wrong representation of disability. Thus, they framed disability as a charity cases, unfortunate tragedies and projects abnormality of disability creating room for stereotyping and discrimination. Ugandan journalist have no knowledge on correct framing and labeling of disability of stories and also not know that the Convention on the Rights of People with Disabilities (CRPD) has placed a responsibility on them to change societal perception of disability.

Another researcher, Ogundola (2013) clearly indicate that the media in Nigeria do not consider disability issues very important on their agenda in news reporting. Nothing suggests that a guideline exists for reporting disability related issues in the media. For instance, language, terminology or terms used for reporting disability stories never remain consistent in news

reports. The findings from this study show that newspapers' framing of disability in both north central and south western Nigeria regions are replete with negative and stereotypical language that can reinforce marginalization and discrimination against people with disabilities in the communities.

The media often utilize stereotypically offensive language when reporting disability stories. Media frames emphasize frailty, charity, disparity and derogatory labels which leave room for stereotype, prejudice and stigma. As so a media guideline for reporting disability issues is critical to the inclusion of people with disability in any society.

Bendukurthi and Raman (2016) studied the Indian News Media Framing of Disability. The results indicated that disability representation through news articles pitches for the need of social acceptance of people with disabilities by highlighting their abilities/skills or use values and at the same time speak to the industry requirement for people with acquired skills in different framing techniques. In a fashion, by creating space for the disability issues, media are bringing together both the abilities of the people with disabilities to the notice of the industry and the needs of the industry to the notice of skilled people with disabilities.

Tigist (2007) used empathy frames while reporting on disability depicting them as 'helpless and needy'; whereas the coverage of *Addis Zemen* shows stories on only social issues based on charities and donation links made by international organizations. Its stories almost were framed to ascribe accountability to government and nongovernmental organizations (NGOs) for they are perceived to be capable of eradicating the problem.

The researcher agreed that disability issues are not left only for some parties/bodies; it is an affair of all. Thus, giving attribution responsibility only to government and international organization for alleviating the challenges of PWDs is not good enough. Hence, issue of disability still demand take home understanding and bring in appropriate behavioral and attitudinal changes with regard to neglect and discrimination views. Though, studies conducted on how the media deal with issues of people with disabilities, there is gap in representing issues of people with disabilities realistically, equally, fairly, and intelligently as 'just like everyone else' in Ethiopian

press media. Therefore, the finding of the present study may help to fulfill this gap to eliminate the neglect and discrimination views towards people with disabilities.

## **2.2. Theoretical framework**

This study will be guided by agenda setting, and framing theories in order to analyze the coverage and contents of the *Addis Zemen* and *Reporter* newspapers in relation to people with disabilities as well as issues of disability under investigation.

### **2.2.1. Agenda setting Theory**

The fundamental goal of any media either the print or the broadcast is to create awareness on a certain issue. In this regard, the present study is informed by the Theory of Agenda setting in mass communication. It relates to the increment of public awareness. When the media give continuous coverage on a specific issue frequently, the general public or the audience becomes familiar with the issue.

McCombs and Shaw (1972); in Griffin (2012, p.378) point out that the mass media have “the ability to transfer the salience of items on their news agenda to the public agenda.” They assert that look to news professionals for cues on where to focus our attention. Then, “We judge as important what the *media* judge as important.” They also quote Bernard Cohen’s observation concerning the specific function the media serve: “The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.” Agenda-setting theory boasted of two attractive features: it reaffirmed the power of the press while still maintaining that individuals were free to choose (Cohen, 1963 cited in Griffin, 2012, p. 379).

The effects of the agenda setting would be determined by *repetition* in the media and *accessibility* of the receiver. The more a topic is repeated in the media, the greater salience it will have in receivers’ mind, and the greater the access to it. The effects of framing, on the other

hand, would not be so determined by *accessibility*, but by *applicability*, that is the ability to generate interpretive schemas that can *be applied* to many different situations (Scheufele, 2000).

Hence, for the agenda-setting theory, the central issue is not the way a particular event is reported, but the amount of attention given to the event or its attributes by the media and the time individuals have been exposed to the coverage of the event.

The theory of agenda setting refers to the process by which the creators of media content set up an issue that the media will focus on and which audiences might subsequently view as more important than others (O'Shaughnessy and Stadler, 2012). For the purpose of this study, whether the selected newspapers in Ethiopia created salience of the disability issue is not the primary focus (since the study explores and describes how variables reports are presented to the readers and not whether those reports influence the readers). However, agenda setting theory does refer to the intentionality of reporters when considering and constructing their reports on an issue. The agenda-setting effect is not the result of receiving one or even a few messages but is due to the aggregate impact of a large number of messages, each of which has a different content but all of which deal with the same general issue. Mass media coverage has a powerful impact on what individuals think that other people are thinking, and as such audiences tend to allocate more importance to issues that have been extensively covered by mass media (Weaver, 2007). Agenda-setting describes the ability of the media to influence the salience of topics or issues, such as disability of the public agenda. If a news item is covered frequently as well as prominently by the media the audience will regard the issue as relevant.

The present study has the premise that, whether intentional or unintentional, the media creates an image of reality. For example, when reading the newspaper, the audience is confronted with topics and events considered important or prioritized by the media on issues including war, politics and the economy. The omission of certain issues, and the over emphasis of others, establish a particular way for media audiences to think about reality. The attention given in news coverage to issues influences the rank order of public awareness and attributes to the significance of an issue (McQuail, 2000). Agenda setting focuses on what issues are reported on as well as how information on those issues is presented to media audiences. In reflecting what is happening

in society, newspapers may well determine the important issues that is, the media may set the public agenda.

In this study the agenda setting theory is used to investigate the level of priority given to disability issues by newspapers in Ethiopia in relation to whether the representations are balanced or not. The Agenda Setting theory (as well as Framing and Representation) could support the study in investigating how newspapers report on disability issues. Therefore, the study focused on portrayals of disability in the newspapers to determine whether media coverage favors one perspective of disability over another; and the researcher attempts to answer the question “How important is the perspective of disability issue in the newspapers?” That is, how does the issue of disability is compared with other related issues such as rights or obligations, as well as the amount of news coverage and placement (positioning) it receives. Rather than focusing on negative or positive attitudes toward the issue of disability, agenda setting scholars focus on the salience of the issue. The salience of the media agenda setting tells audiences what issue to think about as previously discussed. Therefore, research on the agenda setting process fosters the idea that relative salience of an issue on media agenda determines how public agenda is formed (Dearing and Rogers, 1996).

Therefore, the present study uses both agenda-setting and framing to examine coverage of /representation of disability issues. From the study, insights into the agenda-setting and framing lens in representing disability issues in the media can be gathered. Through agenda-setting whether issues of disability are prominently featured in reports or whether they are absent will be found out .whereas framing research focuses on story representation as a way of explaining the news and is often invoked in conjunction with agenda setting and priming (Zelizer,2004). The present study does not explore the outcomes of the selected media reports on its audiences rather it explores and describes the media’s approach to framing the issue of disability.

In viewing the issue of disability and its presence in media, agenda setting provides the theoretical framework to determine the significance behind whether the selected newspapers prioritize the issue or not. By using agenda setting theory, I can assess how much coverage the various issues receive, and how the media go about determining what issues to focus on framing

supports agenda setting in extending the scope of the research by answering how the issue is presented to audiences.

By employing agenda setting theory, the present study investigates which issues of disability are important or given prominence in the media compared to each other, whereas framing and representation seek answers on story representation so as to explain the news.

### **2.2.2. Framing Theory**

Many people may turn to the news media daily and ‘the media’ are cornerstone institutions particularly, in democratic societies. Framing events and issues in particular way is one of the powerful means that the media could shape public opinion. According to de Vreese (2005), framing involves a communication source presenting and defining an issue. The notion of framing has gained momentum in the communication disciplines, giving guidance to both investigations of media content and to studies of the relationship between media and public opinion. The term framing is referred to with significant inconsistency in the literature. Furthermore, most aforementioned studies of framing have focused on *either* content perhaps, frames in news *or* framing effects (p.51).

Erving Goffman, one of the first scholars to have developed the general concept of framing, affirms that frames help people to organize what they see in their everyday life. According to Goffman (1974) frames are the schemata of interpretation; provide a framework that helps in making an otherwise meaningless succession of events into something meaningful. Goffman refers to a frame as a social framework and as a mental schema that allows users to organize experiences. And also frames are tools of society that allow people to maintain a shared interpretation of reality (p. 21).

As Reese (2001) confirms that Goffman’s work reveals how frames classify phenomena, allowing the user to locate, perceive, identify, and label a potentially infinite number of occurrences. In the making of texts, journalists use frames to give meaning and to simplify

reality, in some way, and to maintain the interest of the public (Valkenburg, Semetko and De Vreese, 1999).

The framing theory suggests that the ways in which journalists organize and communicate the news creates a particular understanding of issues (Pande, 2010). In the media context framing refers to the tendency of media to focus on certain idea of news and to develop that idea as a prominent feature of issue or event (Severin and Tankard, 2001).

Scholars define the term framing in various ways. Hence, a number of definitions of framing are available. “Frames” are at the heart of framing theory. According to Fredin (2001) a frame is a device for organizing material that emphasizes some aspects of an issue, event or situation and downplays or ignores others. As Gamson and Modigliani (1987) define a frame as a dominant organizing idea or story line that provides meaning to a telling or an unfolding ribbon/strip of events, intertwining or weaving a connection among them.

As Sieff (2003) defines frames as the means by which media information is organized, presented, and interpreted. Gamson and Modigliani (1989) also define frames as the central organizing ideas that make sense of relevant events. They also refer to frames as ‘interpretative packages’ that give meaning to an issue. Gitlin (1980) defines frames as devices that facilitate how journalists organize enormous amounts of information and package them effectively for their audiences. He sees frames as “the persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion,” organizing the information for both the journalists and their audiences (p.7).

Entman (1993) added that framing consists of three essential activities such as, selection, silence and omission. A frame is defined by what it includes and excludes because omission of the problem definition, explanation, evaluation and recommendations is as important as inclusion in guiding the audience (p. 53-54). Thus, framing tells more than what is significant and newsworthy. As Pan and Kosicki (1993) stated that the selected frames show which opinions, interpretations and definitions are more valid particularly in controversial issues.

For Reese (2001), framing is concerned with the way “interests, communicators, sources, and culture combine to yield coherent ways of understanding the world, which are developed using all of the available verbal and visual symbolic resources”; specifically, “frames are *organizing principles* that are socially *shared* and *persistent* over time, that work *symbolically* to meaningfully *structure* the social world” (p. 11)

According to Fredin (2001) frames are shaped by mental categories known as schemas. Schemas are psychological templates of sorts that function as efficient ways to quickly interpret events in daily life. They guide people toward what to look for in various people and situations. Fredin also remarks that schemas are activated by categorizations, phrases or images in a news story. Frequent use of the same frames in news stories would encourage frame-to-schema matching because a frame would include information and material that audiences would come to expect.

Entman (1993) emphasizes that framing involves selection and salience “to frame is to select some aspects of perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described” (p. 52 & 53). Thus, framing selects certain aspects of an issue and makes them more prominent in order to elicit certain interpretations and evaluations of the issue. Thus, he considers salience and selection as key elements of framing. Salience foregrounds a message, making it noticeable, meaningful or memorable. Selection involves choosing some aspects of news and ignoring others. In doing so that, Cappella and Jamieson (1997) suggest that frames activate knowledge, stimulate ‘stocks of cultural morals and values, and create contexts’ (p. 47).

Therefore, framing is the process of discarding a few elements of perceived reality and amassing a narrative that highlights connections among them to promote a particular interpretation. Fully developed frames typically perform four functions: the first problem definition, the second causal analysis, the third moral judgment, and the fourth remedy promotion (Entman, 1993).

Framing influences how audience thinks about issues, not by making certain aspects more salient than others, but by raising interpretive cues that correspond to the individuals' pre-existing

schema (Scheufele, 2000). Framing can influence what individuals think about risk options, political issues, and social issues Valkenburg, Semetko, & de Vreese, (1999).

As Franklin (2005) observed that when people have little direct knowledge of events, they become increasingly trusting or reliant on news media for information, but also an understanding or interpretation, of those events (p.85). The claim of framing theorists is that the media frame reality for their audiences; how people think about the issue; the argument runs ‘dependent on how the issue is framed by the media’ (Sementko and Valkenburg,2000,p.94).

### **2.2.2.1. Media framing**

Media framing is the process by which an issue is portrayed in the news media. As it has been stated above, it enables media institutions as well as their journalists to determine the newsworthy and to decide news stories and other elements that to take in and to leave out, to draw listeners’, viewers’ and readers’ attention to the specific parts of the news story.

Media framing is a cognitive process of both mass media and their audiences Scheufele (2000). Tankard et al (1991. p.11) define media frames as “a central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration” (Cited by Johnson-Cartee,2005,p.24). Holody (2006, p. 23), also accepted this definition as that “Frames are central organizing ideas that reflect, through their presence, valence, and level of substance, how a journalist intends an issue to be understood. For Scheufele and Valkenburg (2000) media framing is a cognitive process of both mass media and their audiences (p.143). Media framing refers to patterns that emerge in the way the media select, organize, emphasize, present, and ignore certain aspects of news over the others (Gitlin 1980).

As scholars depicting by their previous works media frames are assets of a message that journalists bound to employ in order to provide context and promote audience understanding of news, audience frames exist in the minds of message recipients. They are typically characterized as packages of stored knowledge, or schemata that become temporarily accessible and help to organize experience and facilitate information processing (Entman, 1993; Fiske & Taylor, 1991;

Goffman, 1974). Media frames have an influence on public opinion. Entman (1993) the media identify various issues and construct meanings for those issues based on the public's existing opinions, hence encouraging the public to view certain issues in certain ways.

As relevant literatures indicates that as every occurrences or events be made of numerous perspectives, however, each sides rarely get equal media attention. Some aspects of an issue or matter become more dominant. For instance, Gibbs and Warhover, (2002.p.159) denotes to two newspapers may present the same story differently by selecting and focusing on different aspects or angles of the same story. Media framing deals with how a given media outlet shapes an event. Media do not merely provide facts, they add some context and take out other in order to engage their readers, viewers and audiences.

Morley (1976) stated that balanced reporting have been appropriated in importance by "the basic conceptual and ideological framework through which events are presented and as a result of which they come to be given one dominant primary meaning rather than another" (p. 246).

According to Tuchman (1978) news workers use frames to construct social reality for audiences and thus give meaning to words and images. Gitlin (1980) defined news workers as "symbol handlers" who use frame selectivity to shape the way news is defined using dominant social frames. Tuchman also asserted that "the act of making news is the act of constructing reality itself rather than a picture of reality" (p.12). The ways, in which humans construct reality has been briefly addressed, the more specific subject of frames and frame analysis is examined.

According to Entman, (1991, p. 7) a news text emphasizes a piece of information through repetition, placement and by associating them with culturally familiar symbols. Through these activities a "frame renders one basic interpretation more readily discernible, comprehensive, and memorable than other".

The information provided in a news report is not the accumulation of raw data that can lead readers to make their own reflections: news messages construct an interpretation of reality through narrative techniques that highlight the news story's main characters or agents, the

actions they carry out, the contextual elements and the possible implications, among others (Rhee 1997).

As Reese (2001) obtained that an important thing to keep in mind when addressing media frames and interpretations of events is exactly what constitutes something *as* an event. Events are socially constructed, and do not exist in a vacuum, so to speak. An occurrence must be first labeled as an event, and then such an event can potentially be framed. This is a crucial point to consider when examining media framing. After such occurrences are defined as events, framing can further blur objective reality. The abstract principles of framing are used by news media; doing so shifts the objective occurrence into a subjective event. Reese sums the abstraction of framing:

A frame is a moment in a chain of signification. As sources promote “occurrences” into “events,” as journalists define and seek out information that fits their organizing ideas, frames can help designate any number of moments when we can say that a certain organizing principle was operating to shape reality. These moments being fluid makes it risky for us to fix at one point in time that happens to be most visible, such as in a news story. (Reese, 2001, p. 15).

As Entman (1993) suggested that frames in the news can be examined and identified by ‘the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts or judgments’ (p. 52). Along these lines Shah et al. (2002) refer to ‘choices about language, quotations, and relevant information.’ (p. 367) The most comprehensive empirical approach is offered by Tankard (2001, p. 101) cited by de Vreese, (2005, p.52), who suggests a list of eleven framing mechanism or focal points for identifying and measuring news frames: headlines, subheads, photos, captions, leads (the beginning of news stories), source selection, quotes selection, pull quotes (quotes that are blown up in size for emphasis), logos (graphic identification the particular series an article belongs to), statistics and charts, and concluding statements and paragraphs.

Hence, the present study will be attempted to analyze the frames that will be used in the selected stories to arrive at an understanding of how disability is represented in both Ethiopian newspapers namely: *Addis Zemen* and *Reporter*.

#### **2.2.2.2. The Major Components of Media Frames**

As many scholars indicated by their earlier works as various types of framing that are intended to be applicable in different disciplinarians encompasses to in any communication context for instance news stories. Scholars attempted to indicate with their previous studies on news coverage of issues, for instance, Semetko and Valkenburg (2000), who identified five news frames: economic consequences', 'human interest', 'attribution of responsibility ', 'morality and 'conflict 'that might mostly categorize under the elements of media framing and repeatedly occur particularly in news items (as cited in de Vreese, 2005, p.56). Thus, these scholars described these frames as follows.

##### **2.2.2.2.1. Economic Consequences Frame**

Economic consequence frame presents an event/ issue or problem in terms of the economic consequences it will on an individual, group, institution, or country. As Neuman et al. (1992) recognized this frame as a common frame in the news.

##### **2.2.2.2.2. Human Interest Frame**

Human interest frame brings an individual's personal story to the presentation of an issue. It also employs personalization of an event or issue in order to capture the audience's attention. News within this frame tends to be highly dramatized and emotional. According to Semetko and Valkenburg (2000, p. 95) human interest frame "brings a human face or an emotional angle to the presentation of an event, issue, or problem".

##### **2.2.2.2.3. Attribution of Responsibility Frame**

Attribution of responsibility frame presents an issue or problem in a way that attributes responsibility for causing the problem, or solution to either the government or an individual or group (Semetko & Valkenburg, 2000, p. 96).

#### **2.2.2.2.4. Morality frame**

Morality frame interprets an event/problem, or issue in the context of religious tenets or moral prescriptions (Semetko and Valkenburg, 2000). As Neuman et al. (1992) found that the morality frame was commonly used by journalists indirectly through quotations or inference, rather than directly because of the journalistic norm of objectivity.

#### **2.2.2.2.5. Conflict frame**

Conflict frame emphasizes conflict between individuals, groups, institutions or countries. This frame is used in such a way as to reflect conflict and disagreement among individuals, groups, or organizations (Neuman et al. 1992).

According to Haller (1999), most of the newspaper frames about disability are tragedy and pity, able-bodied, medical, and legal-oriented disability rights frame are dominant. For instance, the American newspapers, Washington Post predominantly used medical and need for cure frame while the New York Times likewise constituted primarily a legal rights frame. Hence, in the same vein, which kind of frames dominantly exist in the sampled newspapers will be identified come across, followed by the consequences/findings.

This study intends to analyze how issues of disabilities framed and covered by *Addis Zemen* and *Reporter* newspapers. Thus, it used framing theory to study the two sampled newspapers coverage and handling of issues of people with disabilities. The researcher examined these frames how they are used throughout the analyzed articles of sampled newspapers in addressing the issue based on the research question that has been mentioned earlier: what frames are used by selected government and private newspapers to present stories of people with disability?

## CHAPTER THREE

### RESEARCH METHOD

#### 3. Introduction

This chapter discusses how the data gathered and analyzed. Based on the purpose of the study, the researcher mainly includes content analysis as a method that encompasses unitizing, defining content categories, thematic and framing analysis, coding procedures and measuring the qualities of the instruments developed and used to collect data. The chapter also discusses techniques of sampling and population as well as method of quantitative and qualitative data analysis.

#### 3.1. Content Analysis as a Method

In this study, the researcher used content analysis for various reasons, for instance, to identify and count different framing units involved in the projection of issues of disability or people with disabilities in the identified newspapers.

Scholars define the term content analysis in various ways. Hence, a number of definitions of content analysis are available. Berelson (1952, p. 18) defined content analysis as *“a research technique for the objective, systematic and quantitative description of the manifest content of communication”*. As Kerlinger (2000) defines content analysis as *“a method of studying and analyzing communication in a systematic, objective and quantitative manner to measure variables”*. Krippendorff (2004) also defines content analysis as *“a research technique for making replicable and valid inference from text to the context of their use”* (p.18). Neuendorf (2002) also describes content analysis as *“the primary message centered methodology”* (p. 9). Weber (1990) says *“Content analysis is a research method that uses a set of procedures to make valid inferences from text”* (p. 9). Berger (1991) articulates *“Content analysis ... is a research technique that is based on measuring the amount of something in a representative sampling of some mass-mediated popular form of art”* (p.25).

According to Hesse-Biber & Leavy (2011), content analysis is appropriate for the study of topical issues; comparison of media coverage of similar events; and mass-mediated representations of historical or current events (p. 228-289). Research has been conducted using qualitative content analysis to examine mass media representations of significant historic events, like the Americans with Disabilities Act (ADA) in 1990 (Haller, Dorries & Rahn, 2006).

Thus, content analysis is all about making valid, replicable and objective inferences about the message on the basis of explicit rules. According to Kerlinger (2000) one of the most outstanding characteristics of content analysis is its general applicability to available materials such as letters, diaries, ethnographic materials, newspaper articles and editorials, minutes of meetings, pages of newspaper and so on. Thus, material for the content analysis can be letters, diaries, newspaper content, short stories, and messages of radio, television, documents, texts or any symbols. Following the concepts identified in the above definitions the present study therefore followed systematic procedures such as careful sample selection, uniform and consistent coding protocol, measuring the qualities of the instruments in order to make the analysis reliable and valid and hence avoid bias. It used both quantitative and qualitative approaches. The quantitative analysis demands counting and categorizing articles stories that are related with disabilities in terms of types, sources, placements, and the amount of space given themes, and frames for the articles in the newspapers. This method was used to gather data from the chosen newspapers concerning frames, sources, themes etc.

### **3.2. Study Newspapers**

It is impossible to cover all Ethiopian newspapers in the present study. Thus, two Amharic language newspapers: *Addis Zemen* and *Reporter* were chosen for the subject of the study. Furthermore, three journalists of both newspapers that are two editors and one reporter were involved in this study.

Newspapers, whether government or private owned are anticipated of great consequence in influencing the decision makers at the federal and regional national states levels. They also expected as covered a wide range of social, political, and economic as well as health issues of the

nation in different aspects. It is because people with disabilities and issues concerning them are constitutionally guaranteed on article 5 sub article 2 to be equally threatened with other issues, accordingly with the editorial policies of the sampled newspapers also confirmed this facts. It is therefore, why the reason for the selection of newspapers for the current study.

According to Ethiopian Broadcast Authority (EBA) (March, 2018) report currently, there are four government and 18 privately owned newspapers and 43 private magazines, 50 community radio, 12 government/public medium wave and FM service radio, and 10 commercial radio, with regard to television including, Ethiopian Broadcast Corporation (EBC) nine government/public television, and five commercial television broadcasting services are available in the Ethiopia.

The newspapers were chosen to this study for the varieties of information available that users enable to sort out what they need at anytime and anywhere easily unlike the television and radio programs/productions. Hence, the present study took two samples newspapers: *Addis Zemen* from the government and *Reporter* from the private amongst those newspapers. These newspapers are expected as they greatly dealt health issues in their different columns.

### **3.3. Sampling technique**

*Addis Zemen* and *Reporter* newspapers were selected as the subject of the present study. *Addis Zemen* is the daily Amharic published government newspaper. The newspaper was set up in 1941. As a government owned newspaper, it may give adequate coverage of disability issues. The Ethiopian government gives especial responsiveness to people with disabilities as guaranteed in the constitution, related policies, programs and strategies. Hence, the need to include the newspaper in the sample is vital.

*Reporter* newspaper (the Amharic version) is a privately owned newspaper. It was founded in 1995 after the fall down of the Military and Communist government in 1991. The newspaper publishes twice a week, every *Sunday* and *Wednesday* in Amharic language. Besides, the researcher selected the private press in order to find out if ownership and ideology dictate or relate to the coverage and framing of disability issues. Whether the interest of the media ownership to make profit or not, it affects what and how the media cover events, matters, or

problems. (Graber, 2002 and Johnson- Cartee, 2005). There is also a research gap in studying the private press (*Reporter*) on disability comparatively or otherwise. Thus, the government and private owned two Amharic language newspapers were thus selected due to the fact that:

1. they have large number of copies in an edition,
2. they have relatively a wider circulation in the capital city, Addis Ababa, and other urban areas, regional states and Zonal towns,
3. they are expected to cover issues' of people with disabilities extensively incorporate with their major focus area of social, political, and economic as well as other health concern affairs.

According to The Ethiopian Broadcast Authority's (EBA) March, 2018 report, the average circulation of *Addis Zemen* is 450, 000 and that of *Reporter* is more than 90, 000 copies per month. (*Reporter's* number of copies in some extent varies month to month accordingly EBA report.

The researcher utilized purposive sampling techniques in order to have access to relevant data from the newspapers. The recent twelve months editions from September 11, 2017 to September 10, 2018 of both newspapers were chosen for the purpose of this investigation. The time span was purposely selected to examine how the press emphasized issues related to disability as equal as other social, political and economic affairs apart from the World Disability Day which is celebrated every December 3, relatively. Moreover, the researcher chosen this period of time for reason, perhaps, September is the commencement of Ethiopian New Year that assumed citizens, including governments and other parties intend and ready to accept the New Year with new sprits to be successful and joyful. Meanwhile, World Disability Day is celebrated on December 3 across the country, so as issues of disability or people with disabilities might be the media and the public agenda during this period. Thus, it is expected to get recent information about disabilities and people with disabilities. In general, the researcher had chosen the latest year so as to get the most recently used frames in these newspapers while reporting on disability.

Therefore, within the stated period of time, *Addis Zemen*, daily edition makes up almost 365 editions and the *Reporter's* edition constitutes nearly 104 editions (issued on *Sunday* and

*Wednesday*). A total of about 469 newspaper editions were sampled for the study. In sum, purposive sampling technique was employed so as to determine the number of the newspapers, the length of time and the sample size.

Thus, the researcher agreed that adequate number of articles concerning PWDs and issues on disability in this period of time is fairly included as the sampling period encompasses ordinary as well as extra ordinary days/events (e.g. December 3, world disability day). It is, thus believes the sampling procedure and technique employed enables to evaluate how much attention the media give to issues of disability. It also gives opportunities to compare the coverage of issues on disability in terms of the orientations of the newspapers.

## **Interviews**

Interviews were conducted to collect qualitative data which were needed to get information on the why right after the quantitative analysis was done. This is because the research methodology literature indicates that the quantitative representation unable to answer the question why? As pointed out by many scholars, for instance, Fisk (1990, p.136) quantitative content analysis is designed to identify the manifest content of messages. Therefore, interviews were carried out to get information on the why?

Accordingly, the qualitative interviews, in-depth interview methods, held with journalists (editors and a reporter) of the selected newspapers in order to support findings of the quantitative content analysis. Qualitative method also used to help the researcher for interpreting and better understanding data generated from the quantitative analysis by putting it in context of its use and production. In other words, the qualitative data enables to authenticate or substantiate the quantitative analysis. The researcher thus conducted interviews with two editors both of newspapers and one reporter from *Addis Zemen* at their newsroom.

The interviewees were selected purposefully on the basis that they wrote most of the articles about disability from each of both newspapers by counting the number of articles verifying through bylines. One reporter/journalist, who wrote the highest number of the articles from *Addis*

*Zemen* newspaper, was selected for the interview. However, from *Reporter* newspaper she was in her maternity leave due to this she didn't carry the interview here too. Actually it is believed that as this wouldn't affect the result of the study since all articles of the newspapers were analyzed. Furthermore, editors of both press organizations were parts of an interview. As so similar to the reporter, one editor of both newspapers were interviewed regarding with their press depiction issues of disability, about their editorial policy give attention to PWDs and their issues, and the themes and frames of the stories presented in addressing the matters.

### **3.4. Unit Analysis**

Newspapers' individual articles such as news, features, interviews and dispatch articles that related to issues of PWDs were the units for analysis of this study. Wimmer and Dominik (2006) note that the unit of analysis might be a single word or symbol, a theme (a single assertion about one subject), or an entire article or story in a written content. This necessitates a clear-cut and thorough operational definition of the units of analysis. (Wimmer and Dominik, 2006, p.158).

The coding unit used in this research was a theme, that is to say, a coherent idea about disability or disability related issues. The other coding unit was a frame. Either the main angle of the story concerned a topic that explicitly and primarily referred to disability, or the main angle of the story related explicitly and primarily to a person or people with disability, and this angle is sufficiently relevant to the portrayal of disable people or entertaining issues of disability. The main angle of a story was determined by referring to the headline, lead sentence, and most at times all elements of the article such as words/vocabularies.

### **3.5. Constructing Content Analysis**

As it has been mentioned earlier a quantitative content analysis and in-depth interview were used to collect and analyze the significant data for the study. The reason why content analysis is used is that it is a widely employed research method in framing as studies. Thus, all articles (news, feature, and interviews) were analyzed. In-depth interview were conducted with reporter who wrote more articles (news and features stories) by counting the number of articles confirming

through bylines. In-depth interview is used because it enables the researcher for comprehensive understanding to analyze the quantitative data that portrayal on issues of disabilities thoroughly. Furthermore coding sheet was also developed for the present study in order to analyze the contents of the chosen newspapers within the selected period of time which is adopted from formerly made relevant researches.

### **Coding Categories**

#### **I- Issues of Disability**

In the study some relevant category of questions that coders will answer based on the context, the issue of disability were identified. All articles related to PWDs and issues concerning them were coded according to the following criteria: (1) type of stories, (2) bylines of the story, (3) placement of story, (4) length of story, (5) dominant themes presented, (6) types of disability presented, (7) information sources, (8) triggers of story coverage (9) dominant frames presented. This classification of items of coding sheet was sorted out as the type of stories in accordance with the genre/type either the stories were hard news or soft news/feature, editorial, or interviews.

#### **II- Nature of News**

The hard news reveals how much substantial attention is given for the issues. Hard news is defined as stories in which their main purpose is to convey news. Such stories may have contained some human interest elements but to be considered hard news, their major focus must clearly have involved on events or issues (Metzler, 1986, Harrises, Leiter, & Johnson, 1992, as cited in Mick, K. A. (1996, p.26). Hard news stories answered the questions what, who, where, when, why and how. Thus, *Addis Zemen* and *Reporter* newspapers attempted to use in some extent hard news stories to disclose the prominence of the issue of disabilities.

The soft news is the other genre of article/story. It is powerful in catching readers' attention and gives detail information including background about the issues. Soft news stories are longer and their scope of coverage is more extensive than of hard news stories. As Harriss et al. (1992, p.152) assert soft news stories presented a more personal and narrative approach. The term feature is applied to "a story that is based wholly/exclusively on human interest story that does not quite confirm to the rigid standards of hard news." Feature, personal profile, and arts and

entertainment articles are some examples of soft news stories (ibid, p.27). Bylines of the stories refer to acknowledge writers of articles.

The editorial, which mostly written by the editor-in-chief or the deputy editor-in-chief of the newspapers, has its own column. It is the commentary article that denotes to the stand of the newspaper in accordance with respect to the current policy or issues. Editorials will also be included in the soft news stories category since they possess a more narrative tone and usually combine issues with personal elements (ibid).

### **III- Length of Articles**

The placement of the articles in the sampled newspapers has divided into three locations which are published either on front page, inside pages or back page. It is very essential to know how the story is relevant and prioritized. The next categories of items of coding refers to the length of the articles that deal with how long the story that the amount of space given to one particular relevant story in both newspapers which will be measured by number of column in words. The researcher has divided the size of the article into three categories, short, medium, and large. If the article is written by less than 100 words, it is short. If it is written in between 200 and 400 words, is medium, and if it is inscribed by more than 400 words it is large (Mulatu, 2017, p.125).

### **IV- Dominant Themes**

The other parts of categories of items of the coding sheet are encompassed of stories dominant themes presented as the agendas of the newspapers. Theme of the article/story refers to the central message or the dominant theme of the stories. The researcher has divided themes on disability coverage into eight categories:

**Medical care/treatment**-refers to taking or giving a medical care/treatment for disease, illness, injuries, or an infection

**Success**- refers to an achievement of a desired goal, aim, and the results wanted or hoped, of a person with disability

**Educative**-denotes to providing knowledge, about disability, explaining what disability is, how to go about it

**Donation and charity**- conveys for offering of money, wheelchair, white canes etc. from donors to support PWDs.

**Discrimination-** refers to treating PWDs differently, or unfavorable treatment especially on the basis of, disability

**Neglect-** implies to give not enough care or attention to people with disabilities.

**Training-** refers to the process learning the skills that people with disabilities need to do a particular job or activity for instance, computer proficiency.

**Sport-** refers to a game completion or activities needing physical efforts and skills that is played or done according to rules, for enjoyment and/or a job. All types of physical activity which PWDs do to keep healthy or for enjoyment Paralympics, Deaflympics and Wheelchair user basketball are for example.

### **V- Types of disability**

The other coding sheet was refers to type of disabilities. The researcher has divided type of disabilities into eight. These are physical disability, hearing difficulty, speaking difficulty, visual impairment, mental illness, leprosy, depression/anxiety, multiple disabilities. (Please see appendix, B)

The information sources that attributed in the articles are taking account of dominant sources of the article/story. Journalists use direct or indirect quotes sources of information while writing the story or reporting the event. They also sometimes can write the article/story by using background information. The researcher has categorized sources of information as government organization and agents (officials, public relations practitioners, and health expertise), every individual such as, families, relatives, neighbors, friends, other communities, any associations for instance; associations for disability are identified as sources. Local and International Nongovernmental Organizations (NGOs) and their officials, as well as experts of any sectors for instance, doctors, nurses, health officers, Psychiatrists, people with different disabilities are identified as sources and, researchers and research findings, triggers of news coverage which denotes to the article found from event based and nonevent based. (Please see appendix, B)

### **VI Framing Types**

As it has been mentioned in review of literature (section 2.2.2.2.) the significant frames used to analyze the sampled newspapers, the researcher included other seven sub related frames. Thus, as many researchers pointed out the frames employed in this study to analyzed disability coverage divided into twelve categories. The categories of coding items were apart some

adjustment of the researcher, almost similar to the researchers who used in previous work for instance, Tigist (2007). They are presented as follows:

**Economic consequences Frames-** refers to the article portray the economic impact of disability and unequal employment opportunity on the individual him/herself.

**Human interest-** refers to the article indicates the personal life of PWDs, their social, economic, politic psychological, and cultural impacts due to disability, PWDs share their life experiences, and people who involve in the articles gives testimony about People with disabilities as well.

**Attribution Responsibility-** refers to the article presents an issue or problem in a way that attributes responsibility for causing the problem to the government or an individual.

**Morality frame-** it indicates that the articles tells the general public what should to do or not shall to do in related people with disabilities and on disability itself too.

**Conflict frame-** it emphasizes the conflict between individuals, groups, or institutions.

**Diagnostic-** it refers to diagnosis the cause of disability, how disability happens...etc.

**Prognostic frame-** refers to the effects of negative attitude on PWDs, perhaps, lack of equal treatment due to discrimination, states of dropouts from school/work place due to discrimination, states PWDs as needy because of discrimination and commit suicides or other self-destructive actions.

**Solution frame-**refers to the article suggesting solutions for the problems or it indicate the measures that being taken or needs to be taken to solve the challenges in coloration to disabilities.

**The pity/Sympathy frame-**the article conveys, an undertone of pity or sympathy towards PWDs either victims, physically weak/unhealthy or dependent upon the good will of society.

**The advocacy frame-** refers to bring issues of disability to the front ring/burner as human rights issues, with a need for an inclusive society where everyone will feel a sense of belonging and contribute their quota for collective development.

The “**Just like everyone else**”/**Integration frame**-implies that the article represented people with disabilities as having the same rights, hopes, dreams, and emotions as everyone else in society.

**Scientific Research frame**- it refers to the entire article focused on research innovations. It implies to how the innovation would benefit people with disabilities.

### **3.6. Coding procedure**

The researcher and one another coder who is MA graduated in applied linguistic and culture from Jimma University and working as signor editor with wide experience in journalism did the coding. The coder is trained and given detail explanation/orientation how to code the articles of both newspapers to address the relevant issues. Following the training the coder was given the coding sheet with lists of questions and the hard copies of the articles that the researcher found out from the library. Then I did inter-coder reliability by using Holist (1969) formula cited in (Tgist, 2007).

Inter-coder Reliability =  $2*m / (N1+N2)$  where; m is the number of coding decisions on which the two coders agreed; N1 and N2 are the total number of coding decisions by the first and second coder respectively (Tgist, 2007, adopted from Wondafrash, 2006) should be divided by two.

Thus the degree to which the two coders agree was 0.89 for the 20% articles they coded. This result considered to be valid. (Please see appendix E). The validity can be assured from the categorizations of relevant issues on the coding sheet as well. Validity refers to “the extent to which a measuring procedure represents the intended, and only the intended, concept (Neuendorf, 2002, p. 112).

### **3.7. Technique of data analysis**

The data collected from the newspapers and coded (themes and frames) were entered on the SPSS software for due statistical analysis. The data gathered from the editor and reporter through the interview was analyzed qualitatively.

Summary, content analyses of both newspapers' articles were conducted to answer the following questions: to what extent the selected newspapers gave attention to the issues of people with disability? What frames are used by selected government and private newspapers to present stories of people with disability? Who are the main frame actors in relation to reporting people with disabilities? And, what themes are used to represent disability issues in the selected newspapers while covering news?

## CHAPTER FOUR

### PRESENTATION AND ANALYSIS OF DATA

#### 1.1. Introduction

This chapter presents and analyses data collected from the sampled newspapers, namely *Addis Zemen* and *Reporter* newspapers, which cover the span of time from September 11, 2017 to September 10, 2018. It focuses on the coverage given to disability issues and how it is framed. The chapter is organized into two main sections. Section one presents and analyzes the data collected. The second section is devoted to discussion of the findings in line with the objectives of the study.

##### 1.1.1. Coverage of Issues Related to People with Disabilities

There were 469 editions throughout the study period which covers September 11, 2017 to September 10, 2018 publication of *Addis Zemen*, and *Reporter* newspapers. Out of the editions, 44 disability related stories were found. While *Addis Zemen*, the government owned newspaper, published 33 articles, *Reporter*, the privately owned newspaper, provided only 11 articles. The following graph illustrates the coverage of the two selected newspapers.

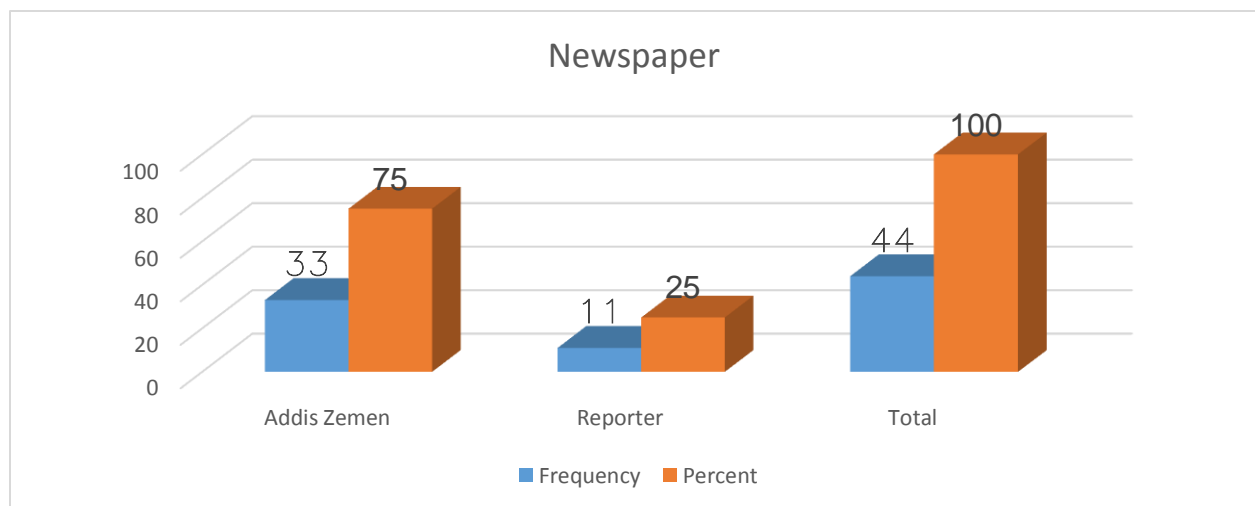


Figure 8. Frequency and percentage of all analyzed articles on disability

As can be seen in figure 1, out of the 44 articles, the *Addis Zemen* newspaper published 33(75%) stories, whereas the *Reporter* newspaper published 11(25%) stories on people with disabilities. This means that *Addis Zemen* had approximately about three stories related to people with disabilities per month while *Reporter* produced almost one story per month. In comparison, the *Addis Zemen* did perform more than the *Reporter* almost by two more pertinent stories per month on average. The better performance of the *Addis Zemen* is perhaps due to the fact that it is daily published.

There were certain months that the two sampled newspapers didn't cover issues of disabilities. For instance, *Addis Zemen* didn't have stories on disabilities in its December and July editions; likewise, *Reporter* did not publish pertinent stories in its October, December, June, and July editions.

*Addis Zemen* had relatively high number of articles in September, 2017, i.e eight stories, and in its October, 2017, and March and June, 2018 coverage of issues, it published four stories on disabilities each. It had also three stories in its November, 2017, editions. The newspaper had a single article on people with disabilities in its January, February, and April, 2018, publication. It also published two articles in its May and June editions on the subject of disability.

As learnt from the interview conducted, two interviewees (reporter and editor) from the *Addis Zemen* newsroom pointed out that a variation of coverage can be seen due to differences in the number of related events organized in various months. They do not have any other special reasons, otherwise.

### **1.1.2. Types of the Story**

The articles on disability published genres of news, features and interviews. Out of the total 44 articles were, 13 news, 22 features, 7 interview formats, and 2 were dispatches published in *Addis Zemen* newspaper, See figure 2 below.

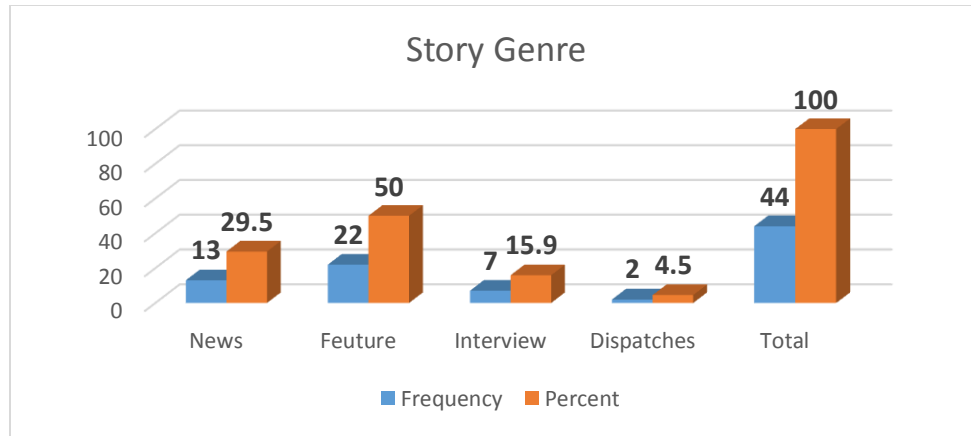


Figure 9. Distributions and Genre of Articles on Disability

As can be seen in figure 2, from a total of 44 articles 13(29.5%) fall in to the news genre, 22(50%) articles were features and 7 (15.9%) articles were interview, and 2(4.5%) articles fall in to the genre of dispatches. The editorial and the opinion genres did not occur in both of the sampled newspapers. Particularly, issues of disability were ignored in the editorial pages of both newspapers even in an extraordinary day, such as the World Disability Day. This seems to suggest that issues on disabilities were not considered as newsworthy in relation to other social, political and economic affairs. *Addis Zemen*, published two dispatches which were delivered from the Ministry of Labor and Social Affairs and from the Institute of Ombudsman that accounts for 4.5% of the total articles published during one year of the publication period.

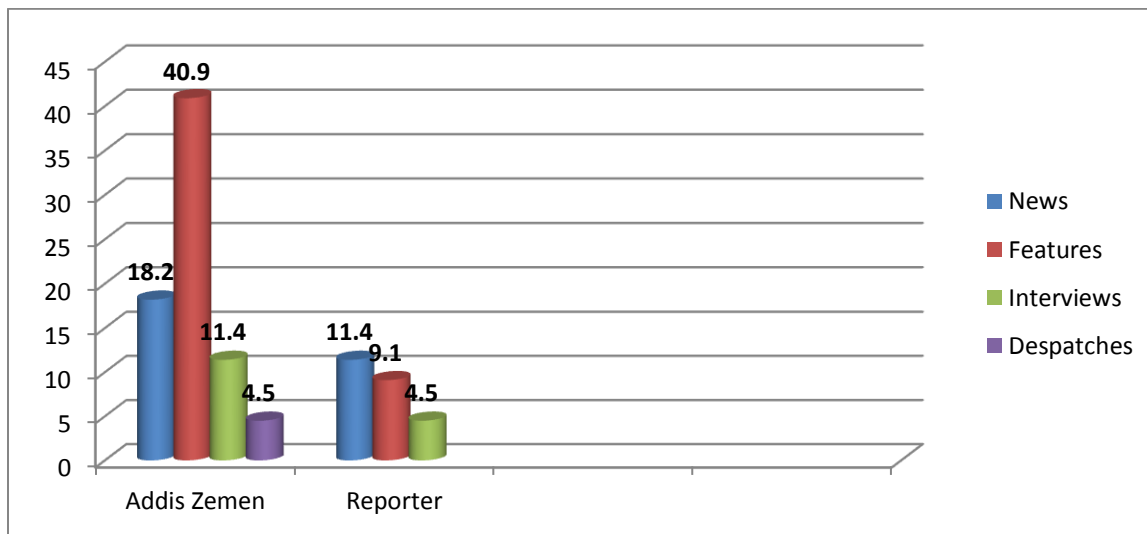


Figure 10 percentage Genres of articles on disability by newspaper

As indicated in figure 3, *Addis Zemen* published 18 featured articles, 8 news articles. 5 articles had in interview format while 2 articles were dispatches.

As learnt from one of the interviewees, issues of disabilities are entertained on the social, health and “ህይወት እንዲህ ናት”/ “hiowetendihinat” (life is like this) sections. Thus, they prefer to present issues in detail for their readers. The respondent also pointed out as most of the time they couldn’t attain events of disabilities, they are obliged to choose these genres. The second informant editor from *Reporter* also stated as there are big national agenda, they couldn’t give a timely news coverage on issues of disability; they’d rather cover it after the event is completed. We learn from the responses of the informants that issues of disabilities get due news coverage depending on suitability of available conditions.

In the coverage of *the Reporter* newspaper, 5 articles fall in to the news type genre. 4 articles were featured while 2 articles had interview format.

In comparison, in both of the newspapers, feature and news genres articles make up the highest frequency even though the numbers of articles from the *Reporter* were far lesser than the *Addis Zemen*. However, both of the sampled newspapers did not publish editorial and opinion genres on pertinent issues.

### **1.1.3. Placement of Articles**

The place where articles are situated in newspapers indicates not only how much attention is given to the issues, but also it indicates how much the issues are important. In addition, it reveals how the media/press made the issue their agenda, which perhaps aims at making it a public agenda, too. It, therefore, happens that stories which are found to be the most important and have great newsworthiness are placed in the front page; those stories with less important news value, in contrast, are placed somewhere in the inside/middle pages.

Accordingly, out of the total 44 articles, 3 articles were placed on the front page of the *Addis Zemen* newspapers, whereas 36 articles were placed in the inside pages; and 5 articles were situated at the back of the pages, see figure 4 below.

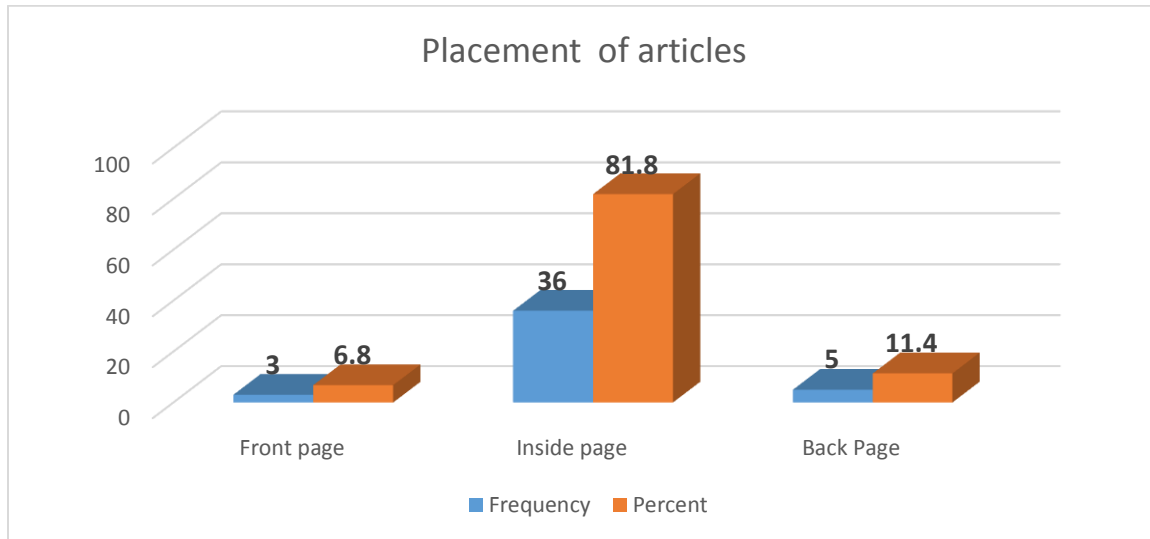


Figure 11 Distribution and percentage of placements of all articles on disability

As can be seen in Figure 4, throughout the analyzed articles on disability 6.8% front page articles, 81.8% inside pages articles and 11.4% article was back page in the two sampled newspapers of the study.

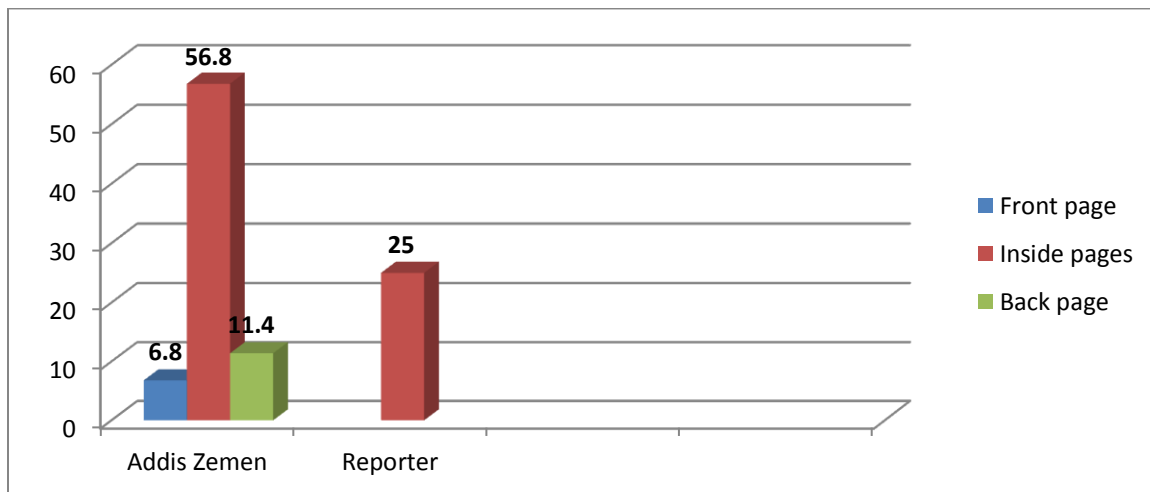


Figure 12 Percentage of placement of articles by newspapers

As can be seen in Figure 5, *Addis Zemen* published 3 front page stories, 25 in side page stories, and 5 back page stories. However, all of the *Reporter* newspaper articles were placed in the

inside pages. The results indicate that both of the sampled newspapers do not take into account issues of disability as newsworthy. The *Reporter* did not publish articles on people with disabilities on its front page. As a matter of comparison, the *Addis Zemen* newspaper is better than the *Reporter* newspaper in the prominence given to coverage of disability issues.

Regarding the placement of articles at the back page of a newspaper articles, five articles from *Addis Zemen* were placed at the back, which is conventionally meant for sport news or coverage. Actually, the back page and the back second page of this newspaper section is assigned for presenting the various issues of sports. The *Reporter* did not cover issues of sport events in which people with disabilities participate, such as Paralympics, Deaflympics, and Wheelchair user basketball etc. The findings indicate that *Addis Zemen* was better in giving attention and coverage on sport events of people with disabilities and show their skills and talents like people with no disabilities.

It is known that the World Disability Day is observed throughout Ethiopia. Therefore, these two newspapers are normally expected to give due attention and adequate coverage which includes their front and editorial pages during the celebration of World Disability Day. However, both of them didn't publish any front page or editorial page stories on disability day celebration as an extra-ordinary event.

Furthermore, the two *newspapers* uniformly ignored issues of people with disabilities on their front and editorial pages apart from one hard news story and two dispatches in *Addis Zemen*.

The informants were asked to explain how and why articles are not placed front page in their newspapers. The *Addis Zemen* informant replied that front page stories depend on the current issues. If there are burning political, economic and other social issues, it is difficult to entertain stories of people with disability on the front page of the newspaper. The public expects the newspaper to publish the currently hot issues. If it wouldn't publish, it will lose public trust. So, the informant said, due to such reasons, stories of people with disability did not appear on the front page. She gives emphasis to the editorial policy as it guarantees issues of PWDs to get equal opportunities. She also added that the editorial committee/conference gives more attention

to the biggest issue of the day; this is, therefore, the other reason why stories of PWDs do not appear in the front page.

The second informant from the *Reporter* newspaper also had a similar view. In the front page, he said, newsworthy elements are usually burning political, social and economic issues rather than issues of disability. As he believed, stories of people with disability can be placed on the editorial page, but they are not placed on the same due to negligence; and, admittedly, he said, issues of disability are not given enough attention. He added that their editorial policy doesn't have problem in giving coverage for the pertinent issues without discrimination.

The third informant from *Addis Zemen*, a reporter, replied that most of the time issues of people with disability get coverage from the nonevent based oriented situations. The coverage is largely based on the journalist's self-initiation rather than institutionally oriented practice. Moreover, most of the disability related information is found from the non-event based, self-initiated practice. It is due to this reason, he said, that issues of disability are reported as feature than news stories. This might make the related issues to be placed on the inside pages of the newspaper. He also added that he received a brief orientation on the editorial policy of the newspaper at times of employment; however, he had not seen scenarios which invite journalists to deal with the editorial policy of reporting on issues of people with disabilities and others.

#### 1.1.4. Size of the Articles

The number of words of each article was measured and categorized into scales namely short, medium and large. The word count can indicate the extent to which the articles are long and the depth of coverage given to the topic in question, disability or PWDs. The table here below summarizes the details:

Types of newspaper	Frequency	Total word count	Average word count
Addis Zemen	33	24,988	757.2
Reporter	11	8,629	784.5
Grand total	44	33, 617	764

Table 1: Word count of articles

As the data in table 1 show, the issues of disability developed in 44 articles had an average of 764 words. *Addis Zemen* used an average of 757.2 words to develop the articles while the *Reporter* used 784.5 words. The finding indicates that as *Addis Zemen* used large number of words rather than the *Reporter* as the frequency is three times higher. Nevertheless, *Addis Zemen* is a daily published broad sheet, while *Reporter* is issued twice a week on *Sundays* and *Wednesdays*; it is a tabloid size newspaper. The articles selected for the analysis in *Addis Zemen* were found from its 365 editions; however, those of the *Reporter* were found out of its 96 editions. Thus, it would be misleading to compare the average word count of the articles from the two newspapers. If the *Reporter* were broadsheet and daily publish newspaper like that of the *Addis Zemen*, it would have approximately used 32,808 words. If the assumption holds true the newspaper could be said to have given enough spaces as nearly equal to the *Addis Zemen*. It appears feasible to conclude, however, that, the frequency count is a better indicator of adequate coverage than the average word count. Hence, the *Addis Zemen* has covered issues of disability far better than the *Reporter*.

Types of newspaper	Medium (between 200 and 400 words)	Large (above 400 words)	total
Addis Zemen	7	26	33
Reporter	2	9	11
Total	9	35	44

**Table.2:** article length in scale measurement

As can be observed from table 2, out of the 44 articles 35 of them had large size, whereas, 9 of the articles were medium sized in both of the sampled newspapers. *Addis Zemen* had high frequency of coverage with its 33 articles which includes two dispatched stories. 26(59.1%) of the articles had large size, while 7(15.9%) of them were medium sized. Regarding with *Reporter*, out of its coverage of 11 articles, had 9 (20.5%) articles with large size while the remaining 2 (4.5%) articles had medium size. It is worth noting that both of the sampled newspapers didn't have short size articles. These findings revealed that both *Addis Zemen and Reporter* newspapers gave ample space for the coverage of disability issues. Actually, both newspapers do not seem as has shortage of spaces because, their copies of page varies from edition to edition, for instance, *Addis Zemen* raise up to 40 pages *Reporter* goes equal to 100 pages.

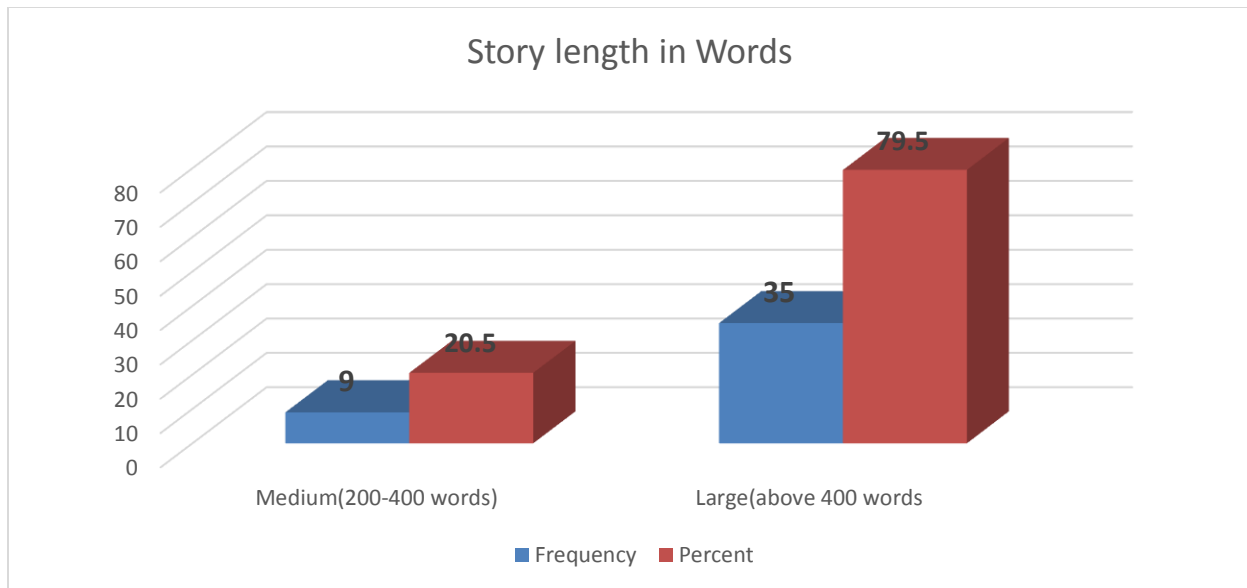


Figure 6 percentage of story length

As figure 6, indicated 9(20.5%) articles were written in medium size which used in between 200 and 400 words, and 35(79.5) articles were composed in large size which used above 400 words.

The space given and the length of articles indicate how much attention is provided to the topic i.e disability or people with disability. The researcher believes that articles with large number of words take more space, and they are more descriptive and elaborative than those with short and medium sized articles. Thus, the findings indicate that issues of disabilities are presented and represented in an elaborative way even though the frequencies of the articles published by the two newspapers are widely different. Readers of the newspapers can relatively have a comprehensive understanding of the content of the articles on people with disability better.

### 1.1.5. Byline

The byline is a simple element that refers to acknowledging writers' of articles in newspapers on various issues. It is very helpful to answer questions about who wrote the articles, who was interested in giving due coverage to the issues related to people with disabilities in both sampled newspapers. It is also important to know who contributed more or less to addressing issues of disability and making it a public agenda. The researcher used five kinds of bylines: newspapers' own journalists, local news agencies, international news agencies, contributors and dispatches in order to examine who have played a pivotal role in setting the agenda of people with disabilities.

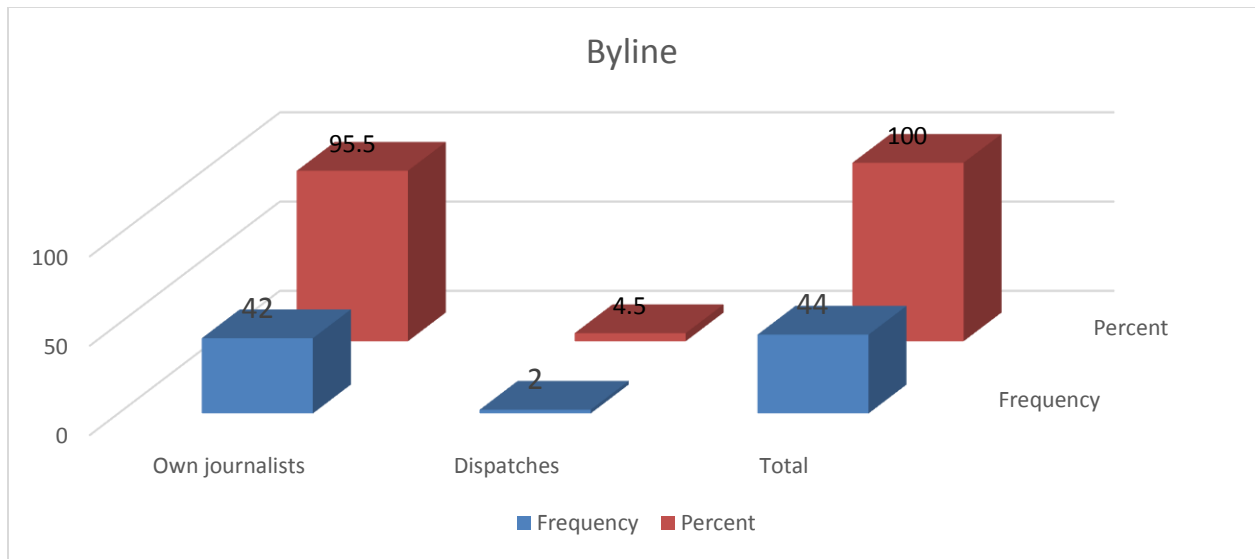


Figure 7 Percentage of article byline

The results in figure 7 revealed that the all 42 of the articles sampled were written by the newspapers' own journalists. *Addis Zemen* published two dispatches delivered from government organizations; it accounts to 4.5% from the total coverage. Thus, the result reveals that *Addis Zemen and Reporter* newspapers' journalists themselves were interested in addressing issues of people with disabilities instead of depending on other writers and even their press organizations.

#### 1.1.6. Types of disability reported in the newspapers

The *Addis Zemen* and *Reporter* newspapers had 40.9% articles on multiple disabilities, 20.5% on visual impairment, 18.2% on physical disability, 6.8% on hearing difficulty, and 4.5% articles on mental illness and leprosy each. There is only 2.3% article on speaking difficulties and depression. (See figure 8 below):

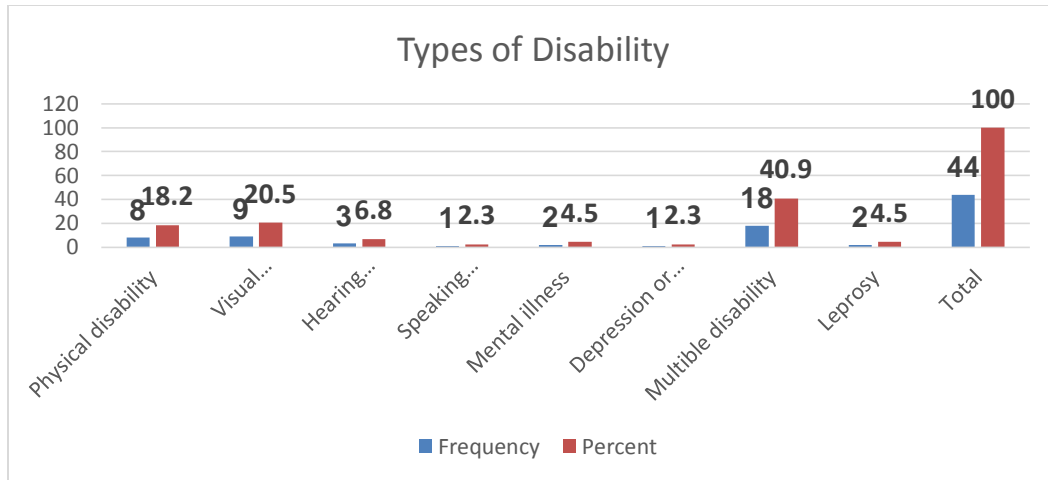


Figure 8 Percentage of type of disability

As can be seen from figure 18, multiple disabilities are the dominant type of disability reported in *Addis Zemen and Reporter* newspapers. Visual impairment and physical disability are the second and the third commonly reported types of disability in both sampled newspapers. Out of the 44 articles, 18 are on multiple disabilities, 9 on visual impairment, and 8 on physical disability. Also 3 articles are on hearing difficulty, 2 articles on mental illness and leprosy each, respectively. However, only one article covered speaking difficulties and depression. Other type of disability such as polio was totally forgotten by both of the sampled newspapers.

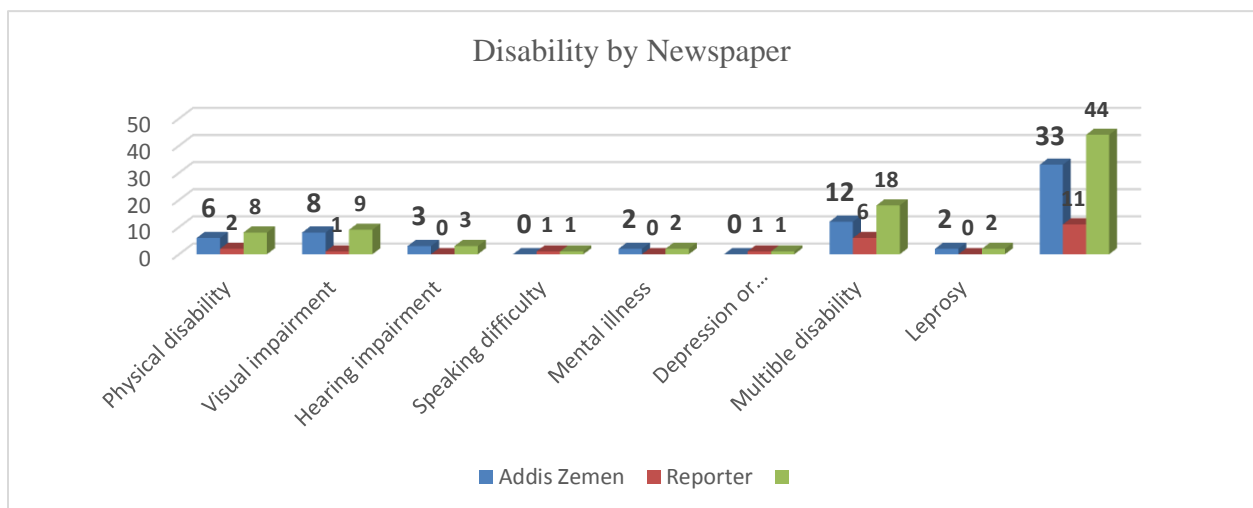


Figure 9 Disability types reported by newspaper

As can be seen in figure 9, *Addis Zemen* has more number of articles on multiple disabilities in contrast to other types of disabilities. Out of the total 33 articles, 12(27.3%) articles are on

multiple disabilities. 8(18.2%) articles deal with visual impairment. 6(13.6%) articles on physical disability, 3(6.8%) articles are written on hearing difficulty; 2(4.5%) articles reported on mental illness and leprosy each. In contrast, the coverage of speaking difficulty, depression and polio are totally ignored.

Similarly, the *Reporter* tends to dominantly report on multiple disabilities 6(13.6%) articles. 2(4.5%) articles reported on physical disability and 1(2.3%) article reported on visual impairment; speaking difficulty, and depression each individual. The newspaper did not have a report on other types of disabilities, such as hearing difficulty, mental illness, leprosy and polio.

The results indicate that the two sampled newspapers dominantly concentrated on multiple disabilities. Speaking difficulty and depression in *Addis Zemen* and hearing difficulty, mental illness, and leprosy in the *Reporter* are not reported /covered. Some type of disability, such as mental illness and leprosy in *Addis Zemen* and visual impairment, speaking difficulty, and depression in the *Reporter* have lesser coverage; polio is totally ignored in both newspapers which have widely different number of articles (frequency) on disability and disability issues. However, less degree of coverage is better than never reporting on an issue.

In relation to the issue of focus, two of the informants from the *Addis Zemen* newspaper said that they do not have a special reason for the dominant reporting on the specific type of disability identified above. They pointed out that their journalists focus on the general point of views rather than specific issues and types of disability. In most cases ideas of multiple disabilities are at the center of discussion. This may be the reason for multiple disabilities getting more coverage than the other types of disabilities. The interviewees in general pointed out that they do not as such have a practice of focused/specific aspects of reports on disability. One of the interviewees stated that a report on polio is almost an event based issue. Polio gets coverage when there is a campaign, such as polio vaccine. The other informant also stated that they do not differentiate in reporting issues of disability. They attempt to give equal coverage for all types' of disability in accordance with the felt degree of importance. So the respondent pointed out that they do not as such have exceptional reason for multiple disabilities to get higher coverage.

The information obtained from the interviewees indicates that most of the time the journalists do not go to make news or report on any issue of disability in terms of its newsworthiness; they would rather wait for the news alert from an authority or individual concerned. This trend may violate the ultimate goal of journalism which is about finding the truth and telling the public only the truth while being a voice for the voiceless group, otherwise.

### 1.1.7. Sources Used in Reporting on Disability

The researcher counted and examined the articles from *Addis Zemen and Reporter* newspapers to identify the sources that are predominantly or partially, or totally referred to, quoted or used as an informant regarding issues of or people with disabilities. The sources are thus categorized into nine classification such as, different individuals person(public sources who do not belong to any organizations families, relatives, friends and other segments of societies), people with disabilities, associations for disabilities, government organization officials, local and international nongovernmental organizations(NGOs), experts(doctors, nurses, health officers, Psychiatrists), researcher and research findings, media (websites and mainstream media). In general, the two newspapers used a total of 80 sources to produce the 44 articles sampled for the study, see Figure 10.

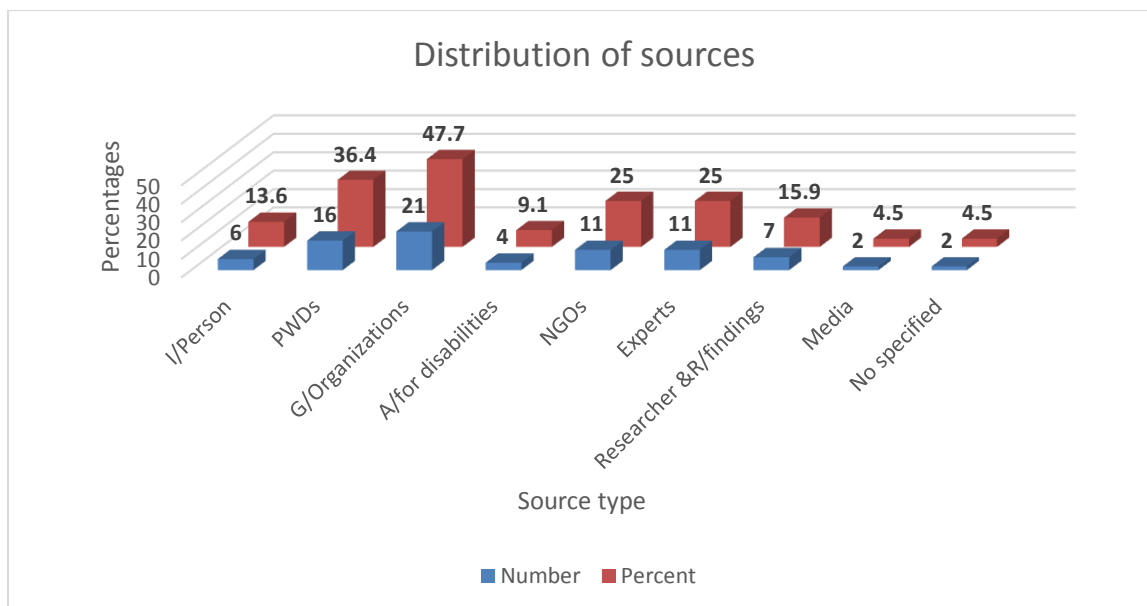


Figure 10 Percentage of distribution of sources in analyzed articles

As can be seen in figure 10, the predominant source used by both newspapers was government organizations officials. Out of the total 44 articles 21 of them found from government organization officials. The PWDs were second largely used sources. 16 articles identified PWDs as sources. 11 articles were found from NGOs and experts each. Researcher and research findings were the fourth largely used sources. 7 articles identified research and research findings. The individual person and association for disabilities were relatively the fifth and sixth mainly used sources which presenting 6 and 4 articles respectively. Only 2 articles have used websites as their sources. The category of no specified sources has 2 articles. These articles are on sport events written by the journalist who used background information related to the gist of the news articles and from their own observation.

The analysis revealed a major difference of using sources in addressing issues related to people with disabilities by the two newspapers. In sum, 26(59.1%) articles were found from two and more than two sources whereas 18(40.9%) articles were originated from a single source.

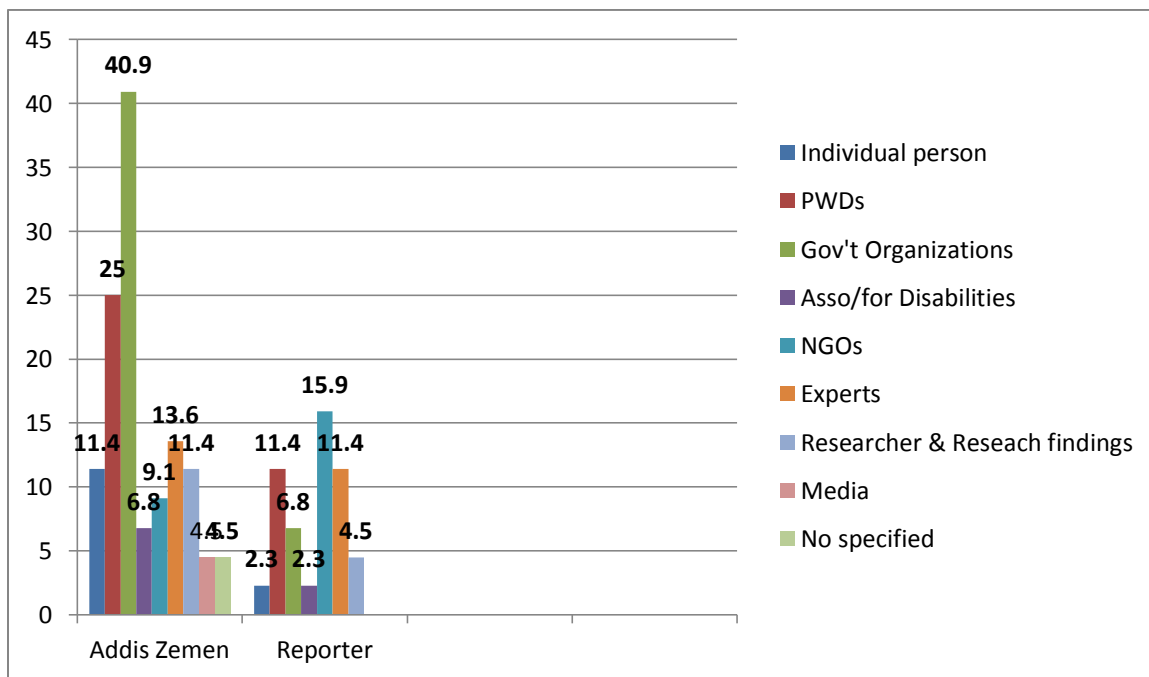


Figure 13 Percentages of distribution of sources by newspaper

As shown in Figure 11, the two newspapers used various sources in the coverage of issues related to people with disabilities. Out of the total articles of *Addis Zemen* 18(40.9%) articles

used predominantly government organization officials. Next 11(25%) articles identified people with disabilities as sources. 6(13.6%) articles were obtained from experts. Individual person/public source, researcher and research findings were also the fourth mostly used sources in the *Addis Zemen* 5(11.4%) articles each. 4(9.1%) articles used NGOs as sources. 3(6.8%) articles found from association for disability. Under the category of media 2(4.5%) articles used web sites. Only 2(4.5%) articles used the category of no specified sources in *Addis Zemen* newspaper. These articles are involved with sport events such as Paralympics and wheelchair users' basketball Champions. The journalists wrote the articles based on their observation and using background information related to people with disabilities.

The *Reporter* used nongovernment organizations (NGOs) as its main sources on the coverage of disability. 7 (15.9) articles identified NGOs as their sources. 5(11.4%) articles identified people with disabilities and experts as sources. 3(6.8%) articles used government organizations as sources. 2(4.5%) articles were found from researcher and researches, and one article used individual person and association for disabilities as its source.

The findings show that *Addis Zemen* newspaper predominantly used the government organizations as its source whereas the *Reporter* largely used nongovernment organizations (NGOs) as its sources. Thus, there is clear deference between *Addis Zemen and Reporter* in using sources to develop their articles.

One informant (editor) from *Addis Zemen* stated that they don't have any exceptional reason to use government organization officials dominantly as informants in their articles. The government officials are rather easily accessible and cooperative than other sources. They organize events, invite and briefed us (journalists) about the event .The informant also expressed a wish to obtain firsthand information from the people with disabilities (PWDs), but some of them, she said, are not interested to give information.

The second informant (editor) from *Reporter*, in contrast, said that it is challenging to meet the government officials concerned as informants to develop the articles on people with disabilities. This can oblige the newspaper, the *Reporter*, to use NGOs dominantly as sources rather than other sources. The third informant pointed out that the coverage of the day is decided by the

editorial conference committee in accordance with the relative weight of the matter at hand. In other words, coverage is decided by the editorial conference committee.

### 1.1.8. Triggers of Story Coverage

The triggers of story coverage are important to find an answer for where the two sampled Amharic newspapers found the articles on issues of disability. The researcher selected two triggers of story coverage in order to examine the coverage of issues on people with disabilities in *Addis Zemen* and *Reporter* newspapers. These are: event based /oriented sources, such as celebration of World Disability Day, conferences, meetings and workshops, exhibitions etc. and nonevent based/ oriented sources found from the journalists’ own self schedules as well as from their press organizations. The two dispatches identified earlier are not included in triggers of coverage in the newspapers because they were sent from the government organizations. (see table 3 below)

	Frequency	Percent
Event based	13	29.5
Nonevent based	29	65.9
Dispatches	2	4.5
Total	44	100

Table 3: Triggers of article coverage

The table 3 summarizes the proportion of event-based and none-event based articles in *Addis Zemen* and *Reporter* articles. It indicates that 15 articles are found from event -based enactments, while 29 articles are originated from none-vent based activities. The newspapers relied mostly on nonevent based events. In comparison, *Addis Zemen* has 22 none-event based articles while the remaining 11 are event-based. *The Reporter* generated 7 none-event, and 4 event-based articles. Thus, the analysis showed that articles on people with disabilities are more likely initiated by journalists who are working according to the newspapers’ schedules rather than from event oriented sources. The researcher believes that none-event based/oriented articles are more

motivating to cover issues related to people with disability and achieve one of the media’s goal to be a voice for the voiceless groups. (see table 4 below)

Newspaper types	Triggers of article coverage				Total	Percent
	Event based	percent	Nonevent based	percent		
Addis Zemen	11	25	22	50	33	75
Reporter	4	9.1	7	15.9	11	25
Total	15	34.1	29	65.9	44	100

**Table 4 percentage of trigger coverage of articles**

As it can be seen in table 4, *Addis Zemen* has 50% none-event based articles while the remaining 25% are event-based. *The Reporter* generated 15.9% none-event, and 9.1% event-based articles. Thus, the analysis showed that articles on people with disabilities are more likely initiated by journalists who are working according to the newspapers’ schedules rather than from event oriented sources. The researcher believes that none-event based /oriented articles are more motivating to cover issues related to people with disability and achieve one of the media’s goal to be a voice for the voiceless groups.

### **1.1.9. Themes of the Articles**

According to the [Cambridge Advanced Learners Dictionary](#), theme is the main subject of a book, film etc. In this section of the chapter, therefore, theme represents the message of articles from newspapers. The content analysis procedurally followed helps to identify the themes on disability coverage. They are categorized as medical care/treatment, success, educative, donation and charity, discrimination, neglect, sport, and training.

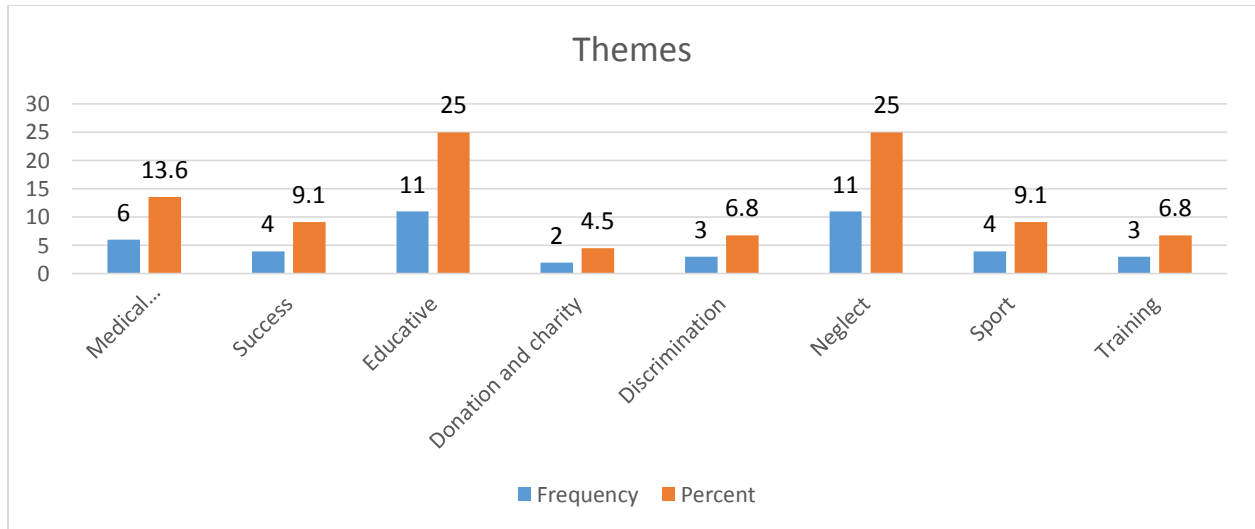


Figure 12 Themes used in articles on disability

As can be seen in figure 12, in the two sampled newspapers, educative and neglect are dominant themes used in addressing issues of disability; there are 11 articles having the neglect theme. 11 articles have educative theme. Medical care/treatment had 6 articles. 4 articles success, and sport, 3 articles have discrimination and training theme. The donation and charity make up the themes of 2 themes articles.

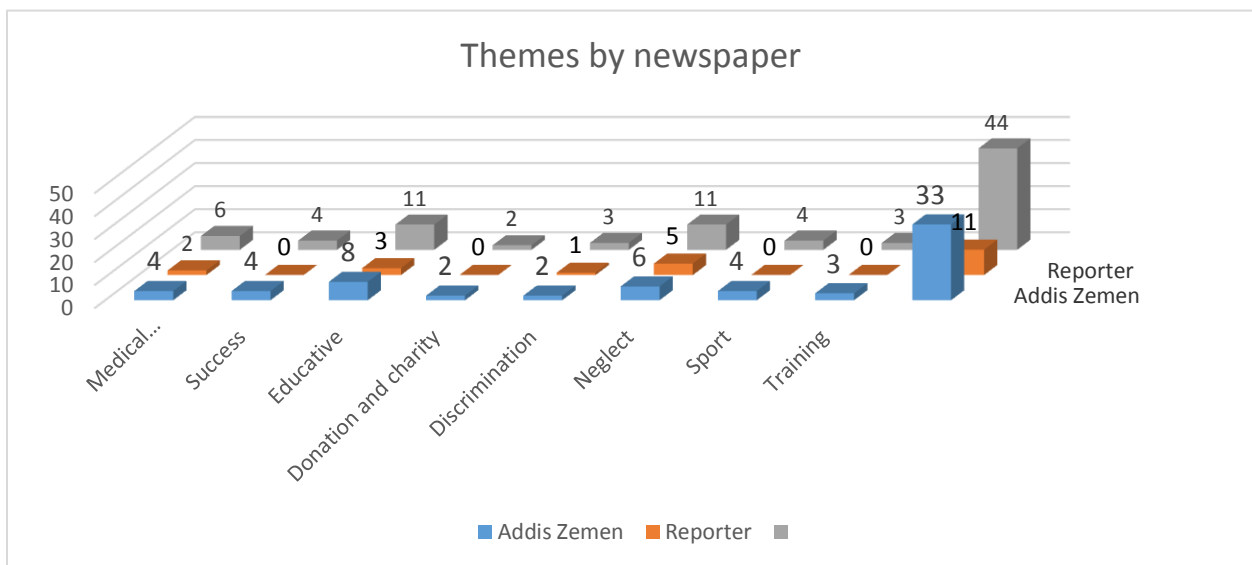


Figure 14 Themes used in articles by newspaper

The 13, presents the distribution of the themes in the two newspapers. As can be seen in the bar charts, the educative theme is dominant in *Addis Zemen*; 8 articles have the theme. 6 articles have the neglect theme. Medical care/treatment, success, and sport themes are found in 4 articles.

3 articles have discrimination and training themes whereas 2 articles have donation and charity theme.

The findings show that *Addis Zemen* focuses on the educative theme. This theme attempts to define the causes of disabilities in detail and inform its readers about the different causes of disability as well as how people with no disability should behave towards people with disabilities.

The *Reporter* newspaper has the neglect theme as its main characteristics. Out of the 11 articles, 5 articles have the neglect theme. 3 articles have the educative theme, and 2 have the medical care/treatment theme. Only 1 article has the discrimination theme. However, themes, such as success, donation and charity, sport and training are not found in the analyzed articles.

#### **4.1.10. Frame of the Story**

Frame relates to the way/how something is presented to the reader. Frames are thought to influence the perception of the news by the audience, in this way it could be construed as a form of second level agenda-setting – they not only tell the audience what to think about (agenda-setting theory), but also how to think about that issue (second level agenda setting, framing theory).

This section presents and analyses frames identified from the 44 articles, on the basis of the literature review conducted. They are namely economic consequence, human interest, attribution responsibility, morality, conflict, diagnostic, prognostic, solution, the pity/Sympathy, advocacy, and the “Just like everyone else”/Integration frames.

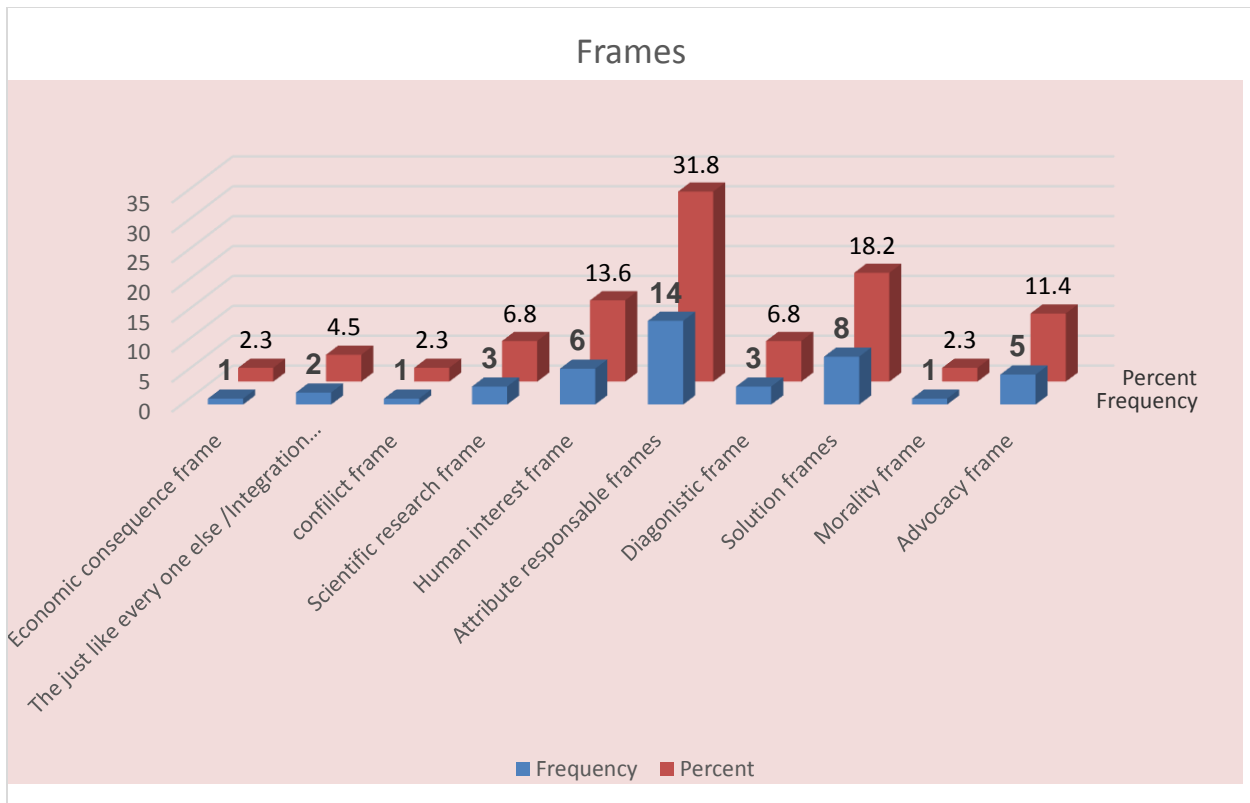


Figure 14 Distribution of frames used in articles by newspaper

As can be seen in figure.14 above, the dominant frame used throughout the analyzed articles is the attribution responsibility frame in both the *Addis Zemen* and *Reporter* newspapers. Out of the total 44 articles, 14 articles have the attribution responsibility frame. 8 articles have the solution frame. 6 articles are characterized by the human-interest frame. 5 articles have the advocacy and 3, the diagnostic frame. 3 articles have scientific research and diagnostic frames each. 2 articles have the “just everyone else” or integration frames. The economic consequence, morality, and conflict frames have a uniform number of articles, i.e. one each. The prognostic and the pity/sympathy frames are not used in the selected articles.

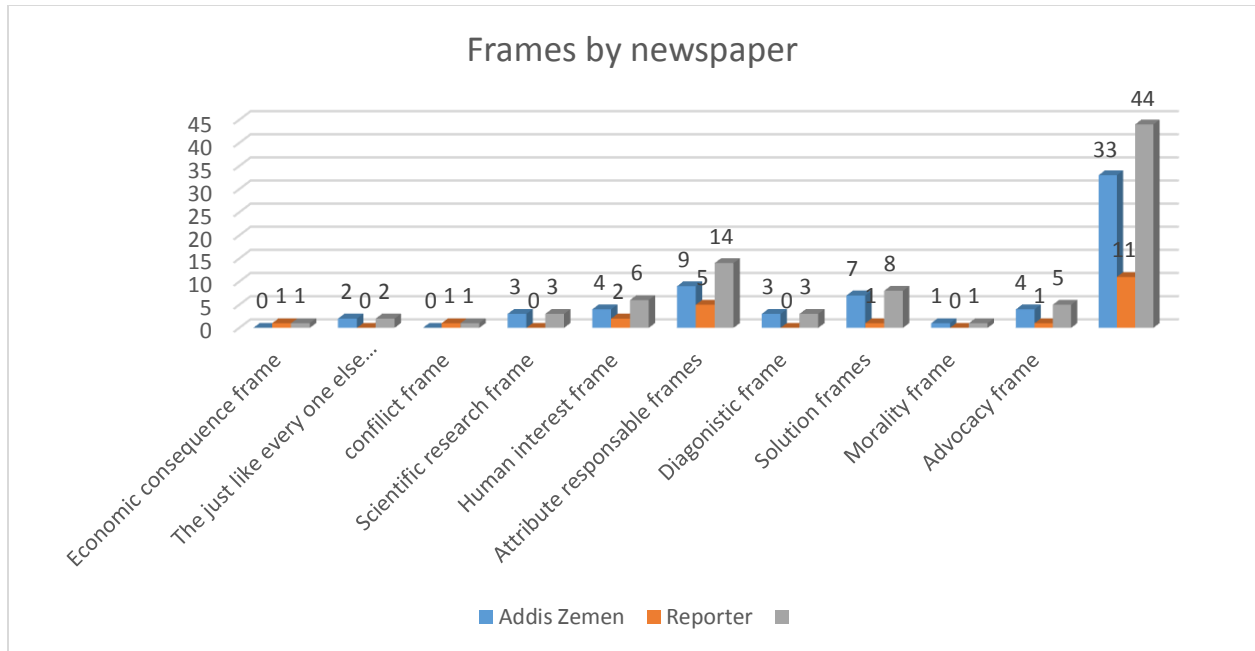


Figure 15 Frequency of frames used in articles by newspaper

Figure 15 summarizes distribution of the frames across the two newspapers. It indicates that the attribution responsibility frame is the dominant frame in *Addis Zemen* newspaper. 9 articles have the attribute responsibility, 7 the solution and 4 have the human interest and advocacy frames each. 3 articles have the diagnostic frame. While, 2 articles have the “just like everyone else/integration frames; One other article has the economic consequence and morality frame, each. The *Addis Zemen* did not have the prognostic, the pity/sympathy and conflict frames in its articles in general.

Similarly, the *Reporter* newspaper’s performance is characterized by the dominant use of the attribution responsibility frame. 5 articles have the attribute responsibility, 2 the human interest and solution frames; 3 articles have the economic consequence, advocacy and conflict frames, 1 article each. The diagnostic, prognostic, morality, the pity/sympathy, and the “just like everyone else/integration frames did not appear in the newspapers’ articles at all.

In sum, even though the two sampled newspapers vary in the number of articles sampled for the study due to variations in publication, they have similarities in their use of dominant frames in dealing with issues of disability or issues of people with disabilities. They both used the attribution responsibility frame dominantly.

## 4.2. Discussion of Findings

In this section of the study, the findings on distribution and location of articles, depth of coverage, themes, frames and main sources of articles are discussed.

### 4.2.1. Distribution and location of Articles

A total of 44 articles are found in one year period from the two sampled newspapers of the study on issues of disability and people with disabilities (PWDs). 33 articles (75%) were issued by the government owned newspaper, *Addis Zemen* newspaper. The remaining 11 (25%) was covered by the privately owned *Reporter* newspaper.

The researcher does not find a clear demarcation of measurement to judge and decide whether a certain topic of media coverage has adequate coverage or not. The findings also indicate that the news and news related coverage on issues of disability and the PWDs have less coverage in the sampled press.

On the other hand, the World Disability Day is observed on December 3, 2017; it is also assumed to be celebrated in Ethiopia. However, it didn't get coverage in both of the sampled newspapers. This indicates issues of the PWDs are not their agenda. They couldn't make it to be a public agenda even on this extraordinary day. As Ingstad & Grut (2007) pointed out that the World Disability Day is a day in which PWDs get opportunity in order to create awareness and give a due recognition of their rights and consideration for full participation in all sectors of the economy and decision making.

As Weaver (2007) stated mass media coverage has a powerful impact on what individuals think about other people, and as such audiences tend to allocate more importance to issues that have been extensively covered by mass media. Hence, Ethiopian press media didn't give attention for the celebration of World Disability Day of December 3. Thus, giving news coverage for this extraordinary day is the unfinished assignment of the Ethiopian press media.

#### 4.2.2. Types of the Story

The articles on disability published genres of news, features and interviews in the two sampled newspaper. The results indicate that significant attention was given to feature articles in *Addis Zemen* and news articles in *Reporter* newspaper in the sampled publication period. News is a significant criterion to identify prominence to an issue in press media. Thus, in comparison, the *Reporter* was better in giving prominence to the issues related to people with disabilities.

As learnt from the interview conducted with the editor of *Addis Zemen*, issues of disabilities are entertained on the social sections located somewhere inside the pages. Thus, they prefer to present issues in detail for their readers. She also pointed out as most of the time they couldn't attain events of disabilities, and they are obliged to choose these genres. The second informant editor from *Reporter* also stated as there are big national agenda, they couldn't give a timely news coverage on issues of disability; they'd rather cover it after the event is completed. The reporter, from *Addis Zemen*, also replied that issues of people with disability get coverage largely based on the journalist's self-initiation rather than institutionally oriented practice. It is due to this reason, he said, that issues of disability are reported as feature **more** than news stories.

**One can** learn from the responses of the informants that issues of disabilities get in both the sampled newspapers due news coverage depending on suitability of available conditions. This affects the vital role of newspapers to be a voice for the voiceless.

#### 4.2.3. Placement of Articles

The researcher categorized the location of articles in front, inside and back page in relation to PWDs in order to examine their prominence. The placement of articles on disability indicates the prominence given to the issues in the newspapers. Articles which are placed on the front page of a newspaper are considered as to be the most prominent issues than those which are placed somewhere in the inside pages. Moreover, an article placed at the back page of a newspaper is also marked as newsworthy. The number of front page articles on people with disabilities in the *Addis Zemen* newspaper is found to be very limited; the articles placed at back of the page are

greater than the articles on the front page by two. In contrast, the *Reporter* didn't have any articles related to PWDs on its front and back pages. One can see that issues of PWDs were not prominent to the *Addis Zemen* newspaper to some extent and to the *Reporter* at all.

An editorial is a commentary article that reflects the stand of a newspaper with respect to the present policy or recent issues. It is assumed to be written by the editor-in-chief of the newspaper. However, the result of the study indicates that the two sampled newspapers homogeneously did not place issues of people with disabilities on their editorial pages. Nevertheless, the interview with the *Reporter* and *Addis Zemen* newspapers editors show inconsistency. The editor from the *Reporter* stated that articles on people with disability can be placed on the editorial page, but they are not placed on the same due to negligence; and, admittedly, he said, issues of disability are not given enough attention. The editor from *Addis Zemen* also explained that burning political, social and economic issues of the day are placed on the editorial page. Even though, both interviewees underscore their newspaper editorial policy guarantees issues of PWDs to get equal opportunities, the reality on the ground does not show the same. This implies that issues of people with disabilities are not entertained as important as other issues published in the newspapers.

#### **4.2.4. Byline of Story**

Story byline enables readers to acknowledge the writer/producer of an article. It is also helpful to the editors and the staff of the newsroom to recognize those who are more interested in dealing with the issue of people with disabilities and to know who had more or less contribution in addressing the pertinent issues. The finding of the study indicated that apart from two dispatches that were published in the *Addis Zemen* newspaper, all stories of people with disabilities were written by the journalists of both sampled newspapers. This indicates that journalists of both sampled newspapers were paying attention to the issues themselves rather than looking for freelancers or other contributors and their press institutions did as well.

The editor from the *Addis Zemen* stated that they publish articles with issues of disability if they obtained credible and greatly newsworthy stories from anyone else. This might be one of the possible reasons that the all stories of PWDs were written by their own journalists.

#### **4.2.5. Size/Depth of Coverage of Articles**

The size of the articles makes up one of the criteria to identify depth of coverage of articles. An article with medium and large size is expected to contain detailed piece of information rather than the short one. The researcher categorized articles on disability into short, medium and large in order to evaluate the size of the articles (Mulatu 2017). The size of articles is determined by the amount of space given to the issues on the newspaper. Inch length and word count can be used to measure article length. The findings indicate that the *Addis Zemen* the broadsheet newspaper is composed of seven articles in medium size with a range of 200 to 400 words. 26 articles have large size that rates more than 400 words to publish articles. Likewise, *the Reporter* tabloid size newspaper printout two medium and nine large size articles.

Thus, it seems that issues related to PWDs get adequate space in the two sampled newspapers of the study. Even though, in the nation that the neglect and the discrimination views on disability and people with disability is high, the space given to the issues does not seem to be adequate enough.

#### **4.2.6. Types of Disability Reported**

The analysis indicated that physical disability, visual impairment, hearing impairment, speaking difficulty, mental illness, depression/anxiety, and multiple disability, leprosy and polio are the common types of disability reported in the two newspapers. Multiple disabilities are more common type of disability reported in the two newspapers. Visual impairment and physical disability are the second and the third commonly reported types of disability, together with hearing difficulty; mental illness and leprosy stand fourth in their frequency. The lesser reported type of disability is speaking difficulties and depression. The other type of disability such as

polio is not found in the two sampled newspapers. We shall see the comparison of type of disability reported in the two newspapers below:

#### **4.2.6.1. Types of Disability Reported in the *Addis Zemen***

The *Addis Zemen* newspaper focuses more on multiple disabilities, and visual impairment rather than the other types of disabilities. Articles on multiple disabilities stand first followed by visual impairment. Physical disability is the third, and hearing difficulty is the fourth frequent type while mental illness and leprosy are the fifth frequently reported types. However, speaking difficulty, depression and polio are totally ignored. The present finding contrasts with the one reported by Tigist (2007) who found out that visual impairment as the dominantly reported type of disability. She also reported that polio is reported once during 18 months period in contrast to the performance of the newspaper I analyzed. Single article coverage is better than nothing else.

#### **4.2.6.2. Types of Disability Reported in the *Reporter***

The *Reporter* dominantly focused on multiple disability followed by physical disability. Visual impairment, speaking difficulty, and depression stand third in their frequency. The other types of disabilities like hearing difficulty, mental illness, leprosy and polio do not exist in the newspaper's report. This finding is different from Tigist's (2007) for her results indicate lesser coverage.

The findings indicate that all types of disabilities do not get balanced coverage, and some do not get any coverage at all. Speaking difficulty, mental illness, depression, leprosy, and polio need adequate and balanced coverage in the newspapers. The findings also imply that most types of disability could not be the agenda of the press as well as the public agenda. An imbalance in coverage of types of disability can contribute to the challenges, the neglect and discriminatory attitudes.

#### 4.2.7. Sources used in producing the Articles

The *Addis Zemen* and the *Reporter* newspapers used people with disabilities (PWDs), individual persons, NGOs, experts, research findings, and media. The two sampled newspapers more or less attempted to use diversified sources in addressing the issues. The *Addis Zemen* used government organization officials as its dominant source. This result contrasts with Tigist's (2007) report for hers indicated nongovernment organizations (NGOs) as a dominant source. The second more commonly used sources in the *Addis Zemen* are PWDs. On the other hand, the *Reporter*, used nongovernment organizations (NGOs) as its main sources similar to Tigist's (2007) study. Similar to the *Addis Zemen*, the newspaper used PWDs as its second common sources. One can understand from the findings that issues of people with disabilities are mostly spoken out by government officials rather than the people themselves. This may have its own impact on the journalists' task of having a reliable, credible, fair and balanced reporting. It may also have other effects such as instead of educating and informing the public about the truth, the reports can mislead and as a consequence, the media loses public trust.

Morley (1976) stated that balanced reporting have been appropriated in importance by "*the basic conceptual and ideological framework through which events are presented and as a result of which they come to be given one dominant primary meaning rather than another*" (p. 246).

The reason why government organization officials are the major sources of stories of people with disabilities have something to do with easy access and the arrangement of events by the same, fear of the people with disabilities to talk to journalists due to the neglect and discriminatory views about disabilities. The editor from *Reporter* expressed that it is difficult for them to get information on people with disabilities from the concerned government organizations officials such as Ministry of labor and social affairs.

In general, the findings indicate that journalists use different information sources in addressing issues of people with disabilities. However, the challenges journalists face in getting information on people with disability has its own impact on the performance of the newspapers for not being able to have diversified coverage and perspectives towards disability as well as on the efforts to alleviate the discrimination views. The finding is almost similar to Bendukurthi and Raman's

(2016) study on the Indian News Media Framing of Disability. They found that disability representation through news articles pitches for the need of social acceptance of PWDs highlighting their abilities or skills or use values. Ogundola (2013)'s finding is also similar to the findings of the present study. Ogundola reported that the Nigerian media do not consider disability issues very important in news reporting.

#### **4.2.8. Themes of Articles**

The study has identified eight themes of articles on issues of disability from the two sampled newspapers. These are medical care/treatment, success, educative/advocative, donation and charity, discrimination, neglect, sport, and training.

The two newspapers dominantly produced articles with the theme of neglect and educative. Medical care/treatment makes up the second larger number of themes while success, discrimination, and sport are the third frequently used themes. Training, donation and charity are the fourth frequent themes.

##### **4.2.8.1. Theme Distribution in *Addis Zemen***

The educative and the neglect are the first and the second dominant themes in *Addis Zemen* newspaper, respectively. Eight articles make up the educative theme which attempted to define the causes of disabilities in detail and inform the readers about the different causes of disability. The theme on medical care/treatment is the best means to alleviate the neglect and discriminatory views of disability in general and the victims in particular. The newspaper informs the public on how to behave towards, care and support people with disabilities.

Six articles have the theme of neglect; the articles narrate about people with “*visual*”, “*hearing*”, “*speaking*” impairment and “*mental illness*,” how they were not given enough care or attention. For instance, people with “*mental illness*,” did not have enough access of medical center and bedlam as well. It also informs the public what kind of aid is needed for the victims and what is expected from the government, stakeholders and the society in general.

The themes on medical *care/treatment*, *success*, and *sport* are more frequent followed by the educative and *neglect* themes. Four articles have the “*medical care/treatment*” theme. The articles explain to the readers about people with visual impairment, club footed etc. and what kind of medical care and support that people with these impairment need. The “*success*” theme describes the achievement of some people with disabilities despite their life-threatening situations. It points out that if suitable conditions are created for them, they are capable of accomplishing their own dreams, vision and goals like everyone else. The “*sport*” theme illustrates that people with disabilities can actively participate, accomplish, and become social, economic and political beneficiaries like other fellow citizens with no disabilities.

#### **4.2.8.2. Theme Distribution in the *Reporter***

The *Reporter* newspaper has the neglect and the educative themes as its first and second main characteristics. The third largely used is the medical care/treatment theme. However, themes, such as success, donation and charity, sport and training are not found in the analyzed articles.

The *Reporter* principally dealt with the “*neglect*”, “*educative*”, and “*medical care/treatment*” themes. The most common theme is “*neglect*”; it appeared in five articles and explains how people with various disabilities are given less care or attention. The second common theme is “*educative*”; it is identified in three articles and tells the readers, like the *Addis Zemen*, how different kinds of disabilities occur. It specifically describes causes of visual impairment and depression, autism, Parkinson; it also suggests how every individual should act towards these people and the kind of help needed. Two articles have the theme medical care/treatment. The articles describe the type of medical care/treatment that children with different disabilities and visual impairment were offered; moreover, articles suggest what kind of other social care and supports are needed for these children and others.

In sum, the *Reporter* is engaged mainly on the “*neglect*” theme that describes people with various disabilities who are suffering from the absence of proper care or attentions due to lack of awareness. The articles suggest the kind of cares and supports that these people need from those concerned and the societies they live with. The *Addis Zemen* used the “*educative*” theme while, the *Reporter* focused mainly on the “*neglect*” theme in covering issues of disabilities.

#### **4.2.9. Frame of the Articles**

According to Sementko and Valkenburg (2000,p.94), the claim of framing theorists is that the media frame reality for their audiences; how people think about the issue; the argument runs ‘dependent on how the issue is framed by the media’. Entman, (1993), states that framing is the process of discarding a few elements of perceived reality and amassing a narrative that highlights connections among them to promote a particular interpretation. Fully developed frames typically perform four functions: the first problem definition, the second causal analysis, the third moral judgment, and the fourth remedy promotion.

The researcher has identified the following frames from the 44 articles sampled for the present study. They are economic consequences, human interest, attribution responsibility, diagnostic, prognostic, solution, morality, pity/sympathy, advocacy, “just like everyone else”/integration, conflict, and the scientific research. Both of the newspapers dominantly used the attribution responsibility frame. The second commonly used is the solution frame. The human interest and the advocacy frames are the third and the fourth frequently used frames, respectively. The diagnostic frame stands fifth in its frequency. The “just everyone else” or integration, scientific research frames make up the sixth frequent frames. The economic consequence, morality, and conflict frames are used to a lesser extent. The prognostic and the pity/sympathy frames are not used in the analyzed newspapers.

##### **4.2.9.1. Frames’ Distribution in *Addis Zemen***

The *Addis Zemen* newspaper dominantly used attribution responsibility frame. The solution and the human interest are the second commonly used frames. The diagnostic and advocacy are the third frequently used frames. The economic consequence and morality frames are used to a lesser extent. However, the prognostic, the pity/sympathy and conflict frames are not used in the analyzed articles.

In relation to the morality frame, Neuman et al. (1992) argue that the cultural values find their way in to the media. The *Addis Zemen* used the moral frame only in one of its articles, but the *Reporter* does not use it all. So, the absence of this frame indicates that the newspapers couldn't advocate to their readers or the general public to take actions with respect to the problem. One characteristic of morality frame is focusing on social prescription to dictate desirable behavior.

The “*attribute responsibility*”, “*solution*”, and “*human interest*” frames are used quite most commonly in the articles from the *Addis Zemen* newspaper. The “*attribute responsibility*” frame makes up the most frequently used frame with nine articles; it is useful in tackling the neglect attitudes of citizens towards people with disabilities. It is also useful in reducing the challenges that people with disabilities face in their day to day life through shared responsibilities shouldered by the government, the societies, and the stakeholders. It is observed in the headlines entitled , for instance, “*Is never inability*”, “*Call on due attention for people with visual and hearing impairment*”, “*Trainees of Orthopedics technician graduated*”, and “*Ethiopia to participate on Int'l Deaflympics*” etc. This method of framing stories indicates how the newspaper entertains issues of people with disabilities. As Pan and Kosicki (1993) stated, the frames shows which opinions, interpretations and definitions are more valid particularly in controversial issues.

The “*solution frame*” is the second largely used frame which appeared in seven articles. The frame is used in the articles entitled ,for example, “*Some 3000 citizens will get free Eye diagnosis*”, “*Club footed easily normal by medical care*”, “*Some 10 thousand people regain vision*”, “*Alluvial soil the root, shoe is the way out*”, and etc. This frame suggests medical treatments are the most important solutions in order to alleviate some problems of disabilities and impairment besides tackling problems of neglect and discrimination. The relevant literature makes it clear that medical treatment can only cure or make some pains and problems less severe, rather than avoiding or eliminating the challenges that PWDs face in life. The barriers in social services which avert them from contributing their own roles in any societal activities can be removes through the appropriate roles of the media, such as informing and educating.

Five articles have the human interest frame which ranks as the third major framing the *Addis Zemen* newspaper articles. It is used in the articles entitled , “*The unheard voice of leprosy victims*”, “*The hopefuls that crossed hopelessly*”, “*Parkinson, receives no due attention*”, “*PWDs equitable benefits faced sustained challenges*”, and “*Trachoma snatching away the vision many*” etc. The articles with the human interest frame inform their readers/the general public about the personal lives of the actors (PWDs), witness on the lives of people with disabilities, and how people with disabilities are socially, economically, politically, and culturally influenced. According to Semetko and Valkenburg (2000, p. 95) human interest frame “brings a human face or an emotional angle to the presentation of an event, issue, or problem”.

The “just like everyone else /integration, the economic consequence, and the morality framed articles are less frequently used among the articles from the *Addis Zemen* newspaper. Even though they are less frequent, the morality framed articles have critical roles to play in informing the general public about what is good or bad on disabilities and bring behavioral and attitudinal changes in the public. Thus, having less frequent coverage is better than none existent coverage of frames. The prognostic, the pity, and conflict frames are ignored from the articles on people with disabilities.

#### **4.2.9.2. Frames’ Distribution in the Reporter**

The *Reporter* newspaper principally used “*attribution responsibility*” frame. It appeared in four of its articles. The articles have the headings “*Synchronizing governmental structure needed for inclusive PWDs*”, “*PWDs issue need to be addressed as “Delicate politics”*”, “*Number of depression victims rising*”, and “*Policy of PWDs has weakness of implementation*”. This frame is useful to get rid of the neglect and discrimination *views* on people with disabilities by the government, people with disabilities themselves, the association for disabilities, and the nongovernment organizations (NGOs). Findings of the present study are different from Tigist’s (2007) who attributed the attribution responsibility only to the government and to the International NGOs. As Semetko and Valkenburg, (2000, p. 96) pointed out, the attribution of responsibility frame presents an issue or problem in a way that attributes responsibility for causing the problem, or solution to either the government or an individual or group.

Two articles have the “*human interest*” and the “*solution*” frames on people with disabilities. The “*human interest*” frame used in the articles entitled “*Inquires of school for special need students to be addressed*” and “*Expanding the Autists paths*”. The “*human interest*” framed articles inform the readers/the general public how people with disabilities are socially, economically, politically, and culturally affected due to neglect and discrimination views with regard to people with disabilities.

The “*solution*” frame is found in the articles entitled “*In safe hands children with visual impairment*” and “*Some 50 thousand children who encountered physical impairment got free medical aid*”. The stories explain to the general public medical care or treatment is the first and the best solution for alleviating disability and the neglect as well as the discrimination views with regard to people with disability. Actually, the medical care/treatment should not be expected to eliminate the attitudes such as stereotypes, prejudice and the like against people with disabilities and issues related to them. The economic consequence, advocacy and conflict framed are used in only one article. This lesser coverage is better than the non-existing ones as is true in the frames such as diagnostic, prognostic, morality, the pity, and the “just like everyone else/integration frames .

The present study is distinct from Tigist’s (2007) study on media framing of disability on three Ethiopian newspapers. She found out *Admas* and *Medical* newspapers employed “need for cure” themes, depicted disability as ‘synonymous with illness and suffering’, and also persistently used empathy frames while reporting on disability depicting them as ‘helpless and needy’; whereas the coverage of *Addis Zemen* shows stories on only social issues based on charities and donation links made by international organizations. Its stories were almost framed to attribute accountability only to government and NGOs for they are perceived to be capable of eradicating the problem.

In sum, even though the two sampled newspapers vary in the number of articles sampled for the study due to variations in publication, they have similarities in their usage of dominant frames in dealing with issues of disability and people with disabilities. They used the attribution responsibility frame dominantly.

#### **4.2.10. The Function of Media**

The most important functions of media in all societies are information dissemination. They can play a pivotal role in providing information to the general public. Through this function they inform, educate and entertain the public in all sectors. Disability is one of the social issues that should get attention in media. As Murada (2012) pointed out, attention should be drawn to the image of disability in the media with a view to providing an accurate and balanced reporting of disability as a part of everyday life.

There is a difference between the *Addis Zemen* and *Reporter* newspapers in giving coverage to issues of PWDs. In both of the newspapers the coverage is limited. In comparison, however, the *Addis Zemen* has a higher frequency of articles than the *Reporter* newspaper. Actually *Addis Zemen* is a broadsheet daily published government owned newspaper and assumed as it has priority of covering activities that have been performed by the government for the benefit of people with disabilities. So, it is quite expected to cover more on disability issues than the privately owned and twice a week publication of tabloid size, the *Reporter* newspaper.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1. Summary of Main Findings of the Study

The main objective of the present study is to analyze how *Addis Zemen* and *Reporter* newspapers framed and covered issues of people with disabilities. It aimed at identifying and analyzing the dominant frames and themes used while reporting on issues of disability in the government and private owned newspapers. The study attempted to answer the four research questions set to guide the collection and analysis of data. The study employed both quantitative and qualitative approaches. The two newspapers were selected covering a period of one year from September 11, 2017 to September 10, 2018. The *Addis Zemen* is a daily broadsheet newspaper while the *Reporter* is a bi-weekly tabloid sized newspaper. An interview was also conducted with two editors and one reporter of the newspapers. This study is informed by the agenda setting and framing theories.

The major findings based on the content analysis conducted are:

- In one-year period of the study, it was found only 44 stories in two selected newspapers.
- Out of the total 44 articles, 33 articles are published in *Addis Zemen* and 11 articles are published in the *Reporter* newspapers. This extent of coverage is not enough in the country that 15 million people living with different forms of disabilities.
- The *Addis Zemen* and *Reporter* newspapers' coverage of issues of disability is characterized by a dominant use of the neglect and the educative themes.
- Eight articles have the educative theme in the *Addis Zemen* newspaper while five articles have the neglect theme in the *Reporter* newspaper. However, the themes such as success, donation and charity, sport and training are not found in the analysis of the coverage of the *Reporter* newspaper.
- The *Addis Zemen* and *Reporter* newspapers' coverage of issues of disability is characterized by a dominant use of the attribution responsibility frame.
- Nine articles have the attribution responsibility frame in the *Addis Zemen* while the *Reporter* has 5 articles. Other frames such as prognostic and the pity/sympathy in *Addis*

*Zemen* and diagnostic, morality, “just like everyone else/integration in the *Reporter* are not found at all in the articles.

- In terms of story types. 13 articles make up the news genre, while 22 articles constitute features and 7 articles printed interviews in both of the sampled newspapers of the study. Specifically, *Addis Zemen* has 18 featured articles, while 8 articles constitute news. The *Reporter* has 5 articles constituting news, while 4 are features.
- Regarding placement, *Addis Zemen* has 3 front page, and 5 back page articles; the remaining 25 are inside page articles.
- In terms of article size, both of the newspapers have 9 medium length articles and 35 articles are large sized. Specifically, *Addis Zemen* has 26 large sized and 7 medium sized articles, while the *Reporter* published 9 large sized and 2 medium sized articles.
- In combination, the *Addis Zemen* and the *Reporter* newspapers have 18 articles on multiple disability; specifically, the *Addis Zemen* has 12 articles on multiple disability, 8 on visual impairment, 6 on physical disability, 3 on hearing difficulty, and 2 articles on mental illness and leprosy. Whereas, speaking difficulty and depression and polio have no coverage at all. The *Reporter* newspaper has 6 articles on multiple disability, 2 (4.54%) on physical disability, and 1 article on visual impairment, speaking difficulty and depression. Hearing difficulty, mental illness, leprosy and polio are not covered at all.
- On sources of information, 21 articles have used government organizations’ and NGOs officials as their sources in the *Addis Zemen* and *Reporter* publications. In 16 articles we find people with disability as sources of information, while in 11 articles NGOs and in another 11 articles experts are used as sources on information. Thus, this indicated that these parties more talk about disability rather than peoples with disabilities. In case of the triggers of story coverage 66% article found from none-event based and 34% articles event-based events.

## 5.2. Conclusion

The content analysis of the *Addis Zemen* and the *Reporter* newspaper articles implied that issues of disability are not as such considered prominent. Both of the newspapers, for instance, do not place articles on disabilities in their front pages – the page is an indicator of attention given to the issues. Issues of disability are hardly placed on the editorial pages of the newspapers, either. The extent of coverage of stories of people with disabilities and issues concerning them are not enough as it should be expected. Thus, as it is stated in Chapter one, the number of people with disabilities is 15 million which make 17 percent of the total population. This is not a small number.

The main actors are largely government and nongovernment officials. People with disabilities are, therefore, somewhat voiceless/ silenced. Thus, media shall represent disability issues from the perspective of the people with disabilities themselves. The newspapers also shall be needed to make issues of disability an agenda to bring behavioral changes against backward beliefs, trends, and practices of neglect and discrimination views.

Mental illness has very limited coverage in the *Addis Zemen* while the *Reporter* newspaper does not have any. The under representation implies neglecting the problem. The statement from the Global Status Report on Disability and Development issued by WHO corroborates implications of the findings:...'among people with disabilities, persons with mental and intellectual disabilities are one of the most marginalized and excluded, often facing misconceptions, stigma, discrimination and severe human rights violations' (2015, p.172).

The lack of articles with the human interest frame implied that the personal life experiences of people with disabilities are not fairly represented. Newspapers frames should present and represent issues of disability from the perspective of human rights and enhancing the active participation of people with disabilities in all sectors of development as much as possible. Advocacy frame is a useful frame in raising awareness of the society. The morality frame is essential for newspapers to show cultural values. However morality frame was used negligibly in *Addis Zemen* newspapers, only in a single article. The absence of such a frame indicates that the

newspapers do not motivate their readers to take actions with respect to the problem. The characteristics of the morality frame are shouldering social responsibility. Success, despite being essential, has a limited coverage in the *Addis Zemen*, but no coverage in the *Reporter* newspapers. This implies that the newspapers do not give attention to the achievement of people with disabilities.

### **5.3. Recommendation**

The following recommendations are given based on the findings of the study:

- The journalists and newspapers should give adequate coverage on issues of disabilities in general and people with disabilities in particular. No less important is the prominence of an issue in the newspapers. The journalists and newspapers should give better prominence to the issues related to people with disabilities as much as they can.
- The Journalists should use diversified sources as much as possible to get relevant information.
- The journalists and newspapers should give due attention to issues of disability continuously in their publications in order to alleviate neglect and discrimination views towards disability and people with disabilities.

### **5.4. Suggestions for future research**

1. The researcher believes that there is a need to conduct a study with a broader scope in terms of time and media type in presenting and representing issues of disability.
2. Newspaper articles are hardly produced without the presences of images. As a matter of fact, newspaper articles are multimodal (a combination of both verbal and non-verbal language). Therefore, future research should have a multimodal approach to content analysis.

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## APPENDIXES

### A coding Sheet for the study A Framing Analysis of people with Disability in Ethiopia Newspapers

#### Appendix A

##### Lists of Key Informants

S.N	Informant Name	Position	Media house
1	Tsigereda Chanyalew	Editor	Addis Zemen
2	Tadesse Gebremariam	editor	Reporter
3	Asnake Tsegaye	Reporter	Addis Zemen

#### Appendix B

##### Coding Guide

###### Description-

**Name of coder-**The coder shall write his name

**Newspaper-** the coder shall write newspaper name

**Data of publication--**write the date the story was publishes in Ethiopian calendar just as the day, month and year (DD.MM.YYYY). Thus, the coders shall mark in front of each variable, according to the space provided.

- 1. Headline-** writes the headline (and sub-headline if the article has)
- 2. Story Type-** identify either the article is news, feature, interview or dispatch.
- 3. Byline-** identify who has written the article, the newspapers' own journalists (staff journalists), local and international news agencies, and contributors or dispatched. Thus:  
**Own journalists:** if the reporter, editor or anybody who has been working in the newspapers writes the stories, they can be considered to be own journalist or staff journalist.  
**Local News Agency-** refers to the article was found from the solely Ethiopian News Agency.  
**International News Agencies-** denotes to the article was found from Reuters, AFP, AP etc.  
**Contributors-** refers to anybody who may be a freelance journalist or expert of any discipline and interested in posting once own opinion(s), feelings or fact-based stories.  
**Dispatches-** refers to the article that has been sent from Government and nongovernmental organizations contain their views, press releases, or briefings for the press media.
- 4. Placement of the article-** refers to the article was either published on front page, inside pages or back page.
- 5. Length of the article-** identify the article whether short (if it was written by less than 100 words), medium (if it was written in between 200 and 400 words), and large (if it was inscribed by above 400 words).

6. **Theme of the article-** refers to the central idea/ message of the stories.
  - 6.1. **Medical care/treatment-** refers to the article show taking or giving a medical care/treatment for disease, illness, injuries, or an infection.
  - 6.2. **Success-** denotes to the article reveal an achievement of a desired goal, aim, and the results wanted or hoped, of a person with disability.
  - 6.3. **Educative-** refers to the article providing knowledge, about disability, explaining what disability is, how to go about it.
  - 6.4. **Donation and charity-** refers to the article depict offering of money, wheelchair, white canes etc. from donors to support PWDs and Associations for Disability.
  - 6.5. **Discrimination-** dotes to the article portray treating PWDs differently, or unfavorable treatment especially on the basis of, disability.
  - 6.6. **Neglect-** states to the article to give not enough care or attention to people with disabilities.
  - 6.7. **Sport theme-** refers to the article show PWDs as a hero, sports coming to acceptance of PWDs to change discrimination views, PWDs achieve their best performance at the highest level of competition, and highlight the nexus between the sociology of sport and disabilities and the story involve full recognition of disability and PWDs.
7. **Type of Disability**
  - 7.1. **Disability-** is described as either an insurmountable obstacle or something that the individual needs to overcome to fit into society.
  - 7.2. **Physical disability-** is a problem or an impairment on the legs, hands and generally impairment on walking or moving.
  - 7.3. **Visual impairment-** is a person with disability having a problem or an impairment on the eyes.  
Hearing impairment- is a person with disability of having a problem or an impairment on the ears.
  - 7.4. **Speaking difficulty-** is a person with disability of having a problem on his/her vocal.
  - 7.5. **Mental illness-** is people with disability of disorder characterized by disturbances in a person's thoughts, emotions, or behavior.
  - 7.6. **Depression or anxiety-** is state of feeling very unhappy and anxious without hope for the future.
  - 7.7. **Multiple disability-** is a person with disability of having diverse of problems or impairments for instance seeing, hearing, speaking, walking, difficulties or impairments at once.
  - 7.8. **Leprosy-** is chronic infectious disease caused by the bacterium *Mycobacterium leprae* or describes leprosy as to be a curable disease if it is treated effectively.
8. **Sources of the Story-**
  - 8.1. **Individual persons-** are different individuals who do not belonging to any organizations for instance, families, relatives, friends and other segments of societies identified as sources.
  - 8.2. **PWDs-**people with disabilities are themselves identified in the article as sources.
  - 8.3. **Government organization officials-** any concerned officials, agents, public relations practitioners, and etc. are identified as sources.

- 8.4. Association for Disabilities**-refers to associations belonging with PWDs. Perhaps, association for people with seeing difficulties.
- 8.5. NGOs**- refers to Local and International Nongovernmental Organizations (NGOs) and their officials.
- 8.6. Experts**- refers to doctors, nurses, health officers, Psychiatrists, any health professional, and any other who is working on the area.
- 8.7. Researcher and research findings**-refers to the articles, identified researcher and research findings as sources.
- 8.8. Media**- includes, newspapers, radio, television, websites, magazines etc. considers as sources of the article.
- 8.9. No specified**- refers to this category employed any other classification of sources coding item that have been for mentioned above if not identified.
- 9. Triggers of article coverage**- refers to whether the article was composed on the event based or from the nonevent based events. For instance, identify either it was performed by the media house/journalists initiation practical work or from the pre-organized events.
- 10. Frames**
- 10.1. Economic Frames**- refers to while the article portray the economic impact of disability and unequal employment opportunity on the individual him/herself.
- 10.2. Human interest**- refers to while the story indicates that people involves in the articles gives their own testimony about People with disabilities, and PWDs share their life experiences. When the article portray the personal life of PWDs, and their social, economic, politic psychological, cultural impacts due to disability.
- 10.3. Attribution Responsibility**- refers to presents an issue or problem in a way that attributes responsibility for causing the problem to the government or an individual.
- 10.4. Morality frame**- it indicates that the articles tells the general public what should to do or not shall to do in related people with disabilities and on disability itself too.
- 10.5. Conflict frame**- it emphasizes the conflict between individuals, groups, or institutions.
- 10.6. Diagnostic**- it refers to diagnosis the cause of disability, how disability happen...etc.
- 10.7. Prognostic frame**- refers to the effects of negative attitude on PWDs, perhaps, lack of equal treatment due to discrimination, states of dropouts from school/work place due to discrimination, state PWDs as need because of discrimination and commit suicides or other self-destructive actions.
- 10.8. Solution frame**-refers to the article suggesting solutions for the problems or it indicate the measures that being taken or needs to be taken to solve the challenges in coloration to disabilities.
- 10.9. The pity/Sympathy frame**-the article conveys, an undertone of pity or sympathy towards PWDs either victims, physically weak/unhealthy or dependent upon the good will of society.
- 10.10. The advocacy frame**- refers to bring issues of disability to the front ring/burner as human rights issues, with a need for an inclusive society where everyone will feel a sense of belonging and contribute their quota for collective development.

**10.11. The “Just like everyone else”/Integration frame-**implies that the article represented people with disabilities as having the same rights, hopes, dreams, and emotions as everyone else in society.

**10.12. Scientific Research frame-** it refers to the entire article focused on research innovations. It implies to how the innovation would benefit people with disabilities.

### Appendix C

#### Coding sheet

**1. Name of coders** \_\_\_\_\_

Name of coders	Coder one	Coder two

**2. Name of Newspaper**

Name of Newspaper	Addis Zemen	Reporter

**3. Headlines**

Name of Newspaper	Addis Zemen	Reporter

**4. Byline of the story**

Byline	Own journalists	Local News agencies	International News agencies	Contributors

**5. Genre of story**

Article genre/format	News	Feature	Editorial	Interview	Opinion

**6. Placement of article**

Location of story	Front page	Inside pages	Back pages

**7. Length of Article**

Length of story	Short (less than 100 words)	Medium (between 200 and 400 words)	Large (more than 400 words)

## 8. Themes

Medical care or treatment	Success	Educative or advocative	Donation and charity	Discrimination	Neglect	Sport	Training	Other

8	Themes	Yes	No
8.1	<b>Medical care/treatment:-</b> Does the article show taking or giving a medical care/treatment for disease, illness, injuries, or an infection?		
8.2	<b>Success:-</b> Does the article reveal an achievement of a desired goal, aim, and the results wanted or hoped, of a person with disability?		
8.3	<b>Educative and awareness raising:-</b> Does the article providing knowledge, about disability, explaining what disability is, how to go about it?		
8.4	<b>Donation and charity:-</b> <ul style="list-style-type: none"> <li>• Does the story involve donations or charities made by NGOs or government organization?</li> <li>• Does the story involve fundraising activities from society/ community?</li> <li>• Does the story involve free eye surgery, eye donations (eye banks), wheelchair supply, etc.?</li> <li>• Does the story depict offering of money, wheelchair, white canes etc. from donors to support PWDs and Associations for Disability?</li> </ul>		
8.5	<b>Discrimination:-</b> Does the article portray treating PWDs differently, or unfavorable treatment especially on the basis of, disability?		
8.6	<b>Neglect:-</b> Does the article to give not enough care or attention to people with disabilities.		
8.7	<b>Sport:-</b> Does the story show PWDs as a hero, sports coming to acceptance of PWDs to change discrimination views, highlight the nexus between the sociology of sport and disabilities, PWDs achieve their best performance at the highest level of competition? Does the story involve full recognition of disability and PWDs?		
8.8	<b>Training:-</b> Do the articles identify training related to PWDs?		
8.9	<b>Other:-</b> This category employed in any classification of theme coding item that have been for mentioned above if not identified.		

## 9. Types of Disability

Physical disability	Visual impairment	Hearing impairment	Speaking difficulty	Mental illness	Depression or anxiety	Multiple disability	Leprosy	Polio

<b>9</b>	<b>Types of disability:-</b>	<b>Yes</b>	<b>No</b>
9.1	<b>Physical disability:-</b> Does the article show having a problem or an impairment on the legs, hands and generally impairment on walking or moving?		
9.2	<b>Visual impairment:-</b> Does the article reveal person with disability having a problem or an impairment on the eyes?		
9.3	<b>Hearing impairment:-</b> Does the articles how person with disability of having a problem or an impairment on the ears?		
9.4	<b>Speaking difficulty:-</b> Does the article depict person with disability of having a problem on the vocal cavity?		
9.5	<b>Mental illness:-</b> Does the article show people with disability of disorder characterized by disturbances in a person's thoughts, emotions, or behavior?		
9.6	<b>Depression or anxiety:-</b> Does the article describe state of feeling very unhappy and anxious without hope for the future?		
9.7	<b>Multiple disability:-</b> Does the articles how person with disability of having diverse of problems or impairments for instance seeing, hearing, speaking, walking, difficulties or impairments at once?		
9.8	<b>Leprosy:-</b> Does the article represent chronic infectious disease caused by the bacterium Mycobacterium leprae? Does the article describe leprosy as to be a curable disease if it is treated effectively?		
9.9	<b>Polio:-</b> Does the articles illustrate polio as a temporary or permanent paralysis of the central nervous system?		

#### 10. Information sources

Individual persons	People with disabilities	Government organizations	Associations	NGOs	Experts	Researchers and Research findings	Media	Sport	No specified

<b>10</b>	<b>Information sources</b>	<b>Yes</b>	<b>No</b>
10.1	<b>Individual persons:-</b> Does the article show as it was sourced from different individuals who do not belonging to any organizations for instance, families, relatives, friends and other segments of societies?		
10.2	<b>People with disabilities:-</b> Does the article illustrate people with different disabilities identified as sources?		
10.3	<b>Government organizations:-</b> Does the article illustrate government organizations and officials are quoted as sources?		
10.4	<b>Associations for disabilities and others:-</b> Does the article portray Associations for Disabilities and any other associations for instance, International Red Cross Associations (IRCA) are identified as sources?		

10.5	<b>Nongovernment Organizations (NGOs):-</b> Does the article quote local and international non-governmental organizations sources?		
10.6	<b>Experts:-</b> Does the article use relevant experts for instance, doctors, nurses, health officers, Psychiatrists from any organizations including?		
10.7	<b>Researchers and Research findings:-</b> Does the article identify research and research findings as a source?		
10.8	<b>Media:-</b> Do the articles identify one or more mainstreaming media like newspapers, radio, and television as source? Do articles use pertinent/any website as sources?		
10.9	<b>No specified:-</b> This category employed any other classification of sources coding item that have been for mentioned above if not identified.		

### 11. Triggers of disability stories' coverage

<b>Event Based</b>	<b>Non Event based</b>

<b>11</b>	<b>Triggers of news coverage</b>	<b>Yes</b>	<b>No</b>
11.1	<b>Event based:-</b> Does the article found from events for instance, on celebration of World Disability Day, conferences, meetings and workshops, exhibitions etc.?		
11.2	<b>Nonevent based:-</b> Does the article found from the journalists reschedules or planned efforts?		

### 12. Frames

Economic consequence frame	Human interest frames	Attribute responsible frames	Diagnostic frames	Prognostic frames	Solution frames	Morality frames	The pity/Sympathy frames	Advocacy frames	The "Just like everyone else"/Integration frame	Conflict frames	Scientific Research frame
12.1	<b>Economic consequence frames:-</b>									<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>Does the article involve economic consequences of the country as a result of unemployment and discrimination of people with disabilities?</li> <li>Is there a mention of financial losses or gains now or in the future?</li> <li>Does the story contain financial implications of people with disabilities, and their families?</li> <li>Is there a mention of the costs/degree of expense involved?</li> <li>Does the story comprise economic consequences of the country as a result of unemployment and discrimination of people with disabilities?</li> <li>Does the article/story associate with discrimination of people with disability with development activities?</li> <li>Is there a reference to economic consequences of pursuing or not pursuing a course of action?</li> </ul>										

12.2	<b>Human interest frames:-</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>• Does the story provide a human example or “human face” on the issue?</li> <li>• Does the story employ adjectives or personal essays/vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?</li> <li>• Does the story go into the private or personal lives of the actors?</li> <li>• Does the article show people who involve in the story provide witness about people with disabilities?</li> <li>• Does the article has a human elements like, figure/face?</li> <li>• Does the story tell personal lives of people with disabilities?</li> <li>• Does the article tell how people with disabilities are socially, economically, politically, and culturally affected/influenced?</li> <li>• Does the article has witness of people with disabilities?</li> </ul>		
12.3	<b>Attribute responsible frames:-</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>• Does the story suggest that some level of government has the ability to alleviate the problem?</li> <li>• Does the story suggest that some level of the government is responsible for the issue/problem?</li> <li>• Does the story suggest solution(s) to the problem/issue?</li> <li>• Does the story suggest the problem requires urgent action?</li> <li>• Does story suggest either the government, an individual or group shall take action for the cause or solution?</li> <li>• Are people with disabilities motivated to be parts of the solutions to avoid discrimination views?</li> <li>• Are cultural attitudes proposed enabling environment to change disability and discrimination view?</li> <li>• Are social behaviors capable enough to improve views of discrimination towards disability?</li> <li>• Are the communities have the capacity to bring attitudinal and behavioral changes towards disability and discrimination view?</li> <li>• Are good medical treatments suggested the ability to change disability and discrimination view?</li> <li>• Are improvement of architectural designs construction advocated the ability to change views of discrimination towards disability?</li> <li>• Are Governmental and nongovernmental (NGOs) local and International organizations to change discrimination views about disabilities?</li> </ul>		
12.4	<b>Diagnostic frames</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>• Are medical fault stated as a cause for disability?</li> <li>• Does the presence of poverty stated as a cause for disability?</li> <li>• Are eating habits stated as a cause for disability?</li> <li>• Does poor/lack of health care services stated as causes for disability?</li> <li>• Does drug addiction, drinking, and smoking stated as causes for disability?</li> <li>• Are harmful traditional practices stated as causes for disability?</li> <li>• Are traditional medicines stated as causes for disability?</li> <li>• Are other diseases (Diabetics, HIV, Cancer, etc.) stated as causes for disability?</li> <li>• Is irresponsible/ thoughtless driving stated as a cause for disability?</li> </ul>		
12.5	<b>Prognostic frames</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>• Does the article/story provide effects of negative attitude on people with disability?</li> <li>• Does the article/story state lack of equal treatment due to discrimination?</li> <li>• Does the article/story state dropouts from school/work place due to discrimination?</li> <li>• Does the article/story state people with disability as needy due to</li> </ul>		

	<p>discrimination?</p> <ul style="list-style-type: none"> <li>Does the article/story state effects of disability like, suicides or other self-destructive actions?</li> </ul>		
<b>12.6</b>	<b>Solution frames</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>Does the story state medical improvement as solution for decreasing of disability and discrimination?</li> <li>Does the story state behavioral change as solution for decreasing of disability and discrimination?</li> <li>Does the story state eradication of poverty as solution for decreasing of disability and discrimination?</li> <li>Does the story state government support as solution for decreasing of disability and discrimination?</li> <li>Does the story state change in eating culture as solution for decreasing or illumination of disability and discrimination?</li> <li>Does the story state addict free behaviors as a solution for decreasing of disability and discrimination?</li> <li>Does the story provide religious activities (baptizing) as a solution of disabilities?</li> </ul>		
<b>12.7</b>	<b>Morality frames:-</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>Does the story convey moral messages either good or bad?</li> <li>Does the story make reference to morality, God, and other religious tenets?</li> <li>Does the story offer specific social prescriptions about how to behave?</li> <li>Does story having pieces of advises that tells readers what they must do and not to do?</li> <li>Does story have orientation of God, or other religious tents?</li> <li>Does story stipulate/postulate social prescription about disabilities?</li> <li>Does story motivate readers to contribute their own role about the matters?</li> </ul>		
<b>12.8</b>	<b>The pity/Sympathy frames</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>Does the story refer to people with disability as helpless, dependent, needy or pity?</li> <li>Does the story mention women, children or elders with disabilities?</li> <li>Does the story use words or adjectives to refer people with disability as “unable to do”, “Punishment from god”, “unfortunate”, “unlucky”, “pity” or other words that generate feelings of outrage, sympathy, caring, or compassion?</li> </ul>		
<b>12.9</b>	<b>Advocacy frames</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>Does the story represents disability issues a positive portrayal?</li> <li>Does the story reflect the long years of neglect of disability issues by representing the concerns of these advocates?</li> <li>Does the story agitating for social inclusion and affirmative action mainly in education and employment for people with disabilities?</li> <li>Does the story portray people with disabilities as a minority group who have been denied equal rights to participate in society?</li> <li>Does the story tell the public about human rights, equal opportunity, and employment?</li> <li>Does the story give information on how to better see people with disabilities?</li> <li>Does the story suggest policy changes in the country regarding disability?</li> <li>Does the story states the need for societal change in attitude?</li> </ul>		
<b>12.10</b>	<b>The “Just like everyone else”/Integration frame</b>	<b>Yes</b>	<b>No</b>
	<ul style="list-style-type: none"> <li>Does the story presented disabled individuals realistically, equally, fairly, and intelligently?</li> <li>Does the story describe integration, access, or accommodations, as an entitled means to achieving equality or fairness?</li> </ul>		

12.11	Conflict frames:-	Yes	No
	<ul style="list-style-type: none"> <li>• Does the story reflect disagreement between parties-individuals-groups-countries?</li> <li>• Does one party-individual-group-country reproach another?</li> <li>• Does the story refer to two sides or to more than two sides of the problem or issue?</li> <li>• Does the story refer to winners and losers?</li> <li>• Does the article/story contain/involve controversial views or statements?</li> <li>• Does the article/story denying ones or each other's statement/s or opinions?</li> <li>• Does the article/story involve elements of disagreements between individuals, groups or organization?</li> </ul>		
12.12	Scientific Research frame	Yes	No
	<ul style="list-style-type: none"> <li>• Does the story portrays the scientific innovation decreasing the challenges that faced people with disabilities?</li> <li>• Does the articles indicates the scientific innovation make the life of people with disabilities easy?</li> </ul>		

## Appendix D

### Interview Guide

#### Interviews with editors and journalists

The objective of this interview is to collect information for the study “**A Framing Analysis of people with Disability in Ethiopia Newspapers**”. These interview questions were prepared after the content analysis of one year edition from September 11, 2017 to September 10, 2018) of both newspapers were published. The study didn't get answer the why questions' of content analysis. Therefore, the data collected from this interview will be used to fulfill this gap.

Meanwhile, you are kindly requested that to have your consent to use your name and ideas in the study if it is found essential to be integrate within it.

1. Which type of disability do you like to report? Why? What about the others?
2. How do you report them?
3. Do you think reporting about PWDs is important? How?
4. Who were your sources while reporting issues of disability? Why?
5. Why were issues of PWDs ignored in the front and editorial pages of your newspapers?
6. Why are most of your article focus on feature stories rather than news?
7. Which angle do you use to present issues of disability? Why?
8. What do you need to achieve by making such angles?
9. Why most stories tend to frame stories of PWDs in human interest frame?
10. Do you readers will take these stories seriously? Why?
11. Why the newspapers prioritize the neglect educative and medical care approach?
12. Why did not get coverage World Disability day on December 3, 2017?
13. What problems do reporters encounter while reporting disabilities?
14. Do you think your editorial policy has some sort of contribution to report PWDs?

I thank you so much for your time and thoughtfulness

**Appendix E**  
**Inter-coder Reliability**

Categories	No of Coding Decisions	Decisions that coders agree	Decisions that coders disagree	Reliability	
				ratio	percent
Story type	44	44	-	1	100
Story Byline	44	44	-	1	100
Story Placement	44	44	-	1	100
Story Size	44	44	-	1	100
Disability Type	44	44	-	1	100
Themes	44	42	2	0.96	96
Frames	44	41	3	0.93	93
sources	44	44	-	1	100
Triggers of story coverage	44	44	-	1	100
Sum Total	396	391	5	0.99	99

$$\text{Reliability} = \frac{2M}{N1+N2}$$

Where M is the number of coding decisions on which two coders agree, and N1 and N2 refer to the total number of coding decisions by the first and second coder, respectively.

