



Addis Ababa University

**College of Humanities, Language Studies, Journalism
and Communication**

School of Journalism and Communication

Analysis of Media Coverage on Physical Disability Issues: The Case of EBC

By

Hiwot Aregaw

**A Research Submitted to School of graduate studies in Partial Fulfilment
of the Requirements for the Degree of Master of Arts in Journalism and
Communication (Multimedia)**

Supervisor:

Tenaw Terefe (Asst. Prof.)

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DECLARATION

I, the undersigned, declare that this study is my original work. Every source of materials utilized for the thesis has been dully acknowledged.

Name: Hiwot Aregaw

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APPROVAL

This is to certify that the thesis submitted by Hiwot Aregawi entitled “Analysis of Media Coverage on Physical Disability Issues: The Case of EBC ‘in partial fulfillment of the requirements for the award of a Master ‘s Degree in Journalism and Communication. complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ABSTRACT

This study aimed to examine the extent and nature of disability issue coverage in EBC TV's prime time news. A mixed-methods research design was employed, combining quantitative content analysis and qualitative in-depth interviews. The research analyzed six months of prime time content (October 1, 2023, to March 31, 2024), utilizing purposive sampling . Out of 1,181 total news stories broadcast on ETV 57's prime-time news between October 2023 and March 2024, only 20 stories (2%) addressed PWD issues, while a vast majority 1,161 stories (98) focused on topics unrelated to disabilities. A comprehensive content analysis was employed to quantify the proportion of disability-related content within the total news coverage, revealing that disability issues comprised only a small fraction of the prime time news. Furthermore, the analysis revealed that human-interest frames and morality frames predominantly shaped the coverage, often portraying disability through a lens of pity rather than empowerment or agency. Additionally, the study found that mental illness and physical impairments were the most frequently covered types of disabilities, while other forms, such as developmental and sensory disabilities, received minimal attention. While in-depth interviews with journalists and editors highlighted challenges such as inadequate training and awareness regarding disability topics, further underscored the limited focus on disability issues, revealing a lack of awareness and understanding of the complexities surrounding disabilities. This study suggest that EBC should train media reporters and editors on how to frame the diverse groups within society in their report so that they would promote the culture of inclusion in their report.

CHAPTER ONE

1.1. Background of the Study

Disability is a subjective concept that varies in interpretation based on cultural, attitudinal, and societal norms. According to the World Health Organization (WHO, 2011), disability is an umbrella term encompassing various limitations in activity, impairments, and constraints in participation. The United Nations Convention on the Rights of Persons with Disabilities (UN, 2006) recognizes disability as an evolving concept, defining persons with disabilities as individuals with 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. It is estimated that about 15% of the world's population, or more than one billion people, have a disability (World Bank, 2023).

Similarly, the report of Reliefweb's (2023) also states that people with disabilities make up 16% of the world's population and 80% of them live in poor countries. Poverty may also increase the chance of disability through malnutrition, inadequate get entry to education and health care, unsafe working conditions, polluted surroundings, and absence of access to safe water and sanitation. Disability may boost the danger of poverty thru lack of employment and education possibilities, lower income, and extended value of living with a incapacity.

People with disabilities face numerous challenges and inequalities in many aspects of their lives (WHO, 2023). These difficulties include inadequate access to education, healthcare, employment prospects, and social inclusion. The role of media in portraying disability issues and persons with disabilities is vital in breaking societal preconceptions, cutting down barriers, and fostering inclusivity.

Media “can be a powerful force to change societal misconceptions and present persons with disabilities as individuals that are a part of human diversity” (UN, 2019). The media has the power to shape public perceptions and attitudes toward physical disability, either by perpetuating stereotypes or by fostering understanding and acceptance (Abubakar, 2022). Furthermore, media coverage can significantly impact the confidence and self-esteem of individuals living with disabilities (Zhang & Haller, 2013).

To this day, there is no updated data on people with disability in Ethiopia. Statical data estimated by some organizations show different numbers of people living with disability in

Ethiopia. In this case, the report of UNHCR (2022) indicate that, the most recent statistical data on people with disability in Ethiopia provided by UNICEF research in 2016 shows that the country has 7.8 million persons with disabilities, 9.3% of the total population. Moreover, the report on disability, published jointly by the World Bank and WHO (2011 estimated that there were 15 million persons with disabilities in Ethiopia, representing 17.6% of the total population at the time. However, despite the large and diverse population of persons with disabilities in Ethiopia, their rights, needs, and perspectives are often overlooked or marginalized in various spheres of society, including the media.

People with disability in Ethiopia face many challenges, such as poverty, discrimination, and lack of access to essential services, education, health, employment, and social protection (Fitaw & Boersma, 2006). UNCRPD a treaty of the UN (2006), which affirms and protects the human rights of people with disabilities under the article of the Convention, states that state parties have the responsibility to create positive perceptions and greater social awareness towards persons with disabilities using media or other channels of communication. The Ethiopian government has formally ratified the Convention on the Rights of Persons with Disabilities (CRPD) and created a National Plan of Action (NPA) for individuals with disability. However, the implementation and control of these policies are now inadequate in rigor and efficacy.

The mass media can influence society's attitudes towards a wide range of issues. The media greatly influences a favorable atmosphere for people with disabilities. Several experts in the field of mass communication, including Barnes (1992), Russell (2012), and Haller (2000), widely agreed that various forms of media, such as social media, the internet, newspapers, magazines, television, radio, and others, exert a substantial influence on the views and behaviors of the general public. The choice of vocabulary, visuals, and communications can shape society's standpoints, beliefs, and actions and impact the public's impression of those with disabilities. Therefore, how these mass media depict the populace has an impact.

Most Ethiopians believe that disabilities are the result of remedies due to a superstitious mentality, and these individuals are viewed as being unable to work. Even the culture drives parents to the extreme of concealing their deformed children in order to escape social stigma and discrimination.

Promoting the rights of people with disabilities in Ethiopia is the responsibility of the Ministry of Labor and Social Affairs (MOLSA). Within the Department, the Department of

Rehabilitation coordinates disability issues at the federal level, providing policy guidance and technical assistance to the state agencies. In each region and two federal municipalities, there is a Bureau of Labor and Social Affairs (BOLSA) responsible for implementing national disability policies and promoting disability inclusion at the regional level.

In addition to MOLSA, other Ministries such as Ministry of Health and Ministry Education are also involved implementing policies and programs for people with disabilities. EBC's editorial policy says programs and news should focus on people with disabilities. "EBC host broadcasts that take disabled people into account and also have television programming in sign language as needed to make it accessible to deaf citizens. moreover, sign language translation will support major national and current broadcast programs" (EBC editorial policy, 2007).

Despite all the existing legal provisions and institutional arrangements, the realization of the rights of persons with disabilities remains a major concern.

The Ethiopian Human Rights Commission and the Ombudsman are tasked with monitoring the protection and promotion of human rights in the country (SIDA report on disability rights in Ethiopia, 2014).

Media can play an important role in raising awareness and developing societal understanding of disability and its impact on individuals and society. They can highlight the various difficulties people with disabilities face in life (Rees et al., 2019).

Therefore, they have a major contribution to make in addressing these barriers so that the public can eliminate or minimize them due to outdated attitudes and beliefs on the part of people with disabilities as well as the general public. So basically, this study is looking at whether the state media in Ethiopia is doing a good job covering disability issues and trying to correct any misconceptions about disabilities.

The study believes that there might be some misunderstandings out there that could impact the lives of people with disabilities. The way the media talks about disabilities can really influence how people think about the issue. This study is specifically looking at how EBC News of prime-time reports about disabilities. The news has a lot of power in shaping public opinion,

so it's important for them to portray disabilities in a positive light to fight discrimination and help create a more inclusive society for people with disabilities.

1.2. Statement of the Problem

Media coverage significantly impacts public perceptions, attitudes, and behavior, including those towards persons with disabilities. Efforts to raise awareness, disseminate information, and challenge negative attitudes are often the first steps towards creating more accessible environments for individuals with disabilities. The research conducted by Carroll (2012) indicates that current issues surrounding disability arise from a lack of public understanding, inadequate data on the prevalence and status of disabilities, and limited access to assistive devices. People with disabilities have expressed the need to be recognized as individuals first, rather than being defined solely by their disabilities. However, the media seldom incorporates disability-related matters into their comprehensive coverage (UNESCO, 2023).

The perception people have for PWD in developing countries is harsh compared to other developed countries and these is largely due to a lack of awareness and information (Maloni et al., 2010). In this context, the media plays a crucial role in fostering societal tolerance and the inclusion of persons with disabilities (PWDs). Portraying individuals with disabilities with dignity and respect in the media can promote more inclusive and tolerant societies (Nelson, 2000). According to GLAAD (2016), people with disabilities are the least represented group in the media, with only 1.7% of characters featuring disabilities.

Presenting individuals with disabilities in the media as they are part of society and they can also contributed to societal development can change the perception people have toward them (Barnes; 1992, p. 127). This clearly demonstrates that the media is a potent tool for integrating people with disabilities into mainstream society. It plays a significant role in raising awareness among the general public about the challenges faced by people with disabilities. Nevertheless, the media plays a crucial role in promoting negative perceptions and stereotypes about individuals with disabilities (Auslander and Gold; 1999, p. 709).

Despite these all potential media had they did not not considered it necessary to cover disability. Media representation and its audience frequently lack awareness of disability as a phenomenon. individuals' perceptions of disability are mostly influenced by journalistic narratives and the portrayal of disability in media, rather than personal interactions with disabled individuals (Haller, 2000, p. 274).

In Ethiopia, where disabilities are realized as punishment of God, a curse, or an attack of the evil spirit, beggars, and evil eyes and in need of charity and protection as a result of traditionally held views still, the disabled face persecution and exclusion (Iyassu &

Mckinnon, 2021). It clearly shows that still much work is expected to create awareness and change public perceptions toward people with disability.

There have been many studies done inside and outside this country. For example, Sontag (1978; cited in Dahl, 1993) studied that research on cultural representations provides evidence that the metaphorical role of disability is deeply rooted in the social values of we. In literature and art there is a convention that a physical defect, lingering illness, or any visible defect symbolizes evil and monstrous behavior. History teaches us that social attitudes towards people with disabilities are still guided by stereotypes and myths (UN, 2001).

Despite the significant presence of persons with disabilities (PWDs), in Ethiopia, they are not well represented in terms of coverage of disability issues. The organization fails to include disability concerns in its yearly plans, including the EBC BSC plan for 2019. In addition, journalists typically do not prioritize the inclusion of disability problems in their quarterly or monthly agendas. Due to this, disability issue coverage is mostly depending on events planned by disability linked organizations & disability groups. More than any other issues; EBC prioritizes and dominantly offers coverage to political and diplomatic concerns (EBC editorial policy, 2008).

Studies show that, in Ethiopia, issues of people with disability representation in media are minimal. A study conducted by Tigist (2007) on “Media framing of people with disabilities in local Amharic newspapers” named Addis Zemen, Addis Admas and Medica is among the studies on media and PWD in Ethiopia. The focus of her research explores how the media presents stories linked to disabilities. The analysis indicates that the newspapers studied allocated less attention to disability-related matters than other issues. Similarly, Dangul's research (2018), refers to a content analysis of Addis Zemen and Reporter newspapers, indicating that both publications give limited attention to issues concerning people with disabilities.

Another study conducted by Chala (2021) on “Media representation of children, women, elderly and peoples with disability of society” found FBC radio news coverage underrepresented issues of PWD. Moreover, the study conducted by Tigisit (2021) the findings clearly confirm that disability issues were covered rarely. However the study did not show challenges and factor responsible for shortage of coverage of issues of people with disability.

The Ethiopian media provides little representation of individuals with disabilities, and even in their limited coverage, they fail to provide all areas of information related to raising awareness. The research investigated by Getaneh (2019) in “Content Analysis on Programs Focusing on Disability Issues in Ethiopia State Media” on *biru tea* and *messmate yetessanachew* programs found visual impairment and physical disabilities were the dominant types of disability covered in birth these programs, while hearing impairment was the predominant focus in *messmate yetessanachew* programs. Regarding program themes, the results suggest that both programs heavily emphasize the social aspects of disabilities, neglecting political and economic aspects. Not only does the coverage they give for disability issues change the attitude of the public toward people with disability, but also the language they use and how they frame the issue of disability has its share. Regarding this, there is a considerable gap in Ethiopian media.

While Ethiopian researchers extensively study disability issues in print media, there is a notable lack of focus on broadcast media, specifically television news. primarily centers on newspapers, with only one study addressing disability programming on broadcast media. This study aims to fill this gap by examining prime-time television coverage of disability issues at the Ethiopian Broadcasting Corporation (EBC), contributing to increased awareness and improved perceptions of people with disabilities, acknowledging the media's influential role in shaping public attitudes.

1.2. Research Objectives

The main objective of this research was to analyze and assess the representation of physical disability issues in prime-time news coverage of Ethiopian Broadcasting Corporation (EBC).

1.3.1 Specific objectives

The specific objectives of this study are:

- 1.To analyze the extent in which physical disabilities are covered in the prime-time news of Ethiopian Broadcasting Corporation (EBC).
- 2.To discover the framing strategies used by the EBC in its coverage of disability issues.
- 3.To assess the dominant themes and types of disabilities issue covered in the prime-time news of Ethiopian Broadcasting Corporation (EBC).

4.To analyze challenges of covering the disabilities in the prime-time news of Ethiopian Broadcasting Corporation (EBC).

Therefore, at the end of the study, the study aims to answer the following research questions.

1.4. Research Question

- ✓ To what extent are physical disabilities covered in the prime-time news of EBC?
- ✓ What are the framing strategies used by the EBC in its coverage of disability issues?
- ✓ What are the dominant themes and types of disabilities covered in the media coverage of Ethiopian Broadcasting Corporation (EBC)?
- ✓ What are the challenges in covering disabilities in the media coverage of Ethiopian Broadcasting Corporation (EBC)?

1.5. Scope of the Study

This study focuses on news broadcasted by EBC Amharic during prime time. EBC prime news time is “ETV Zena 57,” 7:00 p.m.–8:00 p.m. This thesis covered six months prime time news of ETV Zena 57 from the recent months which is between from October 1, 2023, to March31, 2024, there were 182 days. The researcher has chosen October, 2023 to March30 to avoid change happening within time and to have more recent content and due to during these months there is international day of person with disability in December 3 and otsim day in March .

1.6. Significance of the Study

There were a few researches conducted in the area of disability and media in Ethiopia. Thus, this study examined and threw a light on the national media coverage of disability issues which have been often the forgotten aspects of most developing countries media. By examining EBC media, Prime time news, portrayal of disability in a developing country like Ethiopia, this study identified how the media frame disability issues in relation to the media representation of people with disabilities. Moreover, added to the literature on media and disability, especially in EBC where the subject is presently relatively understudied. The finding of the study could serve as a reference document for future media researchers, especially for studies on media coverage of disability issues. The study also shedded light on

how people living with disabilities represented in the media coverage. Hence, the study could serve as a starting point for further research on the case to be studied.

1.7. Limitation of the study

The study has many limitations. The study focused solely on disability representation in Ethiopian Broadcasting Corporation (EBC) prime-time news over a specific period, potentially limiting the generalizability of findings to other media outlets or time frames. In addition, the analysis may have been constrained by language limitations, as the study specifically examined media content in Ethiopia, potentially excluding relevant perspectives and coverage in other languages or regions. The study's sample size and duration (six months) may not capture the full range of disability-related stories or variations in coverage, potentially overlooking important trends or nuances in media representation over a longer period. Moreover, the reliance on content analysis as the primary research method may limit the depth of understanding of audience perceptions, attitudes, and reactions to disability representation in the media, as it primarily focuses on textual analysis rather than audience reception.

Furthermore, the interpretation of framing and themes in media coverage of disability issues may be subject to researcher bias or subjective interpretation, potentially influencing the analysis and conclusions drawn from the data. The study may not have addressed accessibility challenges faced by individuals with disabilities in accessing media content, potentially overlooking barriers that affect their engagement with news and information dissemination.

1.8. Operational Definition of Terms

The following terms are used in the study. Thus, to the context of the thesis, their operational definition is given in below:

Commentaries refers to news stories that involve critical analysis, discussion, or explanation of ideas, opinions, or facts related to disability issues

Tone/Valance means how story of people with disability are framed wether in positive, negative or neutral tone.

Prime-time refers to the period during the day when television viewership is typically at its highest.

Media coverage is the extent and nature of reporting or portrayal of physical disability issues by EBC.

1.9. Organization of the Study

This study has got five chapters. Chapter One introduces what the study is about. Accordingly, it presents the background of the study, statement of the problem, objectives of the study, research questions, significances and scope of the study. The second chapter incline literatures related to the study and theoretical background of the study were reviewed. The third chapter focuses on the research design and methodology utilized to capture the study objective. The methods, procedures, data gathering techniques, sampling and data analysis employed to the study were explained in the third chapter.

In chapter four the data gathered were presented and analyzed. The fifth and the final chapter contain conclusion and recommendations of the study.

CHAPTER TWO

LITERATURE REVIEWS

2. The Theoretical Frameworks

2.1. Definition of Disability

Formulating a definition of disability is complex and varies across different disciplines. Each field health, social sciences, and law provides its own definition. Part of the difficulty in defining disability lies in the fact that "disability is not necessarily an immutable or static condition" (Jaeger & Bowman, 2002, p. 20). To understand disability, researchers have undertaken multifaceted studies, each contributing unique perspectives to the intricate tapestry of perceptions, definitions, and implications. Despite the challenge, the EEOC (1991) defines disability as a physical or mental impairment that limits one or more major life activities to some extent. Studies by disability scholars highlight the multifaceted and complex nature of disability (Ferguson & Nusbaum, 2012, p. 75).

The question which asks who is disabled? Even though it is straightforward, it is challenging to receive the same answer among different people (Jaeger et al, 2002, p. 17). According to Royal & Roberts (1987), who embarked on a pioneering study delving into the perceptual nuances surrounding different disabilities, they navigated the landscape of students' perceptions, unraveling threads of visibility, severity, acceptability, and familiarity woven into society's fabric. Similarly, Gething, (1991) explored the generality versus specificity of attitudes toward disabilities by probing. His findings hinted at the complex issues embedded within societal attitudes, suggesting a realm where public awareness intersects with the elusive boundaries of disability definitions.

The definition of disability, as Mitra (2006) illuminated, transcends mere semantics, permeating into realms of policy and legislation, where its contours shape eligibility criteria and programmatic interventions. Nevertheless, judicial interpretations, as Kiuahara and Huefner (2008) cautioned, could sometimes cast shadows of uncertainty, particularly for students with psychiatric disabilities striving for equitable access to higher education.

Among these intellectual conversations, Griffith (et al., 2010) gave practical insight into the functional constraints of chronic diseases, providing light on the complicated relationship

between health and independence. Their findings underlined the variety inherent in disability definitions, mirroring the sentiments mirrored in the works of (Lee, 2003; Loeb et al., 2008), whose contributions provided levels of understanding to the ever-evolving discourse on disability.

2.2. Media and Disability

Media is vital in changing public views and attitudes regarding individuals who possess disabilities. However, through the power of storytelling, media can challenge preconceptions, raise awareness, and promote inclusivity (Amoako et al., 2019). Individuals who are disabled frequently encounter prejudice and marginalization in society as a result of negative perceptions and stereotypes. , stated that society, in most cases, assumes that PWD is incapable of doing anything, which has contributed to creating an inferiority complex in persons with disabilities(King et al., 2019). This may contribute to reduced options for work, education, and social participation.. By presenting the different perspectives, abilities, and successes of those with disabilities, media can help tear down barriers and build a more inclusive society.

Media can educate the public about disability rights, deconstruct prejudices, and display the talents and capacities of persons with disabilities (Stewart & Spurgeon, 2020). Also, the media may give a forum for disabled individuals to share their stories and viewpoints, giving them a role in molding the narrative around disability. Media can challenge cultural biases and encourage empathy and understanding through truthful and fair representation. Media can impact public opinion and change society's views regarding disability (Nelson, 2000). By publicizing the triumphs and skills of persons with disabilities, the media can question society's assumptions and break down roadblocks. Media can play a vital influence in altering society's perceptions surrounding people with disabilities. Media can be crucial in shaping societal perspectives towards people with disability.

2.2.1. Representations of Disability in the Media

Numerous studies have highlighted the persistent prevalence of stereotypical and inaccurate representations, which often perpetuate misconceptions and reinforce stigma. Understanding the extent, framing strategies, dominant themes, and challenges in media coverage of physical disabilities, particularly in the context of the Ethiopian Broadcasting Corporation (EBC), offers valuable insights into these portrayals and their societal implications. The portrayal of disability in the media has been a topic of significant academic scrutiny, as it

plays a crucial role in shaping societal perceptions and attitudes towards individuals with disabilities. Numerous studies have highlighted the persistent prevalence of stereotypical and inaccurate representations, which often perpetuate misconceptions and reinforce stigma. Understanding the extent, framing strategies, dominant themes, and challenges in media coverage of physical disabilities, particularly in the context of the Ethiopian Broadcasting Corporation (EBC), offers valuable insights into these portrayals and their societal implications.

One of the study in this area is Cumberbatch and Negrine's (1992) analysis of British television programs, which revealed a stark underrepresentation of characters with disabilities. When present, these characters were frequently depicted in a limited range of roles, often as objects of pity or sources of inspiration rather than as multidimensional individuals with diverse experiences and identities. This foundational research underscores the need to critically examine media representations to identify and rectify such biases.

Building upon this foundation, subsequent research has explored the nuances of media representations across various platforms and genres. Harnett's (2000) examination of news coverage highlighted the tendency to portray individuals with disabilities as either heroic overcomers or tragic victims, perpetuating a binary narrative that fails to capture the complexities of lived experiences. This binary framing simplifies the realities of disability, reducing the rich diversity of experiences to overly simplistic and often patronizing stereotypes.

In the realm of film, Norden (1994) and Longmore (2003) have critiqued the prevalence of non-disabled actors portraying characters with disabilities, often relying on exaggerated or inaccurate depictions. This practice not only reinforces stereotypes but also contributes to the marginalization of disabled actors and perpetuates the notion of disability as a spectacle or source of inspiration for non-disabled audiences. Such representations can diminish the authenticity and depth of disabled characters, limiting opportunities for genuine understanding and empathy.

Examining the Ethiopian Broadcasting Corporation (EBC) through this lens, it is essential to consider the specific context and cultural nuances influencing media coverage of disabilities. Visibility is a crucial aspect, as frequent and accurate representation can normalize disability and promote greater awareness and inclusivity. Analyzing the frequency and context of such

coverage provides a baseline for understanding how disability issues are prioritized within Ethiopian media.

Framing strategies influence how audiences perceive and interpret information. For instance, framing disability as a tragedy may evoke sympathy but can also reinforce negative stereotypes and perceptions of helplessness. Conversely, a focus on empowerment and rights can foster a more positive and accurate understanding. By dissecting the framing strategies, this research can uncover whether EBC's coverage tends towards empowering representations or perpetuates traditional, limiting narratives.

This analysis helps to reveal whether certain disabilities are more prominently featured than others and what themes are associated with these representations. Common themes might include accessibility issues, personal achievement stories, or policy discussions. Recognizing these patterns is critical for understanding the broader narrative EBC constructs around disability and whether it reflects the diverse experiences of the disabled community.

Challenges may include a lack of resources, insufficient training on disability issues, or societal attitudes that influence reporting. Identifying these challenges is key to developing strategies to improve coverage. Enhancing the accuracy and sensitivity of disability representation in the media requires addressing these underlying issues, which can involve both policy changes within media organizations and broader societal shifts in attitudes towards disability.

The portrayal of disability in media, including outlets like EBC, is not merely an academic concern but a societal imperative. Misrepresentations can perpetuate harmful stereotypes, while accurate and inclusive coverage can promote understanding and equality. By analyzing EBC's coverage through these research questions, this study aims to contribute to the ongoing efforts to improve media representations of disability, fostering a more inclusive and informed public discourse.

2.2.2. Influence of Media on Public Perceptions and Attitudes

The media's influence on public perceptions and attitudes towards disability cannot be overstated. As a primary source of information and entertainment, the media plays a pivotal role in shaping societal narratives and contributing to the construction of collective beliefs and biases. This section examines the extent and nature of media coverage on physical

disabilities by the Ethiopian Broadcasting Corporation (EBC), focusing on its impact on public perceptions and attitudes, as well as the challenges involved.

Several studies have documented the direct correlation between media representations and public attitudes towards individuals with disabilities. Barnes (1992) highlighted how negative or one-dimensional portrayals can reinforce existing prejudices and perpetuate misconceptions, ultimately hindering the integration and acceptance of individuals with disabilities in society. Barnes' study underscores the importance of diverse and accurate media representations in challenging societal biases and promoting a more inclusive worldview.

Conversely, positive and multidimensional representations have been shown to foster greater understanding, empathy, and inclusivity. Farnall and Smith's (1999) research demonstrated that exposure to accurate and nuanced depictions of disability can challenge preconceived notions and promote more positive attitudes among non-disabled individuals. This finding is crucial in considering the potential for media, specifically EBC, to shape more inclusive societal attitudes through its portrayal of disability issues.

Furthermore, the media's influence extends beyond shaping public perceptions; it also has the potential to impact the self-perceptions and identities of individuals with disabilities themselves. Couser (2005) explored how media representations can either empower or disempower individuals with disabilities, highlighting the importance of accurate and diverse representations in fostering a positive sense of self and promoting self-advocacy. This dual impact emphasizes the responsibility of media outlets like EBC to ensure their coverage is both respectful and empowering.

Understanding the extent of media coverage on physical disabilities in prime-time news is crucial for assessing the visibility of disability issues. Prime-time news slots have the highest viewership, meaning the content broadcast during these times significantly shapes public discourse. An analysis of EBC's prime-time news coverage can reveal how frequently disability issues are reported and whether this coverage is sufficient to raise public awareness and understanding.

Different research indicates that disabilities are often underrepresented in media coverage. For instance, a study by Haller et al. (2006) found that disability issues accounted for only a small fraction of news stories. By examining EBC's coverage, this research aims to determine

if similar patterns exist in the Ethiopian context and to what extent physical disabilities are integrated into mainstream news reporting.

The framing of news stories significantly influences how audiences interpret and understand disability issues. Framing strategies can either challenge or reinforce stereotypes and biases. According to Entman (1993), framing involves selecting certain aspects of a perceived reality and making them more salient in a communication context, thereby promoting a particular problem definition, causal interpretation, moral evaluation, or treatment recommendation.

An analysis of EBC's framing strategies involves examining the language, imagery, and narratives used in disability-related news stories. Previous research, such as the work by Harnett (2000), indicates that disability is often framed in binary terms, portraying individuals as either heroic overcomers or tragic victims. Identifying whether EBC employs similar or different framing strategies can provide insights into how the broadcaster shapes public perceptions of disability.

Identifying the dominant themes and types of disabilities covered by EBC is essential for understanding the scope and focus of their reporting. Media coverage that predominantly features certain types of disabilities or themes can skew public understanding and awareness. For example, coverage that focuses heavily on inspirational stories of individuals overcoming disabilities might overshadow important discussions about systemic barriers and rights-based issues.

Analyzing the content of EBC's disability coverage can reveal whether it includes a broad spectrum of disability issues and whether it addresses critical themes such as accessibility, discrimination, and policy advocacy. This analysis can highlight whether EBC's coverage is comprehensive and reflective of the diverse experiences of individuals with disabilities.

Covering disability issues in the media comes with various challenges, including a lack of resources, insufficient training for journalists, and societal attitudes towards disability. Research by Ross (2001) suggests that journalists often lack the necessary background and sensitivity training to report on disability issues accurately and respectfully. This lack of training can lead to inadvertent bias and perpetuation of stereotypes.

In the context of EBC, it is important to identify specific challenges faced by the broadcaster in covering disability issues. These challenges might include limited access to reliable information, societal stigma, and institutional constraints. Understanding these challenges can

inform strategies to improve media coverage and promote more accurate and inclusive representations of disability.

2.2.3. Disability Studies and Media Representation

Grounded in the social model of disability, this approach challenges the traditional medical model and its emphasis on individual impairments, instead focusing on the societal and environmental barriers that disable individuals. The field of critical disability studies has emerged as an influential paradigm for analyzing and critiquing the representation of disability in the media.

Scholars such as Thomson (1997) and Mitchell and Snyder (2000) have employed critical disability studies frameworks to deconstruct media narratives and expose the underlying power dynamics and sociocultural biases that shape representations of disability. Their work has highlighted the ways in which media representations perpetuate ableist ideologies and reinforce the marginalization of individuals with disabilities. For example, Thomson (1997) critiques the "normate" discourse that positions disabled bodies as deviant and subordinate, while Mitchell and Snyder (2000) analyze narrative prosthesis, where disability is used as a device to advance plots or develop characters in literature and film.

Building upon this foundation, more recent scholarship has advocated for the incorporation of intersectional perspectives, recognizing the complex interplay between disability and other identity markers such as race, gender, and socioeconomic status. Researchers like Schalk (2018) and Erevelles (2011) have explored how media representations often perpetuate stereotypes and reinforce oppressive systems at the intersections of disability and other marginalized identities. Schalk (2018) emphasizes the importance of understanding how race and disability intersect in media portrayals, arguing that neglecting these intersections leads to incomplete and biased representations. Erevelles (2011) further explores the economic and political dimensions of disability, critiquing neoliberal policies that exacerbate the marginalization of disabled individuals.

The Ethiopian Broadcasting Corporation (EBC) serves as a pivotal case study for examining the extent and nature of media coverage on physical disability issues. The following sections address the key research questions through the lens of critical disability studies, providing a comprehensive analysis of EBC's portrayal of disability.

Preliminary findings suggest that disability issues are often underrepresented compared to other social issues. Studies indicate that when disabilities are covered, the focus tends to be on isolated events or individual stories rather than ongoing societal challenges or systemic barriers (McKee, 2014).

According to Entman (1993), framing involves selecting certain aspects of a perceived reality and making them more salient in a communicating text. EBC's framing of disability issues can be analyzed by examining the language, images, and narratives used in their broadcasts. Common frames identified in previous studies include the "medical model" frame, which focuses on the individual's impairment and need for medical intervention, and the "social model" frame, which highlights societal barriers and advocates for systemic change (Barnes, 1992).

Thematic analysis can reveal recurring topics such as accessibility, education, employment, and healthcare. It can also highlight which types of disabilities receive the most attention. For instance, visible physical disabilities like mobility impairments may be more frequently covered than invisible disabilities such as chronic pain or mental health conditions. This focus can shape public perceptions and policy priorities, often neglecting the diverse experiences of the disabled community (Shakespeare, 2013).

Journalists may face several obstacles, including a lack of training on disability issues, societal stigma, and limited resources for investigative reporting. Moreover, institutional biases within media organizations can influence editorial decisions, leading to superficial or sensationalized coverage. As highlighted by Alper (2017), these challenges are not unique to EBC but are prevalent across various media landscapes, emphasizing the need for comprehensive strategies to improve media representation of disability.

2.2.4. Challenges and Opportunities in Media Representation

While progress has been made in recent years, with increasing visibility and representation of individuals with disabilities in various media platforms, significant challenges persist. The absence of disabled voices in media production and decision-making processes remains a barrier to authentic and nuanced representations (Kuppers, 2014).

Furthermore, the commercialization and commodification of disability narratives have raised concerns about the exploitation and tokenization of disability experiences for entertainment or profit (Longmore, 2003; Mitchell & Snyder, 2000). Striking a balance between

representation and avoiding the perpetuation of harmful stereotypes remains a complex challenge.

However, emerging technologies and new media platforms also present opportunities for greater inclusivity and diverse representations. Participatory media and user-generated content have empowered individuals with disabilities to share their stories and challenge dominant narratives (Ellcessor, 2016). Social media platforms have facilitated the amplification of disability voices and the formation of online communities, fostering dialogue and advocacy efforts (Trevisan, 2017).

Additionally, the increasing popularity of disability arts and culture has opened new avenues for self-representation and the exploration of disability experiences through various artistic mediums (Kuppers, 2014). These developments hold promise for more nuanced and authentic representations, challenging societal misconceptions and promoting greater understanding and inclusion.

The media's portrayal of disability has been a subject of intense scrutiny and critique, with scholars highlighting the persistent prevalence of stereotypical and inaccurate representations. These representations not only shape public perceptions and attitudes but also influence the self-perceptions and identities of individuals with disabilities (Thomas, 2021). Critical disability studies have provided a valuable framework for deconstructing media narratives and exposing underlying biases and power dynamics. While progress has been made, challenges remain in achieving authentic, diverse, and empowering representations. Emerging technologies and platforms, as well as the growing visibility of disability arts and culture, offer opportunities for amplifying disabled voices and challenging dominant narratives. Continued efforts to promote inclusive and nuanced media representations are crucial in fostering greater understanding, acceptance, and inclusion of individuals with disabilities in society.

2.3. Significance of Media in Shaping Public Perception

The mass media have become a powerful force worldwide and strongly influence how people see themselves and others (Brown & Bobkowski, 2011). The media's ability to shape public perception is especially notable in politics (Mastronardi, 2003; Adoni, 1979). The media plays a crucial part in molding societal perspectives, as it can educate and sway persons' comprehension of many matters. Important information can be received from many sources, but the importance of media on public perception cannot be understated (Freeman, 1978).

The literature review shows that mass media highly influence society's perceptions of various aspects of life (Yue & Girma, 2019). moreover, the media's influence on public perception extends beyond shaping attitudes and opinions. The media also has the potential to influence individuals' behavior, behaviors and societal norms (Entman, 1989). For instance, in the study investigated by Arias, (2019) on how public radio channels influence social norms, he found that media reduced women's violence and increased public support for women's rights. Similarly, an investigation done in Rwanda during_ the genocide time, which focused on the role of radio programs in changing survivors and genocides, showed significant change in their attitudes. In general, media has the potential to influence public perception, whether for good or evil.

The media's role in shaping public perception and attitudes towards individuals with disabilities is a topic of profound significance, as it has far-reaching implications for societal inclusivity, accessibility, and the overall quality of life for this marginalized group. The media, through its various platforms and formats, serves as a powerful lens through which disability is portrayed, interpreted, and understood by the general public.

2.3.1. Media as a Catalyst for Societal Change

The media's influence on public perception extends beyond mere representation; it has the potential to act as a catalyst for societal change and progress. By presenting accurate, nuanced, and multidimensional portrayals of individuals with disabilities, the media can challenge deeply entrenched stereotypes and biases, fostering greater understanding, empathy, and acceptance within the broader community. Positive media representations that highlight the inherent dignity, resilience, and diversity of individuals with disabilities can serve to counter the stigma and discrimination that have historically plagued this population. As noted by Mallett (2011), accurate and inclusive media coverage can contribute to the normalization of disability, encouraging viewers to recognize it as a natural aspect of human diversity rather than an aberration or tragedy.

Furthermore, the media's power to amplify the voices and experiences of individuals with disabilities can empower them to advocate for their rights, promote self-representation, and demand greater accessibility and inclusion within various spheres of society (Trevisan, 2017). By providing a platform for these narratives, the media can catalyze meaningful dialogues and drive policy changes that address systemic barriers and inequalities. This capacity for media to act as a conduit for change underscores the importance of critically examining how

physical disabilities are portrayed in media outlets, such as the Ethiopian Broadcasting Corporation (EBC).

A thorough analysis requires a quantitative assessment of news segments to determine the proportion of airtime dedicated to physical disabilities. Research indicates that the underrepresentation of disabilities in media is a global issue. For instance, Briant, Watson, and Philo (2011) found that UK media coverage of disability was often minimal and sporadic, primarily surfacing around specific events or awareness campaigns. Similarly, if EBC's prime-time news demonstrates limited coverage of physical disabilities, it may suggest a broader pattern of neglect and underreporting, which could contribute to societal ignorance and indifference towards disability issues.

Entman (1993) describes framing as a way of selecting certain aspects of perceived reality and making them more salient in communication, thus promoting a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation. For example, framing disability issues within a medical model emphasizes impairment and the need for cure, while a social model perspective highlights societal barriers and advocates for structural changes (Oliver, 1990). Analyzing EBC's framing strategies can reveal whether their coverage supports a more progressive and inclusive narrative or perpetuates traditional, limiting views of disability.

This involves identifying recurring topics, such as accessibility, policy changes, personal success stories, and societal attitudes. It also examines which types of physical disabilities are most frequently covered. Previous studies, such as those by Shakespeare (2014), have shown that certain disabilities, particularly visible ones like mobility impairments, receive more attention than less visible conditions like chronic pain or mental health issues. Understanding the thematic focus and disability types highlighted by EBC can indicate biases or gaps in coverage, guiding efforts to promote a more balanced and comprehensive portrayal of disability.

Challenges include limited resources, lack of training on disability awareness, societal stigma, and editorial biases. Campbell (2009) notes that journalists often lack the necessary background and sensitivity training to cover disability issues adequately, resulting in superficial or inaccurate reporting. In the context of EBC, exploring these challenges can uncover specific institutional or cultural barriers that hinder effective coverage. Identifying

these obstacles is a crucial step in developing strategies to enhance the quality and depth of disability reporting.

The representation of disability in media, particularly through influential outlets like the Ethiopian Broadcasting Corporation, plays a pivotal role in shaping public perceptions and advancing societal change. By critically examining the extent of coverage, framing strategies, dominant themes, and challenges in disability reporting, researchers can uncover the strengths and shortcomings of current media practices. This analysis not only contributes to academic discourse but also informs practical interventions aimed at improving media portrayals of disability. Positive and accurate media representations have the power to dismantle stereotypes, empower individuals with disabilities, and promote a more inclusive society. Thus, fostering a nuanced and comprehensive approach to disability coverage in the media is not just an academic endeavor but a societal imperative.

2.3.2. Shaping Attitudes and Perceptions from an Early Age

The portrayal of disability in the media has been a topic of significant academic scrutiny, as it plays a crucial role in shaping societal perceptions and attitudes towards individuals with disabilities. Numerous studies have highlighted the persistent prevalence of stereotypical and inaccurate representations, which often perpetuate misconceptions and reinforce stigma. Understanding the extent, framing strategies, dominant themes, and challenges in media coverage of physical disabilities, particularly in the context of the Ethiopian Broadcasting Corporation (EBC), offers valuable insights into these portrayals and their societal implications.

One of the study in this area is Cumberbatch and Negrine's (1992) analysis of British television programs, which revealed a stark underrepresentation of characters with disabilities. When present, these characters were frequently depicted in a limited range of roles, often as objects of pity or sources of inspiration rather than as multidimensional individuals with diverse experiences and identities. This foundational research underscores the need to critically examine media representations to identify and rectify such biases.

Building upon this foundation, subsequent research has explored the nuances of media representations across various platforms and genres. Harnett's (2000) examination of news coverage highlighted the tendency to portray individuals with disabilities as either heroic overcomers or tragic victims, perpetuating a binary narrative that fails to capture the complexities of lived experiences. This binary framing simplifies the realities of disability,

reducing the rich diversity of experiences to overly simplistic and often patronizing stereotypes.

In the realm of film, Norden (1994) and Longmore (2003) have critiqued the prevalence of non-disabled actors portraying characters with disabilities, often relying on exaggerated or inaccurate depictions. This practice not only reinforces stereotypes but also contributes to the marginalization of disabled actors and perpetuates the notion of disability as a spectacle or source of inspiration for non-disabled audiences. Such representations can diminish the authenticity and depth of disabled characters, limiting opportunities for genuine understanding and empathy.

The media's influence on public perception is particularly significant in shaping attitudes and perceptions from an early age. Children and adolescents, who are in the formative stages of their cognitive and social development, are highly susceptible to the messages and representations conveyed through various media outlets (Farnall & Smith, 1999). Exposure to positive and inclusive representations of disability during these critical developmental stages can foster greater acceptance, empathy, and inclusivity, ultimately contributing to the creation of a more equitable and inclusive society. Conversely, negative or stereotypical portrayals can reinforce prejudices and perpetuate harmful biases, making it imperative for the media to prioritize accurate and sensitive representations.

Researchers such as Lindstrom et al. (2009) have highlighted the importance of integrating disability-inclusive curricula and media literacy programs into educational settings. By equipping youth with the critical thinking skills necessary to deconstruct and analyze media representations, they can become more discerning consumers of media and develop a deeper understanding of disability as a multifaceted aspect of human diversity.

Examining the Ethiopian Broadcasting Corporation (EBC) through this lens, it is essential to consider the specific context and cultural nuances influencing media coverage of disabilities. Visibility is a crucial aspect, as frequent and accurate representation can normalize disability and promote greater awareness and inclusivity. Analyzing the frequency and context of such coverage provides a baseline for understanding how disability issues are prioritized within Ethiopian media.

Framing strategies influence how audiences perceive and interpret information. For instance, framing disability as a tragedy may evoke sympathy but can also reinforce negative stereotypes and perceptions of helplessness. Conversely, a focus on empowerment and rights

can foster a more positive and accurate understanding. By dissecting the framing strategies, this research can uncover whether EBC's coverage tends towards empowering representations or perpetuates traditional, limiting narratives.

Challenges may include a lack of resources, insufficient training on disability issues, or societal attitudes that influence reporting. Identifying these challenges is key to developing strategies to improve coverage. Enhancing the accuracy and sensitivity of disability representation in the media requires addressing these underlying issues, which can involve both policy changes within media organizations and broader societal shifts in attitudes towards disability.

The portrayal of disability in media, including outlets like EBC, is not merely an academic concern but a societal imperative. Misrepresentations can perpetuate harmful stereotypes, while accurate and inclusive coverage can promote understanding and equality. By analyzing EBC's coverage through these research questions, this study aims to contribute to the ongoing efforts to improve media representations of disability, fostering a more inclusive and informed public discourse.

2.3.3. Impact on Self-Perception and Identity Formation

The media's portrayal of disability significantly impacts not only public perceptions but also the self-perception and identity formation of individuals with disabilities. Negative or stereotypical representations can contribute to internalized ableism, diminishing self-worth and perpetuating feelings of marginalization (Couser, 2003). Conversely, positive and empowering representations that celebrate the diversity and resilience of individuals with disabilities can foster a stronger sense of self-acceptance and pride. As highlighted by Longmore (2003), accurate media portrayals can provide role models and validate the experiences of individuals with disabilities, contributing to the development of a positive self-identity and promoting self-advocacy.

Furthermore, the media's role in amplifying the voices and narratives of individuals with disabilities can profoundly impact their sense of agency and belonging within society. By providing platforms for self-representation, the media can empower individuals with disabilities to challenge dominant narratives, reclaim their identities, and assert their rightful place within the broader social fabric. The media's significance in shaping public perception and attitudes towards individuals with disabilities cannot be overstated. Through its powerful influence, the media has the potential to challenge deeply entrenched biases, foster greater

understanding and acceptance, and catalyze meaningful societal change. By prioritizing accurate, nuanced, and inclusive representations, the media can not only shape public attitudes but also contribute to the empowerment and self-acceptance of individuals with disabilities.

The portrayal of disability in the media, particularly in the prime-time news of the Ethiopian Broadcasting Corporation (EBC), offers a compelling case study for understanding how media influences public perceptions and the self-identity of individuals with disabilities. According to Entman (1993), the frequency and prominence of media coverage play a crucial role in shaping public awareness and attitudes. In the context of EBC, it is essential to assess whether physical disabilities are frequently and prominently featured in the prime-time news. Studies suggest that media often underrepresents disability issues, contributing to a lack of public awareness and understanding (Haller, 2010). Analyzing the extent of coverage by EBC can reveal whether it contributes to this trend or provides adequate visibility to disability issues.

Framing, as defined by Goffman (1974), involves selecting certain aspects of a perceived reality and making them more salient to promote a particular interpretation. Media framing can influence how the public perceives and reacts to disability issues. For instance, framing disability as a tragedy may evoke sympathy but can also reinforce negative stereotypes and perceptions of helplessness (Clogston, 1990). Conversely, a focus on empowerment and rights can foster a more positive and accurate understanding. By dissecting the framing strategies used by EBC, this research can uncover whether its coverage tends towards empowering representations or perpetuates traditional, limiting narratives.

This analysis helps to reveal whether certain disabilities are more prominently featured than others and what themes are associated with these representations. Common themes might include accessibility issues, personal achievement stories, or policy discussions. Recognizing these patterns is critical for understanding the broader narrative EBC constructs around disability and whether it reflects the diverse experiences of the disabled community. Studies indicate that media often focuses on certain types of disabilities, such as physical disabilities, while neglecting others, like intellectual or developmental disabilities (Goggin & Newell, 2003).

Challenges include a lack of resources, insufficient training on disability issues, or societal attitudes that influence reporting. According to Fraser (2008), media professionals often lack

the necessary training to report on disability issues accurately and sensitively, leading to misrepresentations. Identifying these challenges is key to developing strategies to improve coverage. Enhancing the accuracy and sensitivity of disability representation in the media requires addressing these underlying issues, which can involve both policy changes within media organizations and broader societal shifts in attitudes towards disability.

2.4. Influence of Media in Shaping Societal Attitudes towards Physical Disabilities

The media plays an essential role in presenting disability issues in a way that could eliminate negative stereotypes and promote the rights and dignity of persons with disabilities. Through its portrayal of disabled individuals, the media can either reinforce prejudices and stigmas or question them. Moreover, the language and terminology employed by the media can significantly influence society's attitudes regarding disability (Haegele & Hodge, 2016). However, using neutral language may not make everyone happy (Jaeger & Bowman, 2022, p. 18). Additionally, the media has the ability to shape public opinion on issues surrounding disability rights and inclusion (Fleischer & Zames, 2011; Hayward, 2009). Media representations that prioritize the capabilities and accomplishments of disabled individuals can challenge stereotypes and promote inclusivity. The media's influence on attitudes towards physical disabilities is multifaceted. It depends on various factors, such as the type of media (outlets, programming), the specific portrayals and narratives depicted, and the audience's interpretation and perception of these representations. Through news coverage, feature stories, and fictional portrayals, the media can raise awareness and generate empathy for the challenges faced by individuals with physical disabilities (Schwartz et al., 2010). However, the media also has the potential to perpetuate harmful stereotypes and create unrealistic expectations of disabled individuals. "It is not uncommon to see persons with disabilities treated as objects of pity, charity or medical treatment" (Singh & and Sharma, 2017). Moreover, the media tends to sensationalize disabilities, which can lead to misconceptions and negative attitudes toward disabled individuals (Zhang & Haller, 2013). Overall, the media has a powerful impact on shaping societal attitudes towards physical disabilities. According to research, the media can significantly influence societal attitudes towards physical disabilities.

2.5. Media Representations of PWD

Cultural research on disabilities arose as a beacon, attempting not only to explain disability's significance in larger culture but also to deconstruct the individual cultural artifacts under study. Cheyne, (2009) extensive investigation reinforced this sentiment, as experts met in Manchester to dissect disability depiction across numerous media formats.

In disability studies, understanding the complicated interplay between media portrayal and societal perceptions is crucial. Farnall seminal work (2001) established the stage, digging into the intricate link between advertising and those with disabilities. Central to this conversation was investigating children's books, illuminating how early exposure impacts perceptions.

The landscape of disability discourse underwent a paradigm shift with Kurbanov & Noskova, (2017) groundbreaking work on conceptual metaphors. By dissecting the imagery surrounding individuals with disabilities in mass media, the study illuminated the underlying metaphoric models shaping societal perceptions.

Brittain (2017) flipped the attention onto disability sport, underlining its revolutionary potential in defying cultural norms. Through rigorous research, Brittain underlined the importance of media portrayal in shaping perceptions of Paralympic sports, encouraging introspection within the International Paralympic Committee and the more significant movement.

Öğüç & Kasap (2018) explored the regional subtleties of disability portrayal, concentrating on Northern Cyprus. Their research underlined the essential role of media in framing discourses surrounding disability, revealing light on current cultural attitudes and discriminatory actions.

PWD in various media platforms has been a subject of extensive scholarly inquiry, as it plays a pivotal role in shaping societal attitudes, perpetuating stereotypes, and influencing the lived experiences of this marginalized group. Despite increasing awareness and advocacy efforts, media representations of PWD continue to be fraught with challenges and inadequacies.

2.5.1. *Persistent Stereotypes and Inaccurate Portrayals*

Within the landscape of media coverage, particularly evident in the prime-time news segments of the Ethiopian Broadcasting Corporation (EBC), is the persistent prevalence of stereotypical and often inaccurate portrayals of persons with disabilities (PWD). This issue

has been extensively documented in academic literature, revealing a concerning trend wherein the diversity and complexity of disability experiences are overshadowed by narrow and one-dimensional depictions (Norden, 1994; Longmore, 2003).

One prevalent stereotype involves reducing PWD to simplistic tropes, such as the "inspirational overcomer," the "tragic victim," or the "bitter and resentful" character. Such limited portrayals not only fail to capture the full spectrum of disability experiences but also perpetuate harmful societal biases and misconceptions (Barnes, 1992; Harnett, 2000). By relegating individuals with disabilities to these narrow archetypes, media coverage overlooks their diverse identities, achievements, and contributions to society.

Furthermore, media representations often frame disability as a spectacle or a source of inspiration for non-disabled audiences, thereby commodifying and exploiting disability narratives for entertainment or profit (Mitchell & Snyder, 2000). This objectification of disability narratives not only diminishes the dignity of PWD but also perpetuates their dehumanization, reinforcing a societal disconnect and fostering a lack of genuine understanding.

In the context of the Ethiopian Broadcasting Corporation (EBC), these persistent stereotypes and inaccurate portrayals may contribute to a perpetuation of societal misconceptions regarding disability. By failing to depict the multifaceted realities of disability, EBC's prime-time news coverage may inadvertently reinforce existing biases and attitudes within Ethiopian society. Moreover, by framing disability primarily through narrow tropes and spectacles, EBC risks further marginalizing PWD and hindering efforts towards inclusion and empowerment.

Addressing these challenges presents an opportunity for EBC to adopt more inclusive and accurate framing strategies in its coverage of disability issues. By diversifying representations and highlighting the richness of disability experiences, EBC can contribute to shifting societal perceptions and fostering a more inclusive media landscape. Furthermore, by prioritizing authentic and respectful portrayals of PWD, EBC can play a vital role in challenging stereotypes and promoting social change.

2.5.2. Underrepresentation and Lack of Authenticity

Numerous studies have highlighted the prevalence of narrow and one-dimensional depictions that fail to capture the diversity and complexity of disability experiences (Norden, 1994;

Longmore, 2003). One of the most pervasive issues surrounding media representations of persons with disabilities (PWD) is the persistence of stereotypical and inaccurate portrayals. These stereotypes often relegate PWD to specific tropes, such as the "inspirational overcomer," the "tragic victim," or the "bitter and resentful" character. Such limiting representations not only fail to reflect the multifaceted realities of disability but also reinforce harmful societal biases and misconceptions (Barnes, 1992; Harnett, 2000).

Moreover, media representations frequently perpetuate the notion of disability as a spectacle or source of inspiration for non-disabled audiences, commodifying and exploiting disability narratives for entertainment or profit (Mitchell & Snyder, 2000). This objectification further marginalizes PWD and contributes to their dehumanization, perpetuating the societal disconnect and lack of genuine understanding of disability issues.

The extent to which physical disabilities are covered in the prime-time news of Ethiopian Broadcasting Corporation (EBC) is a crucial area of investigation. Previous research indicates that media coverage of disability issues tends to be sporadic and superficial, often lacking depth and continuity. In the context of EBC, it is essential to examine whether physical disabilities receive consistent and comprehensive coverage, or if they are only highlighted during specific events or occasions. This analysis will provide insights into the visibility of disability issues in mainstream media and assess whether EBC's coverage aligns with the principles of inclusive journalism.

Framing strategies play a significant role in shaping public perception of disability issues. The way EBC frames its coverage can either challenge or reinforce existing stereotypes and biases. For instance, framing disability issues through a medical model often emphasizes deficits and impairments, whereas a social model perspective focuses on societal barriers and the need for structural changes. Analyzing EBC's framing strategies will reveal whether the corporation adopts a progressive and empowering approach or perpetuates outdated and disempowering narratives. This analysis will contribute to understanding the role of media in shaping societal attitudes towards PWD and the potential for media to drive social change.

Identifying the dominant themes and types of disabilities covered in EBC's media coverage is essential for a comprehensive understanding of how disability issues are portrayed. Common themes in disability coverage include accessibility, rights and advocacy, health and rehabilitation, and personal stories of individuals with disabilities. By examining these themes within EBC's broadcasts, the study will assess the breadth and diversity of the

content. Additionally, it is important to analyze which types of disabilities are most frequently covered, as this can highlight potential biases and gaps in representation. For instance, certain disabilities might receive more attention than others, leading to an imbalance in public awareness and understanding.

Covering disability issues in the media presents several challenges. Journalists and media professionals often lack the necessary training and awareness to report on disability issues accurately and sensitively. This can result in coverage that is either patronizing or stigmatizing. Furthermore, there may be institutional constraints, such as limited resources or editorial biases, that hinder comprehensive and nuanced reporting. In the case of EBC, it is vital to identify these challenges to propose effective strategies for improving disability coverage. Addressing these issues will not only enhance the quality of reporting but also contribute to a more inclusive media landscape that better serves the interests of PWD.

2.5.3. Intersectionality and Compounded marginalization

Scholars have emphasized the importance of adopting an intersectional lens when analyzing media portrayals, as disability intersects with multiple axes of oppression and marginalization (Schalk, 2018; Erevelles, 2011). This intersectionality suggests that the experiences of disabled individuals cannot be fully understood without considering the overlapping and interdependent systems of discrimination and disadvantage.

Media representations often fail to acknowledge and adequately depict the compounded marginalization experienced by individuals who navigate multiple marginalized identities. For instance, the experiences of disabled women of color are frequently erased or oversimplified, perpetuating a narrow and monolithic understanding of disability (Thomson, 1997). Such representations tend to depict disability in isolation from other identity markers, ignoring how race, gender, and class can intensify the challenges faced by disabled individuals.

By neglecting intersectionality, media representations not only reinforce existing power structures and hierarchies but also contribute to the erasure and invisibility of certain communities within the broader disability experience. This failure to capture the nuances and complexities of intersectional identities perpetuates societal ignorance and hinders progress towards genuine inclusion and understanding. It is essential for media outlets, such as the Ethiopian Broadcasting Corporation (EBC), to adopt a more nuanced approach in their

coverage of disability issues, one that recognizes and highlights the intersectional nature of marginalization.

The importance of intersectionality in media coverage is underscored by several key issues. First, there is a need to address the lack of diversity in media portrayals of disability. Media often focus on specific types of disabilities, predominantly physical disabilities, while neglecting others such as intellectual, developmental, and mental health disabilities. Additionally, within the coverage of physical disabilities, there is a tendency to highlight stories that fit into inspirational or tragic narratives, which can simplify and distort the lived realities of disabled individuals.

When media portrayals fail to recognize the intersectional nature of disability, they can influence public perceptions in ways that lead to inadequate or misdirected policy responses. Policies that do not take into account the compounded effects of multiple forms of marginalization are less likely to address the needs of the most vulnerable populations.

For the Ethiopian Broadcasting Corporation, integrating an intersectional perspective into their prime-time news coverage could enhance the visibility and understanding of the diverse experiences of disabled individuals. This would involve not only increasing the quantity of coverage on disability issues but also improving the quality by ensuring that stories reflect the intersectional realities of disabled people's lives. It would require training journalists to recognize and report on the multiple dimensions of identity that affect disabled individuals, as well as creating platforms for disabled voices to be heard directly.

Moreover, addressing the challenges in covering disabilities in media, EBC must consider the systemic barriers that hinder comprehensive and inclusive reporting. These barriers include a lack of awareness and understanding among journalists about disability issues, limited access to reliable data and sources, and societal stigma that can influence reporting. By overcoming these challenges, EBC can play a pivotal role in reshaping public perceptions and promoting a more inclusive society.

2.5.4. Emerging Trends and Opportunities

Despite the myriad challenges and inadequacies in media representations of persons with disabilities (PWD), there have been promising developments and emerging trends that offer opportunities for positive change. This section explores these trends, highlighting the rise of

disability arts and culture, the impact of participatory media and user-generated content, the role of social media platforms, and the importance of disability-inclusive storytelling.

The rise of disability arts and culture has provided a crucial platform for self-representation and the exploration of disability experiences through various artistic mediums (Kuppers, 2014). This movement empowers PWD to portray their narratives, experiences, and perspectives authentically, challenging existing stereotypes and fostering a more inclusive cultural landscape. By engaging in diverse forms of artistic expression ranging from visual arts to theater and literature disabled artists not only highlight the richness and diversity of the disability experience but also advocate for societal change and greater inclusion.

The increasing popularity of participatory media and user-generated content has significantly empowered PWD to share their stories and challenge dominant narratives (Elcessor, 2016). These platforms enable individuals with disabilities to bypass traditional media gatekeepers, thereby promoting a more democratized form of storytelling. By sharing personal experiences and viewpoints, PWD can contest misrepresentations and advocate for more accurate and respectful portrayals. This shift towards participatory media fosters greater agency among PWD, allowing them to contribute to the media landscape actively and meaningfully.

Social media platforms have emerged as powerful tools for amplifying disability voices and facilitating the formation of online communities (Trevisan, 2017). These platforms provide spaces where PWD can connect, share experiences, and engage in collective advocacy efforts. The immediacy and reach of social media allow for the rapid dissemination of disability-related content, fostering greater visibility and awareness. Moreover, social media campaigns and movements, often spearheaded by PWD, have successfully brought disability issues to the forefront of public discourse, challenging societal norms and advocating for policy changes.

There has been a growing recognition of the importance of disability-inclusive storytelling and the need for authentic and nuanced representations in mainstream media. Initiatives such as the Ruderman Family Foundation's Disability Narrative Change Initiative, along with the ongoing efforts of various disability rights organizations, have highlighted the critical need for greater representation and inclusion of PWD in all aspects of media production. These initiatives advocate for the portrayal of PWD in a manner that reflects their lived experiences and inherent dignity, moving beyond stereotypical and one-dimensional portrayals.

Despite these positive trends, the media's representation of persons with disabilities remains a complex and multifaceted issue, fraught with persistent challenges and inadequacies. Stereotypical and inaccurate portrayals, underrepresentation, lack of authenticity, and the failure to acknowledge intersectionality continue to perpetuate societal biases and marginalization. These challenges underscore the need for a concerted effort to improve the representation of PWD in the media.

To achieve genuine progress in media representations of PWD, it is essential for media professionals, policymakers, and the broader society to prioritize authentic, nuanced, and empowering representations. This involves not only increasing the visibility of PWD in media but also ensuring that their portrayals are diverse and reflective of their real-life experiences. By celebrating the diversity and inherent dignity of the disability experience, the media can play a pivotal role in challenging societal prejudices and promoting greater inclusion.

2.6. A Historical Overview of the Portrayal of People with Disabilities (PWD) In Ethiopian Media

Media reveals a gradual emergence beginning in the late 1980s. The Federation of Ethiopian National Associations of Persons with Disabilities (FENAPD) notes the formal initiation of such portrayal during this time. The first radio program, "Biruh Tesfa," dedicated to disability issues, aired in Ethiopia in 1990 E.C., followed by the television program "Messmate Yetessanachew." However, the current media landscape in Ethiopia shows limited focus on disability issues, with few radio and T.V. programs dedicated to the subject. Examples include "Biruh Tesfa," which has evolved from a 10-minute to a 30-minute segment airing every 15 days, "Dirshachen" on Fana FM 98.1 Radio, "Yechalal" on FM Addis 97.1 Radio, "Ashara" on Ethio FM 107.8 Radio, "Ande Dmitse" on Bisrat FM 101.1 Radio, "Messmate Yetessanachew" (now aired on EBC since 2010 E.C.), "Maedoot" (ceased due to financial constraints after 2009 E.C.), and "Zena Bemileket Kuwankuwa" on Addis TV, providing daily news with sign language interpretation. The representation of PWD in Ethiopia is not only covered by the program. Even though the coverage given to issues of PWD as the diversity of contents of daily news coverage of Ethiopian media has been underrepresented, there is coverage. Gebru's (2021) thesis findings show that "the views of people with disabilities as a group or individually is rarely attributed in stories dealing with common interest issues."

2.7. Framing Theory

Framing stresses how media catch the public's attention to specific concerns, and then it takes a further step to establish a frame through which the audience will comprehend (Arowolo, 2017). Framing theory concept where first coined Gregory Bateson in 1972. He defined framing as a conceptual framework that sets boundaries on a collection of interactive messages (Bateson, 1972, p. 197). Framing theory examines the ways in which information is presented and framed to shape public perception and understanding (Vliegthart, 2012). It show the way in which media messages are presented to the consumer by the media affect the choices the audience make about understanding the information received (Ezekiel, 2022, p. 66). "There is vulnerable tradition in the philosophy that argue that what reader assume to be real is but shadow and that by attending to what writer say about perception" (Goffman, 1986, p. 1). Also, explores how different interpretive frames influence audience members' understanding of media messages. Framing theory suggests that the way in which information is presented and framed can greatly influence public attitudes and beliefs. Citizens think they are live in the same world, but they think and feel in different ones with the subjective and necessarily abridged images that they construct and that are created for them by others (Lippmann, 1922, p.20). Framing theory suggests that the way information is presented and packaged can greatly impact public attitudes and beliefs.

2.7.1. Media Framing of People with Disability

Media can play major role in framing public perception on PWD. According to Lippmann (1922) public opinion and their issues are framed and set by mass media. "To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, to promote a particular problem definition" (Entman, 1993). For instance, media can people with disabilities as either helpless marginalized group or as inspirational heroes, which can have a significant impact on how the public perceives them. The absence of precise information accounted for the negligible story count in media (Aghan, 2007). He argued that a number of editors treated stories on gender and PLWD as difficult to sale with others claiming that their supervisors viewed such stories as depressing. On the contrary, these stories can significantly inspire the public when the media concentrates on the abilities of and not the challenges faced by PLWD.

Haller and Ralph, (2001) shed light on this phenomenon by dissecting the framing of physician-assisted suicide in late twentieth-century media. They illuminate how these narratives, while ostensibly addressing a contentious issue, tend to sidestep or downplay the complexities faced by disabled individuals. LeBesco (2006) extends this exploration into the realm of popular culture, delving into the portrayal of bodily differences in "The Sopranos." Through a nuanced analysis, LeBesco reveals how characters like the fat woman and the amputee are framed within the narrative, highlighting both conformity to and deviation from established norms of representation.

Transitioning from popular culture to global events, Misener, (2013) scrutinizes the media framing surrounding the 2010 Vancouver Winter Paralympic Games. Despite promises of increased attention, Misener uncovers a stark reality: the legacy discourse surrounding the games remained largely neglected in mainstream media, underscoring a persistent oversight of disability issues in public discourse.

Expanding the discourse further, Maia & Vimieiro (2014) delve into philosophical underpinnings, drawing from Axel Honneth's theory of recognition. Through frame analysis of Brazilian news media spanning several decades, they illuminate shifts in the portrayal of disability, engaging with broader questions of moral progress and societal recognition. In parallel, Humeira and Nurbaya (2018) probe the digital realm, examining how online media frames issues of women with disabilities. Their study uncovers tensions between empowerment narratives and entrenched gender biases, offering insights into the complexities of online discourse surrounding disability.

Media framing on disability issues also practicing in Ethiopia. According to Dangul (2018) "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'".

2.8. Agenda Setting Theory

Agenda Setting Theory is a fundamental communication framework that delves into the media's role in shaping public perceptions towards social and political matters. This theory posits that media platforms possess the capacity to dictate which subjects and concerns hold significance and warrant public attention, thereby influencing the collective agenda of society (Mccombs & Shaw, 1972). Essentially, agenda setting theory suggests that the media not

only guides individuals on what to think but also directs their focus towards specific issues (Kim et al., 2002). It asserts that the media's portrayal and prioritization of news and information exert a profound influence on what the general populace considers important. In essence, the theory underscores how the media's agenda, encompassing the selection and presentation of news content, shapes the public agenda, delineating the issues that garner widespread attention.

The theory highlights the pivotal role of media in determining societal discourse and public opinion formation. By selectively covering certain topics while omitting others, media outlets wield considerable influence in directing public attention towards particular issues. In the context of physical disability issues, Agenda Setting Theory becomes particularly relevant in scrutinizing the media coverage provided by Ethiopian Broadcasting Corporation (EBC). Given the research questions posited, it is imperative to analyze how EBC's prime-time news programming shapes public perception and discourse surrounding physical disabilities.

EBC's role as a prominent media entity in Ethiopia underscores the significance of examining its coverage of physical disability issues through the lens of agenda setting theory. Understanding the extent to which physical disabilities are featured in EBC's prime-time news broadcasts is crucial for discerning the media's influence on societal attitudes towards disability. Moreover, investigating the framing strategies employed by EBC in its coverage of disability issues provides insights into the editorial decisions and narrative constructions that shape public perceptions.

Exploring the dominant themes and types of disabilities covered in EBC's media coverage further elucidates the media's role in shaping societal understanding and awareness of disability issues. By identifying prevalent themes and representations, researchers can gauge the breadth and depth of EBC's coverage and ascertain any biases or gaps in portrayal. Additionally, examining the challenges encountered in covering disabilities within EBC's media coverage sheds light on the structural, societal, and institutional barriers that may impede comprehensive and inclusive reporting.

2.8.1. Agenda Setting in Media Coverage of Disability Issues

Brosius and Kepplinger (1990) explored the intricacies of agenda setting, delineating between static and dynamic approaches that evolve over time. The concept of agenda setting serves as a fundamental principle in understanding how information is disseminated and prioritized

within society. Salwen (1988) laid the groundwork for this concept, emphasizing the influential role of the media agenda in shaping public awareness and discourse. Building upon this foundation, However, the transmission of information is not a one-way street. Wanta and Wu (1992) illuminated the reciprocal relationship between media messaging and interpersonal communication, illustrating how discussions among individuals can impact the prominence of certain issues in the media landscape. Furthermore, Ader's (1995) work challenged conventional perspectives by demonstrating how real-world events can feedback into the media agenda, creating a complex ecosystem of influence.

In the context of disability issues, the study conducted by Happer and Philo (2013) on media coverage of disability benefits in the UK offers a pertinent illustration of the profound impact of media narratives on public perceptions. Their research elucidated how the portrayal of disability in the media can significantly shape societal attitudes and perceptions, underscoring the importance of responsible and accurate representation of individuals with disabilities. This study serves as a relevant precedent for analyzing media coverage of physical disability issues within the Ethiopian Broadcasting Corporation (EBC) context.

In essence, the application of Agenda Setting Theory to analyze EBC's media coverage of physical disability issues offers a robust framework for understanding the dynamics between media representation and public perception. By interrogating the selection, framing, and portrayal of disability-related content within EBC's prime-time news programming, researchers can discern the extent to which media discourse influences societal attitudes, policies, and practices pertaining to disability inclusion and advocacy. This examination underscores the critical role of media in shaping public narratives and underscores the importance of promoting accurate, inclusive, and responsible coverage of disability issues in the media landscape.

2.9. Empirical Review

There have been numerous studies done on how media represent issues of PWD in their coverage. One of the studies conducted in Canadian media by on "Representations of disability in the Canadian news media: A decade of change" found that there were some positive changes in the media representation of disability between 1998 and 2008, such as

increased use of "person-first" language and more holistic portrayals of individuals, traditional and stereotypical assumptions about disability still dominated much of the news coverage.

Similarly, research done by Singh & Sharma (2017) in "Media and Disability: Representations and Reflections" concludes that, even though media can be a significant source of promoting the rights of the public yet, it does not show any positive responsibility towards the disabled persons as a whole.

Regarding issues of people with disability and how the media portrays them, many researchers did their part in these countries. For instance, the thesis done by Gebru (2007) was titled "Media Framing of People with Disabilities in Local Amharic Newspapers." Her investigation focused primarily on the local newspapers Addis Zemen, Addis Admas, and Medical. It revealed that these media allocate less coverage to disability-related subjects compared to other topics. Furthermore, Dangul's (2018) research conducted a content analysis of Addis Zemen and Reporter newspapers, revealing that both periodicals allocate minimal focus to matters about individuals with disabilities.

In a study conducted by Chala (2021) titled "Media Portrayal of Children, women, elderly, and People with Disabilities in Society," it came to light that FBC radio coverage of the news inadequately reflected topics of people with disabilities. The Ethiopian media inadequately represents those who are disabled and, even in their limited reporting, fails to give comprehensive information to raise awareness. In Getaneh's (2019) study, titled "Content Analysis on Programs Focusing on Disability Issues in Ethiopia State Media," the research examined the biruh tesfa and messmate yetessanachew programs. The findings revealed that the biruh tesfa programs primarily addressed visual impairment and physical disabilities, whereas the messmate yetessanachew programs predominantly focused on hearing impairment. Regarding program topics, the findings indicate that both programs emphasize the social components of impairments while disregarding the political and economic dimensions. The coverage of disability issues not only influences the public's attitude towards individuals with disabilities, but the language used and the framing of the subject also plays a significant role. There needs to be more Ethiopian media coverage on this matter.

2.8.1. Summery of related works

The literature review section of the research critically examines the portrayal of individuals with disabilities in the media, with a specific emphasis on the Ethiopian Broadcasting Corporation (EBC). It commences by elucidating the multifaceted nature of disability and the challenges inherent in crafting a precise definition. Moreover, its highlight the pivotal role of the media in shaping public perceptions and societal attitudes towards physical disabilities, underscoring the influence of media representations on audience perceptions. Furthermore, it offers a historical perspective on the depiction of persons with disabilities in Ethiopian media, tracing the evolution of such portrayals over time.

Theoretical frameworks, notably Framing Theory and Agenda Setting Theory, are expounded upon in the context of media coverage of disability-related issues, providing a theoretical foundation for the subsequent analysis. Moreover, the literature review identifies lacunae in existing scholarship, highlighting gaps in the research landscape pertaining to media representations of disability in the Ethiopian context. By delineating these gaps, the literature review sets the stage for the ensuing research methodology and data analysis, underscoring the need for a comprehensive investigation into the portrayal of individuals with disabilities in the media, particularly within the purview of the Ethiopian Broadcasting Corporation.

2.9. Conceptual Framework

A complete understanding of how media organizations cover physical disability issues is vital for fostering inclusive representation and truthful portrayal of persons with disabilities in mainstream media. The Ethiopian Broadcasting Corporation (EBC), as the national broadcaster, plays a vital role in shaping public opinion and knowledge concerning handicap issues through its coverage. The quality and nature of media coverage on physical disability issues depends on numerous factors, which can be classed into dependent and independent variables. Independent Variables are Journalist knowledge and training on handicap problems, Editorial policies and guidelines, Resource allocation for disability coverage . Dependent Variables (Media Coverage Quality): Frequency of Coverage, Framing & Perspective Story kinds and themes covered.

This theory implies that the quality of media coverage (dependent variable) is controlled by three primary kinds of independent variables. The links are interwoven, indicating how numerous elements contribute to the overall quality of disability coverage at EBC.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter provides detail explanation on the methodological part. It focuses on research design/method, sample and sampling techniques, the instruments of data collection, and how

the researcher analyzed the data. In addition, it discusses how data checked for its reliability and validity.

3.1. Research Design

The research design outlines the methodical approach that specifies the conditions for collecting and analyzing data, aiming to ensure alignment with the overall research goals and efficient use of available resources (Kothari, 2004, p. 31). To achieve this aim, a descriptive and explanatory research design was employed. This type of design helps to describe the characteristics of the contents and explain the challenges journalist encountered in covering issues of PWD. This study used quantitative content analysis and in depth interview as qualitative methods. Quantitative content analysis consists of the significant parts of the design. Content analysis is appropriate for investigating media messages such as print, broadcast, and online media. Content analysis provides an efficient way to study the messages contained in mass media Riffe et al. (2005). Content analysis is a study technique for making reliable and valid inferences from the text or other meaningful matters to the context of their use. Content analysis cannot be restricted to written materials. It includes works of art, images, maps, sounds, signs, symbols, and other recorded materials (Krippendorff, 2004, p. 18-19).

3.2. Research Approach

This study analyzed how physical disability issues were covered by the Ethiopian Broadcasting Corporation (EBC) in its prime-time news. In order to meet the objectives of the research mixed-methods research design utilize combining quantitative content analysis and in-depth interviews. In the quantitative content analysis part key aspects of media coverage, were systematically examined including the frequency of mentions, sources cited, and types of disabilities represented (Neuendorf, 2017). This provided valuable insights into the patterns and trends of how disabilities were portrayed.

Complementing content analysis, in-depth interviews were utilized with key stakeholders, such as journalists and EBC news room leader which offered a qualitative perspective (Creswell & Creswell, 2018). These interviews explored the underlying factors influencing media coverage, the challenges faced, and the impact on public discourse and policy (Bowen, 2009).

By integrating both quantitative and qualitative methods, the study provided a comprehensive understanding of the extent of disability coverage, the framing strategies used, and the dominant themes present in the news. This approach combined empirical data from the content analysis with insights drawn from interviews, enhancing the depth of the analysis (Creswell & Plano Clark, 2018).

To ensure rigor, the study used inter-coder reliability testing for content analysis and member-checking for interviews, strengthening the validity and reliability of the findings (Lombard et al., 2002). This descriptive, cross-sectional survey design captured data from ETV 57 News within a specific time frame, allowing for an in-depth examination of media representation.

Overall, the mixed-methods approach combined the strengths of both qualitative and quantitative research, offering a nuanced analysis of the portrayal of disability in the news, the framing strategies used, and the challenges encountered in reporting on disability issues. This contributed to a richer understanding of how physical disabilities were represented in EBC's media coverage.

3.2. Sample and Sampling Techniques

Obtaining a representative sample is crucial to ensure the validity and generalizability of research findings. Considering the research problem under investigation and the need to select appropriate samples, and time span, purposive sampling technique was employed. Purposive sampling, as elucidated by Kothari (2004), involves the deliberate selection of specific units or cases from the broader population based on the researcher's judgment that these chosen elements are representative of the whole. This purposive sampling approach is particularly useful when the research objective necessitates the inclusion of information-rich cases or instances that can provide valuable insights into the phenomenon under examination (Etikan et al., 2016).

In this study, purposive sampling was used to select both the news segments from EBC's prime-time broadcasts and the stakeholders for in-depth interviews. For the content analysis, purposive sampling allowed the researcher to focus on news segments that explicitly addressed physical disability issues, ensuring that the analysis was relevant to the research questions. The sample utilized news reports covered between October 2023-to March 2024 were purposively choosed, due to it aligns with key events , such as International Day of

Persons with Disabilities (December 3), national disability day and up-to-date news reports offer insight in how media currently covers and represent people with disabilities. This gives fresh insights into current trends media coverage.

For the qualitative parts, purposive sampling was used to identify key informants, such as journalists, who had direct experience or involvement in media coverage of disability issues. Specifically, three journalists from EBC were selected for in-depth interviews, including one editor and two reporters from the ETV ZENA 57 prime-time news segment. These interviewees were chosen because they directly participated in covering news reports and portraying the narrative around the issue of people with disability, which makes them key informants in understanding the decision given by editorial teams and how the issue of PWD is framed. The semi-structured in-depth interviews allowed for the collection of rich, detailed data on the framing strategies and challenges involved in covering disability issues.

The target media outlet for this study was the Ethiopian Broadcasting Corporation (EBC), formerly known as the Ethiopian Television and Radio Agency (ERTA) until its name changed in 2014. EBC was selected purposively because the organization had much coverage in the country. Among the five channels under EBC, ETV ZENA (news) was chosen as it focuses on news reporting, aligning with the study's objectives. The ETV ZENA 57 is a prime-time news broadcast at 7:00 p.m., covering political, economic, social, sporting, and international events, making it a rich source for the study of media coverage of physical disability issues.

This purposive sampling strategy ensured that both the content and the interviewees were relevant to the study's objectives, allowing the researcher to capture a detailed and meaningful analysis of how disabilities are represented in EBC's news coverage. By carefully identifying and selecting samples that align with the study's aims, purposive sampling enabled the researcher to obtain data that are not only relevant but also deeply informative, thereby enhancing the validity and reliability of the findings (Palinkas et al., 2015).

3.3. Data Collection Instruments

Content analysis is a research methodology which is commonly used to examine media and communication messages that consist of written and transcribed words (Krippendorff, 2019, p. 25). A content analysis prompted by framing theory produces data easily understood by

most media audiences (Slater, 2013). Accordingly, the study utilized quantitative content analysis and in-depth interviews in order to collect the desired data and to achieve the research objective. According to Neuendorf (2002), Content analysis can be conducted on written text, transcribed speech, verbal interactions, visual images, characterizations, nonverbal behaviors, sound events, or any other message type. In relation with quantitative content analysis Berelson (1952) has stated that content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication. Moreover, a content analysis guided by framing theory yields data which most readers pick up (Entman, 1993:57). So, a quantitative content analysis has been employed to collect data from EBC prime time news and quantify the frequency about the extent and natures of stories, sources employed, tone of the stories and identify frames used in PWD stories. Content analysis included televised news segments aired during prime-time slots over a specified period. In addition, to gain insight into the challenges of producing and covering disability stories, the researcher conducted an in-depth interview with editors and reporters involved in the production of Prime-Time News Coverage at Ethiopian Broadcasting Corporate. These interviews delved into editorial processes, decision-making, framing, sourcing, and challenges encountered in news reporting disability issues.

3.4. Source Of Data

3.4.1. Primary Source of Data

In-depth interviews, were applied and researcher have collected accurate information and firsthand data. Firsthand data was collected from reporter editor work on news room of EBC.

3.4.2. Secondary Sources of Data

Secondary data sources utilized in this research were news contents broadcasted from October 2023 to March 2024. published and unpublished documents related media portrayal of issues of PWD were considered.

3.5. Procedures of Data Collection

The study covered Six months news contents broadcasted during prime-times, from October 1, 2023, until March 31, 2024, encompassing 182 days. The researcher's selection of these times is based on the acknowledgement of the ever-changing nature of content analysis in media and due to International Day of Persons with Disabilities celebrated in (December 3)

every year and the day of Autism is celebrated in month of March in Ethiopia. News coverage of diverse subjects demonstrate temporal diversity, driven by various variables such as current events, societal trends, and political climates. The researcher's intention in choosing this specific timeframe to encompass a wide variety of media content that accurately represents the latest advancements and viewpoints. Each day, ETV ZENA 57 broadcast various news stories. The researcher collected and analyzed stories from ETV ZENA 57, utilizing coding lists to assess the extent, nature, frames, and sources of the news stories and identify the tones used. Additionally, face-to-face interviews were conducted with journalists from ETV ZENA 57 to gather supplementary data.

3.5.1. Sample units of Analysis

Unit of analysis is an article and the major entity that researchers are analyzing in their study. Individuals, groups, photos, newspapers, could be a unit of analysis in a study. As Jensen (2002), a unit of analysis, in media studies, could range from a single word or symbol to an entire article or story. In this study individual articles which focused on football hooliganism related issues were the unit of analysis. All conventional news stories, that are related to issues of PWD in the selected Tv channel were used as the units of analyses. According to Satu et al., (2014, p. 5), the success of data collection should be assessed in relation to the specific research questions and study aim. The preparation phase also involves the selection of a suitable unit of analysis, which is also important for ensuring the credibility of content analysis.

The term unit can, for example, be a letter, word, sentence portion of pages, or words. So the researcher of this study took all articles of PWD stories from ETV 57 prime time news within the already specified time frame as unit of analysis. Consequently, the researcher of this study has coded the data which gathered from ETV 57 news from october1/2023 G.C until March 31/2024 and equally important, the data was gathered from journalists with in-depth interviews to develop themes for the study. By this the researcher observed the latent and manifest themes in this study. In-depth interviews were transcribed in to appropriate texts by the second coder to avoid influences of personal judgments in the research. The occurrence of frequency of unfolded words in the coverage of issues of PWD became manifest theme which is mostly free from personal judgment. However, the researcher's intention to reach interpretive of semantic units in the text became latent theme which is subjected to personal judgment.

3.6. Coding Categories

The collected data from EBC labelled into specific categories. Newscast in the timeline mentioned analyzed using the code guide. The codes were used to categories data based on research objectives and questions. Therefore, to code the contents of all news articles, develop an operational and conceptual definition. Then they coded under the following categories as defined below:

- **Type of story:** it is a category used to find out whether the disability news articles coded as (news stories, feature Stories,).
- **Types of People with Disabilities:** This refers to defines the types of disabilities, as this is central to understanding how people with disabilities are represented in the media (whether they coded in the types of Physical, Sensory, Intellectual and Developmental and Mental disabilities).
- **Placement of the story:** It refers to the places in which news stories are placed and coded as (whether they placed on the bulletin -short news categories or mini-docs).
- **Framing types:** it is used to point out the five common generic frames used in issues and coded as (conflict frame, responsibility frame, human interest frame, consequence frame and morality frame:
- **Source of the stories:** - this refers to the kind of source of stories used for news and coded as (disabilities organization, government, police, meeting and workshops, research findings, clubs, victims, individuals, no sources).
- **Tone/valance:** Refers to leaning of the story, where an attribute, object, or event is framed and coded as (positive, negative, neutral).
- **Feature stories:** Stories which are descriptive, often more wordy and have a creative structure to attract the reader.
- **Commentaries:** stories which deals with criticism, discussion or explanation of ideas, opinions or facts.

- The conflict frame: it is measured based on whether a disability story emphasizes conflict between individuals, groups, institutions or countries and reflected disagreements and blame between people or groups.
- **The responsibility frame:** it is measured based on whether a story mentions people or organization that should be held accountable for causing or solving disabilities problems. It also suggests that people or organization have the ability to alleviate the issue, mentions any solution to a problem.
- **The human-interest frame:** it is measured based on whether disability story mention about individual feelings, involves people and their testimonies, feel more empathy and sadness.
- **The consequence frame:** it was measured based on whether a story mentioned economic consequences of disabilities incidence and emphasizes the profit or loss consequences of the issue.
- **The morality frame:** it was measured based on whether a story consists of moral messages towards disabilities, a reference to religious, morality or social prescriptions.
- **Positive tone:** The words that are used to describe the story evoke positive associations. The story is exposed in a good way. For instance: helping, honest, satisfied or (suggesting) solutions for the story.
- **Negative tone:** The words that are used to describe the story evoke negative associations. The story is exposed in a bad way. For instance, misbehaving, unthankful, unsatisfied, causing troubles or unethical for the story.
- **Neutral tone:** The story is described in an objective manner and the story is based on

facts. The words used to describe the main subject evoke no specific positive or negative associations. These are hearing impaired, visually handicapped, physical disabilities and mentally retarded groups.

3.6.1. Inter-Coder Reliability

To measure the reliability of the coding procedure, scholars usually analyze the agreement and disagreement among codes used to the identical content by various coders (Jensen, 2020, p. 2073). As Krippendorff (2013) and Cohen (1960) cited in Jensen (2020), Statistical measures like Krippendorff's alpha or Cohen's kappa can be used to evaluate the inter-coder reliability agreement and or disagreement among coders. coded the same content from the study and checked for agreement in their coding decisions. Holsti (1969) formula was applied to determine reliability: $\text{Inter-coder Reliability} = 2M/(N1 + N2)$, where M represents the agreement between the two coders' decisions, and N1 and N2 are the total number of coding decisions made by each coder. In most published content analysis reports, a minimum reliability coefficient above 0.75 is considered sufficient. In most published content analysis report a minimum above 0.75 reliability coefficient thought to be sufficient. So, for this study Holsti's method formula is selected to measure intercoder reliability. Based on this 18 issues of people with disability news articles from the analyzed EBC prime time news were taken for inter- coder reliability check. The two coders including the researcher independently coded a total of 120 units/ judgments (6*20). Following this, the independent coders agreed on 114 units, and the 6 dissimilarities were resolved through double coding. As Wang (2011, p. 18) explains, inter-coder reliability is satisfactory when coefficients are above 0.85. In this study, the overall coefficient of inter-coder reliability exceeded 0.90 (95%).

3.7. Definitions, Characteristics, and Types of People with Disabilities (PWD)

3.7.1. *Definition of Disability*

Disability is a multifaceted term that encompasses a wide array of physical, mental, sensory, and cognitive impairments that can significantly hinder an individual's ability to perform daily activities. The World Health Organization (WHO, 2011) defines disability as a "physical or mental impairment that substantially limits one or more major life activities." This definition not only highlights the variances in disability indicating that they can be temporary or permanent but also underscores that their impact can fluctuate depending on individual circumstances and the environment. The social model of disability posits that disabilities are not solely the result of an individual's impairments; rather, societal attitudes,

architectural barriers, and systemic inequities often exacerbate the limitations faced by individuals with disabilities (Oliver, 1996). This perspective emphasizes the need for societal change to create an inclusive environment that allows individuals with disabilities to fully participate in community life.

Furthermore, it is essential to recognize that disability intersects with various social identities, including race, gender, and socioeconomic status. For instance, research has shown that individuals with disabilities from marginalized communities often experience compounded discrimination and barriers, resulting in unique challenges that must be addressed (Campbell, 2009). Understanding disability through a holistic lens that considers these intersections is crucial for developing effective policies and media narratives that accurately reflect the lived experiences of PWD.

3.7.2. Types of Disabilities

Disabilities are generally classified into several major categories: physical, sensory, intellectual, and mental health disabilities. Physical disabilities refer to impairments that affect an individual's mobility or physical functioning. This can include conditions such as paralysis, amputations, cerebral palsy, muscular dystrophy, and arthritis. Sensory disabilities impact the senses and can encompass vision impairments (e.g., blindness or low vision) and hearing impairments (e.g., deafness and hard-of-hearing conditions) (American Psychological Association, 2020). Each type of disability presents distinct challenges that necessitate tailored approaches for effective representation and coverage in media narratives.

Intellectual disabilities involve limitations in intellectual functioning and adaptive behavior, which can affect learning, communication, and social skills. Examples include Down syndrome and fragile X syndrome. Meanwhile, mental health disabilities encompass a broad range of conditions that affect an individual's emotional, psychological, and social well-being, such as depression, anxiety disorders, and schizophrenia. Additionally, developmental disabilities, which are usually diagnosed in childhood, can affect physical, learning, language, or behavioral skills. These include autism spectrum disorder and attention-deficit/hyperactivity disorder (ADHD). Recognizing the variety of disabilities is essential for accurate media representation and for fostering an inclusive society that addresses the unique needs of each group.

3.7.3. Characteristics of Physical Disabilities

Individuals with physical disabilities face a diverse array of challenges that can include limitations in mobility, dexterity, and endurance. For instance, those with conditions such as multiple sclerosis may experience fluctuating levels of physical ability, which can result in unpredictable challenges in daily activities. Individuals with spinal cord injuries might experience varying degrees of paralysis, significantly altering their mobility and necessitating the use of adaptive equipment for daily functioning (National Institute of Neurological Disorders and Stroke, 2021). Furthermore, the characteristics of physical disabilities can extend beyond the physical realm; individuals may also confront psychological barriers, such as feelings of inadequacy or frustration, that arise from societal perceptions and stigma associated with their disabilities.

Social stigmatization and discrimination are prevalent issues faced by individuals with physical disabilities, often exacerbated by inadequate representation in media coverage. These challenges can lead to social isolation, limited access to opportunities, and a lack of understanding from the broader community. Addressing these complexities requires not only a comprehensive understanding of the characteristics of each type of disability but also a recognition of how societal attitudes and media representations shape the experiences of individuals with physical disabilities. For example, negative portrayals in media can reinforce stereotypes and perpetuate discriminatory practices, further alienating individuals with disabilities from society.

3.7.4. Challenges in Media Coverage

The media plays a pivotal role in shaping public perceptions and understanding of disabilities. However, the representation of individuals with disabilities often falls short of accurately reflecting their lived experiences and the complexities they face. In the case of EBC TV, coverage of physical disabilities frequently focuses on human-interest stories that may oversimplify or sensationalize the realities of people with disabilities. Such narratives can contribute to a narrow understanding of the diverse issues they encounter, including accessibility challenges, discrimination, and social integration (Haller, 2010). This lack of nuanced coverage can perpetuate myths and misconceptions, leading to a generalized and often negative view of disability in society.

Moreover, challenges in media coverage can stem from a lack of training and awareness among journalists regarding disability issues. Many reporters may not have the necessary

tools or knowledge to approach disability topics with the depth and sensitivity they require, which can result in shallow storytelling that fails to capture the true essence of individuals' experiences. To combat these issues, it is imperative for media outlets to adopt more inclusive and accurate framing strategies that genuinely represent the complexities of life for individuals with physical disabilities. By fostering a more informed and empathetic public discourse surrounding disability issues, media coverage can play a vital role in advocating for social change and promoting the rights and dignity of individuals with disabilities.

3.6. Data Analysis

Data analysis is the critical stage where researchers begin to understand their findings in relation to the research objectives (Basit, 2003, p. 145). The quantitative data in this study was analyzed and presented through frequency tables and figures. A quantitative content analysis was employed to examine the frequency of story types about persons with disabilities (PWDs), sources, frames identified, and tones in prime-time news on Ethiopian Broadcasting Corporation (EBC). This enabled the researcher to quantify the results numerically. Frame analysis was used to identify, define, and explain the frames regarding PWDs found in the analyzed news stories. Roushanzamir & Raman (as cited in Andrus 2012 p. 20) defined textual analysis as an interpretative method that allows the researcher to examine all aspects of the text, including stylistic language, omissions, and visuals. However, content analysis has the limitation of answering only the "what" of the content studied and not the "why." To complement this shortcoming, in-depth interviews were conducted with EBC reporters and editors. Coded qualitative data were analyzed to identify patterns and trends in disability representation. This analysis explored how individuals with disabilities are portrayed, the diversity of representation, and the presence of stereotypes or biases. The qualitative data gathered through in-depth interviews underwent thematic analysis. This strategy detects reoccurring themes, trends, and thoughts within the interview transcripts. Initially, interviews were transcribed verbatim; transcripts are sorted for important information. Codes were then grouped into more significant themes indicating challenges in producing and covering disability issues. In-depth interview data of this study were analyzed and presented in narrative and descriptive form. Finally, content analysis and in-depth interview analysis were compared to achieve the objective of this research.

3.8. Trustworthiness of the study

Ensuring credibility is one of the most important factors in establishing the trustworthiness of the study (Shenton, 2004). Thus, the trustworthiness of this study was ensured through the building of early familiarity with the organizations and study participants before the first data collection take place. It was conducted by referring to appropriate documents and primary visits to the organizations and offices themselves. Extended engagements were employed between the investigator and the participants to get an adequate understanding of an organization and to establish a relationship. Triangulation that involves different methods like survey questioner and in-depth interviews were employed. This is aimed at enhancing the data quality as one data collection method fills the weaknesses/ shortcomings of another. Triangulation of a wide was conducted via triangulating different data sources to get a rich picture of the dat finding (Lincoln and Guba, 1985; cited in Shenton, 2004).

3.9. Ethical Consideration

During the course of this research project, all procedures and processes followed the ethical principles and guidelines for conducting research studies. Informed consent was obtained from all participants, ensuring confidentiality and anonymity in adherence with ethical guidelines for research involving human subjects. To comply with content rights and broadcast rules, the research proposal underwent clearance by relevant departments at EBC before data access and analysis.

Any personally identifiable information in the viewership data was anonymized to safeguard privacy and mitigate risks of disclosing sensitive health information. Only aggregated data was utilized for analysis purposes. Research integrity measures were upheld, including secure data handling, objective analysis, and maintaining confidentiality regarding unpublished broadcasting information.

Potential researcher biases were addressed through critical self-reflection on how subjective lenses may influence the perception of cultural texts and health issues. These ethical considerations protected research ethics, integrity, accountability, and aimed to facilitate mutually beneficial knowledge generation for scholars and health communicators seeking to deepen their understanding and enhance the effectiveness of media outreach on important public health challenges.

CHAPTER FOUR

DATA PRESENTATION, INTERPRETATION AND DISCUSSION

Introduction

This chapter delves into the core of this thesis, analyzing Analysis of Media Coverage on Physical Disability Issues on ETV 57 prime time news. The chapter is divided into four sections, each corresponding to a specific research question. The first section explores the physical disabilities covered in the prime-time news of EBC. This section focuses on the frequency of physical disabilities that are featured in the prime-time news of EBC. The second section examines the the framing strategies used by the EBC in its coverage of disability issues. Delves into the framing strategies employed by EBC in its coverage of disability issues. This involves dissecting the language, imagery, and overall presentation of the news stories to uncover the underlying narrative and messaging. By examining the framing techniques used, we can gain insights into how these stories are constructed and the impact they may have on shaping public perceptions of physical disabilities. The third section investigates the dominant themes and types of disabilities covered in the media coverage of Ethiopian Broadcasting Corporation. Finally the fourth section asses the challenges in covering disabilities in the media coverage of Ethiopian Broadcasting Corporation.

In general, this chapter deals with data presentation, analysis and discussion. As stated earlier in the previous chapters, the main objective of this study was to examine framing and theme of stories about people living with disability in Ethiopian Broadcasting Corporation (EBC), a focus on prime-time for zix months from October 1, 2023 to February 29, 2024.

4.1 Data presentation and analysis

4.2. Coverage of News Stories Related to People with Disability (PWD)

The study aimed to analyze media coverage of physical disability issues, with a specific focus on the Ethiopian Broadcasting Corporation (EBC). The results from the content analysis are summarized in Table 1, which shows the frequency and percentage of news stories. This table provides a clear overview of how news stories about people with disabilities (PWD) are represented in the media. Over the selected time period, all daily news broadcasts from each month were analyzed. Table 1 highlights a significant imbalance in the portrayal of PWD in EBC's prime-time news. Out of 1,181 total news stories broadcast on ETV 57's prime-time news between October 2023 and March 2024, only 20 stories (2%) addressed PWD issues, while a vast majority 1,161 stories (98) focused on topics unrelated to disabilities.

These results indicate a substantial underrepresentation of news coverage on disability-related topics in the prime-time news of EBC. The data suggest that the EBC's prime-time news coverage during the studied period did not adequately address the concerns and issues faced by PWD, potentially marginalizing this significant segment of the population.

Furthermore, the disproportionately low percentage (2%) of news stories dedicated to issues concerning people with disabilities (PWDs) raises concerns about the attention and priority that must be given to these issues. PWDs are an integral part of society and constitute a large number; therefore, they need to be included.

This finding indicate that attention given to issues of PWD in ETV 57 prime time news insufficient compared to the number of PWD live in the country. The stark contrast in the coverage of PWD issues compared to other topics warrants further investigation and raises questions about the framing strategies, dominant themes, and challenges faced by EBC in covering disability issues comprehensively and inclusively.

The finding of the current study is congruent with the Briant et al.,(2016) study that explaine news coverage of disability in the UK media. The study found that disability issues were underrepresented, and when covered, the coverage was often negative, focusing on disability as a personal tragedy or a burden on society.

Table1: Number of News sory coverd during time selected for the study

| News Story covered in ETV57 prime time | Frequency | Percentage |
|--|-----------|------------|
|--|-----------|------------|

| news | | % |
|---|------|------|
| | 1161 | 98% |
| News Story covered in other issues with from October2023 -March 2024 | | |
| News story covered on the issues of PWD | 20 | 2% |
| Total news covered in ETV 57 prime time News between October2023 -March 2024 | 1181 | 100% |

4.2.1. Types of News Story

Table 1.1 presents a breakdown of the types of stories related to PWD covered in ETV 57's prime-time news during the study period. Figure1 reveal that out of the 20 stories covered focused on PWD issues, 12 stories (60%) were news stories, while 8 stories (40%) were feature stories.

This indicating that a higher proportion of news stories compared to feature stories in the coverage of PWD-related topics. This finding suggests that EBC's prime-time news tended to approach disability issues primarily through a news reporting lens, potentially focusing on events based related to PWD.

However, it is noteworthy that a significant portion (40%) of the coverage was dedicated to feature stories. Feature stories often provide an in-depth exploration of a particular topic, allowing for a more comprehensive and nuanced representation of PWD-related issues.

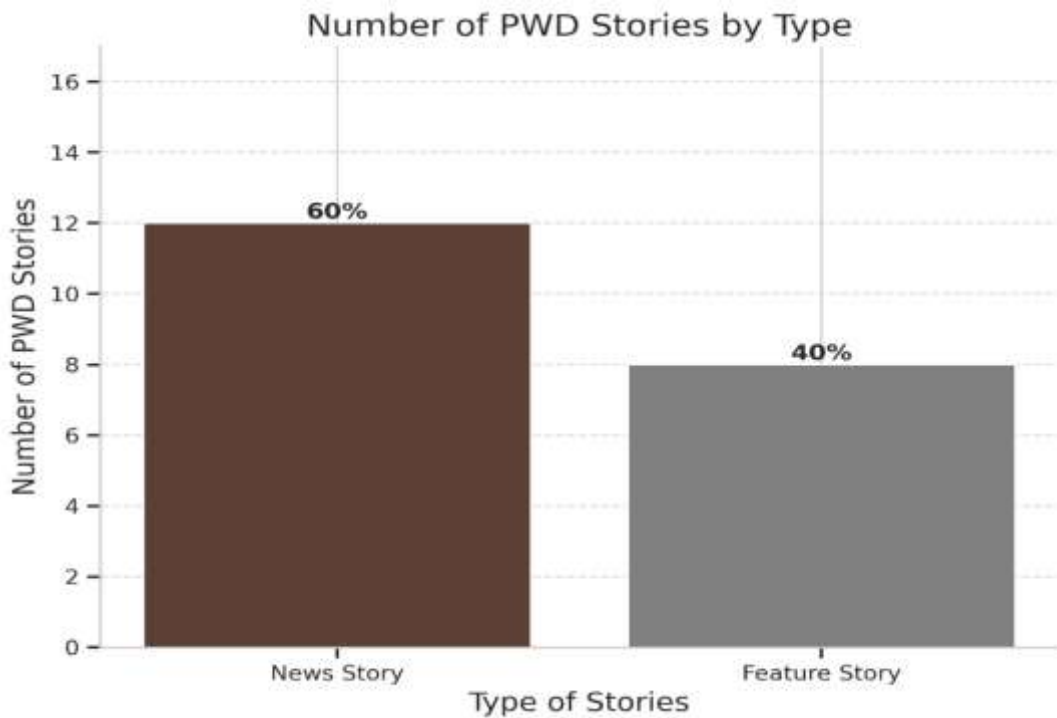


Figure 1: Type of PWD stories in ETV 57 news

4.2.1. Sources Cited

Hard news stories are typically characterized by their emphasis on factual reporting and timely information (Cohen & Stratyner, 2016). This style is often used in reporting events that have immediate significance, such as accidents, natural disasters, or legislative changes affecting the community. In the context of physical disabilities, hard news stories can play a crucial role in raising awareness about issues such as accessibility, rights, and societal inclusion of individuals with mobility impairments.

Research indicates that hard news coverage of disability issues can influence public perceptions and policy decisions (Jones, 2020). For instance, when EBC covers incidents related to mobility impairments such as accidents involving wheelchair users or legislation impacting accessibility it not only informs the public but also highlights the challenges faced by this demographic. According to a study by Smith (2019), effective hard news reporting can foster empathy and advocate for necessary changes in societal attitudes towards disabled individuals.

Moreover, the framing of these stories is critical. Journalists often employ specific frames that can either reinforce stereotypes or promote understanding (Entman, 1993). In examining EBC's hard news stories, it is essential to analyze how they frame issues of mobility impairment. Are they portrayed as individual tragedies, or are systemic barriers addressed?

As highlighted by Campbell (2021), news frames can significantly affect how audiences interpret disability-related news, potentially leading to either increased advocacy for inclusivity or perpetuation of stigma.

For instance, EBC's coverage of an incident where a public transport system failed to accommodate wheelchair users could be framed as a public safety issue, emphasizing the need for policy reform. This approach not only informs the audience about the event but also encourages discussion on the necessity of making transportation accessible for all. Previous studies have shown that such framing can mobilize public support for disability rights initiatives (Baker, 2018).

Physical disabilities, particularly mobility impairments, represent a significant portion of the disability community and are often underrepresented in media narratives (Oliver, 2013). In EBC's coverage, it is important to assess how often and in what context mobility impairments are mentioned. This includes examining the prevalence of stories focusing on individuals with mobility challenges, the language used to describe them, and the overall narrative surrounding their experiences.

A study by Roush (2017) found that media representations of mobility impairments often emphasize limitations rather than abilities, which can perpetuate a narrative of helplessness. It is crucial to analyze whether EBC's reporting aligns with this trend or challenges it. For example, do stories about individuals with mobility impairments highlight their achievements and contributions to society, or do they primarily focus on their struggles?

Additionally, the context in which mobility impairments are discussed matters significantly. If EBC primarily covers stories about physical disabilities in the context of accidents or victimization, this could reinforce negative stereotypes and contribute to a societal narrative that views disabled individuals as perpetual victims (Kearns, 2020). Conversely, if the reporting includes stories of empowerment, advocacy, and community engagement, it may promote a more positive and realistic understanding of the lives of individuals with mobility impairments.

The representation of physical disabilities in hard news stories also intersects with broader societal issues such as health care access, social justice, and human rights. Studies indicate that comprehensive coverage of these intersections can raise awareness and promote policy changes that benefit individuals with mobility impairments (Hernandez, 2018). For instance,

reporting on the lack of accessible healthcare facilities not only highlights the struggles faced by those with mobility impairments but also calls for systemic change.

4.2.2. Placement of the story

Figure 1.1 indicate that the placement of PWD-related stories in ETV 57's prime-time news revealed a concerning trend. As shown in Figure 1.2, a significant number (60%) of the stories concerning people with disabilities were positioned towards the end of the news bulletins.

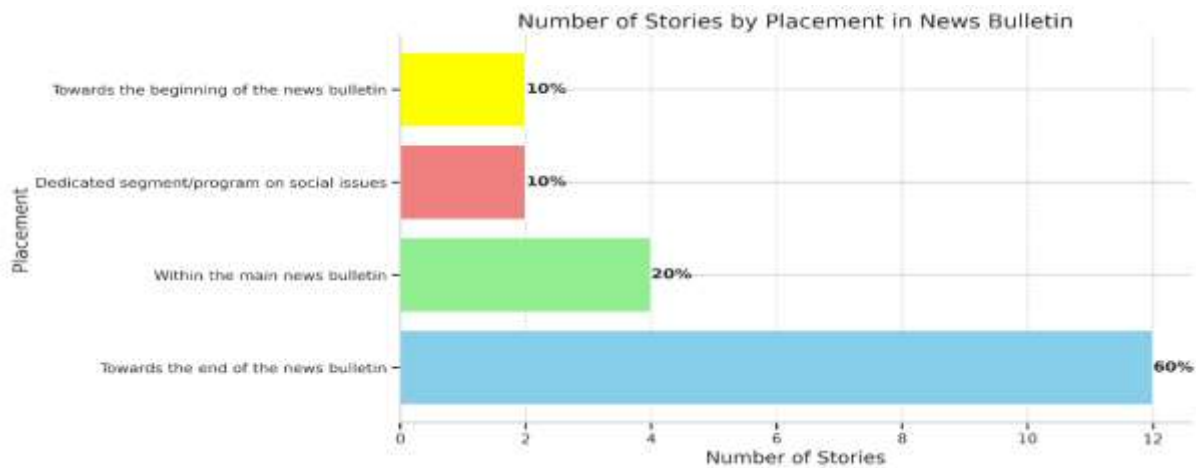


Figure 1.1. Placement of PWD-related Stories in ETV 57 Prime-Time News

This positioning of PWD stories towards the latter part of the news bulletins is concerning as it suggests a lower priority and diminished prominence given to these issues by EBC.

While 20% of the stories were integrated within the main news bulletins, indicating some effort to mainstream the coverage, the majority were relegated to less visible positions.

Furthermore, only 10% of the stories were featured in dedicated segments around the middle of news hour during prime-time news of ETV 57. Notably, a mere 10% of the stories were positioned towards the beginning of the prime time of news, where they would have received greater attention and visibility.

This skewed placement towards the end of the news bulletins raises concerns about the level of importance and urgency attached to PWD-related issues by EBC. By positioning these stories towards the end, there is a risk of diminishing their impact and failing to adequately inform and engage the audience on matters concerning this significant segment of the population.

The findings underscore the need for a more balanced and strategic approach to the placement of PWD stories within EBC's prime-time news programming. Ensuring greater visibility and prominence for these stories could contribute to raising awareness, fostering inclusive narratives, and promoting a more equitable representation of disability-related issues in the media.

4.2.3 Source of the stories

Figure 1.2 show that the primary sources cited in PWD-related stories were event based from Non-Governmental Organizations (NGOs), accounting for 40% of the total stories. This significant reliance on NGOs working in the disability sector suggests a recognition of their expertise, advocacy efforts, and close involvement with PWD communities. NGOs often serve as a bridge between individuals with disabilities, government entities, and the broader society, making them valuable sources of information and perspectives.

By citing NGOs such as Cure International, Fikir Ethiopia, and Dibora Foundation, EBC's coverage potentially tapped into the insights gained from their grassroots work, service provision, and advocacy campaigns. These organizations likely offered first-hand accounts, case studies, and recommendations based on their direct interactions with PWD communities. However, it is essential to acknowledge that NGOs may have specific agendas or biases, which could potentially influence the framing and narratives presented in the coverage.

Disability Associations and Federations, cited in 25% of the stories, played a crucial role in shaping the coverage by providing direct representation of PWD voices and concerns. These organizations, such as the Federation of Ethiopian Disability and the Ethiopian Women with Disabilities National Association, serve as platforms for collective action and advocacy, amplifying the voices of individuals with disabilities. By citing these sources, EBC's coverage could have offered insights into the lived experiences, challenges, and aspirations of PWD communities, fostering greater awareness and understanding.

However, it is important to note that while these associations and federations aim to represent the diverse interests of PWD communities, they may not necessarily encompass the full spectrum of perspectives and experiences. Ensuring a diverse representation of disability associations and federations across different types of disabilities, demographics, and regions could further enrich the coverage and provide a more comprehensive understanding of the issues at hand.

Government officials, cited in 15% of the stories, played a role in representing the official stance, policies, and initiatives related to disability-related matters. Their inclusion as sources could shed light on the government's efforts, challenges, and future plans in addressing the needs and rights of PWD communities. However, it is crucial to maintain a balanced and critical approach when citing government sources, as they may present a more favorable or politically-motivated perspective.

Research Institutions and Experts, cited in 10% of the stories, contributed scientific and academic insights into disability-related issues. By drawing upon research findings and expert opinions, EBC's coverage could have provided a deeper understanding of the underlying causes, societal implications, and potential solutions related to PWD issues. However, it is essential to ensure that the research and expert sources cited are credible, unbiased, and representative of diverse perspectives within the academic and research community.

Notably, the data revealed that Individuals with Disabilities were cited as sources in 10% of the stories, allowing for the direct representation of their experiences and perspectives. This inclusion is commendable, as it provides a platform for PWD voices to be heard and for their narratives to shape the public discourse. However, it is crucial to ensure that these voices are diverse and representative of various disabilities, backgrounds, and intersectional experiences.

Certain sources, such as law enforcement agencies or victims of discrimination, were not cited in the analyzed stories. The absence of these sources could indicate a gap in the representation of diverse perspectives and stakeholders, potentially limiting the depth and comprehensiveness of the coverage. Law enforcement agencies could provide insights into the implementation of disability-related laws and regulations, as well as the challenges they face in ensuring the safety and rights of PWD communities. Additionally, including the perspectives of victims of discrimination could shed light on the harsh realities and impacts of societal biases and barriers faced by individuals with disabilities.

It is essential to interpret these findings within the broader context of EBC's coverage, considering factors such as the framing strategies employed, the depth and quality of reporting, and the overall impact on public discourse surrounding PWD-related matters. A diverse range of credible sources can contribute to a more balanced and comprehensive representation of disability-related issues, fostering greater awareness, understanding, and advocacy efforts within society.

Furthermore, it is crucial for media outlets to continuously evaluate and expand their sources, seeking out new perspectives and voices that may have been overlooked or marginalized in the past. By actively engaging with a wide range of stakeholders, including PWD communities, advocacy groups, government entities, research institutions, and civil society organizations, media outlets can play a pivotal role in shaping the narrative and driving positive change for individuals with disabilities.

Ultimately, the analysis of sources in PWD-related coverage highlights the importance of diverse and credible perspectives in shaping public discourse and promoting inclusive narratives. By carefully curating and balancing the sources cited, media outlets can contribute to a more nuanced and empowering portrayal of disability-related issues, fostering greater understanding, acceptance, and advocacy within society.

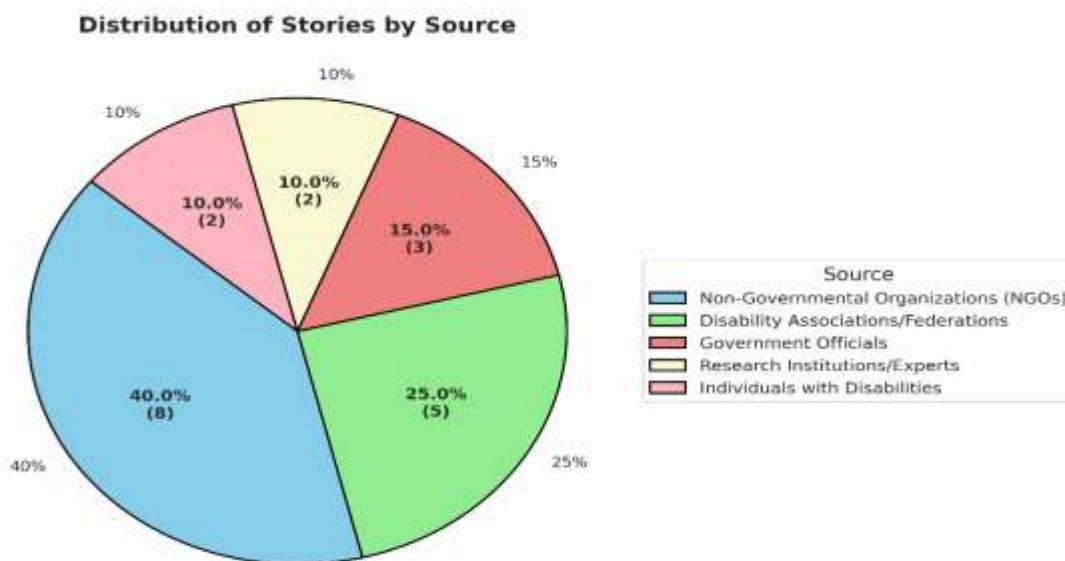


Figure 1.2. Sources of PWD-related Stories

4.2.4. Frames of the story

The frame is the overarching angle of how the various EBC news stories about PWD are treated once they are covered. This study demonstrates how the media (EBC) news information is created to shape public perceptions of PWDs. Framing is an inherently ideological act, whether consciously or not. How a news story is investigated and reported, who the journalist chooses to speak with, the questions he or she asks, and how information is interpreted and reported are all affected by the frame of the story. According to the data from news content analysis, seven types of frames were found in the sampled EBC news during the

prime time. These were human (PWD) interest frame, responsibility attribution frame, consequence frame, morality which include helplessness, marginalized and neglect frame, sympathy frame, advocacy frame and integration frame. The framing types used in the coverage of PWD-related stories in ETV 57's prime-time news, with a focus on the five common generic frames: conflict frame, responsibility frame, human interest frame, consequence frame, and morality frame.

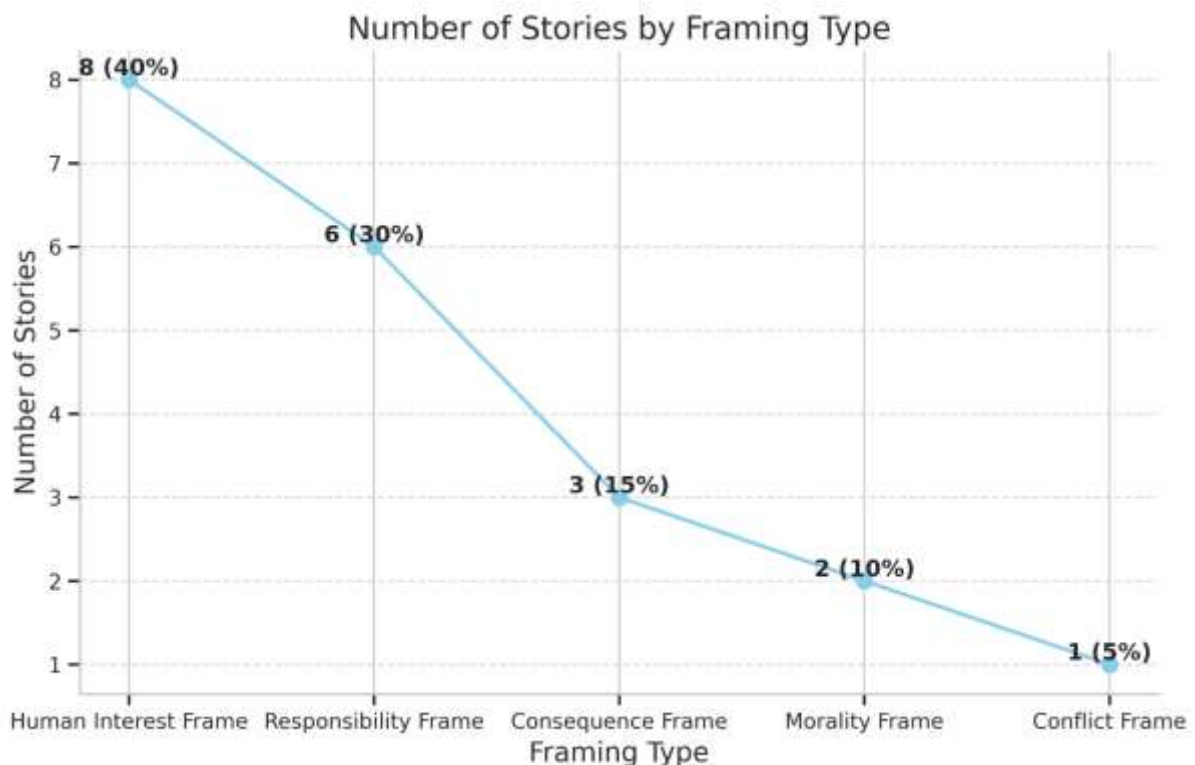


Figure 1.3. Framing Types Used in PWD-related Stories

Our analysis revealed that the human interest frame was the most prevalent framing strategy employed by EBC in its coverage of PWD-related stories, accounting for 40% of the total stories. This framing approach focuses on highlighting the personal experiences, narratives, and emotional aspects of individuals with disabilities, potentially fostering empathy and connection with the audience.

Examples of stories employing the human interest frame include:

- Success story of a person with disability (October 21, 2016)
- 9th Anniversary of Amanuel charity organization (November 13, 2016)
- Success story (February 28, 2016)

The finding of this study similar with the research of Bendukurthi (2016) found out that media portret image of PWD with stories of achievements of disabled people to position them in a positive light in their society.

In another phase of the study the responsibility frame, which attributes responsibility for issues or problems to specific individuals or entities, was used in 30% of the stories. This framing strategy could prompt discussions about accountability and potential solutions.

Among news stories exploited considering the study time frame the followings are stories identified as Stories PWD emphasized on responsibility frame:

- Gonder University research and challenge of young PWD (February 19, 2016)
- Panel discussion Ethiopian Women with Disabilities National Association (December 29, 2016)
- Panel discussion PWD and Addis Ababa city council members (January 14, 2016)

Furthermore, the consequence frame, which emphasizes the effects or implications of an issue, was employed in 15% of the stories. This approach could raise awareness about the impact of disability-related matters on individuals, communities, and society.

An example of a story utilizing the consequence frame is “International disability day (November 21, 2016)”.

Additionally, the morality frame, which invokes moral principles or values, was used in 10% of the stories, potentially appealing to ethical considerations and prompting discussions about human rights and social justice.

In this case a news stories exploited from content analysis of six month selected for the research is “Quran and PWD (February 21, 2016)”.

Lastly, the conflict frame, which presents issues in terms of conflicts or disagreements between individuals or groups, was the least used, accounting for only 5% of the stories.

An example of a story utilizing the conflict frame is “Panel discussion (Visual impairment people and EBA) (December 6, 2016)”.

These findings suggest that EBC's coverage of PWD-related stories employed a diverse range of framing strategies, with a notable emphasis on the human interest frame, potentially aiming to humanize and personalize the experiences of individuals with disabilities. However, the relatively low usage of the consequence and morality frames could indicate a missed opportunity to explore the broader implications and ethical considerations surrounding disability-related issues.

4.2.5. Tone of the Stories

News stories covered on issues of PWD in ETV 57's prime-time news, categorizing them as either positive or negative.

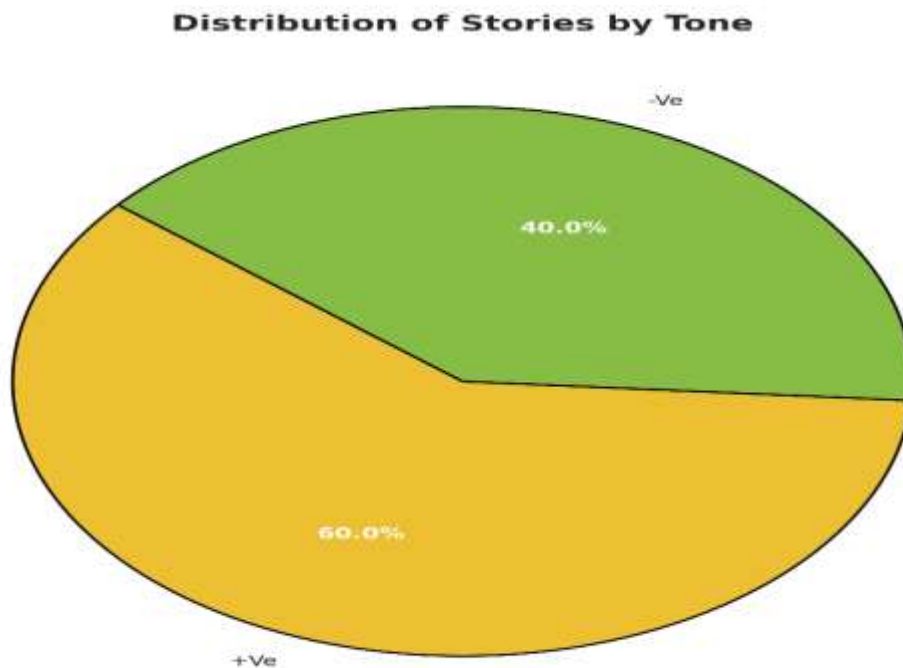


Figure 1.4: Tone of PWD-related Stories

analysis revealed that the majority of PWD-related stories (60%) portrayed a positive tone, while 40% of the stories exhibited a negative tone.

The positive tone was characterized by stories that highlighted the achievements, resilience, and empowerment of individuals with disabilities. These stories often focused on success stories, inspirational narratives, and the efforts of organizations and initiatives aimed at supporting and advocating for the rights and inclusion of PWD.

Stories with a positive tone include:

- Success story of person with disability (October 21, 2016)
- 9th Anniversary of Amanuel charity organization (November 13, 2016)
- Quran and PWD (February 21, 2016)
- Success Story (February 28, 2016)

On the other hand, the negative tone was evident in stories that portrayed PWD as vulnerable, helpless, or facing significant challenges and obstacles. These stories often emphasized the difficulties, discrimination, and societal barriers faced by individuals with disabilities, potentially evoking sympathy or concern.

Stories with a negative tone include:

- Disability children and Work of Cure international (NGO) (October 30, 2016)
- Gonder University research and challenge of young PWD (February 19, 2016)
- About Autism (March 20, 2016)

It is noteworthy that a positive tone in PWD-related coverage can promote a more empowering and inclusive narrative, highlighting the capabilities, achievements, and contributions of individuals with disabilities. This approach could potentially foster greater understanding, acceptance, and respect towards PWD within society.

Conversely, a negative tone, while drawing attention to existing challenges and issues, may unintentionally reinforce stereotypes or portray PWD as helpless or dependent. A balanced approach, acknowledging both the struggles and the strengths of individuals with disabilities, is crucial for responsible and ethical reporting.

It is important to interpret these findings within the broader context of EBC's coverage, considering factors such as the depth and quality of reporting, the representation of diverse perspectives, and the overall impact on public discourse surrounding disability-related issues.

Continuous efforts to promote a more positive and empowering narrative, while also addressing genuine concerns and advocating for necessary improvements, can contribute to fostering a more inclusive and accepting society for individuals with disabilities.

4.2.6. Timings of the News stories

The amount of attention paid to the issues is shown by the time the news was shown on EBC. What's more, it uncovers how the EBC made the issue its plan, which targets making it a public plan, as well. Thus, the prime-time news is the most significant and has extraordinary news esteem; those news with less significant worth, conversely, are set some place toward the finish of the report of the day of transmission.

An analysis of selected EBC news stories about people with disabilities (PWDs) revealed that very few stories, specifically (11) in the three-month period of October, November, and December 2023, and (9) stories in the month period of January to March 2024, were presented during prime time. According to the data from the news content analysis, there were very few instances where disability-related news stories were positioned towards the starting of prime time news broadcast.

4.2.6. Length of news story

To gauge the depth and attention given to news stories about people with disabilities (PWDs), the word count of each news item was categorized into three groups: small, medium, and large. The word count serves as an indicator of the story's length and, consequently, the level of detail and emphasis placed on disability-related issues.

An analysis of the sampled EBC prime-time news coverage about PWDs revealed that 38% of the news stories aired in October 2023 were classified as short. According to the content analysis data, 10% of the stories were broadcasted in November 2023, while 42% were medium-sized stories broadcasted in December. In January 2024, 9% of the stories were categorized as large.

Further examination of the 2024 coverage showed that 18% of the news stories were less than 100 words, indicating a brief treatment of the subject matter. Additionally, 33.3% of the reports were medium-sized, ranging between 100 and 200 words, but there were no stories exceeding 200 words in 2024.

Therefore, the majority of the news stories about PWDs were short in both the 2023 (three-month) and 2024 (two-month) periods analyzed.

4.2.7. Themes of stories

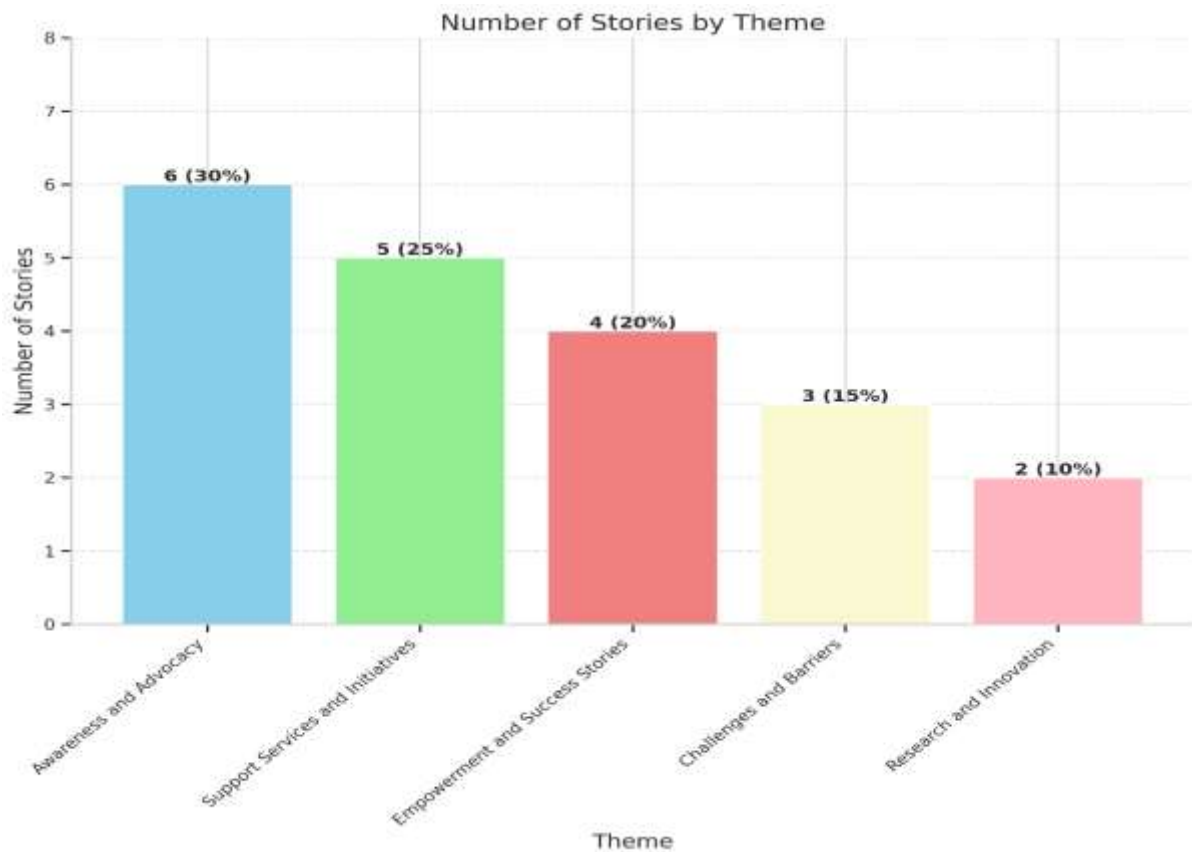


Figure 1.5: Themes of PWD-related Stories

Table 1.6 revealed that the dominant theme in PWD-related stories was Awareness and Advocacy, accounting for 30% of the total stories. These stories aimed to raise awareness about various disabilities, promote understanding, and advocate for the rights and inclusion of individuals with disabilities. stories focusing on Awareness and Advocacy include: "International disability day" (November 21, 2016), "32nd International disability day" (November 22, 2016) and "Panel discussion (Visual impairment people and EBA)" (December 6, 2016).

The second most prevalent theme was Support Services and Initiatives, comprising 25% of the stories. These stories highlighted various support programs, services, and initiatives aimed at assisting individuals with disabilities and their families. stories covering Support Services and Initiatives include: "Disability children and Work of Cure international (NGO)" (October 30, 2016), "Fikir Ethiopia (NGO) and Autism" (December 10, 2016) and "Charity Organization" (January 22, 2016)

Empowerment and Success Stories emerged as another significant theme, accounting for 20% of the stories. These stories celebrated the achievements, resilience, and empowerment of individuals with disabilities, potentially serving as inspirational narratives and role models. stories featuring Empowerment and Success Stories include: "Success story of person with disability" (October 21, 2016), "Success Story" (February 28, 2016) and The theme of Challenges and Barriers was present in 15% of the stories, shedding light on the obstacles, discrimination, and societal barriers faced by individuals with disabilities in various aspects of life. a story exploring Challenges and Barriers is: "Gonder University research and challenge of young PWD" (February 19, 2016).

Finally, the theme of Research and Innovation was represented in 10% of the stories, highlighting scientific and technological advancements aimed at improving the lives of individuals with disabilities. a story focusing on Research and Innovation is: "Alert hospital about artificial body part" (November 24, 2016).

The data of themes provides insights into the diversity of narratives and perspectives presented in EBC's coverage of PWD-related issues. While the themes of Awareness and Advocacy, Support Services and Initiatives, and Empowerment and Success Stories aimed to promote understanding, highlight resources, and celebrate achievements, the inclusion of Challenges and Barriers and Barriers and Research and Innovation themes offered a more balanced and nuanced portrayal of the disability experience.

Moreover, continuous monitoring and analysis of the themes present in media coverage can reveal potential gaps, biases, or areas that require further attention, enabling media outlets to adapt and evolve their narratives to better serve the PWD community and promote positive societal change.

4.2.8. Types of disabilities

A disability is defined as a condition or impairment that significantly deviates from the typical standard of an individual or group's functioning. The term is used to refer to various forms of impairment, including physical, sensory, cognitive, intellectual, mental illness, visual, and chronic diseases. For this study, seven types of disabilities were identified: mental illness, multiple disabilities, physical disabilities, visual impairments, hearing impairments, and speech impairments.

The results obtained from the six months of EBC prime-time news coverage showed that physical disabilities, speech disabilities, and multiple disabilities were presented in the news during January to March 2024. However, visual and hearing disabilities were featured in the coverage during October to December of 2023. Each of these disability types had at least 50% representation in the news from their respective years. Notably, in the month of January to March 2024 news, multiple disabilities were frequently aired, accounting for 50% of the sampled news within the six-month period.

4.3. Qualitative Data Analysis

The qualitative analysis of information obtained from semi-structured in-depth interviews is covered in this section. Originally gathered in Amharic, the data was first translated into English. After that, in order to get the transcripts ready for coding, the researcher cleaned the data. A technique to analysis was thematic coding. With "NVivo 14 software," the researcher methodically coded the data, grouping it into related themes and removing any context of data that did not fit the goals of the study. Both literature-driven themes and data-driven themes that sprang from participant responses were examined. During the findings reporting, interview participants were given the code "P" to help with the analysis process.

4.3.1 The Challenges in Covering Disabilities in the Prime-Time News Coverage of EBC

Based on the thematic analysis of the interview data, the challenges faced by the Ethiopian Broadcasting Corporation (EBC) in covering disabilities in their media coverage. A central theme emerging from the interviews highlights that inadequate representation, organizational constraints, and stakeholder engagement. One of the primary challenges identified in the interviews is the inadequate representation of disability-related issues in EBC's media coverage. The interviews with the study participant consistently acknowledged that the coverage of issues related to persons with disabilities (PWD) is insufficient. In line with this P1 mentioned that "to be honest we are not covering issues of PWD much enough". Similarly P2 supported P1 statement:

I don't think we gave enough coverage for the issues of PWD. Especially in news room there are current issues, national issues. Sometimes you may see issues of PWD in our news segment once in week or twice a week when they may have event. Due to mostly we cover agricultural issues, political and social issues, in inclusion of issues of PWD there is limitation.

Regarding issues of PWD P3 shared the same explanation stating “ In our news time I don’t think we give enough coverage but using other options we try to covered their issues”. This lack of adequate coverage suggests that the needs, concerns, and perspectives of the PWD community are not being adequately represented in the media, potentially perpetuating their marginalization and invisibility.

The insufficient coverage of disability-related issues is not unique to EBC. Previous studies have highlighted similar concerns in various media landscapes across different countries. For instance, a study by Haller et al. (2006) found that individuals with disabilities were underrepresented in news coverage in the United States, with their stories often marginalized or portrayed in a stereotypical manner.

Moreover, the interviews also revealed a lack of inclusive practices in the coverage of disabilities at EBC. Interview participant P2 acknowledged tha:

As long as I know there is one federation who called federation of PWD so suddenly when news is covered about issues of PWD we involve them in the production or if they have event we conduct interview from them but, minister of women and social affair is whom the issue of PWD concern them most of the time but may be news is covered without asking them.

Strengthening P2 explanation , P1 and P3 stated in conducting interview inclusion of PWD has not been habit in their organization.

The above interview data indicate that even in the limited issues coverage of PWD the interviewee are not from PWD.

By failing to adequately represent the perspectives and lived experiences of PWD, the media can inadvertently reinforce societal biases, stigma, and misconceptions about disability.

Another prominent challenge identified in the interviews is the presence of organizational constraints that hinder the adequate coverage of disability-related issues at EBC. Both the P1 and P3 cited resource limitations: such as a lack of equipment and personnel, as barriers to covering disabilities more extensively. Connected to this P1 cited that:

Mostly in covering all different issues, as our organization voice of diversity we also include issues of people with disability but, in covering all things we are bounded by limitation of resource such as camera

.Additionally, the interviews revealed that disability-related issues are often overshadowed by other topics deemed more pressing or newsworthy, such as politics and economics, reflecting a broader societal tendency to prioritize certain issues over others. Connected to this P2 cited that “Due to motely we cover agricultural issues, political and social issues, in inclusion of issues of PWD there is limitation”.

These organizational constraints are not unique to EBC and have been documented in previous research on media coverage of disability-related issues. A study by Trevisan (2017) highlighted the prioritization of other news stories as a challenge, with disability-related issues often being sidelined in favor of more sensational or mainstream topics that are perceived as more newsworthy or relevant to a broader audience.

Furthermore, both the P1 and P3 acknowledged the absence of organizational guidelines or policies that mandate the coverage of disability-related issues at EBC. In line with this P1 mention: “ Due to we don’t have guideline force us to give coverage for people with disability in our editorial policy I think this also make us to not give enough coverage for PWD”.

Similarly P3 supported her sentiment:

Not having forceful guideline in covering the issues of PWD also have share in shortening their coverage if there is guideline which force media to give coverage for this society part there would be more coverage they would get. So due to we don’t have such direction we give coverage for their issue in optional way

The above interviewee data confirm that unlike other social issues, issues of PWD are not get required attention in the media editorial policy which could major factor in shortage of covering issues of PWD. Without clear guidelines or mandates, the coverage of disability-related issues may be left to the discretion of individual journalists or editors, potentially leading to inconsistent or inadequate representation.

Other challenge identified in the interviews is the limited engagement and collaboration with relevant stakeholders, including individuals with disabilities, disability organizations, and government agencies. The interviews highlighted challenges in accessing information related to disability issues and a reluctance from some individuals with disabilities to share their stories due to potential backlash or lack of trust in the media. Connected to this P1 explained:

In giving coverage for PWD mostly after we receive complaint from pwd about any social service in the process of finding answer for their complaint from concerned body most of the time government officers do not give an answer for various reasons this is one challenge. If only issue is event based we easily get information but when we planned by our self most of the time they don't give information.

The above data suggests that covering the issues of PWD face not getting access to information balancing news story. Effective stakeholder engagement is crucial for accurate and comprehensive media coverage of disability-related issues. Previous research has emphasized the importance of collaboration between media organizations, disability advocates, and relevant government agencies to ensure that disability-related issues are accurately portrayed and that the voices of individuals with disabilities are heard (Haller et al., 2010; Auslander & Goldberg, 2018).

The limited engagement with stakeholders can lead to a lack of understanding and awareness about the lived experiences and challenges faced by individuals with disabilities, as well as a lack of access to relevant information and perspectives. This, in turn, can contribute to inaccurate or biased media coverage, which can further perpetuate stereotypes, misconceptions, and marginalization of the PWD community.

Moreover, the reluctance of some individuals with disabilities to share their stories, as highlighted in the interviews, can be attributed to a lack of trust in the media or fear of potential backlash or discrimination. In line with this P1 stated, "a person with disability after they give complaint for media they want their issue solved but they fear to openly give information on what happened on them due to they fear may be they face attack". T

his underscores the need for media organizations to build trust and establish strong relationships with the PWD community, ensuring that their voices are amplified in a respectful and inclusive manner.

The findings from the interviews align with previous research on the challenges faced by media organizations in covering disability-related issues, including inadequate representation, organizational constraints, and limited stakeholder engagement. Addressing these challenges requires a multifaceted approach, involving the development of inclusive practices, the allocation of adequate resources, the implementation of organizational policies and guidelines, and fostering effective collaboration with relevant stakeholders.

By addressing the challenges of inadequate representation, EBC and other media organizations can play a crucial role in promoting inclusivity, challenging ableist narratives, and amplifying the voices of the PWD community. This, in turn, can contribute to increased awareness, understanding, and societal acceptance of individuals with disabilities, ultimately fostering a more inclusive and equitable society.

Organizational constraints, such as resource limitations and the prioritization of other issues, can be addressed through strategic resource allocation, capacity building, and the development of clear editorial guidelines and policies that emphasize the importance of disability coverage. Additionally, fostering collaboration and stakeholder engagement can facilitate access to relevant information, perspectives, and lived experiences, enabling more accurate and nuanced reporting on disability-related issues.

In conclusion, the thematic analysis of the interview data, combined with insights from previous research, highlights the need for concerted efforts to improve the representation and coverage of disability-related issues in the media. By addressing the challenges of inadequate representation, organizational constraints, and limited stakeholder engagement, media organizations like EBC can play a crucial role in promoting inclusivity, challenging ableist narratives, and amplifying the voices of the PWD community. This, in turn, can contribute to increased awareness, understanding, and societal acceptance of individuals with disabilities, ultimately fostering a more inclusive and equitable society.

4.5. Discussion and Implications

Under discussion and implication the finding of qualitative and quantitative is synchronized as follows: The qualitative findings indicate that media coverage of disability-related issues often lacks depth due to insufficient engagement with key stakeholders, such as individuals with disabilities and relevant organizations. This limited interaction can lead to a narrow understanding of the challenges faced by the PWD community, resulting in biased or incomplete narratives in the media.

On the other hand, the quantitative data shows that a significant portion (50%) of the news stories sampled from January to March 2024 focused on multiple disabilities. This suggests that there is a notable presence of disability-related content in the media; however, the qualitative insights reveal that the representation may not fully capture the diverse experiences and perspectives of individuals with disabilities.

In general, while the quantitative findings demonstrate a commitment to covering disability issues, the qualitative findings highlight the need for more comprehensive and inclusive reporting practices. This combination underscores the importance of enhancing both the breadth and depth of media coverage to ensure that the voices of the PWD community are accurately represented and heard. Media contents are often a reflection of the beliefs and values of the society they report.

Also this study came to a different conclusion. People with disability issues were infrequently covered in the prime time news. Hence, the media strategies have to first create generally awareness amongst the journalists about what is challenging in their activities to cover issues like disabilities. In accordance with the management's focus on inclusiveness as a whole, the number of people who could benefit directly from disability coverage needs to be addressed.

Even though the findings of this study are somewhat misaligned, Daniel (2007) asserts that accurate and efficient reporting on disability issues is extremely important for the inclusion of disability in the development agenda and society. Indispensable news worthiness claims the most important news comes headlines. However, there was very small news about people with disability found as leads. According to Ogundola (2013) disability issues are not particularly high on the news reporting agenda that focus should be drawn to the image of disability within the media with a view to an accurate and balanced portrayal of disability as part of standard of living.

When it comes to presenting disability issues in an outstanding manner, the media can play a very important role. However, the finding from the study covered 18 days target news taken from the aired ETV ZENA 57 at prime time i.e 1:00-2:00 Evening local time with in six months period between October 1, 2023 and march 31, 2024 indicated that the coverage of disability issues was not fairly representative which needs hard work to take the active role. One of the significant elements of the media in all social orders is news dissemination. They can help formulate sound national policies by collecting, processing, managing, disseminating, and increasing public awareness, knowledge, attitudes, and behaviors. They can also increase engagement and help raise public awareness. These are components that impact and empower a general public toward development and improvement.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter contains three parts namely summary of findings, conclusion and recommendation. The first part presents the summary of the findings of the study. The second part deals with the conclusion and the last one attempt to come up with workable recommendations that are assumed to be useful for future programs focusing on disability issues of media prime time information dissemination.

5.1 Summary

This study examined how the Ethiopian Broadcasting Corporation (EBC) covers and frames issues related to people with physical disabilities in its prime-time news broadcasts. The research was guided by three theoretical frameworks: agenda-setting, framing, and social responsibility theories. Using a mixed-methods approach that combined quantitative content analysis with qualitative interviews, the study analyzed EBC's prime-time news coverage over a six-month period from October 2023 to March 2024.

The findings revealed significant gaps in media representation of disability issues. Of the 30 disability-related news stories broadcast during the study period, only 18 appeared during prime time, with an uneven distribution of 7 stories in 2023 and 11 in 2024. The analysis showed a notable concentration of coverage, with 60% of stories appearing in October 2023 alone, indicating inconsistent attention to disability issues throughout the year. All content was produced internally by EBC, with journalists, editors, and anchors handling the stories exclusively through local news sources.

The study's frame analysis demonstrated that EBC predominantly approached disability coverage through human interest, morality, and advocacy frames. The time allocation analysis showed that 75% of airtime was dedicated to news reading, while only 25% featured direct interviews with stakeholders. Thematic analysis revealed temporal shifts in coverage focus: awareness-raising dominated the latter months of 2023, while health-related themes became more prominent in 2024. Coverage of specific disability types also showed temporal patterns, with visual and hearing impairments receiving attention in late 2023, while physical and speech disabilities were emphasized in early 2024.

Critical challenges identified in the study included insufficient prime-time coverage of disability issues compared to other government-related topics, and limited participation of people with disabilities in media presentations. These findings suggest a need for more

comprehensive, consistent, and inclusive coverage of disability issues in Ethiopian broadcast media.

5.2 Conclusion

According to the content and frame analysis of EBC prime-time news, there was a noticeable lack of coverage on disability issues. This was evidenced by only 30 disability-related stories being aired over six months, with just 18 making it to prime time. The news consistently relegated disability stories to non-headline positions, indicating their lower priority in the media agenda.

In general the study findings implicate that, the concentration of 60% of coverage in October 2023 suggests that disability issues are treated as periodic rather than ongoing concerns, potentially limiting sustained public awareness and advocacy efforts. Also, the imbalance between news reading (75%) and stakeholder interviews (25%) indicates a significant gap in providing platforms for direct voices of people with disabilities, potentially reinforcing their marginalization in public discourse.

While the presence of human interest, morality, and advocacy frames is encouraging, the absence of responsibility attribution, economic consequence, and sympathy frames has crucial implications. It suggests that the media is not effectively holding institutions accountable for disability rights, failing to highlight the economic aspects of disability inclusion, and potentially missing opportunities to generate public empathy and support for disability causes.

The shift in thematic focus from awareness-raising in 2023 to health-related issues in 2024, along with the alternating coverage of different disability types (visual/hearing in 2023, physical/speech in 2024), implies a lack of comprehensive, sustained coverage across all disability issues. This fragmented approach could hinder the development of holistic public understanding and policy responses to disability challenges.

These findings imply an urgent need for structural changes in EBC's approach to disability coverage. Through more strategic collection, processing, management, and dissemination of information

5.3 Recommendations

Media are responsible for representing the unrepresented sects of the society by promoting positive and inclusive images of disabled people, as well as creating a media environment that promotes nondiscrimination and equal opportunities for people with disabilities.

Covering issues about people with disabilities with respect and dignity in the media can encourage more inclusive communities. To ensure these, priority should be given to adequate coverage and quality news focusing on disability issues. Therefore, the following recommendations are forwarded:

- ✓ Establish consistent, year-round coverage of disability issues rather than event-driven reporting
- ✓ Increase prime-time visibility of disability stories to enhance public awareness
- ✓ Diversify news sources to include international perspectives and best practices
- ✓ Balance news formats to give more voice to people with disabilities through direct interviews
- ✓ Adopt a more comprehensive framing approach that includes responsibility, economic, and policy implications
- ✓ Develop a systematic approach to covering all types of disabilities throughout the year.

Such changes would better position EBC to fulfill its role in raising public awareness, shaping attitudes, transforming behaviors, and influencing national policies that promote the full inclusion and rights of people with disabilities in Ethiopian society.

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APENDEX

Annex A: Interview Questions for Participants

Interview with Reporters

- 1.How frequently does EBC cover physical disability issues during prime time?
- 2.What themes and narratives dominate EBC's prime time Physical disability reporting?
- 3.What are the key challenges EBC journalists faces in prime time Physical disability reporting?
- 4.How can EBC enhance the quality of its prime time disability news coverage?

Interview with Editors

- 1.What proportion of EBC's prime time news covers physical disability issues?
- 2.How does EBC frame physical disability issues in its prime time reporting?
- 3.To what extent does EBC amplify disabled voices in its prime time coverage?
- 4.What are the key metrics you use to assess the quality of EBC's disability reporting?
- 5.What are the key challenges EBC's editors face in physical disability reporting?

Interview with Leader

- 1.What are the key principles and guidelines in EBC's editorial policy for reporting on physical disability issues?
- 2.What is the proportion of news stories that specifically focus on physical disabilities in relation to the total number of news stories aired during prime time by EBC?
- 3.What are the main challenges the news department faces in adhering to these editorial guidelines on disability coverage?
- 4.What training and support does EBC provide to journalists to report sensitively and accurately on physical disability issues?

የቃለ መጠይቅ ጥያቄዎች ለጋዜጠኞች

- 1. EBC በዋና ሰአት(የምሽት 1 ሰዓት ዜና) የአካል ጉዳተኞች ጉዳዮችን ምን ያህል ይሸፍናል ወይም ይዘግባል ?
- 2. በ EBC የምሽት 1 ሰዓት ዜና ላይ በአብዛኛው የሚዘገቡት የአካ ጉዳተኛ ዜናዎች ምን አይነት ይዘት ወይም ጭብጥ አላቸው ?
- 3. የEBC ጋዜጠኞች የአካል ጉዳተኞችን ጉዳይ ሲዘግቡ የሚያጋጥሟቸው አበይት ተግዳሮቶች ምን ምን ናቸው ?
- 4. EBC የዋና ጊዜ የአካል ጉዳተኞችን የዜና ሽፋንን ጥራትና ብዛት እንዴት ማሳደግ ይችላል?

የቃለ መጠይቅ ጥያቄዎች ለአርታኪዎች

- 1. የ EBC ዋና ሰዓት ዜና የአካል ጉዳት ጉዳዮችን የሚሸፍነው ከሌሎች ጉዳዮች አንጻር ምን ያህል ነው?
- 2. EBC የአካል ጉዳተኝነት ጉዳዮችን በዋና ጊዜ የዜና ዘገባው ይዘቱን እንዴት ይቀርጻል?
- 3. EBC በዋና ጊዜ የዜና ሽፋን ምን ያህል የአካል ጉዳተኞችን ድምጽ ያሰማል?
- 4. የEBC የአካል ጉዳተኝነት ሪፖርት ጥራትን ለመገምገም የሚጠቀሙባቸው ቁልፍ መለኪያዎች ምንድናቸው?
- 5. የEBC አርታኪዎች በአካል ጉዳተኝነት ሪፖርት ላይ የሚያጋጥሟቸው አበይት ፈተናዎች ምን ምን ናቸው?

የቃለ መጠይቅ ጥያቄዎች ለዜና ክፍል ሀላፊ

- 1. በ EBC የአካል ጉዳት ጉዳዮችን ሪፖርት ለማድረግ የኤዲቶሪያል ፖሊሲውና መመሪያዎች ምን ይላሉ?
- 2. የዜና ክፍሉ በአካል ጉዳተኝነት ሽፋን ላይ እነዚህን የአርትዖት መመሪያዎች በማክበር ረገድ የሚያጋጥሙት ዋና ዋና ተግዳሮቶች ምንድን ናቸው?
- 3. በአካል ጉዳት ላይ ያተኮሩ የዜና ዘገባዎች በዋና ሰአት ከተላለፉት የዜና ዘገባዎች ብዛት አንፃር ሲታይ ምን ያህል ነው?
- 4. EBC ለጋዜጠኞች በአካል ጉዳት ጉዳዮች ላይ ትክክለኛ ዘገባ እንዲሰሩ ምን አይነት ስልጠና እና ድጋፍ ሰጥቶ ያውቃል?

APENDEX B: Coding Sheet

1. Name of TV station : _____

2. Date of coverage/casting nes : _____

4. Prime time Evening news _____

5. _____ Number of PWD stories

6. ----- News types of

- Hard news _____
- Feature _____
- Investigativr and interpretation-----
- Commentary-----

7. Sources cited in the story_____

- Disabilities Federation_____
- Government, _____
- 3. police, _____
- 4.Meeting and Workshops, _____
- 5.Research Findings, _____
- 6.Victims/disable persons _____
- 7. Individuals, _____
- 8.Other sources_____

8.____ Tone of the Story towards PWD

- Positive
- .Negative

- Neutral
- Frames:

Responsibility frame: Does the story suggest, government or any other as responsible for PWD? Yes/ No

Morality frame: Does the story make reference to morality, God, and other religious tenets? Yes/ No

Prognostic frame: Does the story identify causes of PWD problem? Yes/No