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**GHANAIAN NEWSPAPER PORTRAYAL OF PERSONS WITH DISABILITIES: A
CONTENT ANALYSIS OF *DAILY GRAPHIC* AND *PUBLIC AGENDA***



**THIS DISSERTATION IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON IN
PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF M.A.
COMMUNICATION STUDIES.**

OCTOBER 2010

DECLARATION

With the exception of the quoted references and acknowledged sources, I hereby declare that this dissertation is the result of my own research work undertaken under the supervision of Dr. Audrey Gadzekpo and Ms Sarah Akrofi-Quarcoo at the School of Communication Studies at the University of Ghana, and that it has not been presented to any other examining body for the award of another degree.



Elizabeth Kwakye

(Student)

Date



Ms Sarah Akrofi Quarcoo

(Supervisor)

Date 28/04/2011



ACKNOWLEDGEMENT

Each time the opportunity of expressing appreciation presents itself, I gladly do so by initially saying Glory be to God the father almighty; the creator of heaven and earth. It is through His Grace that this dissertation has seen the light of day.

I am profoundly indebted to my main supervisor and academic mentor, Dr. Audrey Gadzekpo. She was strictly instrumental in taking me through difficult moments of this dissertation writing. Her sense of hospitality and how easily approachable she was, served as my source of motivation and encouragement.

I should be immensely grateful to Mr. Benson Osei-Tutu in ensuring that this piece of work comes to fruition. For his unbelievable patience and assistance, I say God bless him.

My heartfelt thanks goes to my friends who urged me on till the completion of this task. They made me understand that no matter how hard it was, it certainly was going to end well sooner than later.

To my cherished and beloved family, I say well done in making me who I am, most especially Mr. and Mrs. Denson.

DEDICATION

First and foremost, I would like to dedicate this work to Almighty God for His Mercy and Grace which has seen me through the best of times and the darkest of the hour.

Secondly, to my loving and caring Parents, Mr. and Mrs. Kwakye for their valuable guidance and prayers, I say thank you.

Finally, I should be grateful in dedicating this work to Mr. and Mrs. Denson, for their unflinching support and words of encouragement throughout my program.



ABSTRACT

The media is best suited to set the agenda for the public thus they choose what is considered important to include in their daily reporting. Research has shown that the major obstacles of persons with disabilities include biases, prejudice and discriminations. This study sought to examine how the *Daily Graphic* and *Public Agenda* framed issues concerning persons with disabilities, the prominence given to issues concerning persons with disabilities and the type of sources mostly cited in stories concerning persons with disabilities.

The study content analysed 72 issues of the *Daily Graphic* selected through simple random sampling and census approach and 46 issues of *Public Agenda*. The period covered January to June 2010. It was established that there was little coverage on persons with disabilities in both the *Daily Graphic* and *Public Agenda*. Thus, 1.06 percent of the stories in the two sampled newspapers covered disability issues while 98.94 percent of the stories covered non-disability issues. Despite the little coverage given to disability issues, the tone for most of the disability stories was positive (82.2 percent from *Daily Graphic* and 77.8 percent from *Public Agenda*). Besides the inadequate media coverage on disability issues, both newspapers do not give prominence to such stories.

The study concludes that even though news coverage by *Daily Graphic* and *Public Agenda* newspapers are largely not stereotyped, there are still some media reports which create negative connotation about persons with disability.

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INTRODUCTION

1.0 Background

Persons with disabilities are more often than not discriminated against by society. They are often excluded from meaningful involvement in society, often left to fend for themselves, and generally stigmatised by the communities they find themselves in (Selby, 2009). Women with disabilities experience a high incidence of sexual abuse, including rape, incest, and sexual molestation in their everyday lives, due to their extreme vulnerability. Not long ago a blind woman, who was reported to have become pregnant as a result of rape, was unable to identify the man responsible for her pregnancy due to her disability (Selby, 2009).

Selby (2009) notes that people living with disability, due to poverty and discrimination, tend not to send their wards to school, sometimes with the reason that just as they did not gain anything from the little education they had, educating their wards would be a waste of resources and time. The children of such persons with disabilities therefore grow up to have no vocation or profession to help improve upon the family's economic conditions. This ultimately causes most people with disabilities to end up as burdens on society.

The United Nations (UN) Convention on the Rights of Persons with Disabilities calls for respect for and observance of human rights for all without discrimination, Ghana is a signatory to this and several of the UN instruments. Despite the Convention, the disabled in Ghana continue to experience discrimination in various aspects of their lives. The Convention is a major milestone in the effort at promoting, protecting and ensuring full and equal enjoyment of all human rights and fundamental freedoms for persons with disabilities.

Additionally, when the Convention is implemented, it will mark an important development in the pursuit of equality for persons with disabilities. The Convention would also be the first legally binding treaty to clearly set out the obligations on states to avoid discrimination against persons with disabilities. The recognition of the convention would, therefore, be a commitment on the part of the Ghana government to invest in persons with disabilities. Besides, the convention would serve as the ultimate protection for persons with disabilities and would help in the sensitisation of positive attitudes towards persons with disabilities¹.

1.1 History of the Disability Act in Ghana

The year 1981 was declared by the UN as the International year of the disabled. Before the celebration of the international year of the disabled, there was no legislative protection of persons with disability in Ghana. Therefore, there was the need for a national policy on disability, and the UN called upon all nations to come up with a legislative piece that will protect the rights of persons with disability.

Based upon this, the organisations of persons with disability under the direction of the Ghana Federation of the Disabled (GFD) along with partner organisations such as Sight Savers, Integrated Social Development Centre (ISODEC), Centre for Democratic Development (CDD) etc, all came together to ensure that the government comes out with a disability act. The pressure had to be mounted on government for decades. It was in December 2000, that the government of Ghana signed into effect the National Disability Policy.

¹ <http://www.modernghana.com/news/262051/1/people-with-disability-still-suffer-discrimination.html>

Since policy documents are not binding on anybody, the Ghana Federation of the Disabled (GFD) had to push for an act on disability. Through the support of donor agencies such as the Danish Association of the Blind (DAB), the Ghana Federation of the Disabled (GFD) organised a series of workshops which led to the drafting of a legal document on disability. This draft was forwarded to the Ministry of Justice where it was further developed. The ministry also passed on the drafted policy to cabinet for approval.

After approving it, cabinet submitted the bill to Parliament for adoption. On June 23, 2006, Parliament passed the Disability Act (Act 715). On August 9, 2006, the president assented to it, making it law.²

The 2006 Persons with Disability Act (Act 715) of the Parliament of the Republic of Ghana has 12 main objectives³. These are:

1. To educate Ghanaians on the rights, potentials and responsibilities of both society and persons with disabilities
2. To generate and disseminate relevant information on disability
3. To create an enabling environment for the full participation of persons with disabilities in national development
4. To ensure access of person with disabilities to education and training at all levels
5. To facilitate the employment of persons with disabilities in all sectors of the economy
6. To promote disability friendly roads, transport, and housing facilities

² An interview with Yaw Ofori-Debrah, National President of Ghana Blind Union

³ <http://www.gfdgh.org/disability%20situation%20in%20ghana.html> [Retrieved on August 2010]

7. To ensure access of persons with disabilities to effective health care and adequate medical rehabilitation services
8. To ensure that women with disabilities enjoy the same rights and privileges as their male counterparts
9. To ensure that law enforcement personnel in cases of arrest, detention, trial and confinement of persons with disabilities take into account the nature of their disabilities
10. To encourage full participation of PWDs in cultural activities
11. To ensure access of person with disabilities to the same opportunities in recreational activities and sports as other citizens
12. To promote Community Base Rehabilitation Programs (CBRP) as a means of empowering and ensuring the full participation of persons with disabilities in society.

1.2 Issues of Disability in Ghana

The World Health Organisation (2004) estimated that there are about 1.8 million people living with disability in Ghana. This is about 10 percent of the country's population. The disabilities are physical, sensory and intellectual. The causes are varied, ranging from accidents, disease, malnutrition, poverty, trauma and ignorance. As a result of the way the society is organised, many of the people with disabilities are systematically excluded from active participation within the society⁴.

According to the acting Chief Psychiatrist of the Accra Psychiatric Hospital, Dr Akwasi Osei, "four years after Ghana passed the United Nations (UN) conventions on the right of

⁴<http://www.nmcghana.org>

Persons with Disabilities (PWDs), there is still discrimination and stigmatisation against persons with disabilities⁵.

Jacqueline Slikker (2009) in a study on the disabled in Ghana was of the opinion that it is attitudes that disable. According to Slikker (2009:13) "if other people did not react with horror, fear, anxiety, hostility or patronizing behaviour towards PWDs, then there would not be a problem." Slikker (2009) argues that there is a vicious circle whereby discrimination and prejudice create the sense of being disabled, which leads to further discrimination and prejudice.

Slikker (2009) further explains that, in Ghanaian society, pregnancy and birth are highly regarded as a blessing and are characterised with high expectations. There is no reason a family can give to explain why a child is born with a disability except that the anger of the gods has been visited on them. In typical traditional communities in Ghana crocodiles and snakes are considered to have some special powers and any cruelty against them can lead to the individual giving birth to a child with a disability. To protect themselves against giving birth to a child with a disability, in some communities, pregnant women are subjected to various kinds of taboos. For example, a pregnant woman is not allowed to eat eggs for the reason that the child might develop hydrocephalus (big head). Any child born with any defect is seen as a violation of such traditional belief systems and the family will often be maltreated and looked down upon by the rest of the community. Also, the birth of a child with a disability within a family can lead to divorce and family disintegration.

⁵ People with disability still suffer discrimination, says acting chief psychiatrist: *Daily Graphic*, Wednesday, 3 February, 2010.

Disability in Ghana is also seen as a result of witchcraft, sorcery, “juju” and magic. Due to these beliefs, assets in some traditional communities are viewed with mixed feelings. Many people believe that parents can spiritually exchange any part of the child’s body with money such that the exchanged part of the child will become defective. Consequently, a rich family with a person with a disability is labelled “sikaduro” (juju money). Through these belief systems, a majority of Ghanaians have labelled PWDs as social misfits and outcasts. Persons with “mental retardation”, as it is called amongst most Ghanaians, are the hardest hit victims of this type of negative labelling (Slikker, 2009). Two ethnic groups, the Ewes and the Gas, refer to them as “asotowo” (idiot or fool) and “buluus” (reduced mental abilities), respectively. The Akans label persons with learning disabilities as “nea wanyin agya n’adwene ho” which means “feeble minded.” These labels are all very offensive and dehumanising. Persons with Down’s syndrome in Ghana are believed to be children given by the river gods, and hence they call them “nsuoba”, meaning water children. There are many stories about children with mental disabilities who are “given back to the water” (Slikker, 2009).

Traditionally, more focus has been placed on finding out and obviating the causes of disability and less on improving the living conditions of PWDs. This has resulted in the marginalisation of PWDs and their exclusion from enjoying equal opportunities in all spheres of life. In Ghana, the general treatment offered to PWDs has, at best, been to treat them as persons deserving to benefit from the charity of others (Slikker, 2009).

Coleridge (1993) emphasises that human behaviour and attitudes can be influenced. On one hand, the process of attitude change has to start with PWDs and their attitude towards

themselves and their disability, since society is not likely to change behaviour unless PWDs make the first move. If PWDs are able to stand up for their own rights and see themselves in a positive manner and as being capable of contributing to society, in time the society will also start to see them in this way. The issue for PWDs, therefore, is ultimately one of self-esteem, of refusing to accept the role of victim in which society puts them. On the other hand, self-esteem cannot be seen in isolation from the social environment. If the social environment is oppressive and casts PWDs in the role of victim, then it is very likely that this is the way in which PWDs will see themselves.



1.3 Media Representation of Disability

Adams (2006) explains that media plays a pivotal role in today's culture and it is where much of the public get the information that forms their opinions and values. Mass media such as television, radio, newspapers and tabloids therefore have incredible significance in influencing how people perceive and form opinions about various issues and groups of people.

In many countries broadcasters are now very conscious of the importance of ensuring diversity so they often portray a mix of gender and race on-air and on-screen in a bid to ensure that programmes adequately reflect society as a whole (Lisa Adams, 2006).

As media scholar Gitlin (2003:327) explains, "The mass media are, to say the least, a significant social force in the forming and delimiting of public assumptions, attitudes, and moods of ideology." When it comes to media representation of disability, the media plays a strong role in influencing how the public thinks about disability and how they view people

with disabilities. This is particularly significant when taking into consideration the fact that in many parts of the world, people with disabilities are largely invisible as they face large institutional, architectural, occupational and attitudinal barriers that make participating in society and public life more challenging. Therefore, media portrayals of disability play a significant role in forming or swaying the public's opinion about disability issues and influence cultural representations of people with disabilities (Todd Gitlin, 2003: 327).

It is difficult to calculate exactly how many disabled people feature in mainstream programmes in Ghana. However, as Lisa Adams (2006) argues, many producers would acknowledge that they have never even considered casting a disabled actor, looked out for a disabled expert or contributor, filmed an interview in the street with a disabled member of the public, or deliberately widening the composition of a studio audience to include the disabled.

In the early 1990s, Paul Hunt surveyed the portrayal of disabled people on television in the United Kingdom and found that they fell into one of 11 different categories, 10 of which were negative. These included the disabled person as "pitiable and pathetic", as "incapable", as "a burden". Hunt found also that disabled men aged between 25 and 40 were much more likely to be represented than other disabled people, despite the fact that disabled women outnumber disabled men. Intellectual disability has all too frequently (and disproportionately) been linked in programmes with violent crime, even though there is no evidence to support this mis-portrayal (Lisa Adams, 2006).

Lisa Adams (2006) suggests that in portraying persons with disability in the media, it is important that producers, presenters, journalists and the like ask themselves four basic questions:

- Does the portrayal patronise the disabled person?
- Does the portrayal victimise the disabled person?
- Does the portrayal demonise the disabled person?
- Does the portrayal normalise the disabled person, that is, does it regard disabled people in the same way as everyone else? (Lisa Adams, 2008).

There have been some criticisms about how the media portray persons with disabilities in Ghana. A Ghana News Agency Feature by Samuel Osei-Frempong titled 'Crushing the Disabled in the Ghanaian Media' explained that not too long ago, a television station showed on its screen a Nigerian comedy titled 'Mr Ibu', with the popular Nigerian Actor, John Okafor, as the lead actor. In this comedy, many scenes sought to portray persons with disabilities as indecent, wild, mischievous and not good enough to be lovers. In one of the scenes, after having chatted with a lady on a commuter bus with the intention of taking the wooing further, the main character changes his mind on seeing that the lady has difficulty in walking and brutally ignores her. In another scene, his hopes of having an ideal woman were dashed when the would-be-wife suffered a fit. The role played by a person with growth problems as a troublesome and mischievous son of Mr Ibu, clearly depicted the person with disability as violent⁶.

⁶ www.modernghana.com, Wednesday, 29 September 2004

According to Osei-Frempong⁷, the Ghana National Association of the Deaf protested against the humiliation of the disabled by the Nigerian movie depiction, arguing that although the portrayal might have generated laughter and fun, it ridiculed a group of persons and does not portray the deaf and for that matter persons with disability positively.

Disabled bashing and ridiculing is often found in hip life music and in the pronouncements of certain presenters on FM stations. The negative implications for the disabled person are that the abuse has been under-estimated and it undermines the little opportunity they have to be taken seriously by the larger society. It also saps their self-confidence and esteem leaving a larger psychological scar on especially younger disabled persons. The idea of being helpless and must be taken care of or being sexless or abnormal creates the assumption that the disabled person is not approved of. Osei-Frempong further argues that these ideas had in the past and even now fed the ideology of extremist groups that had sought to eliminate them.

1.4 What the Media should do

EU4Journalists (2003-2009) explained media pluralism as measures that ensure citizens' access to a variety of information sources, opinions, voices, among others, in order to form their opinion without the undue influence of one dominant opinion-forming power. Since Ghana is now in a media pluralistic era, it is reasonable to expect that persons with disabilities will be empowered through the variety of stories the media cover.

The media has the ability to set the agenda and give voice to the marginalised or persons with disabilities. According to Black *et al* (1993) journalists can provide an enlightened outlook

⁷ www.modernghana.com (2008)

about people who are often regarded as afflicted or handicapped. News organisations can improve the coverage on the disabled by considering various reporting alternatives such as first person narratives, photo essays and series reporting.

Black *et al* (1993) state that it is important for journalists to report continuously on a wide array of disability issues ranging from how well society treats those with disabilities from the job market to barrier-free public buildings. In this type of reporting, journalists should examine their language and images in stories, to prevent unfair, stereotypical portrayals of the disabled. Beyond this, news organisations should ensure that their daily reporting includes persons with disabilities in their routine coverage of all events, whether interviews with stock brokers, school programs, and athletic competitions (Black *et al*, 1993).

The print media should also hold themselves accountable in this respect, taking the initiative in hearing, promoting, practising to ensure that individuals with disabilities are represented within the news organisation, and their voices are regularly heard in the decision making process. For example, terms such as “the disabled”, “the blind” and “the cripple” must always be avoided precisely because they focus entirely on the disability and dehumanise the people referred to in this way (Black *et al*, 1993).

1.5 Statement of the Problem

The Ghana Journalist Association Code of Ethics (1994) in its Preamble specifies that journalists should have a high sense of responsibility without infringing on the rights of individuals and the society in general. Moreover, article 5 subsection 3 of the Ghana Journalist Code of Ethics also lays emphasis on the right of the individual and human dignity

by stating that: "A journalist should guard against defamation of character and not to give derogatory names to Persons with disabilities" (GJA Code of Ethics, 1994).

Furthermore, the Print Media Guidelines, Ghana (2003), article 11 'a' and 'b', state that, the press must avoid prejudicial or pejorative reference to a person's race, ethnicity, colour, religion, gender or to any physical or mental illness or disability. The press must also not originate material, which encourages discrimination on the grounds of race, ethnicity, colour, religion, gender, physical illness or disability.

This means that, the media is best suited to help change perception by disseminating information and educating the citizenry. This is because the media has the ability to set the agenda and frame issues in ways that empower the disadvantaged or persons with disabilities. It is for this reason that this study is interested in interrogating how the media portrays persons living with disabilities. The study seeks to analyse the content of the *Daily Graphic* and the *Public Agenda* to determine how the two newspapers portray persons living with disabilities.

1.6 Study Objectives

This study specifically aimed at analyzing media portrayal of persons with disabilities by the *Daily Graphic* and *Public Agenda* with the view of determining the prominence attached to issues concerning persons with disabilities. It focuses on the extent and nature of coverage accorded to persons with disabilities in comparison to that of issues concerning persons without disabilities with specific reference to January to June 2010. It also sought to establish

whether PWDs are stereotyped (how they are framed) in stories concerning them. The study sought to address the following objectives:

1. To examine the how much coverage the *Daily Graphic* and *Public Agenda* are giving to issues of persons with disability.
2. To examine the space and size given by the two papers to stories of persons with disability.
3. To determine the types of frames which characterise stories bout PWDs.
4. To determine the sources cited in the news concerning persons with disabilities.

1.7 Research Questions

More specifically the study also sought to find answers to the following questions.

1. How much coverage are *Daily Graphic* and *Public Agenda* giving to issues of persons with disability?
2. What spaces and sizes are given to stories and features concerning persons with disabilities?
3. Which types of frames characterise stories about PWDs?
4. What sources are cited in the news concerning persons with disabilities?

1.8 Significance of the Research

Media advocacy is the process of disseminating policy-related information through the communications media, especially where the aim is to effect action, a change of policy, or to alter the public's view of an issue⁸.

⁸ <http://www.enotes.com/public-health-encyclopedia/media-advocacy> , Retrieved on August 2010

Looking at how the media report on issues can influence policy-makers and encourage social change. This research would be used as an advocacy tool to lobby the media to improve on how they can report on disability issues and also to add to literature on media portrayal of persons with disabilities which is scarce in Ghana.

LITERATURE REVIEW

2.0 Introduction

This section reviews literature on studies conducted on persons with disability in general and media portrayal of persons with disabilities in particular. The section is in two parts- theoretical framework and related studies. The essence of this review is to provide a theoretical basis for an informed study and analysis of the subject matter. It therefore seeks to discover theoretical frameworks that explain the rationale of newspaper publications on issues of disability and the mechanisms to ensure fair publications by Ghanaian newspapers.

2.1 Theoretical Framework

Several theories from the fields of mass communication could have been used but for the purpose of this study two were chosen. The first one is the News Values Theory which is basic to all news reporting and the second one is the Framing Theory which examines how disability issues are packaged in the two newspapers.

2.2 News Value Theory

The journalistic profession has a formalised list of attributes or what others have called conventions that indicate values considered as key in news reporting. These attributes are woven into the process of news reporting and thus what news value theory explains.

Negrine (1989:137) observes that:

Every newspaper when it reaches the reader is the result of a whole series of selections as to what items shall be printed, in what position they shall be printed, how much space each shall occupy, how they should be framed and what emphasis each shall have. There are no objective standards here. There are conventions.

McQuail (2000) writes that news values are criteria applied by journalists and editors in news organizations to determine whether or not to carry particular items of news. He posits that the list of news values serves as reference in the socialisation and training of journalists who consequently invoke the values in grading and categorisation of stories, events and personalities in the daily practice of news selection. Some of the values emanate from values and beliefs held by the society.

On any given day therefore, many stories compete for the news hole yet only a few of them can fit the space available in the newspaper. Politics and the economy have been found to rate as premium in the hierarchy of news. But even where politics is concerned, the number of politically-relevant events in any given day is quite overwhelming. This then explains why the news values criterion is important when considering the issue of media representation of persons with disability.

Cohen and Young (in Kisuke, 2004) argue that far from being a random reaction to random events, the selection of news is a logic of particular ways of working and of a shared set of criteria of what makes stories newsworthy. The Missouri Group (2005:5) stresses that "relevance, usefulness and interest are broad guidelines for judging the news value of any event, issue or personality." They also note that in selecting what to publish, journalists look for more specific elements, and the most important being impact, conflict, novelty, prominence, proximity and timeliness in each potential story. Galtung and Ruge (cited in

Kisuke, 2004) who define news values as the criteria of relevance and interest to the news public, add to this list intensity, relevance, consonance, predictability, elite persons and elite

nations. Galtung and Ruge's (Kisuke, 2004) study of foreign news in the Norwegian Press led to the first clear statement of the news values that influence selection. They hypothesized that events would become news the more they fitted certain organisational as well as cultural or ideological criteria.

According to Croteau & Hoynes (2003), selection of the front page news is not a haphazard process but is rather one that results from a crucial decision-making process involving editors from different news desks. They contend therefore that the newsworthiness criteria used to select stories for a page are "timeliness of a story, impact on the community of readers, and prominence of the participants in the events" (2003: 127).

Kisuke (2004) states that news values cannot be separated from the social contexts in which newspapers operate thus, the societal values of elitism and gender dimensions, for example, have a bearing on how news values are applied in practice. She argues that rather than mirroring society, journalism constructs the representation of that social reality in the process of mediating social meaning to readers using already established news values criteria.

Story selection affects source selection and the two go hand in hand. Consequently, selection of news sources would depend on story values ensuring that sources selected add value to the news they speak to. Kisuke (2004) argues that more often than not, journalists tend to select sources they have successfully used in the past with qualities such as suitability, reliability, trustworthiness, authoritativeness and articulation. Thus she argues that the relative status of people in the news is one of the elements of media logic (Kisuke, 2004).

Kisuke (2004) also found in her study on the coverage of PWDs that elite sources, especially from a certain category of professional politicians, were the journalist's preferred choice for the front-page stories rather than news concerning persons with disability. Her findings are in support of Tuchman (1978) who developed the idea of 'news net'. According to Tuchman, the news net has a very tight weave at places where power is concentrated. Kisuke (2004) posits that besides being territorial and topical, the news beat is a social setting, a network of social relations involving reporters and sources who frequent particular places.

2.3 Framing Theory

In communication theory and sociology, framing is a process of selective control over media content or public communication. Framing defines how a certain piece of media content or rhetoric is packaged so as to allow certain desirable interpretations, while ruling out others.

According to Heath (2006), framing is actually a metaphor that compares message construction to drawing a border around a painting or picture. The frame helps define the meaning of the message by focusing attention on particular elements and by excluding competing, distracting, or contradictory elements. Framing draws upon the notion that message producers are involved in the construction of social reality and that message meanings are negotiated, not absolute; thus framing theory falls within postmodern and relativist perspectives. This approach suggests that media practitioners frame situations or problems in ways that are favourable to clients. Framing thus might be compared to the practice pejoratively referred to as spin doctoring (Heath 2006).

Framing theory, however, is one of the most visible extensions of agenda-setting theory. Originally proposed by Ghanem et al (1991), the concept holds that entities can create a media frame to convey a central idea in a chosen context. In other words, they can stage the idea and plan the format in advance. Robert Entman (1993) advanced the framing idea to include highlighting certain elements within the frame — in essence, including the most salient ideas to the targeted audience.

In news writing, framing has become a focus of reporters or journalists interested in reporting and in how dominant social themes or ideas are used to shape the way news is presented by the media. “A news frame is a central organising idea for explaining events that use various symbolic and framing devices which support the main idea” (Gamson & Modigliani, 1989:3). Gamson (1993), for example, suggested that the media routinely use metaphors, catchphrases, exemplars, depictions, and visual images that culturally resonate with audiences. These framing devices represent conventions for telling information and help media workers arrange seemingly disjointed events into a meaningful, organised interpretive package. Meanwhile, familiar frames provide mental maps to help audiences make sense of daily events.

In a way, news framed by journalists may affect learning, interpretation, and evaluation of issues and events and how the audience reflect and mirror these frames made available to them, for example, in disability issues. On an individual level the consequence of framing may be altered attitudes about an issue based on exposure to certain frames. For example, at the individual level, news frames affect how a person thinks about an issue either positively

or negatively. At the societal level, news frames affect how the society views an issue either positively or negatively (de Vreese, 2005:52).

Baran and Davis (2003) criticised the framing theory by explaining that framing theory is highly flexible and open-ended, and due to this, journalists sometimes write news or frame issue which they think will resonate with the public without considering the effect on them. Baran and Davis argue that framing precludes casual explanations and assumes individuals make frequent framing errors. This devalues individuals' abilities to decipher information by news reporters. If disability issues are framed to empower persons with disabilities, it can lead to positive attitudinal change, on the other hand if disability issues are framed to disempower PWDs, it can lead to discrimination against them.

2.4 Related Studies

Several studies have been conducted on how disabilities are portrayed in the media and the general strands of these studies look at how disability is portrayed in the films, televisions, newspapers and also how PWDs they are stereotyped.

Hunt (1991) conducted a survey in the United Kingdom and identified 10 stereotypes that the media use to portray persons with disability. These stereotypes were PWDs as:

- **Being pitiable or pathetic:** Persons with disabilities are portrayed in the media as being weak so that the non-disabled public can sympathize with them.
- **An object of curiosity or violence:** Persons with disabilities are often subject to violent abuse by non-disabled people and this is frequently reflected in the

media which contribute to disabled being portrayed as totally helpless and dependent on non-disabled persons.

- **Sinister or evil:** Persons with disabilities often portrayed on television fictions etc as being criminals or monsters
- **The super cripple:** Persons with disabilities are assigned super human abilities. Blind people for example are portrayed as having extremely sensitive hearing.
- **As atmosphere:** Persons with disabilities are sometimes included in the storylines of dramas etc to enhance a certain feelings, usually one of menace, mystery or deprivation.
- **Laughable:** Persons with disabilities have been a source of amusement for non-disabled people.
- **Their own worst enemy:** Persons with disabilities as self pitiers who could overcome their difficulties if they would stop feeling sorry for themselves, think positively and rise to the challenge.
- **As a burden:** Persons with disabilities are helpless and must be “cared” for by non-disabled people.
- **Non sexual:** Persons with disabilities being perceived as sexually inactive.
- **Being unable to participate in daily life:** Persons with disabilities are rarely shown as integral and productive members of the community; as students, as teachers, as part of the work-force or as parents.

2.5 Portrayal of Persons with Disability in Films

Byrd and Elliott (1985) conducted a study of feature films in the United States to determine whether people with disabilities were included and, if so, how they were presented. The authors asked the following research questions:

- What percentage of feature films depicted disability?
- Did one disability receive more attention than another?
- Were women or men depicted as having a disability?
- Did film critics evaluate films depicting disability positively or negatively?

Of the 1,051 films they studied, 120 (slightly more than 11 percent) included people with disabilities, with psychiatric disorders being represented most frequently. The authors also found a much larger number of films with negative portrayals of people with disabilities (98) than positive portrayals (22).

Levers (2001) conducted a study using a sample of 21 selected Hollywood films to provide a greater understanding of how persons with psychiatric disabilities are depicted and treated in the Hollywood films. The researcher wanted to identify stereotypes and associated icons used to portray psychiatric disability and also examined any changes in that portrayal over the course of a five decade span of time. Levers used ethnographic content analysis which resulted in an annotated filmography, providing a thick description of relevant aspects each film and multiple case studies of how psychiatric disability has been depicted by way of an iconography of "madness" and stereotypes of "mental illness" in mainstream mass market movies. The findings of the study were that persons with psychiatric disability were portrayed as iconography of "madness" and stereotype of "mental illness". He also found two

additional stereotypes which were used to portray persons with psychiatric disability as artistic and creative genius.

2.6 Portrayal of Persons with Disabilities in Television

Stibbe (2007) conducted a study at Chikushi Jogakuen University in Japan. The study was designed to investigate the attitudes of young people towards disabled women in Japan. Stibbe (2007) pointed out that traditionally disabled women have been marginalised and invisible in the Japanese society, often hidden away by shame-filled relatives. However, over the last 10 years, there has been an unprecedented increase in disabled female characters appearing in television dramas. These dramas portray disabled women as attractive, gainfully employed and successful, often due to the influence of a non-disabled male character.

Fifty Japanese university students wrote four compositions each about fictional characters, both disabled and non-disabled, of both genders. These 200 compositions were compared across gender and disability lines, and correlated with features of the Japanese TV dramas which were portraying disabled women as attractive, gainfully employed and successful albeit often due to the influence of non-disabled male character.

Nearly all the students managed to come up with a story that more or less fitted the assigned pattern of disabled women as attractive, gainfully employed and successful, albeit often due to the influence of non-disabled male character. There were three students who failed to create a fictional character at all; instead they described incidents from their own lives when they encountered a disabled woman on a bus, train and a restaurant respectively. These three accounts all showed some fear or embarrassment. The student on the train was 'too



frightened to speak or move' when the disabled woman tugged at her skirt. The student on the bus was 'a bit scared of sitting by the disabled woman she saw in the bus' and the student in the restaurant was 'not brave enough to help' the disabled woman who was having problems ordering her food.

Vannut (2006) conducted a comparative study on positive image building in Belgium and the Netherlands and the main goal was to investigate and to compare how the civil society, the media and the government work together to create a positive image of people with disabilities on public television in both the Netherlands and Belgium. The sample involved civil society, the government and the public network in Belgium and the Netherlands. The study was designed as a qualitative, semi-structured interview with representatives of the civil society as well as the public network in both countries. Documentation analysis was used to research the role of Belgian and Netherlands government. The research findings on individual responsibility showed that everybody involved should take their own responsibilities but that in practice some actors are more willing to do that than others.

2.7 Portrayal of Persons with Disabilities in Newspapers

Catlett et al (1993) conducted a study on newspaper, images and messages on people with disabilities at Washington, DC in America. The study reviewed 227 newspaper articles to uncover trends and themes in the articles which reflected subtleties of views toward persons with disabilities. Manifest and latent content was used to analyse the 227 articles (the undertone or mood of the article). The findings indicated that most articles revealed logical fallacies and did not portray persons with disabilities realistically but rather either as having

super human characteristics or as deserving of pity. A few articles however portrayed persons with disabilities as competent members of society.

Wall (2007) similarly conducted a study at Waikato University, New Zealand on newspaper coverage of people with disabilities. The aim of this study was to examine how people with disabilities are portrayed in the New Zealand print media and whether or not traditional or progressive modes of representations predominate in coverage. Progressive focus views disability and the problems surrounding it as being located in society's failure to accommodate all members of the population. In contrast, traditional focus views people with disabilities as dysfunctional because of their inability to function in an environment designed by or for people without disabilities. The sample involved intellectual and physical disabilities and persons with all types of disabilities published in three major newspapers in New Zealand - *The New Zealand Herald*, the *Dominion Post* and the *Sunday Star Times* between 1st of June and 1st of August 2006. The articles were content analysed qualitatively and quantitatively. For each article, aspects such as structure, content, terminology, sources used and attributes assigned to the people with disabilities were analysed as a means of determining whether an article was positive, negative or neutral. The findings of this study showed that the traditional focus dominated more than the progressive focus. Also, within the New Zealand print media, disability was generally portrayed in a positive or neutral manner.

METHODOLOGY

3.0 Introduction

This chapter outlines the methods used in gathering data for the study. It gives a brief overview of the profile of the newspapers selected for the content analysis. It also discusses the sample size, sampling procedure, and the data collection approaches used in carrying out the study. Since the purpose of the study was to identify the media portrayal of persons with disability in the two newspapers (*Daily Graphic* and *Public Agenda*) content analysis was used in carrying out the study.

3.1 Quantitative Content Analysis

This study involved quantitative and qualitative description of communication content of two newspapers. Content analysis was therefore deemed as the most appropriate method to use. According to Stemler (2001), content analysis is a systematic replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding. Kerlinger (2000) also defines content analysis as a method of studying and analyzing communication in a systematic, objective and quantitative manner for the purpose of measuring variables.

Wimmer and Dominick (2003), argue that content analysis can be applied in describing communication content, testing hypotheses of message characteristics, comparing media content to the "real world", assessing the image of particular groups in society and in establishing a starting point for studying media effects. Also, the findings of a particular

content analysis are limited to the framework of the categories and the definitions used in that analysis.

Content analysis was the most appropriate method for this study since it served as a useful tool for analysing the portrayal of persons with disabilities that were communicated through the *Daily Graphic* and the *Public Agenda*. The objective and systematic analysis of such stories helped in assessing the importance the two newspapers attached to portraying persons with disabilities and how committed they were in helping to reduce discrimination against persons with disability. Analysing the content of the two newspapers sampled for this study systematically also helped to determine the importance the reporters and editors attach to portrayal of persons with disability.

3.2 Newspaper Selection

The study looks at *Daily Graphic* and *Public Agenda* because they provide comparative analysis between state-owned newspaper and a privately-owned newspaper that concentrates on empowering the marginalised. The *Daily Graphic* is a state-owned newspaper which is aimed at empowering readers and consumers with reliable and credible information. On the other hand *Public Agenda* is a privately-owned newspaper, which is sponsored by the Integrated Social Development Centre (ISODEC) and mandated to give voice to the voiceless.

3.3 Profile of *Daily Graphic*

The *Daily Graphic* was established in 1950 by the Daily Mirror Group of London. By 1962, the then government of the Convention Peoples' Party, pressurised management and bought

the company as a statutory corporation and made it a state-owned newspaper. The *Daily Graphic* is published six times a week (Monday to Saturday) by Graphic Communications Group Limited. It is now managed by a board and a managing editor who were appointed by the National Media Commission, in consultation with the President of Ghana. This is in line with Chapter 12, Article 168 of the Constitution of Ghana.

Apart from the *Daily Graphic*, the Graphic Communications Group Limited also publishes other newspapers like *The Mirror*, *Graphic Sports*, *Junior Graphic*, *Showbiz*, *Graphic Advertiser*, *Graphic Nsempa* and *Graphic Business*. Priding itself as the biggest selling newspaper since 1950, the *Daily Graphic* has sections on world news, inside Africa, features, editorials, gender and children, politics, regional news, metropolitan news, business, sports, letters, and educational issues. The *Daily Graphic* has about 50 journalists all over the 10 regions of Ghana and the newspaper is able to circulate about 100,000 copies each day to the 10 regions of Ghana. (Public Relations Department, Graphic Communication Group Limited)

3.4 Profile of *Public Agenda*

The *Public Agenda* is a private and bi-weekly newspaper and was established in Accra in November 1994 by the Integrated Social Development Centre (ISODEC) two years after Ghana's return to constitutional rule. It initially ran as two separate publications – the *Public Agenda*, published on Mondays and the *Weekend Agenda*, published on Fridays.

The founders established the paper to take on relevant issues of development that were often ignored by “the profit-driven state-owned media” as well as the private media. Its mandate

was “to give voice to the voiceless and to work for democracy” (Status of Ghana’s Fiscal Decentralisation, 2009:8).

In 2005, the newspaper underwent re-branding as a way of rediscovering its purpose of establishment in order to operate as an advocacy and development newspaper. It prosecutes this agenda by focusing on trade, health, education, women and children and human rights issues⁹.

The 12 page newspaper, published by PA Publications, appears on the stands on Mondays and Fridays at a price of one Ghana Cedi (GH¢1). It is also available on the web through www.ghanaweb.com/Public_Agenda.

The *Public Agenda*’s readership is defined as an upper-class readership consisting of technocrats, bureaucrats, policy makers, academia, and civil society and so on. This is because the paper fights for the vulnerable and the marginalised¹⁰.

On March 15, 2006, the Help Age Ghana gave an award to the *Public Agenda* for being the print media with the highest reportage on rights and policy issues impacting on older persons. The paper was also adjudged the best human rights newspaper for 2005 at the 11th GJA Awards held in May 2006. In January 2009, it received the National Peace Honours Award for presentation of unbiased political analysis and editorials that promoted peace during the

⁹ Interview with Frederick Asiamah, Staff Writer, *Public Agenda*, on August 11, 2010.

¹⁰ An interview with Asiamah, Staff writer, *Public Agenda*

national elections of 2008. It also received an award from the Ghana Federation of the Disabled in 2009 for promoting the rights of the disabled.

3.5 Population and Sample Size

Busha and Harter (1980), defined population as any set of persons or objects that possess at least one common characteristic. Fraenkel and Wallen (2002), also refer to population as the larger group to which one hopes to apply the results of his/her findings.

The universe for this study was the entire publication of the *Daily Graphic* and *Public Agenda* from January to June 2010. Therefore, the universe of the study was exactly 190 publications. Over the period of six months under review, the *Daily Graphic* published 144 issues and the *Public Agenda* published 46 issues. Therefore a total of 118 issues (72 for *Daily graphic* and 46 for *Public Agenda*) were selected from the universe of 190 publications.

3.6 Sampling Procedure

Samples were drawn from publications of the *Daily Graphic* and the *Public Agenda* from January to June 2010. The year 2010 was chosen so as to have an understanding of the current nature of coverage of persons with disability after the passage of the 2006 Disability Act of Ghana. Due to this, convenience sampling method was used to select the months for the study.

Selection of the dates of publications of *Daily Graphic* under study was done using a simple random sampling approach. Therefore, with the exception of Sundays, when there are no

publications, all the other days of the week had an equal chance of being selected. Thus, for each week, three days were selected through the ballot method. In all, 12 dates were selected for each of the six months, representing *Daily Graphic's* January to June 2010 publication.

On the hand, the *Public Agenda* is bi-weekly newspaper which gives it a smaller universe. The six-month period recorded a total of 46 issues of the *Public Agenda*. Considering the population of the *Public Agenda*, the researcher adopted the census method by coding all the 46 publications from January 2010 to June 2010. Therefore, a total of 118 publications were content analysed out of the universe of 190 publications of *Daily Graphic* and *Public Agenda* for the period of six months. The sample is representative enough for the purpose of the study because as Berelson (1952: 144) noted, "A small, carefully chosen sample of relevant content will produce just as valid result as the analysis of a great deal more and the expenditure of much less time and effort."

3.7 Unit of Analysis

A unit of analysis is the smallest element of the phenomenon of interest in a content analysis. According to Wimmer and Dominick (2003), a unit of analysis in written content might be a single word or symbol, a theme or an entire article or story. The units of analyses should be operationally defined in such a way that it is clear what will be included in the analysis and what will not.

The broad unit of analysis for this study consisted of every straight news item, feature, editorial, letters to the editor and foreign news in which disability issues were mentioned in

the 118 issues sampled. More specifically, every disability issue mentioned in the stories constituted the smallest unit that was content analysed to answer the research questions.

3.8 Coding

The coding of the content categories was made up of the following units of analysis:

Type of story: This determined whether the story was straight news, editorial, feature article, or letter to the editor.

Type of disability mentioned in the story: This determined the type of disability mentioned in the stories concerning persons with disability, for example, visual impairment, which describes a condition in which a person has loss of vision for ordinary life purposes. It is the generic term used by some individuals to refer to all degrees of vision loss. Hearing impairment which refers to a profound degree of hearing loss that prevents understanding speech through the ear. Hearing impaired or hearing loss are generic terms used to indicate any degree of hearing loss-from mild to profound. Intellectual disability describes a permanent condition that affects the way individuals take in, retain, and express information. Persons with Disabilities is a general term used for a functional limitation that interferes with a person's ability, for example, to walk, lift, heal, or learn. It may refer to a physical, sensory, or mental condition¹¹.

Placement of story: This determined where the story concerning persons with disability was placed, whether in the front page, back page, centre spread or any other inside pages.

¹¹ The Secretariat of the African Decade of Persons with Disabilities (SADPD), 2008

Size of Disability story: This determined the space apportioned to the story concerning persons with disability. Coding was for full page, three-quarters of a page, half of a page, one third of a page, one quarter of a page or smaller than one quarter of a page.

Main subject of the story: This determined whether the main emphasis of stories concerning persons with disability was social, political or economic etc.

Tone of the story: The tone of an article will be coded as either 'positive' or 'negative' towards persons with disabilities. The coding decision is based on the sum of explicit statements per article that have a qualitative dimension and that could be thematically referred to topics concerning persons with disabilities. In this study, the headline and the lead of news stories are rendered significant in deciding whether the tone of the news story is overall negative or positive. News headlines are known to possess the capacity to influence the way information is processed by readers and thereby bias the ways a text is understood, for example by indicating the most important aspects of a text (Gunter, 1997, p. 40). That is, if the headline and the lead features a negative argument/statement, and the body of the article contains both, pro and con arguments, the article will still be coded as 'negative' due to its negative headline.

Type of stereotype : This determined whether the stories conformed to stereotypes identified by Paul Hunt (1990) - as Pathetic or pitiable, an object of curiosity of violence, sinister or evil, the supper cripple, as atmosphere, laughable, their own worst enemy, burden, non-sexual, unable to participate in daily life.

Sources cited in the stories: This determined the sources cited in the stories concerning persons with disability, for example whether it was from organisations of persons with disabilities, individuals with disability or individuals without disability.

3.9 Data Analysis

The data analysis comprised manual coding of completed Coding Guide. The Statistical Package for Social Sciences (SPSS) was used to analyze the data. The analysed data were presented in the form of frequency tables and simple percentages.

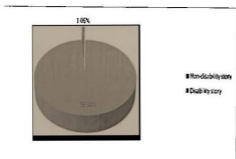
RESEARCH FINDINGS

4.0 Introduction

The purpose of this study was to find out the extent and nature of portrayal of persons living with disabilities by the *Daily Graphic* and *Public Agenda*. Ultimately, this would help to establish whether coverage discriminates against persons with disabilities or empowers them. Data was collected through quantitative content analysis of the sampled issues of the *Daily Graphic* and the *Public Agenda*. Data obtained from the content analysis of the sampled issues is reported in the form of tables and the findings analysed statistically and descriptively. The method of data analysis included coding the data from the manual coding sheets into the SPSS data variable format, inputting the data onto the SPSS coded sheet and then running frequency distributions and cross tabulations.

4.1 Coverage of Disability Issues

Chart 1: Total Coverage on Disability



There were a total of 5,559 stories from the 131 issues of the *Daily Graphic* and *Public Agenda* taken as sample from Ghanaian newspapers. Of the 5,559 stories, 59 stories (1.06%)

were on disability issues and 5,500 stories (98.94%) were on non-disability issues. Indeed, both newspapers (*Daily Graphic* and *Public Agenda*) put together gave little coverage on disability issues as compared to the total report on non-disability issues.

4.2 Coverage of Disability by Newspapers

Table 1: Coverage of Disability Issues by Newspaper

Newspaper	Total Number of Disability Stories		Total Number of Non-disability story		Total	
	Count	Percentage	Count	Percentage	Count	Percentage
Daily Graphic	32	0.65%	4844	99.34%	4876	100%
Public Agenda	27	3.95%	656	96.04%	683	100%
Total	59	1.06%	5500	98.94%	5559	100%

Table one shows the total number of disability and non-disability news reported by the *Daily Graphic* and the *Public Agenda* respectively. The table indicates that the *Daily Graphic* newspaper devoted 0.65 percent (32 stories) out of the total of 4876 story items on disability. Also, the *Public Agenda* devoted 3.95% (27 stories) out of 683 story items on disability. On the other hand, the *Daily Graphic* devoted 4,844 stories (99.34%) to non-disability stories and the *Public Agenda* devoted a total of 656 stories (96.04%) to non disability stories. The finding from table one above shows that both newspapers devoted little coverage to issues relating to disabilities, although the percentage of disability issues covered in the *Public Agenda* was more than the *Daily Graphic*.

4.3 Coverage on Disability by Story Treatment

From Table two it is seen that majority of stories on disability issues in the two news papers sampled were straight news stories, accounting for 46 stories (78.0%) out of the total number

of stories on disability. Letters to the editor and foreign news accounted for two stories (3.4%) each. The feature category had five stories (8.5%) and the opinion category accounted for four stories (6.8%). The findings, therefore, show that together, the *Daily Graphic* and *Public Agenda* did more of routinised than enterprise stories on disability. That is, close to half of the stories were routinised (46 in 59) and only five were features or enterprise stories, with the others coming from external contributors.

Table 2: Treatment of Story/Item on Disability

Type of Story/Item	Frequency	Percent
Straight news story	46	78.0
Letters to the editor	2	3.4
Feature article	5	8.5
Opinion	4	6.8
Foreign news	2	3.4
Total	59	100.0

4.4 Type of Story by Newspaper

The findings show that both newspapers recorded highest story type in the “straight news” category, with *Daily Graphic* having 25 straight news stories (78.1 percent of the total number of its stories) and *Public Agenda* having 21 straight news stories (representing 77.8 percent of its total number of stories). Both newspapers recorded one story (3.1 % for *Daily Graphic* and 3.7% for *Public Agenda*) on the letter to the editor section. With the feature article section, the *Daily Graphic* had three stories (9.4%) and the *Public Agenda* had two stories (7.4%).

Table 3: Type of Story by Newspaper

Type of story/item	Newspaper				Total	
	Daily Graphic		Public Agenda			
Straight news story	25	78.1%	21	77.8%	46	78.0%
Letter to the editor	1	3.1%	1	3.7%	2	3.4%
Feature article	3	9.4%	2	7.4%	5	8.5%
Opinion	3	9.4%	1	3.7%	4	6.8%
Foreign news	0	0%	2	7.4%	2	3.4%
Total	32	100.0%	27	100.0%	59	100.0%

Also, the *Daily Graphic* had three stories (9.4%) treated as opinions and the *Public Agenda* had one opinion story (3.7%). The *Public Agenda* was the only newspaper which recorded two stories on disability issues in the news coded as foreign, (7.4%) while the *Daily Graphic* did not record any. Comparing the two newspapers, there was a little difference in their treatment of stories on disabilities from the data coded. With the exception of the foreign stories, the two newspapers had most of their stories treated as straight news, they recorded the same number of stories in the letter to the editor section, and there was little difference in the feature and opinion section.

4.5 Placement of Disability Stories

The placement of a story on a given page can either confer prominence on the story or bury the story. The front page is considered the most prominent page of a newspaper followed by the back and centre spread.

Table 4: Placement of Stories

Placement of story	Frequency	Valid Percent
Front page	2	3.4
Back page	2	3.4
Centre spread	3	5.1
Any other inside pages	52	88.1
Total	59	100.0

In terms of placement, most of the stories on disability issues in *Daily Graphic* and *Public Agenda* sampled were placed on the inside pages (88.1%). The centre spread had three stories (5.1%) and only two stories (3.4%) were placed on the back which is one of the prominent pages. The front page which is the most prominent page also had only two stories (3.4%). This implies that close to nine in 10 stories (88.1%) were placed in pages other than the front, middle and the back page – which are regarded as the most prominent pages. Thus, the two newspapers put together gave little prominence to issues of disability with only four stories on the most prominent pages (front and back) and the rest stacked in the inside pages.

4.6 Placement of Story by Newspaper

Table 5: Newspaper by Placement of Story

Placement of story	Newspaper				Total	
	Daily Graphic		Public Agenda			
Front page	0	.0%	2	7.4%	2	3.4%
Back page	1	3.1%	1	3.7%	2	3.4%
Centre spread	1	3.1%	2	7.4%	3	5.1%
Any other inside pages	30	93.8%	22	81.5%	52	88.1%
Total	32	100.0%	27	100.0%	59	100.0%

The finding from table five shows that the *Public Agenda* was the only newspaper which had two front page stories on issues of disability. With the back page stories, the *Public Agenda* had one story and the *Daily Graphic* also had one story on disability issues. But the two newspapers devoted most of their stories in the inside page. The *Public Agenda* devoted 22 stories (81.1%) on the "inside page" and the *Daily Graphic* devoted 30 stories (93.8%) to the "inside pages". The findings also show the *Public Agenda* gave some prominence to issues on disability by placing two stories on the front page and one at the back page.

4.7 Size of Disability Stories

Table 6: Size of Disability Stories

Size of Disability Story	Frequency	Valid Percent
Full page	2	3.4
3/4 of a page	5	8.5
1/2 of a page	3	5.1
1/3 of a page	29	49.2
1/4 of a page	13	22.0
Less than 1/4	7	11.9
Total	59	100.0

The amount of space given to a story can suggest how important the story is and confer prominence on the story item. The study categorised the size of stories into full page, half of a page, three quarters of a page, one third of a page, quarter of a page and less than one quarter of a page. Table six illustrates that there were only two (3.4%) full page stories on disabilities found in the sampled stories. Almost 50 percent (29 stories) on disability stories were 1/3 of a page. 13 stories (representing 22.0%) were 1/4 of a page. There were seven stories (11.9%) which were Less than 1/4 of a page.

4.8 Size of Disability Story by Newspaper

Table 7: Size of Disability Story by Newspaper

Size of Disability story	Newspaper				Total	
	Daily Graphic		Public Agenda			
Full page	0	0%	2	7.4%	2	3.4%
3/4 of a page	2	6.2%	3	11.1%	5	8.5%
1/2 of a page	2	6.2%	1	3.7%	3	5.1%
1/3 of a page	14	43.8%	15	55.6%	29	49.2%
1/4 of a page	10	31.2%	3	11.1%	13	22.0%
Less than 1/4	4	12.5%	3	11.1%	7	11.9%
Total	32	100.0%	27	100.0%	59	100.0%

It is observed from Table Seven that the *Daily Graphic* did not have any full page story on disabilities; the *Public Agenda* had two stories (7.4%) on disability which were full page. The *Daily Graphic* had two stories (6.2%) which were 3/4 of a page and the *Public Agenda* also had three stories (11.1%) which were 3/4 of a page. Also, the *Daily Graphic* had two stories (6.2%) which were 1/2 and the *Public Agenda* had only one (3.7%) 1/2 page story. The size of story that appeared most in both newspapers was the one third on a page. The *Public Agenda* had almost 56 percent (15 counts) of stories were of the size of 1/3 and the *Daily Graphic* had 14 stories (almost 44%) which were 1/3. The 1/4 of a page was the second in the *Daily Graphic* with 10 stories (31.2%) and the *Public Agenda* had three stories (11.1%) which were of the size 1/4. In addition, the *Daily Graphic* had four stories (12.5%) of size less than 1/4 and *Public Agenda* had three stories (11.1%) of size less than 1/4. Comparing the two newspapers, the size of majority of the publications on disability in the *Daily Graphic* and *Public Agenda* was 1/3 paged.

4.9 Type of Disability Mentioned in Story

The study also tried to assess what types of disabilities were mentioned in the stories. The study coded for visual impairment, hearing impairment, intellectual disability, physically challenged and persons with disabilities.

It is observed from Table Eight that, the most covered disabilities from the sample of the Ghanaian newspapers was "intellectual disability" which was mentioned in 21 stories (35.5%). Physically challenged was the next most covered in 17 stories representing 28.8 percent. Also, persons with disabilities were covered in 16 stories (27.1%), followed by visually impaired covered in three stories (5.1%) and the least covered was hearing impairment which was mentioned in two stories representing 3.4 percent.

Table 8: Disability Covered in Story

Disability covered	Frequency	Valid Percent
Visually impaired	3	5.1
Hearing impaired	2	3.4
Intellectual disability	21	35.6
Physically challenged	17	28.8
Persons With Disabilities	16	27.1
Total	59	100.0



4.10 Newspaper by Type of Disability Mentioned in Story

The findings from table nine show that 11 stories (34.4%) from the *Daily Graphic* out of 32 stories coded in the paper, covered intellectual disability as compared with the *Public Agenda* with a total of 10 stories (37.0%) which covered intellectual disability. Also, 11 stories (34.4%) from the *Daily Graphic* mentioned physically challenged compared with six stories

(22.2%) which were covered in *Public Agenda*. Seven stories, representing almost 22 percent, covered persons with disability in general from the *Daily Graphic* compared with nine stories representing 33.3 percent from the *Public Agenda*. Visual impairment was covered in two stories in the *Daily Graphic* and in one story (3.7%) in the *Public Agenda*. It is also seen from table nine that hearing impaired was least covered in one story (3.4 percent in *Daily Graphic* and 3.7% percent in *Public Agenda*).

Table 9: Newspaper by Type of Disability

Type of Disability Covered in Story	Newspaper				Total	
	Daily Graphic		Public Agenda			
Visually impaired	2	6.2%	1	3.7%	3	5.1%
Hearing impaired	1	3.1%	1	3.7%	2	3.4%
Intellectual disability	11	34.4%	10	37.0%	21	35.6%
Physically challenged	11	34.4%	6	22.2%	17	28.8%
Persons With Disabilities	7	21.9%	9	33.3%	16	27.1%
Total	32	100.0%	27	100.0%	59	100.0%

4.11 Main Subject of Disability Story

Examining the specific topics journalists choose to cover when reporting on disability issues is important for understanding how persons with disabilities are framed in the two newspapers (*Daily Graphic* and *Public Agenda*) for public consumption.

The main things which directly relate to disability the two newspapers (*Daily Graphic* and *Public Agenda*) are talking about or considering when writing stories on persons with disabilities in the sampled Ghanaian newspapers. Most of the stories that concerned the disabled were discussing social issues for example disabled receive more support for capacity

building, which represented more than 60 percent (62.7%). Economic issues for example Assembly assist disabled persons, were 12 stories representing 20 percent. Also, education as main subject of discussion about disabled persons was 10 percent for Newmont lays foundation for school for the blind and political issues were the least with seven percent (6.8%).

Chart 2: Main Subject of Discussion



4.12 Newspaper by Main Subject of Disability Story

The data from table 10 shows that the main subject of discussion in most of the stories in the *Daily Graphic* was social; representing 53.1 percent (17 stories) compared with 20 stories (74.1%) social issues about persons with disabilities in the *Public Agenda*. Also 11 stories (34.4%) discussed economics as the main subject in the *Daily Graphic* compared to one story (3.7%) in the *Public Agenda*. With education, the *Daily Graphic* had two stories (6.2%) and *Public Agenda* had four stories (14.8%) as the subject discussed concerning persons with disabilities. Both newspapers had two stories each (6.2 percent for *Daily Graphic* and 7.4 percent for *Public Agenda*) which discussed political issues about persons with disabilities.

Table 10: Newspaper by Main Subject of Disability

Main Subject of Disabilities Story	Newspaper					
	Daily Graphic		Public Agenda		Total	
Social	17	53.1%	20	74.1%	37	62.7%
Political	2	6.2%	2	7.4%	4	6.8%
Economic	11	34.4%	1	3.7%	12	20.3%
Education	2	6.2%	4	14.8%	6	10.2%
Total	32	100.0%	27	100.0%	59	100.0%

4.13 Tone of Disability Story

Whether the tone of an article was coded as negative or positive was based on the sum of explicit statements per article that have a qualitative dimension and that could be thematically referred to topics concerning persons with disabilities.

From the analysis, it is observed that most of the stories from both papers had positive tones. The *Daily Graphic* had 26 counts (81.2%) of positive tone with only 18.8% negative and *Public Agenda* had 21 counts which represents (77.8%) of positive tone with 22.2% negative tone.

Chart 3: Showing the Overall Tone of Disability Stories in both Newspapers



4.14 Tone of Disability Story by Newspaper

Table 11: Tone of Disability Story by Newspaper

Newspaper	Tone of story		
	Positive	Negative	Total
Daily Graphic	26 (81.2%)	6 (18.8%)	32 (100.0%)
Public Agenda	21 (77.8%)	6 (22.2%)	27 (100.0%)
Total	47 (79.7%)	12 (20.3%)	59 (100.0%)

Comparing the two newspapers, it is observed that the *Daily Graphic* had 26 stories (81.2%) of positive tone and *Public Agenda* had 21 stories (77.8%) of positive tone. Also, both newspapers had six stories of negative tone (18.8 percent from *Daily Graphic* and 22.2 percent from *Public Agenda*). Generally, the two newspapers expressed a positive attitude in stories concerning persons with disabilities and almost the same number of stories in the two newspapers sampled expressed a positive tone their reportage. This means they are very considerate in their choice of words when writing about persons with disabilities.

4.15 Stereotypes in Disability Stories

In total, the findings show that 38 stories representing 64.4 percent had no stereotypes in them. On the other hand, 21 stories (35.6%) had stereotypes in them. The findings show that there were few stereotypes in issues concerning persons with disabilities when the two newspapers sampled were put together.

Comparing the two newspapers sampled, the findings show that, out of 31 stories from the *Daily Graphic*, 20 stories (64.5%) had no stereotypes in them while 11 stories (35.5%) had

stereotypes in them. With the *Public Agenda*, 18 stories (64.2%) had no stereotype while 10 stories (35.7%) had stereotypes in them of the total 28 stories from the *Public Agenda*. this shows that there is no significant difference in the two newspapers' use of stereotypes in coverage on disability issues.

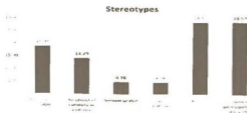
4.16 Frequency Distribution of Type of Stereotype

As noted earlier Hunt (1991) identified 10 stereotypical ways people living with disabilities are portrayed in the media. The study coded for Hunt's 10 stereotypes to see if some of these stereotypes would be found in the sampled newspapers (*Daily Graphic* and *Public Agenda*).

Chart six illustrates the frequencies in the type of stereotypes in the two newspapers.

Hunt's 10 stereotypes are: being pitiable or pathetic; an object of curiosity or violence; sinister or evil; the super cripple, as atmosphere, laughable, his/her own worst enemy, as a burden, non sexual and being unable to participate in daily life.

Chart 4: Stereotypes in *Daily Graphic* and *Public Agenda* Newspaper



This research found that six of the Hunts stereotypes were portrayed in 21 stories in the two newspapers sampled. Six stories (28.57%) from the newspapers portrayed persons with disabilities as being a burden on society for example "Gbeego school for the deaf gets

assistance" (*Daily Graphic*, Friday January 29, 2010), "Bank of Ghana donates to leprosarium" (*Daily Graphic*, Thursday January 21, 2010) and the same numbers of stories, six (28.5%) portrayed persons with disabilities as not being able to participate in the daily life for example "Disabled receive more support for capacity building" (*Public Agenda*, February 8, 2010). Also, four stories (19.0%) framed persons with disabilities as being pitiable or pathetic for example "Cripple overrun by bush fire" (*Public Agenda*, Monday, February 15, 2010) and three stories (14.3%) framed them as being an object of curiosity or violence for example "Relationship between mental disorder and crime" (*Daily Graphic*, Tuesday, Jan 12, 2010). Only one story (4.7%) framed them as their own worst enemy for example "Cripples puts their lives in danger" (*Daily Graphic*, Tuesday May 4, 2010) as well as being sinister.

4.17 Stereotype by Newspaper

Table 12: Stereotype by Newspaper



Type of stereotype (Framing of story)	Newspaper					
	Daily Graphic		Public Agenda		Total	
Pathetic or pitiable	2	18.2%	2	20.0%	4	19.0%
An object of curiosity or violence	1	9.1%	2	20.0%	3	14.3%
Sinister or evil	0	0%	1	10.0%	1	4.8%
Their own worst enemy	0	0%	1	10.0%	1	4.8%
Burden	4	36.4%	2	20.0%	6	28.6%
Unable to participate in daily life	4	36.4%	2	20.0%	6	28.6%
Total	11	100.0%	10	100.0%	21	100.0%

The finding from table 12 shows there was a total of 11 stereotypical stories in the *Daily Graphic* and 10 stereotypical stories in the *Public Agenda*. The findings also show that there

was no difference in the stereotype portrayal by the two newspapers. Comparing the two newspapers, two stories (18.2%) portrayed persons with disabilities as being a burden in the *Daily Graphic* and two stories from *Public Agenda* also portrayed them as being a burden. One story from the *Daily Graphic* framed them as an object of curiosity and violence compared to two stories from the *Public Agenda*. Four stories (36.4%) framed disabled persons as being unable to participate in daily life as well as a burden on the society while in the *Public Agenda*; two stories (20.0%) framed disabled persons as being unable to participate in daily life as well as being a burden on society. The pathetic or pitiable stereotypes were portrayed in 2 stories (18.2%) in the *Daily Graphic* as well in two stories (20.0%) in the *Public Agenda*. One story (9.1%) framed persons with disabilities as “objects of curiosity or violence” in the *Daily Graphic* and two stories (20.0%) framed them as “objects of curiosity or violence” in the *Public Agenda*. There was not a single story from the *Daily Graphic* which framed disabled persons as being “sinister or evil” as well as “their own worst enemy”. On the other hand the *Public Agenda* had one story which framed them as “being sinister or evil” as well as “their own worst enemy”. The finding on *Public Agenda*’s framing of disabled as “being sinister or evil” as well as “their own worst enemy” is quite curious given the fact that it is a newspaper which does advocacy for the marginalised in society.

4.18 Sources Cited

The source of a news story gives some credibility and prominence to the news item. Sources provide context and comment for issues (Conrad, 1999) and can affect both what the media cover and how those issues are framed (Nelkin, 1995). A major component of this study has been determining the kinds of sources in the disability stories because of their power to

ultimately influence the frames used in stories on disability issues. In an ideal world, people with disabilities should be used as sources in any news story that concerns them.

The findings from table 13 show that more than 86 percent of stories concerning disability had no identifiable sources with a disability in them. The sources cited for these stories were individuals without disabilities. Organizations of people with disability were cited as sources in three stories (5.2%). Non Governmental Organizations were cited as sources for two stories (3.4%) and an individual with disability was cited for only one story (1.7%). A health expert as well as a foreign news was also cited for one story (1.7%) each. The findings also show that government or policy makers were not used as sources in issues concerning persons with disabilities.

Table 13: Frequency Distribution of Sources Cited

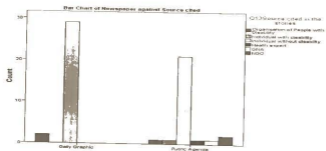
Source	Frequency	Valid Percent
Organization of People with Disability	3	5.2
Individual with disability	1	1.7
Individual without disability	50	86.2
Health expert	1	1.7
Foreign News	1	1.7
NGO	2	3.4
Total	58	100.0

4.19 Newspaper by Sources Cited in Disability Story

Chart six shows that most of the stories from the *Daily Graphic* and *Public Agenda* cited individuals without disability as sources (29 stories representing 95.5% in the *Daily Graphic* and 21 stories, representing 77.8% in *Public Agenda*); two stories (6.5%) in the *Daily*

Graphic and one story (3.7%) in the *Public Agenda* cited organizations of person with disability. Also, two stories (7.4%) in *Public Agenda* cited Non-Governmental Organization (NGO) but the *Daily Graphic* did not cite any NGO as the source. Again, it is observed that *Public Agenda* cited one story (3.7%) from a health expert as well as the foreign news category but the *Daily Graphic* did not cite any these sources. It was observed that most of the stories in the newspapers sampled cited individuals without disability; on the other hand the *Public Agenda* included different sources in their reportage even though they were not many.

Chart 6: Cluster bar Chart of Source by Newspaper



DISCUSSION OF FINDINGS

5.0 Introduction

This chapter wraps up the findings of the study in relation to the empirical studies and theoretical framework used in the literature review. The chapter is organised in sections along the objectives and research questions stated for the study. This gives a detailed discussion of the study, drawing from its highpoints which will be used to proffer recommendations for better press coverage or otherwise on persons with disability issues.

The study was undertaken to establish the kind of coverage the *Daily Graphic* and *Public Agenda* newspapers give to persons with disabilities in Ghana. More specifically, the study sought to establish how the two newspapers frame issues concerning persons with disabilities, the sizes or spaces they give to issues concerning persons with disabilities, the type of sources cited in issues concerning persons with disabilities, and the type of disabilities that are mostly mentioned in news stories concerning persons with disabilities.

5.1 How Much Coverage are *Daily Graphic* and *Public Agenda* Giving to Issues of Persons with Disability?

Generally, there was limited portrayal of persons with disabilities in the sampled Ghanaian newspapers within the six months under review. From the findings, it was observed that only 1.06 percent of the total news stories in the sample covered issues on disability as compared to 98.96 percent of non-disability issues. This shows that disability coverage remains an invisible issue in the sampled Ghanaian newspapers. Looking at this finding, in the light of what the Missouri Group (2005) says regarding news values or newsworthiness makes the

finding quite curious. According to the Missouri Group (2005:5) "relevance, usefulness and interest are broad guidelines for judging the news value of any event, issue or personality." They also noted that in selecting what to publish, journalists look for more specific elements; the most important being impact, conflict, novelty, prominence, proximity and timeliness in each potential story. Since issues about persons with disabilities often fall within many of the news values identified above, one would expect that the two newspapers would give disability issues much coverage.

5.2 What Spaces and Sizes are given to Stories and Features Concerning Persons with Disabilities?

Quality and prominence was measured through the importance attached to stories on persons with disabilities using the size, spaces occupied and page placement of the news coverage. These were however, reported quantitatively.

It was observed almost 50 percent (out of 29 stories) were 1/3 of a page. This indicates using the size allocation as criterion, issues on disability can be said to be of less priority to the *Daily Graphic* and *Public Agenda*. As noted by the Missouri Group (2005:5), in selecting what to publish, journalists look for more specific elements, and the most important being prominence in each potential story. Thus, judging by the size of the news stories, it can be argued that the two newspapers do not see disability issues as prominent, hence the small size allocations given to disability coverage.

It is important however to say that the *Public Agenda* (a privately owned newspaper) had two full page stories (all of which had positive tones), three stories which were 3/4 and one 1/2

page story on disability which means they attach some sort of importance to issues on disabilities compared to the *Daily Graphic* which had no full page story, but had only two 3/4 page stories and two 1/2 page stories.

Besides using size allocation as an indicator of the prominence the *Daily Graphic* and *Public Agenda* attached to disability stories, this study also used story placement for this assessment. Articles printed on the front page are often regarded as very important, and therefore of high priority, whereas articles printed on “any other inside page” are often on less important events or issues. With this in mind, the placement of disability issues was found mostly on “any other inside pages” with 52 stories, representing 80 percent, in the “any other inside page”. This means that majority of issues on persons with disabilities was not given high priority with respect to page placement in total. It is important to note that even for the *Public Agenda*, a special issues newspaper, which does advocacy on social issues, majority of the stories on disability were confined to “any other inside page,” an indication that, perhaps, issues of disability are not of high priority. Given the perception of society about PWDs, it is not surprising that they were not prominently featured in the two papers. This is in consonance with Kisuke’s (2004) assertion that news values cannot be separated from the social contexts in which newspapers operate, and that the societal values, beliefs and attitudes have a bearing on how news values are applied in practice. The less prominence given to issues of disability in the *Daily Graphic* and *Public Agenda* could also be explained in terms of prominence of the actors involved, since issues of disability are often not about prominent people (Croteau & Hoynes, 2003). Besides, the less prominence given by both newspapers could be explained by considerations such as economics, other than news values (see Croteau & Hoynes, 2003).

5.3 Which Types of Frames Characterise Stories about PWDs?

The results of the analysis show that a significant number of stories were not stereotyped; which means that persons with disabilities were not framed to depict stereotypes in the sampled newspapers. This is in line with what Gamson (1993) suggested that the media routinely use metaphors, catchphrases, exemplars, depictions, and visual images that culturally resonate with audiences. These framing devices represent conventions for sharing information which help media workers arrange seemingly disjointed events into a meaningful, organised, interpretive package. This was also confirmed when the two newspapers are compared where the *Daily Graphic* as well as the *Public Agenda* have more than 64 percent of stories without stereotypes.

While this may be true, it is observed from the findings that a significant number of Paul Hunts' stereotypes were portrayed in the two newspapers. That is, 60 percent of Paul Hunts' stereotype categories were found in the two newspapers sampled. In both papers, persons with disabilities were portrayed as being a burden (28.57%), unable to participate in daily life (28.57%), pathetic or pitiable (19.05%), as objects of curiosity or violence (14.29%), sinister or evil (4.76%) and their own worst enemy (4.76%). Of the six types of stereotypes, two were mostly portrayed: the disabled as being burden and not being able to participate in their daily life. The disabled being portrayed as burden, as Colin Barnes (1992) explains, encourages the public to feel pity for people with disabilities, often times depicting them as in need of the non-disabled population's help. This also confirms Lisa Adams' (2006) assertion that, very often in the press, in articles related to children with disabilities, the child or family member with a disability is depicted as a burden.

Contrary to past research findings that disability issues generally tend to be covered in newspapers in soft, feature-style stories rather than in harder, more issue-orientated ones (Clogston, 1993), this study found that majority of the stories were “straight news stories,” 78.1 percent for *Daily Graphic* and 77.8 percent for *Public Agenda*. Although many of these topics are positive, there are still some topics discussed which create negative connections with disability. As Baran and Davis (2003) asserted, framing is highly flexible and open-ended, and due to this, journalists sometimes write news or frame issues which they think will resonate with the public without considering the effect on them.

Examining the specific topics journalists choose to cover when reporting on disability issues is important for understanding how persons living with disabilities are framed for public consumption. It is clear from this study that subjects mostly discuss about persons with disabilities are social, for example, “Gbeogo School for the Deaf Gets Assistance”, “Bank of Ghana Donates to Leprosarium” which still portrays persons with disabilities as in need of the non-disabled population’s help.

It is clear from the study that the most mentioned disability in the two newspapers was intellectual disability which constituted 35.6 percent of disability stories in the two newspapers. In Table Eight where the two newspapers are compared, intellectual disability was highest in the *Public Agenda* with 10 stories (37.0%) but in the *Daily Graphic*, the physically challenged and intellectual disability were the highest with each mentioned in 11 stories (34.4%).



5.4 What Sources are cited in the News Concerning Persons with Disabilities?

As previously mentioned, a major component of this study has been determining the kinds of sources in the disability stories because of their power to frame the message about disability issues. In an ideal world, people with disabilities should be involved as sources in any news story that concerns them. However, these findings indicate that even though people with disabilities are not ignored, they are not in total control of disability-related stories.

A major finding is that, more than 86 percent of the stories had no identifiable source with a disability in it. Thus disability is rarely discussed by the two newspapers (*Daily Graphic* and *Public Agenda*) from the perspective of people with disabilities themselves. The two newspapers together often look at disability through the lens of the non-disabled people. In addition, because most issues on persons with disabilities had no source of disability in them, indirectly, the sampled newspapers were not empowering PWDs to voice their own opinions and concerns. Also because persons with disabilities were not cited in news stories concerning them, the sampled newspapers did not value issues of disabilities. As Kisuke (2004) argues, selection of news sources would depend on story values ensuring that sources selected add value to news they speak to.

Comparing the two newspapers in the analysis, it was revealed that both of them cited sources which had no identifiable source of disability in them. That is, a total of 29 stories (almost 96 percent from the *Daily Graphic*) and 21 stories (representing almost 78 percent from the *Public Agenda*) had no identifiable source of disability in them. On one hand, this could mean that journalists are not seeking out people with disabilities for these stories. On the other hand, it could also mean that journalists are not identifying the disability status of

sources. This is because journalists have the tendency to credit and state the disability status of their sources. Therefore it is assumed that the sources cited in disability stories which did not give the disability status of sources were from persons without disabilities. Comparing the two newspapers, it is clear from the findings that most of the sources cited in both the *Daily Graphic* and *Public Agenda* could not be identified as sources of disability.

5.5 Conclusion

This section sums up the key issues that arose out of the study and relates this to the objectives of the research. Two newspapers with similar but different mandate were selected for the studies. *Public Agenda* newspaper was selected to represent the privately-owned newspapers and the *Daily Graphic* was selected to represent the state-owned newspapers. The study was designed to determine the kind of coverage the two newspapers give to persons living with disabilities. In achieving the broad aim stated above, the researcher had four main objectives in mind in interrogating the kind of coverage the sampled newspapers provide on disability – quantum of coverage, prominence, sources cited and framing.

This study anticipated that, the major obstacles of persons with disabilities included bias, prejudice and discrimination and pointed out that, these categories of persons are marginalised and isolated to a much greater extent as a result of this discrimination. Again, the study was of the view that negative attitudes and perception about persons with disabilities are held tenaciously and is therefore extremely difficult to change. Through content analysis the study largely established that there was limited coverage of person with disability in the two newspapers with respect to the quantum of news stories. Prominence was not given to issues of disabilities with respect to size, space and placement of news

stories. Also, stories on disability issues had no sources of people with disability in them, and by so doing the sampled newspapers were not empowering persons with disabilities to speak up on issues affecting them.

Contrary to expectation, stereotyping was not central in determining how Ghanaian newspapers (*Daily Graphic* and *Public Agenda*) portray persons with disabilities with respect to framing of issues concerning them. Although many of these stories were not stereotyped, there were still some stories discussed which created negative connections with disability in the two newspapers.

5.6 Limitations of Study

Due to the researcher's visual limitation, two people were employed to read the 118 publications in accordance with her directives prior to the coding. The small number of disability stories realised from the two newspapers does not make possible for generalisation of findings, although it provides good insight into the media discourse on disability issues.

Also, a major problem encountered during the study was the unavailability of the archives of *Daily Graphic's* 72 issues needed for the work on their website. The period that the study covered was rather short. It could have covered the whole year to get wider scope and this would have made the research more representative of the Ghanaian newspapers and would have made the data more accurate.

5.7 Recommendations

The media is one of the key institutions in the public sphere. It was therefore useful to interrogate what kind of prominence and characterisation the media would accord persons with disabilities. It is recommended that the findings of this study be used as a launching pad for further investigations into how Ghanaian newspapers portray persons with disabilities and to sensitize journalists on how to provide better coverage on disability. The scope could be expanded to a year and other forms of media like radio broadcast, television, magazines, online etc could be included for further studies to know how they also portray persons with disabilities.

Coding Guide

Q1. Newspaper

1. Daily Graphic
2. Public Agenda

Q2. Issue date

.....

Q3. Total number of stories on Disability

.....

Q4. Headline

.....

Q5. Type of story/item

1. Straight news story
2. Letter to the editor
3. Feature article
4. Editorial
5. Opinion
6. Foreign news
7. Other

Q6. Placement of story

1. Front page
2. Back page
3. Centre spread
4. Any other inside pages

Q7. Size of Disability story

1. Full page
2. $\frac{3}{4}$ page
3. $\frac{1}{2}$ page
4. $\frac{1}{3}$ page
5. $\frac{1}{4}$ page
6. Less than $\frac{1}{4}$

Q8. Type of disability mentioned in the story.

1. Visually impaired
2. Hearing impaired
3. Intellectual disability
4. Physically challenged
5. Other

Q9. Main subject of disability story

1. Social
2. Political
3. Economic
4. Other

Q10. Tone of story

1. Positive
2. Negative

Q11. Any stereotype?

1. Yes
2. No

Q12. Type of stereotype (Framing of story)

1. Pathetic or pitiable
2. An object of curiosity of violence
3. Sinister or evil
4. The supper cripple
5. As atmosphere
6. Laughable
7. Their own worst enemy
8. Burden
9. Non-sexual
10. Unable to participate in daily life.
11. Other

Q13. Source cited in the stories

1. Organisation of People with Disability
2. Individual with disability
3. Individual without disability
4. Policy makers
5. Other

Coding Book

Stereotypes in Disability stories

- **Being pitiable or pathetic:** Persons with disabilities are portrayed in the media as being weak so that the non-disabled public can sympathize with them.
- **An object of curiosity or violence:** Persons with disabilities are often subject to violent abuse by non-disabled people and this is frequently reflected in the media which contribute to disabled being portrayed as totally helpless and dependent on non-disabled persons.
- **Sinister or evil:** Persons with disabilities often portrayed on television fictions etc as being criminals or monsters
- **The super cripple:** Persons with disabilities are assigned super human abilities. Blind people for example are portrayed as having extremely sensitive hearing.
- **As atmosphere:** Persons with disabilities are sometimes included in the storylines of dramas etc to enhance a certain feelings, usually one of menace, mystery or deprivation.
- **Laughable:** Persons with disabilities have been a source of amusement for non-disabled people.
- **Their own worst enemy:** Persons with disabilities as self pitiers who could overcome their difficulties if they would stop feeling sorry for themselves, think positively and rise to the challenge.

- **As a burden:** Persons with disabilities are helpless and must be “cared” for by non-disabled people.
- **Non sexual:** Persons with disabilities being perceived as sexually inactive.
- **Being unable to participate in daily life:** Persons with disabilities are rarely shown as integral and productive members of the community; as students, as teachers, as part of the work-force or as parents

Type of disability mentioned in the story: This determined the type of disability mentioned in the stories concerning persons with disability, for example,

- **Visual impairment**, which describes a condition in which a person has loss of vision for ordinary life purposes. It is the generic term used by some individuals to refer to all degrees of vision loss.
- **Hearing impairment** which refers to a profound degree of hearing loss that prevents understanding speech through the ear. Hearing impaired or hearing loss are generic terms used to indicate any degree of hearing loss-from mild to profound.
- **Intellectual disability** describes a permanent condition that affects the way individuals take in, retain, and express information.
- **Persons with Disabilities** is a general term used for a functional limitation that interferes with a person's ability, for example, to walk, lift, heal, or learn. It may refer to a physical, sensory, or mental condition (The Secretariat of the African Decade of Persons with Disabilities (SADPD), 2008).
- **Physically challenged** defines a problem with one's body that makes it difficult for the person to do things that other people can do easily.

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