

Analyzing Thematic Content: Representations of Challenged People of Bangladesh National Dailies

Dr. Mustak Ahmed

Associate Professor,
Department of Mass Communication and Journalism,
University of Rajshahi,
Bangladesh
Email: mustak@ru.ac.bd

Abstract

The aim of this article is to explore how the newspapers of Bangladesh constructed image of challenged people in society. This image means the representation of news relating to the challenged people. In this study the main focus will be on how the challenged people are treated by our society, media and the impact and change brought about by these treatments towards them. In this study shown that the newspapers represented challenged people as 'violent', 'animal like' and 'unnatural' inhuman. And the media constructed of challenged people, the image of stereotypes and otherness. This study found out that presenting challenged people in newspapers of Bangladesh in medical and social pathology models. Overall the study tried to find out the themes of representations of challenged people in Bangladesh newspapers. This study unfolds the existing themes and tendencies about people with disabilities (challenged people) presented by national dailies of Bangladesh especially national dailies with the help of thematic content analysis and critical discourse analysis (CDA). It also suggests some important points in representing challenged people in the perspective of the reality of society and culture of Bangladesh.

Keywords: National daily; Challenged People; Discourse; Representation Medical Model; Social Pathology Model; Stereotype.

1. Introduction

The primary concern of mass media is to uphold the social values and set up new agendas that can play role in developing peoples perceptions as well as attitudes towards society. The role can both be positive and negative. Mass media has the power to set up national agenda, which is quite able to gain mass attention very easily. It can even bring about a massive change in people's thoughts, culture, behaviour and many aspects relating daily life of man (Maxwell, 2002). Mass media is vitally important part of society, for it determines what to present in front of the society. Even it sorts out the reports, distinctly regulates everything relating exposures of media that reaches the people(Wallack L, Dorfman L, Jernigan D, Themba M., 1993). Activities of mass media include all the races, subraces, tribes, minor groups of subraces, or

neglected minorities of the world at the same time to researchers and it varies from place to place. In our society challenged people ignored very heartlessly. Media tries to develop the situation but the awareness has not taken the control over man's daily practice. Even the people related to mass media in our country have not yet adopted a moderate means to respect these neglected groups. These people are not only neglected by the society, but also the belonging researches are somehow silenced. Nobody wants to think over these grave matter seriously. In Bangladesh, research activities are frequently running only to establish a research paper in a remarkable journal but these researches are not bringing about changes to the society. The news relating these groups do not generally get expected coverage, sometimes even remains unnoticed. The developed countries started awareness programs relating challenged people a long time ago, but for Bangladesh the fact never flourished to a reasonable state of consideration. 'It is said that both in communication and mass media, challenged people is an invisible issue; that disability is the 'invisible issue' in all forms of communication media' (Ruffner, 1984:43). For the development of the prevailing state, as a part of research, all the newspapers of Bangladesh are ought to set a coverage of rights and policies concerning the groups challenged people. This coverage means the representation of news relating the situation. In this book the main focus will be on how the challenged people are treated by our society, media and the impact and change brought about by these treatments towards them. In modern time mass media does not only reflect society's attitude towards disable individuals, but also emphasizes on developing the contextual dialectics through detailed discussion (Hafferty and Foster 1994).

2. Whom we call challenged people

Challenged persons are known to all but various people share different thoughts about the definition of challenged persons (disability). Disability is a relative term. In English, challenged people impairment, handicap and disability are used as synonymous words. The meaning of disability is the absence of normal ability to work. Generally, people unable to work normally are called disabled persons.

3. Society, Challenged Individuals and Mass Media: The Discourses of Capitalism

Mass media and commodification of human body are some facts which should be taken under consideration. In capitalist societies commodification of human body comes from the interest of economic. According to Karl Marx, a material becomes a commodity the while there remains a commercial exchange in between (Marx, 1887). Economic interest become all in all to mass media. For example, to portrayal women as product beauty or sex objects as it is shown by Marx is a maneuver of media that relates profit. Recently in Western societies "disabled body (Lorraine, 2001)" has been defined in a newer tone. Prevailing orthodox and influential medical science model has marked challenged people as physical sickness (Woodhill, 1994:214). From that perspective challenged people need physical and mental treatment, as well as medication and proper rehabilitation. On the other hand, materialistic stand points have emphasized on the social and environmental aspects of challenged people (Drake, 1996:149). From this sphere, "the rise of physical difference s" and "existing challenged people" are two factors which are presently practiced as subjects of denial is deliberately created by the society (Woodhill, (1994:214). According to the materialistic approach, the condition of the challenged people in the Western society is intensely related to the emergence of the capitalist society, cultural elements and close adherence to the ideological change (Barnes (1996: 47). So it is proved that, the approach of discourse concerning the issue of challenged people is highly influenced by the central values of the Western capitalistic society, individualism, free market and consumerism (Barnes, 1996:47). In the society, language others group and media are made people visible as challenged people (Higgins, 1992). In our society and culture, challenged

people are considered as an internal condition, which distinguishes the challenged people individuals from others.

According to the materialist framework, challenged people can be viewed as an economic problem because throughout the 19th and 20th century work has been organized around the twin principles of competition between workers and maximization of profit (Barnes, 1996:43-60). For this very reason, the community of the challenged people persons is considered a burden from all perspectives, especially from the commercial aspects. Secondly, the rise of the institution and more specifically the medical profession became a means of controlling individual bodies and attempting to reintegrate them into the larger social body (Davis, 1995, Oliver, 1996: 18-42). Finally it can be said that the use of the body as advertising [media] tool to perpetuate and validate cultural concerns and values with bodily perfection was and is aided by the technological development of the mass media (Hahn, 1987a).

On the other hand, commodification the human body is a very controversial subject in a capitalistic society. Marx thinks that natural value and commercial exchange are the two reasons why any material is considered as a commodity Marx (1887). Many have given opinions that only for the cause of entertainment and exploitation of medical science; the human body has turned into a commodity. The portrayals of the women body is an actual example in this case. In the same process, Tom Shakespeare thinks that, the presentation of the physical differences and the trend of mocking the physical appearances of an individual with challenged people had started in the eighteenth century. An individual with such conditions was presented like a caged animal. ...in mass media, 'the objectification of disabled people parallels the objectification of women in pornography. In each case, the gaze focuses on the body...particular aspects of the body are exaggerated...the viewer is manipulated into an emotional response' (Shakespeare, 1994:287). There are a lot of explicit documents proving the harsh nature of presenting physical deformity in mass media (Barnes, C., G. Mercer and T. Shakespeare, 1999). In present times, the presentation of the challenged people in mass media is found to be related to the objectifying logic (Shakespeare, 1994:288). Mass-media is like a mirror in the society. The worldly properties of the people challenged people are structuralized by normal people in the society. For the constant obstacles in the aspect of architecture, communication, education and transportation, they face difficulty in connecting with the rest of the society (Haller, and Sue M. Ralph, 2001: 239-253). Nowadays, the activities of mass media and the reporters are mostly business oriented (Haller, (2000: 58). Mainstream reporters have accepted the fullest extent of capitalism. Gans (1980) gave an appropriate expression about this concerning matter. He said that the news-media is connected to such a value which is actually a blessing to the free market economy (Gans, H. 1980). Dines, G., (1992:14-20) stated the media 'capitalism's pitchmen' because of the conservative nature of the sources they use.

In a lot of countries ('The Americans with disabilities act' can be considered as an example), the laws and policies related to challenge people issues are there to ensure the civic rights of the challenged people. These laws and policies compel the mass media to present challenged people individuals as citizens having all the civic rights. Based on the historical aspect of the community of challenged people, the mass-media gets confined within the framework following the programs of the government (Haller, 2000: 58). Linsky M. ensures that the interoperability of the government, mass media, and the outer class of the society creates new public policies which work as determiners for new agendas (Linsky, 1986). So, the contents of the mass media tell us how the public will perceive the message about challenged people. So through this process, we will get to know the messages and discourses about concerning challenged people in the dailies of Bangladesh.

4. Purposes of Research

1. Use of languages in the presentations challenged people.
2. Making a qualitative analysis on how the disability issue is treated in concerning presentations in the selected dailies.
3. Analysing the coverage of the mentionable dailies concerning disability, following perspectives of the traditional models of presentation.
4. Making a personal investigation on the issues about the rights and policies for the disabled persons presented in the selected dailies.
5. Verifying the stereotypes about the people with disabilities upheld in the sample copies of the national dailies.

5. Methodology

5.1 Data Collection Methods

To be more specific, it is a research on thematic content analysis method. This research can be called a "Public Image Study" (Priest, 1996: 185). Public image study means the study of content which are depended on qualitative research and often starts with public reflection on some definite class, issue and things presented by mass media (Priest, 1996: 185). For example, how does American film represent technology typically? How does the press present female politicians (against males)? How is the presentation of the minority in entertainment television (Priest, 1996: 185)? These questions and answer can be successfully found through qualitative content analysis. From this perspective this research is a public image study. It is conducted with the help of qualitative content analysis method.

Another method used in this research is called critical discourse analysis. In this research, content analysis based on theme and critical discourse analyses are combined as content analysis methods.

5.2 Data Analysis Procedure

For the presentation of data quantitative data are categorized, classified and chromatic on the basis of news, reports, column and opinions derived from the newspapers. In this case simple statistical techniques are used. Derived data are very closely observed. Texts from newspapers are read frequently and significances are tried to be realized. Then some themes are selected. After that derived themes are analyzed with critical discourses.

In a qualitative research there is an attempt to analyse the textual data characteristically. Textual presentation can reveal such complex things that it is possible to find any meaning. For that reason qualitative analysis of the texts are completed. Keeping this in mind the whole process of this data analysis has been considered qualitative. In other words meaning and significances of characteristically collected data are perceived.

5.3 Sampling of newspapers

In this research three national dailies of Bangladesh have been selected to examine the coverage on discourses of persons with disabilities. The *Daily ProthomAlo*, *Daily Ittefaq* and *Daily Star* published from 1st January, 2010 to 31st December, 2010 have been selected for content analysis. All the news, reports, editorials, letters, opinions related to challenge people published in a year from these three newspapers are taken as final content samples.

6. Analysis and Discussion

6.1 Politics of alienation: Creation of disabled

In the process of finding the self-identity of human beings the idea of alienation plays a very important role. If someone searches for an unknown or a very distant thing then in the preliminary time the thing appears to him or her as something which is not “he or she” and somewhat different from his or her. In this process that very thing becomes ‘other’. If someone wants to prove his or her superiority then the ‘other’ has to be mean. In the capitalist society the making of less numbered people as alien is a very big technique. The influential people of the society make the people as ‘other’ whom they think necessary to rule and manipulate. In one pole of the society there remains media workers, the owner class and the people who support their ideology and in the other pole remain then people who are ‘others’. Here the life-style and ideology of the powerful class is appropriate behavior, acceptable and natural and the lifestyle and ideology of the other people are considered as inappropriate behavior, unacceptable, unnatural. This concept of ‘other’ naturally clarifies our boundary and the people who are within our boundary. In different societies the ‘other’ is seen as mean, abject and unimportant (Kellner, 1995:61). It is said that the history of disabled is nothing but a history of ruling, oppressing and alienating. The tendency of presenting disabled as ‘other’ is not something new. The history of seeing the disabled as separated from the society is very old. In present time even at the newspapers the disabled are ‘other’. Here the politics of alienation also happens.

As for example: ‘They also have equal rights just like the other people of the society’. ‘Where they will stand?’ (The Daily Ittefaq, 09.10.2010). It is the duty of the government to assure their right’ (The Daily Ittefaq, 14.01.2010). The alienation of the disabled is created in the structure of sample dailies.’ What do we know about the attitude of the society and other matters like social, educational, health related, economic, rehabilitation, employment etc of them. (The Daily ProthomAlo, 12.03.2010).’ They are blind but their blindness could not stop them’ (The Daily Ittefaq, 23.01.2010)

6.2 Influential source of news and becoming disabled as news

In journalism news source can be a person, any publication or deed which gives news according to its time. Recent researches show that without the influential news source disabled group cannot find any space in newspaper. When any organization related to disabled only takes any work only then disabled people became the news. For example Bangladesh CRP, Karma yoga social help, Autism welfare foundation, Swank, CSID, High care, National Disabled forum, Dhaka bather high school, Bangladesh Academy of Arts, National social-welfare ministry, CCD, *Manusherjonno*, National deaf organization, Site severs, CDC, ABC, Graeme Phone, Brail Chess Society, C held site foundation, Child site network, SWABALABI, disabled people’s organization to development, disabled welfare organization, a social welfare ministry, poker, Disabled rehabilitation and re4search association, Lillian fonts, NADPO, Economic development for disable, BDIPS, RPDO, NGO foundation, Human develop center, Saco, Assistant for Blind children, Tory Foundation, School for gifted children, ADD, Foundation for human and many other news sources mean just government, NGO and advocacy organizations. It becomes clear of the identity and admiration of NGO organization in education, health, rehabilitation of disabled. They work for the development of the disabled ‘working for the development of disabled, (The Daily Star 07.10.2010). The agents of National Alliance for Disabled people’s become news.

6.3 When Disabled become an issue of creating question of humanity

The writings having application of humanity are called those in which any person, event or material meets emotional scope of discussion. It upholds people and their problem with sympathy. In this way the interest of the readers are tried to be increased. The story behind the story of a person, organization or event

is a writing on which has application for humanity. Sometimes the stories which have application for humanity are considered as plain stories.

From this research it comes out that in the news coverage of sample newspapers' disabled becomes imprisoned in the frame of application for humanity. Under the caption 'Basher banshee Onondaga' and with an application for humanity it is said 'Human beings live by dreams. In Abu's mind there is also dream. Perhaps the dreams have got brunches too. There is also color. As he is a disabled, his dream does not get a brunch' (The Daily ProthomAlo 22.06.2010). Under the caption 'Valobasher prose much futile boll' the application for humanity was presented (The Daily ProthomAlo, 10.02.2010)' when the child was asked where its mother it pretends to sleep by closing its eyes) and when the whereabouts of its fathered was asked by nodding it6 answered negatively'. (The Daily ProthomAlo 11.02.2010) Under the caption 'from electrician to painter' the life struggle of a disabled artist is presented by the sample newspaper the Daily Star In this way' Undaunted by the cruelty and brutality inflicted upon him he immersed himself painting with the help of his mouth. He gets absorbed in his own world working on the easel sitting on a wheelchair with brush between his lips (the daily star, 02.01.2010).

6.4 The absence of the own investigation on the question of right and ethics of newspapers

There is almost no investigation on the rights and ethics of disabled in the sample dailies. Only when any person or organization talks about the rights of disabled people then the newspapers mention that speech. But we know that as a social organization one of the important duties of newspaper is to talk about the rights of the backward people so that they can go ahead.\

6.5 The self-fulfilling Prophecy about challenged people

There are many preconceived idea of disabled in vogue in the society. For example disabled are helpless, workless, poor etc. In this research in the sample dailies the stereotypical ideas of disabled people are reflected. That means the dailies fulfills the preconceived idea about the disabled people. Law says that Disabled people should not be considered as ill. But to consider the disabled people as ill people is a traditional idea. In the sample dailies the reflection of this traditional ideas are found. For example, '... in that time ill Arman Ali who is physically disabled was in that time died by burning' (The Daily ProthomAlo, 18.03.2010)... Someone doesn't have an eye, someone doesn't have leg or someone is pigmy sized. And by looking at the people who became disabled for many other reasons it appeared that they are not separated from the society. They are a big part of the society. (The Daily ProthomAlo, 30.03.2010). It means that the disabled are considered as separated from the society. This preconceived idea is fulfilled here.

6.6 Disabled in the Budget news

In every fiscal year government announces the budget. Different groups and organizations become active on the occasion of announcing the budget. The activities of the organizations for disabled become increased. For this reason during this time the news of the disabled people increases. The disabled become imprisoned in the news of budget. The organization for disabled applies for the increase of the help of the budget. In this researched it is noticed that the news of disabled increases during this time of budget. Source analysis says,' demand of 10 percent allocation in the budget for the disabled (The Daily Ittefaq, 25.06.2010), 'Demand for the allocation of 10 percent money for the disabled people' (The Daily Ittefaq, 11.04.2010), 'demand for the allotment of 500 corers in the budget for the disabled' (The Daily ProthomAlo, 13.05.2010). This kind of news comes in them.

6.7 When Helping - donation and funding makes disabled as newsworthy

In Bangladesh there are several organizations for the disabled. Some of them are government organizations but most of them are non-government organizations. To run these organizations helps and donations are needed. The organizations work for the development or welfare of the disabled. And take several programmers. And by their programmers they search for help, donation or funding. From the analysis of the source of the sample newspapers it is noticed that when the organizations for disabled by their programmers demand for the help and funding then the disabled become newsworthy. For example' fit they azure given 50,000 TK cash at a time then they can do something for their self' (The Daily Ittefaq, 14.01.2010). 'Prayer for financial help to the rich' (The Daily Ittefaq, 20.09.2010). 'The wheelchairs are given for the disabled (The Daily Ittefaq, 06.0-9 2010). Government will provide donation for the rehabilitation of the disabled people. Banker's forum has given cloths for protecting cold to 300 disabled and scholarship for hundred disabled. (The Daily Ittefaq, 12.12.2010)Disabled demanded for 5000 TK salary (The DailyIttefaq, 29. 06 .2010). Sample newspaper the daily star says 'Sufficient budgetary funds demanded' under this caption, 'They also call upon the government to spend 10 percent of the total allocation of the education sector to improve the education quality of the physically challenged'...also demanded TK 500 as stipends for a disabled student in primary school level., TK 1000 in secondary school level, TK 1500 in higher secondary level and TK 2000 in graduation and post-graduation level.'(The Daily Star, 05.05.2010). These helping and funding have made disabled as newsworthy. (The Daily Ittefaq, 09.09.2010) (The Daily Star, 05.05.2010).

6.8 Disability and Discourse on Rape

Rape is the oldest, traditional and scandalous violence which is shown against women. It is said that rapping attacks on the respect. It is the name of the extreme violence against women. This violence attacks on her body, individuality, being, identity, security and respect. The reaction of rape for women is bodily, mental and social. And when a disabled becomes the victim of the violence then it becomes more acute. In our country the disabled have the possibility of being sexually harassed. From the coverage of the sample newspapers we know that 'of every two disabled children one faces sexual harassment. (The Daily Ittefaq, 06.07.2010). The child disabled are more probable victims. The children who are under seven to ten years have a percentage of 40.89 of sexual harassment. It is observed that the 91.10 percent no attackers are relatives of the family (The Daily Ittefaq, 06.07.2010). In Khulna the accused of child rape arrested' (The Daily ProthomAlo, 25.04.2010). A girl becomes the news as 'the groan of a disabled- raped and the duty to prove'. Report says 'Mujahati is a green village under the south Sripur union, sub district Kaliganj and the district of Sathkhira. Here with his family lives old day labor Mohabbate Ali Gaze. As his own income cannot support the family, he allowed his disabled daughter Jasmine (16) who has deficiency in speaking and hearing to work in the house of a rich family. He allowed it for the safety of food of his daughter. (The Daily ProthomAlo, 25.04. 2010). Under the caption 'The rape of a disabled child at Bamannagar in Lakshmipur' we can see 'at the village of Lakshmipur under the sub district kamalnagar... a mentally disabled chilled is raped at noon... On the day the siddique magi of the Kalkani village raped the child when she was alone at that particular time and the parents of that child were not at home.

6.9 Statistics shows 10%

According to the survey of 1982, 1986, and 1998 the rate of disabled in Bangladesh is 0.64 percent, 0.5 percent and 1.60 percent respectively. There is no clear survey report to say the exact number of disabled people in Bangladesh. Never any survey is conducted by the government. The survey which was conducted in 2001 there was no way to detect the disabled people. Different non-government organization surveyed in

several times on this matter. But tier survey could not get such acceptance. According to the measurement of different foreign organizations including world health organization including world health organization about 10 percent people of Bangladesh are disabled people. This research finds that the sample newspapers certifies that very data. As for example 'But according to the world Health organization and other foreign organization the 10 percent of the whole population are victims of disabled. ... But there are differences of opinion on this matter (The Daily Ittefaq, 03.12.2010)

6.10 Prejudices even now

In our society, there are many prejudices on different groups of people or matter. There are also many prejudices about the disabled people. The people of the society see disabled people as curse or result of sin. From the sample newspapers like these statements are found. Even some disabled themselves believe that being a disabled is the result of a sin or the curse of a god. 'They can get back their eyesight by the grace of almighty - bearing this hope they are left before the temple of Rama. From morning to afternoon under the blazing hot sun they were left within the barrios of ambos. But they are not given as single drop of water (The Daily ProthomAlo, 25.03.2010). Here the helplessness of the disabled under the prejudices of lower class people is shown.

6.11 Promise to keep in the topic of International Day

03 December of 2010 was 19th anniversary of international disabled day. The main topic is determined 'promise of the inclusion of disabled people in the goal of millennium'. This topic reminds us that in the past time the disabled were not a part of the society or state to achieve any goal. So in 2010 their inclusion comes as a fact.

6.12 According to the newspapers- the disabled are 'violent', 'animal like' and 'unnatural'

There are some traditions in the use of language of newspapers because a newspaper cannot be for a particular group of people. In it reflects all the people of a country or world. Newspapers have social responsibilities. Newspaper cannot publish any writing which demeans any group of people. But in these sample newspapers the disabled are presented as violent, animal like and un-natural. For example 'in his four years Hakim became violent' (The DailyIttefaq, 04.09.2010).

Again according to law 'Pongu' is a prohibited word. But in this sample newspaper this very word is used to present people who are physically disabled. With The pathetic life story of a 'pongu' freedom fighter 'what kind of dawn this is?' (The Daily Ittefaq, 20.02.2010). Law says that the disabled should be united with other people. But from the sample newspapers we come to know they are separated by binding with the iron chains.

6.13 Majority are of soft news

In this research it is found that there is a popularity of the soft news in the sample newspapers. It is observed that from the 175 news 73 news are soft. This research says that about half of the news is soft.

6.14 The disabled cannot find themselves in the editorials

In the periodical or daily newspaper's editorial is an inessential part. It may be an editorial in a specific part of the newspaper or a letter from the editor or as an opinion of the editor. According to Webster dictionary an editorial is an article in any publication which expresses the opinion of the editor or publisher. Newspapers preserve a page or a column to express the personal view, opinion or idea of the newspaper. News and opinion work side bogy side. When someone gives some interesting news then the next question

that comes into mind is that ‘What is your say about this news? At present newspaper’s Editorial is a special part of journalism. In literature its closest relative is essay. An essay of eighteenth century may meet the demands of the reader and it also may be a pleasure reading. But an editorial of that time may be judged at best as a thing to place in the antique house. The purpose of that writing was to serve the immediate present of that time. From the sample newspapers only in The Daily Ittefaq it is found that they have only three editorials on disabled. But it is certain that in these editorials there is a need for law for disabled such as ‘their social security, respect and evolution of talent.’ In many countries of the modern world there are laws to ensure the security. It is ensured by the law in many countries so that the disabled can get proper help in education, health, employment and get basic needs. (Editorial, the Daily Ittefaq, 06.02.2010). In these editorials all aspects of the rights of disabled are presented.

6.15 The use of medical model in the news for disabled

This model is consisted of the nature of the medical study which emphasizes on the physical state of a person. And perhaps it is the most traditional concept. In the study of the disabled medical mode is known commonly as the strongest model. It is believed that ‘weak introduction’ is a type of immoral attitude. For this introduction a person considers himself or herself free from the general social prohibition and duty. This model sheds a slant light on the person’s diagnosis and other related things which things want to hand over its freedom to the doctors and the network support of the medical. This model enlightens the disabled who may be healthy or maybe not. Any view of the society is not blamed. This kind of thought in its consequence does not become good news for the disabled. They face many difficulties to participate in the social activity. In this research from the analysis of the source of the sample newspapers to depict the disabled the medical model is used. That means the disabled are patients and there is medical support for this. From the source analysis of the sample newspapers it is found that ‘in this disease human beings can be physically disabled and may lose their ability of speech. But they can come back to healthy life if proper medication is given’ (The Daily ProthomAlo, 14.02.2010). ‘Again disabled children needs special care ‘in this caption news comes ‘Who is taking care of the child must check that there is training or not biff you need any medicine or injection’. (The Daily ProthomAlo, 03.03.2010) In this research for the selected news’s of the sample newspapers it is observed that in 22.29 percent news there is a reflection of medical model.

6.15 The Representing of Social pathology model

Social pathology attitude is actually based on the help given by the government to physically disabled persons and on the concept of giving economic help by the society to them. According to, social pathology model a disabled person is considered as a symbol of evil and unnatural. And it is conceived that a disabled person is someone separated from the society. According to this model the disabled as inferior who expect economic help from the society. The disabled want government and non-government help and support. In this research from the news of the disabled related news of the sample newspapers the reflection of the social pathology model is found mostly. The donation for the disabled is demanded under the category of social pathology. For example ‘Come ahead for the help of the helpless disabled (The Daily ProthomAlo, 04.04.2010). From the sample news items in about 40 percent news item there is a reflection of social pathology model,

6.17 Stereotypes image of challenged people as ‘Disabled, Kana, Ondho, Boba’

In this research within the source of the sample newspapers word level differentiation is found. ‘In Keraiganj there are 9 demands of the blind disabled foundation. These 9 demands include permanent accommodation, monthly remuneration etc. ‘They’re blind but haven’t stopped.’ (The Daily Ittefaq,

23.01.2010). 'E KonBhor' was published based on the struggling lives of the disabled (pongu) freedom fighters. Law prohibits the use of the word 'pongu' (disabled). But in the news the use of these words are often found.

6.18 Source Oriented News

In this research in the sample newspapers it is found in the news related to disabled that speakers are all. Under the caption 'an opinion interchanging meeting about disabled' (The Daily Ittefaq, 20.07.2010) there is a list of the name of the speakers.

6.19 Demand of manifesting United Nation's certificate of rights for the disabled and other laws

In the sample national daily's selected sources there is a reflection of the demand of fulfilling the certificate of rights and other right laws of the United Nations. As for example under the caption 'the right of disabled children: The certificate of CRDP and reality' it is said that according to CRDP the rights of the disabled children are equal. The disabled children can enjoy all human rights like any other children. As Bangladesh also signed (CRDP), so it should ensure the rights of disabled people as early as possible. (The Daily Ittefaq, 09.10.2010) On the other hand the amendment no disabled welfare law is also demanded in the Daily Star... 'Demanded amendment to Bangladesh Disabled Welfare Act-2001 to protect the rights of the person with disabilities and remove discrimination against them' (The Daily Star, 04.02.2010).

6.20 Using pictures of disabled male in the news of disabled female

As sample news under the caption 'the disabled women have to come back in the mainstream' the picture of male disabled person is used in the news of female disabled. In this news the information about the development of disabled, poverty, universal primary education, the lack of power of the women, lack of the scope of self-employment, lack of training are presented. But by using the pictures of male disabled it reminds us of the male dominated society.

6.21 The presence of controllers of the society in the news of disabled: With the propaganda of demand and assurance

In local, national or in international level the person or the people control the policy are called controllers. The reliable person who determines the ethics of the government is known as the controller. In our country it is generally accepted that the member of the ministry, secretariat, and or powerful person who are considered to be the controllers. But it depends on the style of society or country who will be the controllers. In this research it is detected that the controllers comes with a huge propaganda of promises. Under the caption 'the announcement of adding the disabled in the mainstream of education' the education minister says ' For a long time the social welfare ministry handle the subject of education of the disabled. It is going to be taken under the education ministry' (The Daily Ittefaq, 12.11.2010). 'Not under the consideration of humanity, there should be an allocation for them in the budget'. (The Daily ProthomAlo, 13.05.2010). And again information minister says that 'for the welfare of the disabled there is a need of the national commitment'. (Daily Ittefaq, 05.12.2010)

6.22 Disability and Begging

Begging is a shameful thing. Human being doesn't come in begging profession so easily. They beg for poverty. Begging is to demand for money by praying. The people who beg are considered to be separated from the society. It is supposed to be an unethical job. The people who are associated with begging are seen

with sympathy. When human beings cross the extreme level of poverty then they come into this profession. But when the disabled come into this profession then it can be considered as the sign for the extreme level of social decay. In this research in the sample dailies it is noticed that the business by the disabled children have come into mews. From the research of the foundation 'Manusherjonno' it is observed that 26 percent disabled people are forced to beg and the families do not want to take their responsibility. (The Daily Star). Manusherjonno Foundation under the caption 'Poverty, Disability and street beggars: Reflection from Dhaka city' conducted a research. It is found that 26 percent of disabled people are forced to beg. And about 53 percent of the income of these beggars they spend for the physically healthy people of their family. 'About 26 percent of the persons with disabilities were forced into begging by their own family members who also refused to take the responsibility....beggars spend about 53 percent of their income to arrange food for their physically able family members....poverty causes many to force their family members with disabilities into begging... The physically challenged beggars cannot get out this vicious cycle of poverty because there is no social support system for them. (The Daily Star, 05.07.2010). In news there is a terrible image of making the disabled children to beg. Some opportunist people planned to earn some cash by saying propaganda about a disabled child. They imprisoned the child in the gruel fetched veranda of a schoolroom like an animal in the zoo from morning to night. They were gathering thousands, of money from the interested people to see the child from the nearby areas. As many people came there were the shops of balloon, toys and sweets. (The Daily ProthomAlo, 25.05.2010). Again disabled also became accused.' Disabled venal Hessen from his birth is a disabled person. He cannot talk or walk properly. He goes from door to door of his area. Now disabled AynalHossain (48) is an accused of snatching an accused from the police. [The Daily ProthomAlo, 20.09.2010] Under the caption 'The hand of beggar has to be transformed into the hand of a worker' it is said 'some has selected beggary on the basis of little physical disability, some under the pretension of a disabled, some as an addiction or profession as it is a without capital business. And some are forcing the disabled to beg in order to enjoy their earning' (The Daily Ittefaq, 25.12.2010). For this reason here to (1) prevent begging and by passing the beggar rehabilitation law the giving of money to the beggars and their taking of it has to be stopped and the money should be taken in the state fund. The responsibility of the beggars has to be taken by the state(2) there has to be a survey about the beggars. ... It hues to be determined whether they are physical or mental disabled and if so what level of disabled they are. A report from these sample newspapers says under the caption 'To prevent the begging of the disabled if needed change the help of the government and ideology of the people'. There are many families which force the disabled to beg against their will. Many of them are tortured for this reason. (DailyIttefaq, 05.07.2012)

6.23 Helpless and pathetic condition of the disabled

The newspapers, advocacy organizations and the controllers represent the disabled as helpless and pathetic. Under the caption 'four disabled of a single family lead a pathetic life in Matlab' it is seen, their helpless and pathetic way of lifestyle. They don't know what disease has made them such. (The Daily Ittefaq, 25.09.2010). In Kajipur over hundreds of blind disabled lead pathetic lives. (Daily Ittefaq, 27.11.2010)

6.24 Disabled as superhuman

In western mass media a traditional way of presenting disabled is to represent them as superhuman. In this concept of superhuman the disabled are doing dangerous things with their bravery. It is beloved that the moral and social level of disabled is different from the natural level. Mass media present them as superhuman, for example, the event of passing seas by blind human, or the presentation of a disabled school boy as a football player. In our country also this idea is traditional. The sample newspapers of this research

certify that fact. Under the caption ‘ Blind smith makes that the history of disabled is depicted as superhuman in this way, ‘ Legally Blind Irish sprinter Jason smith is used to being to dog at the Paralympics but now feels more than ready to mix with the elite athletes on the world’s biggest stages... Thaw partially sighted 23-year-old has made history as a the first par Olympian to compete at a European Championships and produced a storming run on Tuesday at a Breezy Olympic stadium in Barcelona to qualify for Wednesday’s semifinals of the 100 meters’ [The Daily Star, 29.07.2010] or ‘the unbelievable job done by the disabled Maim’ [The Daily Ittefaq, 19.06.2010] or ‘Undoubting Ruble’ [The Daily Ittefaq, 20.10 2010].

6.25 The Disabled in life struggle

The other name of disabled is life struggle. This struggle is with the society and the state. This is a struggle for food, cloths, accommodation, education, health. These struggles continue constantly. This is just for the sake of living. The disabled come into the life struggle with all the problems of being disabled. In this research in the sample dailies this picture is depicted. ‘Being a disabled Razia begum is not a backward. She wants to be successful surpassing all the difficulties. So after being disabled in her two hands for her firm mentality and interest this year Raja Begum is taking part in the S.S.C. exam. She hopes to do well in the examination by only using her legs. (The Daily Ittefaq, 27.02.2010). Again under the caption, 'not having legs could not stop getting civil job is found “by intense will, firm confidence and persistent attempt physically disabled Firoja Akhter Shima is now a government job holder? Intense power of mind has led her to the pick of success. Although she doesn't have the lower part of her elbow like any other healthy person she got the degree of post graduate. And now she is working as sub food inspector. She had to face much criticism from the people of the society for her being disabled. But anyone's criticism couldn't stop her from her firm resolution. By facing all the difficulties Shima starts her education life and gradually finishes S.S.C., HSC and Post Graduate (The Daily Ittefaq, 20.10.2010) in the sample newspapers in this way the life struggle of the disabled are depicted.

7. Conclusion

Our rapid changing mass media system brought changes in the lifestyles of the people in the country. With these changes the trend of the mass media research is rising, With the consequent advancement some research works have been done regarding the mass media’s influence in the society, though there is not seen any research regarding mass media and disable persons, mass media and the rights of the disable persons. The subject of the present project was to search the coverage regarding the rights and policies of the disable persons in national dailies of Bangladesh, which is to uphold the total direction of the coverage regarding the rights and policies of the disable persons reflected in the national dailies of Bangladesh. Representing the quantity has also been the objective of the research. Direction of the coverage of the challenged people in the national dailies of Bangladesh is really important too. Analyzing the sample content of the national daily, a clear concept is found regarding the reality of the life struggle of the disable groups. The coverage is not really bad. But considering the rights and social status of the disable person the coverage of the dailies is comparatively few. Comparatively, The Daily Ittefaq covers more than the other two national dailies on the issue.

In mentioned dailies, there is information about the humane soliciting features and the features represented challenged people with much importance. In the present thesis there is another purpose to inquire about the source of the news regarding the coverage of the disable persons. In this case, the personal sources of the dailies, the institutions of government and advocacy institutions of challenged people are identified to be the sources.

The sampled dailies have put forward the issues about the disable person's rights of healthcare, education, job and rehabilitation, accommodation, employment, safety, treatment, rights of participating in political and public sphere, transport facility, cultural activities, entertainment, participation in leisure and sports, social safety, equality and indiscrimination, awareness, rights of having facility and using it, rights of living and improving mental condition, equal law facility, right of getting fair judgment, individual freedom and safety. It includes the extrication from torture or cruelty, inhumanity or humiliating attitude, violence and persecution. The disable persons also have a right to be united with society, their individual rights of movement, the rights of having an opinion and freedom to express it and rights of getting information. They confined themselves just in presenting news about the challenged people. The dailies were not much conscious about the language of representing the disable persons. There should not be used such terms or jargons in the newspaper which make them feel humiliated, neglected or deprived. The sampled dailies were much unconscious about the linguistic terminology that represented the disable persons.

The activities of the advocacy institution about the disable are reflected in the national dailies. As a result, the advocacy institutions are enlisted in the present thesis, which are working for the development of the disable persons in Bangladesh. The activities of these institutions are featured in the sampled newspapers.

Stereotype researches by western societies about challenged people expresses that in mass media the challenged people are presented with some limited ideas, amongst which helpless, neglected, confused, ugly, sad, social burden, weak, unemployed, inactive, poor, unable to participate in daily life, sexually disable, a subject of curiosity or violence or a subject to laugh at. Some of these stereotypes have been seen in the sampled dailies. In the newspapers of our country, the effective presence of all stereotypes could not be identified. The data in the present research are not similar to these stereotypes, but some similarity is very normal.

Furthermore, the western mass media has developed some theoretical Models about the challenged people. Medical models, social pathology models, supercrip models, minority/civil rights models, cultural pluralism models, business models, legal models, consumer models are some of the instances. In the sampled dailies of present research the effectiveness of these models could not be identified. But in representing challenged people there is a reflection of these models. Medical models and social pathology models are more effective. In the medical model the disable persons are considered as a subject of treatment. It is possible to cure the disable persons by treatment. On the other hand, in the social pathology model it is expected that the disable persons will get governmental and nongovernmental help and assistances. In the mentioned national dailies these two models are emphasized because of governmental or non-governmental financial help and economic reasons.

The disable groups contain a big part of our society. It is clear from the thesis that the disable persons are always the victim of discrimination. These groups are lagged behind in social, political, economic and cultural factors, though they can be a part of national development. These disable people have basic and lawful rights. Men cannot live without rights. So, under the present circumstances of Bangladesh, if the rights of the disable persons shift properly from social liability to mass media or newspaper coverage, the disable persons can be conscious and humanity gets to rise eventually.

8. Recommendations

1. In mass media the coverage of rules and regulations about the disable persons should be increased.
2. In national and global perspective challenged people welfare, right, certificate, the laws of policy, its rules and sections should be represented in newspapers with sufficient importance.
3. The mass media institutions should take moral decision about the disable person's employment.

4. In order to develop professional skills of the journalists, they must be trained in collecting document about the rights of the disable persons, art of writing and the ways to express them.
5. The rules and regulations about the disable person's coverage should be included in the policy of mass media.
6. The source of the news about the disable persons should be known clearly, and should be concern about their ideology, policy and reason of interest.
7. The journalist should know about the modern education system of the disable persons.
8. The journalist should also change their point of view about the fact that the social and cultural aspects are more effective than that of medical treatment for disable persons.
9. The disable coverage should include in the policy of editorials. The editor of the newspaper can play a vital role about this matter.
10. Investigating and explanatory/commentary report about the persons with challenged people should be increased.
11. The journalists should pay necessary attention about the use of words and language in the report on the disable persons or groups.
12. The symbolic language must be accepted nationally to ensure the disable person's right of communication.
13. There is a scope of alternative thinking about the use of the word "handicapped" in mass media. In this case positive, meaningful word may be used.
14. The journalists should develop personal communication with the disable persons.
15. The report about disable should be written out of antiquated thought.
16. The journalist should abandon the thought that disable people are only the responsibility of charitable institutions.
17. In order to create impatience among the disable the news presentation should be abandoned.
18. Members of the disable society, advocacy institutions, and mass media policy makers should be included in the issues as, disable related law, policy of right, conversion, refinement, rectification; etc.
19. There should be a definite law in the government's representation of the disable persons in mass media and their employment opportunity in mass media institution.
20. The journalists should pay attention to political and economic side of the disable development associate institutions.
21. To make sure the participation of the disable persons on overall social, political and cultural activities government should take necessary steps to represent the rights and policies of challenged people in mass media.
22. In governmental and nongovernmental sectors, necessary steps should be taken about disable's issues.
23. Research should be made about using mass media to make sure of the social empowerment of the disable persons.

References

- Barnes, C. (1996). 'Theories of Disability and the origins of the oppression of Disability in Western Society', In L. Barton (Ed.), *Disability and Society: Emerging Issues and Insights*. Harlow, Essex: Addison Wesley Longman Ltd.
- Barnes, C., G. Mercer and T. Shakespeare (1999). *Exploring Disability: A Sociological Introduction*. London: Routledge.

- Davis, L. (1995). *Enforcing Normalcy: Disability, Deafness and the Body*, London: Verso.
- Dines, G., (1992). Capitalism's Pitchmen: The Media Sells a Business Agenda. *Dollars and Sense*, 176: 18-20.
- Drake, R. (1996). 'A Critique of the Role of the Traditional Charities' In L. Barton (Ed.), *Disability and Society: Emerging Issues and Insights* (pp. 147-166). Harlow, Essex: Addison Wesley Longman Ltd.
- Fowler, R. (1991). *Language in the News: Discourse and Ideology in the Press*. London: Routledge.
- Gans, H. (1980). *Deciding What's News: A Study of CBS Evening News, NBC Nightly News, Newsweek and Time*. New York: Vintage.
- Hafferty, F.W., Foster, S., (1994). 'Decontextualizing Disability in the Crime Mystery Genre: The Case of the Invisible Handicap' *Disability and Society* 9 (2), 185-206.
- Hahn, H. (1987a). 'Advertising the Acceptably Employable Image: Disability and Capitalism'. *Policy Studies Journal*, 15 (3), 551-571)
- Haller, Beth A. Retrieved 1 June 2012 from <http://media-and-Disability.blogspot.com/2010/09/highlights-of-2010-survey-of-people.html>
- Haller, Beth A. (1993). 'Paternalism and Protest' The presentation of deaf persons in the Washington Post and New York Times. *Mass Comm Review*. 20 (3/4), pp. 169-179.
- Haller, Beth A. (1999b). 'How the News Frames Disability: Print Media Coverage of the Americans Disability Act.' *Research in Social Science and Disability* JAI Press, Vol. 1.
- Haller, Beth A. (1995). 'Rethinking Models of Media Representation of Disability', *Disability Studies Quarterly*. Retrieved 26 May 2012 from <http://dsq-sds.org/issue/archive>
- Haller, Beth A. & Sue Ralph (2006). Are Disable Images in Advertising Becoming Bold And Daring? An Analysis of Prominent Themes in US and UK Campaigns, *Disability Studies Quarterly*. Volume 26, No. 3.
- Haller, Beth A. (1997). 'Image of Disability in News Media: Implications for Future Research'. Paper Presented at the Annual Meeting of the Nation Communication Association, (Chicago, IL, November 19-23, 1997)
- Haller, Beth A. (2000). 'How The News Frame Disability Print Media Coverage of The Americans Disability Act', JAI Press Inc.
- Higgins, P. C. (1992). *Making Disability: Exploring the Social Transformation of Human Variation*. Springfield, IL: Charles C. Thomas.
- Kellner, Douglas (1989). *Critical Theory, Marxism and Modernity*, Baltimore: The John Hopkins University Press.
- Kellner, Douglas (1995). *Media Culture: Cultural Studies, Identity and Politics between the Modern and the Postmodern*. London: Routledge.
- Linsky, M. (1986). *Impact: How the Press Affects Federal Policymaking*. New York: W.W. Norton & Co.
- Lorraine, Thomas (2001). 'Disability is Not so Beautiful: A Semiotic Analysis of Advertisements for Rehabilitation Goods. *Disability Studies Quarterly*, Spring 2001, Volume 21, No. 2. Retrieved 29 May 2012 from <http://dsq-sds.org/article/view/280/309>
- Marx, K. (1887). *Capital*. Moscow: Progress Publishers.
- Marx, K. and Engels, F. (1965). *The German Ideology*, London. Lawrence and Wishart.
- Maxwell, McCombs. (2002). 'The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion', Retrieved 21 January 2012 from <http://sticerd.lse.ac.uk/dps/extra/McCombs.pdf>.

- Oliver M. (1996: 18-42). 'Sociology of People with Disabilities or Disablist Sociology' In L. Barton (Ed.), *Disability and Society: Emerging issues and Insights*, (pp. 18-42) Harlow, Essex: Addison Wesley Longman
- Priest, Susanna Hornig (1996). *Doing Media Research: An Introduction*, London: Sage Publications.
- Ruffner, R. (1984). The Invisible Issue: Disability in the Media. -15 (4), Winter, p. 43.
- Shakespeare, T. (1994) 'Cultural Representations of Disability People: Dustbins for Disavowal', *Disability and Society* 9 (3): 283–301.
- Sultana, Zelina (2010). Agony of Persons with Disability- A Comparative Study of Bangladesh, *Journal of Politics and Law*, Vol. 3, No. 2; Retrieved from <http://www.ccsenet.org/jpl>
- Wallack L, Dorfman L, Jernigan D, Themba M. (1993). *Media Advocacy and Public Health: Power for Prevention*. Newbury Park: CA, Sage.
- Woodhill, G. (1994). The Social Semiotics of Disability In M. Bach and M. Rioux (Ed.), *Disability is not Measles: New Research Paradigms in Disability* (pp. 201-226). North York, Ontario: Roher Institute.