



## **Divyangs and Media: A Study of Media Coverage in special reference to state Chhattisgarh**

Dr. Trishu Sharma, Professor & Head,  
University Institute of Media Studies, Chandigarh  
University, Punjab, India

### **ABSTRACT**

As per the census 2011 the population of disabled in India is 2.68 crores, even after this big population it is very hard to get news related to these people in media frequently. India in the entire world is one of the countries to have highest population of Divyang people. This paper is focused on coverage by different news papers on issues related to Disabled people or Divyangs. Content analysis method has been used to conduct this study. Chhattisgarh based four dailies (two Hindi and Two English) was taken as sample with a sample size of seven Days of newspapers.

**Keywords:** Print Media, Disabled people issues and coverage of Divyangs

### **1. INTRODUCTION**

People with disabilities are a part of our society and every society in every country must take care of them with a pure feel of humanity. In Indian scenario there is also a big population in India who are disabled or Divyangs. The Indian government and various state governments are offering many welfare schemes and policies related to them and here media can play very important role to make them aware and informed. Media Coverage related to disabled or Divyangs people is very hard to find in different mediums of media. There are also not very much authentic data for the reach and availability of various mediums to Divyangs people. But there are many studies which show that due to information availability through media coverage is very beneficial for these people, as a lot of Non-governmental organizations also working for the welfare of these people. So whenever there is any information related to schemes and policies for the welfare of Divyangs people (announced by central government or state government) is published or covered by any newspaper can be viewed or read by these non-governmental organizations and they may use it for the welfare of the disabled or Divyangs people in a better way. As per a report published in DeccanChronicle.com, it is stated that, "India is home to the largest demographic

of people with disabilities in the world. It is great that Prime Minister Modi wished the Para-athletes well but the lack of coverage in India needs to be discussed at a time when the Paras are the biggest news story worldwide. Strategically this year is a critical year in the history of paralympic sports where 19 athletes are participating in 9 events the key important points being the highest amount of women participation (3) and a bunch of budding talent along with the stalwarts,". This thing really shows and express reality of coverage of issues related to person with disabilities.

## 2. LITERATURE REVIEW

**Gold N and Auslander G (1999)**, this study is based on the comparative analysis of Canadian and Israeli newspapers. It is based on newspapers who wrote on men and women with disabilities. This study presented that in both nations there was more coverage of males than females. It is suggested by the researcher in this paper with few good ideas to alter the pictures of disabled women in media. The newspapers were analyzed for over three months in this study.

**Keller et al. (1990)**, this study is focused on American newspapers. The researcher investigated how people with disabilities are portrayed in American newspapers. Content analysis method has been used in this study. This study presented the fact that the stories related to people with disabilities are presented in the newspapers because they became victim of something wrong. As per the findings of this study in few some articles people with disabilities were presented as persons who represent a threat to a society or as devastated persons.

**Auslander GK and Gold N. (1999)**, This paper is also focused on newspapers of Canada and Israel. It is based on content analysis. This study is focused on various technicalities like news, articles and features. Study highlights issues related to person with disabilities.

**Devotta K, Wilton R and Yiannakoulis N (2013)**, This study is based on Canadian newspapers. Content analysis methodology has been used in this paper. This study is basically focus and aimed on to assess stability and change in representations of the issues related to people with disability in the Canadian newspapers for a decade between 1998 to 2008.

## 3. OBJECTIVES & METHODOLOGY

### 3.1 Objectives of this Study

1. To know the coverage on issues related to person with disabilities.
2. Coverage on Disability Bill 2016.

### 3.2 Methodology

Content Analysis methodology has been used for this study.

Selection of Newspaper: Four Newspapers has been selected for this study.

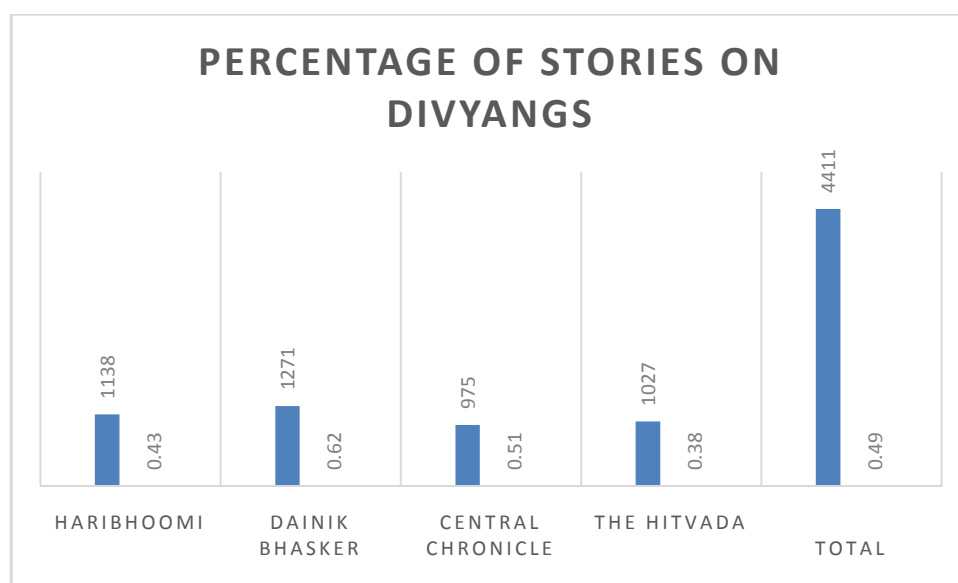
Haribhoomi, Dainik Bhasker, Central Chronicle and The Hitvada.

Seven Days of newspapers were selected for this study and this selection was spreads over three months.

## 4. DATA INTERPRETATION

### Chhattisgarh based newspapers and number of stories

Newspapers	Total Number of stories	Number of Stories on Disabled people and issues	Percentage of Stories on Disabled people and issues
Haribhoomi	1138	5	0.43
DainikBhasker	1271	8	0.62
Central Chronicle	975	5	0.51
The Hitvada	1027	4	0.38
Total	4411	22	0.49



## 5. FINDINGS & CONCLUSION

As per the data and information revealed from table-1, it is clear that all the selected newspapers of Chhattisgarh gives very less coverage on issues related to disabled people. Only 0.49% stories are based on issues related to disabled people. In selected newspapers DainikBhasker gives maximum stories at this and in selected English newspapers central Chronicle newspaper gives maximum stories based on issues related to disabled people. In all selected newspapers though it is clear that news stories based at this issue gets very low coverage but among all selected newspapers DainikBhasker gives maximum coverage on the issues related to Disabled people.

So at the end it can be stated that Print media specially based in Chhattisgarh must give more coverage positively related to Divyangs/Disabled people so that they may get aware on various schemes and policies of central and state government related to their welfare.

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