

An Assessment of the ‘Image of Disability’ in the National Press in terms of Social Model

Nail Anıl CİNİSLİ*, Sezgin VURAN**, Seray OLÇAY GÜL***

Abstract: The aim of this study is to assess the image of disability in national press in terms of social model. This study was conducted with a qualitative method. In the study, four newspapers in Turkey were selected with purposive sampling method and scanned for the news reports about people with disability between the years 2005-2010. The data which were collected in the scope of document examination were resolved with content analysis. By analyzing the content, 11 main themes and 42 sub-themes were put forward. Accounts of percentage and frequency of the news reports that were distributed to the themes were studied as well. When the distribution of 1420 news reports about people with disability to the years is considered, it is revealed that the news flow is the most in Sabah and the least in Cumhuriyet newspaper. When the distribution and the intensity of the news to the themes are considered, a viewpoint that is far from a social model concept of disability can be discussed.

Key Words: Disability, Person with Disability, Social Model, National Press.

Ulusal Basında ‘Özrürlük İmajının’ Sosyal Model Açısından Değerlendirilmesi

Özet: Ulusal basında özrürlük imajının sosyal model açısından değerlendirilmesini amaçlayan bu araştırma nitel çalışma olarak yürütülmüştür. Çalışmada ülkemizde ulusal ölçekte yayın yapan gazetelerden amaçsal örnekleme yoluyla dördü seçilerek, 2005-2010 yılları aralığında yetersizlik/yetersizlikten etkilenmiş bireylerle ilgili haberler taranmıştır. Doküman incelemesi kapsamında toplanan araştırma verileri içerik analizi ile çözümlenmiştir. İçeriğin analiz edilmesiyle, 11 ana tema ve 42 alt tema ortaya konulmuştur. Her bir temaya dağılan haberlerin frekans ve yüzde hesaplamalarına da yer verilmiştir. Yetersizlik/yetersizlikten etkilenmiş bireylerle ilgili yayınlanan toplam 1420 haberin gazetelere ve yıllara göre dağılımı incelendiğinde, en yoğun haber akışının Sabah gazetesinde, en düşük ise Cumhuriyet gazetesinde olduğu belirlenmiştir. İlgili temalara haberlerin dağılımı ve yoğunluğu incelendiğinde ulusal basında özrürlük olgusuna yönelik sosyal model anlayışından uzak bir bakış açısının varlığından söz edilebilir. Basın ve toplum arasındaki karşılıklı etkileşim ve basının toplumun aynası

* Öğr. Gör., Hakkari Üniversitesi, Eğitim Fakültesi, Özel Eğitim Bölümü, HAKKARİ.

** Prof. Dr., Anadolu Üniversitesi, Eğitim Fakültesi, Özel Eğitim Bölümü, ESKİŞEHİR.

*** Yrd. Doç. Dr., Hacettepe Üniversitesi, Eğitim Fakültesi, Özel Eğitim Bölümü, ANKARA.

olduđu düşünöldüğünde, sosyal model açısından yetersizlik/yetersizlikten etkilenmiş bireylerin ulusal basında ele alınışının toplumdaki özörlölük imajı hakkında ipuçları barındırdığı söylenebilir.

Anahtar Kelimeler: Özörlölük (Yetersizlik), Yetersizlikten Etkilenmiş Bireyler, Sosyal Model, Ulusal Basın.

Individual with disability is an individual who has a difficulty in adapting to social life and enabling daily requirements because of losing physical, intellectual, mental, sensory, and social abilities at various degrees inherently or due to any reason later. Such individuals require protection, care, rehabilitation, consultation and support services for enabling their requirements (Official Journal, 2005). While describing such individuals nowadays, individual with disability is used instead of disabled or handicapped individuals, and it is preferred to use individual with disability within the scope of the research. 15% of the world population is comprised of individuals with disability (World Health Organization, 2016). There are eight millions four hundreds thousands individuals with disability in Turkey according to Turkey Disability Survey. This number corresponds to 12.29% of country population (Turkish Statistical Institute, 2003). Physical, intellectual, sensory and environmental inabilities, which limit or threaten development of whole potential of an individual, can be seen in communication, adaptive behaviors, social/emotional development, vision, audition, language and speech, intellectual and physical functions; and different disability types can be mentioned accordingly. The most common disability types are intellectual disability, auditory disability, visual disability, physical disability, autism; and each disability type is characterized by different development feature.

It is stated in the literature that individuals with disability expose to discriminatory/dismissive attitudes and behaviors in fields such as education, employment, public services, transportation, communication, entertainment, rest opportunities, organization and health services due to these different characteristics (Özgökçeler and Alper, 2010); and this view leads to dealing with disability as a social problem that affects all parts of the society (Administration for Disabled People, 2008). Disability has been addressed by different approaches with different viewpoints. ‘Medical model’ and ‘social model’ are the most prominent approaches (Arıkan, 2002; Dowse, 2001).

The most important model is medical model, which lasted from mid-1800s to early 1970s and appears in terms of observing attitudes towards individuals with disability. Medical model considers disability as a situation, ‘human tragedy’, in which the individual can return to normal life later or approach to normal life as much as possible, and which can be and more importantly must be fixed. With this viewpoint, the model paved the way for taking important

steps in terms of developing new service models and humanizing health system; in this sense, the model facilitated lives of individuals with disability. Together with these contributions, however, the model focusing on 'pathology' caused that individuals with disability were described as 'helpless' and were perceived as individuals who were second-class, dependent on help and care, could not maintain their lives independently, and/or required protection (Arıkan, 2002). This approach of medical model led to Disability Rights Movement particularly in 1950s and 1960s starting from developed countries such as the USA, England, etc. (Özgökçeler and Alper, 2010).

Disability Rights Movement aims to struggling with environmental pressure and personal attitudes that excludes individuals with disability from social life, and to bringing about structural and cultural changes in order to allow these individuals to have the same opportunities as normally developed individuals in the society and to take their places in the social life by being supported with the same rights (Dowse, 2001). Campaigns formed by the alliance between individuals with disability and antiwar movements after World War II succeeded in featuring the problem of *disability rights* in all modern societies. In this period, developed countries such as the USA, France, England, etc. started to realize *disability issue* and took steps in the direction of raising life qualities of individuals with disability and allowing them to benefit from rehabilitation and training services by means of both national and international (United States) policies. These attempts were determinative in developing policies on participatory democracy, family, health, transportation, employment and education for individuals with disability (Gökmen, 2007). Reflections of the Disability Rights Movement led to arising of 'social model' understanding (Özgökçeler and Alper, 2010).

Social model was grounded on the Disability Rights Movement and emerged in a reaction to medical model. This model considers disability as a social structure and focuses on adaptation of individuals with disability to the environment they live in, differently from the medical model (Arıkan, 2002). In this model, not only disability status and degree of the individual but also structures, institutions and policies surrounding the individual should be considered in order to identify an individual as an individual with disability (Mercieca and Mercieca, 2010). This issue is called as discussion on transformation of disability to handicap as a result of barriers placed by the society in the field of developmental disability. Social model makes an important differentiation between disability and handicap terms. Disability is defined as lack of a limb partially or completely, or having an impaired limb, organ or body mechanism while handicap corresponds to limitations resulted from social order which ignores individuals with physical or psychological impairs (Union of the Physically Impaired Against Segregation-UPIAS 1976). In other words, social model suggests that handicap is resulted not from

personal limitation but from the fact that society does not provide required services, does not consider basic requirements of individuals with disability, and places barriers before these individuals (Özgökçeler and Alper, 2010). Consequently, it wouldn't be wrong to say that attitudes of society towards individuals with disability play determinative role in the model.

When attitudes of society towards individuals with disability are positive, their integration into society is facilitated and they gain much more acceptance from family, friends, employers and others. When the attitudes are negative, integration gets seriously injured, and personal, family, social or professional problems occur. As a result of this attitude, individuals with disability are seen as individuals who are burden for parents and society and who negatively affect development of normally developed children in training environments; also these individuals are said to be isolated from the society (Yazbeck, McVilly and Parmenter, 2004). Deal (2007) stated that although negative behaviors towards individuals with disability were not exhibited nowadays, negative attitudes, prejudices were still exhibited in different forms such as being uncomfortable, avoidance, fear, pity, etc. Although, laws on requiring full integration of individuals with disability to society are made and borders limiting their involvement into society are started to be eliminated, positive developments related to presenting job opportunities to them, facilitating transportation for them, improving their economic conditions, and their social integration are very slow; there are still hardly changing and common attitudinal barriers (McCaughey and Strohmer, 2005). Effectiveness of new laws and services depends on changes in attitudes of society and professionals towards individuals with disability and their families. One of the most important tools in changing attitudes is 'Mass Media'.

In liberal system, communication instruments are one of the most important vital instruments. These instruments, which hold an important place for almost all mankind, organize and direct life of individuals and societies, have important functions and responsibilities. Transferring a symbolic message to wide and heterogeneously scattered masses is the main function of the mass media which send messages to masses, are within the scope of publication and publishing activity, and are available for getting news, information and opinion at any time in daily life (Janwitz, 2000). Another function of the mass media is to create an agenda. Creating agenda is based on the idea that media determines issues people think about and speak of by means of reporting news (Özkalp, 2000). Departing from this point, it can be stated that elements such as whether concepts regarding disability groups are used correctly in the national press, intensity of the news related to these groups, news reporting, and attitudes of press workers, etc. play significant role in shaping *image of disability* in the eye of society. Addressing these news reports by social model understanding is essential in terms of changing attitudes positively.

Analyzing the literature regarding social model, it is seen that there are researches on self-defense (Dowse, 2001), political science theory (Kimberlin, 2009), organizations of people with disability (Freund, 2001), social service training (Ballan, 2008), dyslexia (Macdonald, 2009), professional intervention (Malec and Moessner, 2006), consultation (Swain, Griffiths and Heyman, 2003), disability in childhood (Connors and Stalker, 2007), learning disability (Goodley, 2001), social model in rural areas (Tregaskis, 2004), social role (Racea, Boxall and Carson, 2005), laws and social model (Arıkan, 2002) and disability as social identity (Karçkay, 2002) while there is not any research addressing *image of disability* in national press within the framework of social model in the literature and in Turkey. Departing from this requirement, this research aims to assess *image of disability* in national press in terms of social model. In order to attain this aim, news reports related to disability and individuals with disability between 2005 and 2010 in newspapers determined as sample were analyzed by content analysis. In parallel with this aim, following questions were tried to be answered:

1. What is the distribution of news reports related to disability and individuals with disability in five years of examination of sample newspapers according to newspapers and years?
2. What is the distribution of news reports related to disability and individuals with disability in the national press according to sample newspapers and themes?
3. What is the approach of national press towards disability according to social model in the context of each determined theme and sub-theme?

It is considered that this research makes significant contribution both to the literature in terms of what is the approach of mass media in Turkey towards disability, whether individuals with disability are addressed in the national press in the sense of social model, and whether the news are reported so as to generate positive attitudes in the society; and to the application in terms of presenting current situation and showing contributions of reporting news related to disability in line with the social model understanding to people working in this field as well as directing them accordingly.

Method

This section provides explanations about the research model, research area, data collection, and data analysis.

Research Model

This research, which aims to assess *the image of disability* in national press in terms of social model, is a qualitative study in which data are collected by document review. Documents are called as 'physical data' in the literature and

considered as an important part of material culture. Document review requires scanning of newspapers, magazines, books and similar documents by researcher (Marshall and Rossman, 2006). Research data, which were collected by scanning newspapers within the scope of document review in the research, were analyzed by content analysis. For this purpose, themes were generated for determining the feature of published news reports.

Research Area

News reports related to disability/handicap in four newspapers determined by purposive sampling were analyzed while determining research area. News reports in newspapers in five-year period after the publication of Law No: 5378, known as Law on People with Disabilities, in 2005 were scanned. There are 31 national newspapers publishing in Turkey. Criteria of selecting newspapers to the research area were as follows: full set of newspaper issues between 2005 and 2010 was available in the library archive where scanning works were performed, publication group of each newspaper was different according to YAY-SAT (publication distribution) data, and each newspaper was the best seller of its publication group. Four newspapers, *Hürriyet*, *Zaman*, *Cumhuriyet* and *Sabah*, which met mentioned criteria, formed research area.

Data Collection and Set of Coding Key

Data were obtained in the research by means of examining news reports of newspapers in the national press between 2005 and 2010. Since Istanbul and Anatolia prints of newspapers can be different in the national press, only Istanbul prints of newspapers within the sample were considered as reference in scanning works. During data collection, key words were determined before scanning works. Two students, who continued their training in Film and Television Department and Turkish Philology Department, took parts in data collection process apart from the researcher. The researcher gave one-hour training to these two students in the scanning works about the way of performing the scanning. This process was performed for two days together with the researcher. A month's newspapers were scanned during this period. Scanning works were completed in eleven months.

The researcher examined the first one month's news reports of newspapers in the sample, and prominent top statements related to disability/handicap were converted into code. New codes were added depending on the literature at the second stage. At the last stage, expert opinion was received and new codes, which could be added to the codes until this stage, were defined. Therefore, coding key composed of 42 codes was set. Then, news reports published between 2005 and 2010 in newspapers of the research group were scanned and converted into frequency on coding form. Besides, parts (texts) of newspaper related to codes were imported to Office Word program in computer environment. While the texts were imported, publishing year-code of

newspaper-item no was given in order to ensure finding original text easily. For example: 2004A1.

Data Analysis

Two kinds of data analysis were conducted in the research. In the first one, frequency of news reports related to codes on the coding key was determined descriptively. Secondly, texts forming database were analyzed by contingency analysis, which was developed by Osgood (1959) and which examined relationships between items in a message instead of examining items one by one. Following steps were taken in the research while analyzing all news reports and columns related to disability/handicap published between 2005 and 2010 (Bilgin 2006; Yıldırım and Şimşek, 2005):

- As a result of document review, news texts imported to computer environment were divided into meaningful parts. Therefore, concepts within the texts could be revealed more clearly.
- The meaning of concepts in the news texts, which were divided into meaningful parts, was tried to be found by the researcher. The parts, which constituted a meaningful whole in itself, were coded using the coding key. According to concepts obtained from the documents, the coding key was readjusted and additional codes were set.
- Coding was independently performed by the second author apart from the researcher. Data obtained by the researchers were compared. While joint codings of the researcher and expert were included in the scope of study, different codings were included by reviewing.
- Then, codes were gathered and common aspects were found; thus themes (categories) which would provide the outline of research findings were introduced. Codes under determined themes were interpreted in relation to one another, and findings were presented in parallel with the aim of the research.
- Obtained data were interpreted explaining relationships between findings, drawing some conclusions from findings, and discussing importance of obtained results.

Internal validity was ensured in the research by examining and comparing obtained data by two different researchers. For this purpose, researcher and expert took place in the data collection and analysis process. Safety of coding key and increase of internal validity were tried to be ensured by examining a month's news reports and columns by the expert once more. Coding key was finalized following this study. During content analysis, coding was performed by researcher and expert independently from one another. Believability was tried to be ensured by means of comparing data obtained by researchers. In order to ensure external validity, research process and steps of this process

(determination of newspapers, preparation of the coding key, analysis and interpretation of obtained data) were tried to be explained in detail.

Findings

Findings section presents distribution of news reports related to disability and individuals with disability in national press according to newspapers and years as well as distribution of relevant news reports according to sample newspapers and themes.

Distribution of News Reports Related to Disability and Individuals With Disability in National Press According to Newspapers and Years

Table 1 shows distribution of news reports related to disability in national press according to newspapers and years. It is seen in Table 1 that maximum number of news reports related to the subject of research is published in *Sabah* newspaper with 434 news reports. *Zaman* newspaper follows *Sabah* newspaper with 402 news reports and *Hürriyet* newspaper follows *Zaman* newspaper with 396 news reports. *Cumhuriyet* is the newspaper which publishes minimum number of news reports related to the subject with 188 news reports. Considering years, it was seen that maximum number of news reports related to disability was published in 2008 while minimum number of news reports was published in 2005.

Table 1
Distribution of News Reports according to Newspapers and Years (N = 1420)

Years	Hürriyet	Cumhuriyet	Zaman	Sabah	Total
2005	30	8	36	26	100
2006	58	22	100	71	251
2007	95	31	67	86	279
2008	103	43	100	77	323
2009	73	45	56	103	277
2010	37	39	43	71	190
Total	396	188	402	434	1420

Distribution of News Reports Related to Disability/Individuals with Disability in National Press According to Sample Newspapers and Themes

In this research, which assesses *the image of disability* in national press in terms of social model, news reports in four newspapers determined by purposive sampling were analyzed in the light of themes related to disability by content analysis. 11 main themes and 42 sub-themes were determined by content analysis used for data analysis. Figure 1 shows determined main themes and 42 sub-themes as well as distribution of news reports according to themes.

Findings of legal arrangements theme.

News reports addressed under legal arrangements theme were examined under four sub-themes which are *law, circular, decree law and regulation*. It was seen that totally 62 news reports related to legal arrangements theme were published between 2005 and 2010. Maximum number of news reports was published in *Zaman* newspaper with 21 news reports, and *Sabah* newspaper followed *Zaman* with 20 news reports. *Cumhuriyet* newspaper was at the third rank with 13 news reports. *Hürriyet* was the newspaper which published minimum number of news reports related to the subject with 8 news reports. It was seen that news reports that were examined under this theme were mostly related to laws being entered into force, articles of these laws and social reactions to these laws.

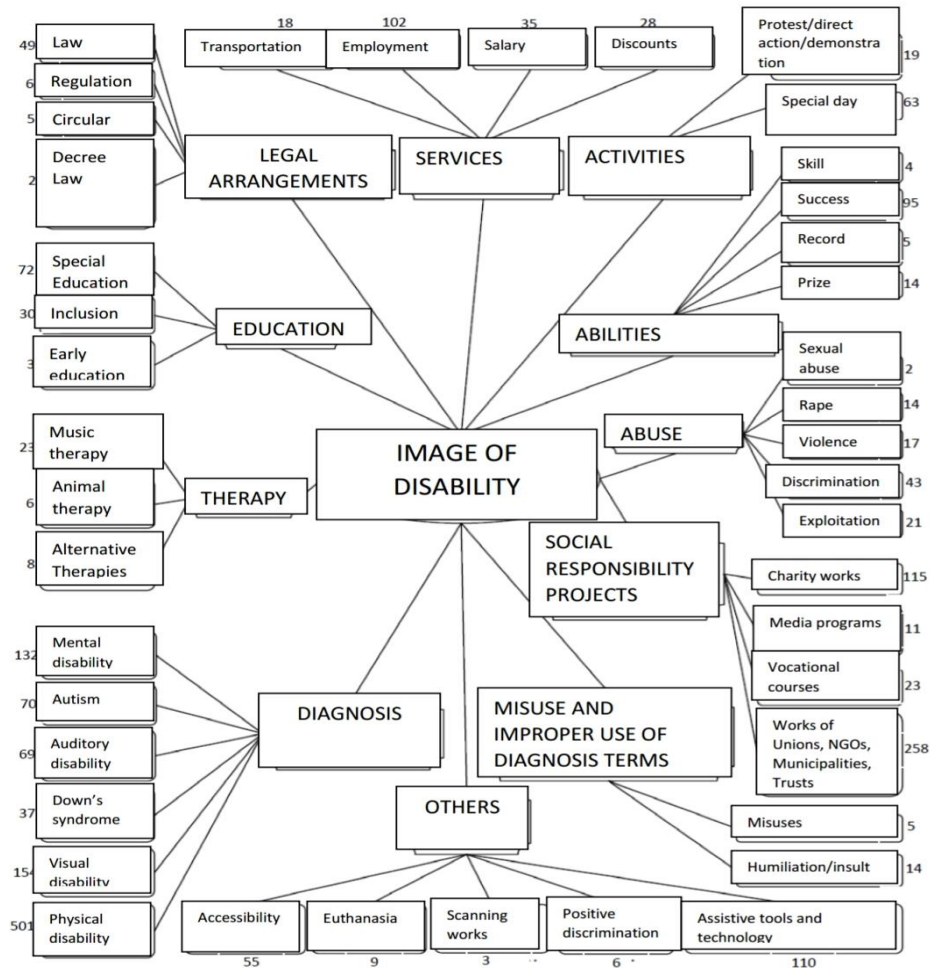


Figure 1. Image of disability in national press.

News report titled as “Actual disability is in the regulation” (2007-C-8) can be given as example to the *regulation* sub-theme; “Millions of people with handicap, elders and children wait for constitutional amendment” (2010-Z-7) can be given as example to the *law* sub-theme; “protest of families of people with handicap against the circular” (2007-S-12) can be given as example to *circular* sub-theme; and “People with handicap will not pay property tax in 2006” (2006-H-2) can be given as example to the *decree law* sub-theme.

Findings of services theme.

Under services theme, news reports related to services provided to individuals with disability were addressed and these news reports were examined under four sub-themes which are *employment*, *transportation*, *discount*, and *salary*. Totally 183 news reports were included in this theme, and the maximum number of news reports was published in *Zaman* newspaper with 67 news reports. *Sabah* newspaper followed *Zaman* with 52 news reports, and *Cumhuriyet* newspaper followed *Zaman* with 36 news reports. *Hürriyet* newspaper published minimum news reports about the subject with 28 news reports. Considering the news reports in the newspapers, it was seen that published news reports under the service theme were mostly about employment. News report titled as “They want job not donation” (2008-H-7) can be given as example to the *employment* sub-theme; “People with handicap wanted their transportation rights” (2010-C-5) can be given as example to the *transportation* sub-theme; “People with disability have 50% discount on water in Kırklareli province” (2006-Z-7) can be given as example to *discount* sub-theme; and “Home care fee increase to TRY 600” (2009-S-12) can be given as example to the *salary* sub-theme.

Findings of abilities theme.

Under abilities theme, news reports, which were published related to skills of individuals with disability and successes they achieved in various fields, records they set, and prizes they won, were examined under four sub-themes which are *skill*, *success*, *record*, and *prize*. Totally 118 news reports were determined in abilities theme. About the subjects in this theme; *Hürriyet* newspaper was at the first rank with 39 news reports, *Zaman* newspaper was at the second with 38 news reports, *Sabah* was at the third with 30 news reports, and *Cumhuriyet* newspaper was at the last with 11 news reports. It was seen that news reports related to *success* sub-theme were mostly published in newspapers within the sample group. News report titled as “26 notates voices in the nature (2005-H-11) can be given as example to the *skill* sub-theme; “Success of visually disabled Yusuf” (2009-C-7) can be given as example to the *success* sub-theme; “269 km of speed without seeing” (2005-H-9) can be given as example to *record* sub-theme; and “Medal for every finisher child with disability” (2007-S-11) can be given as example to the *prize* sub-theme.

Findings of abuse theme.

Under the abuse theme, news reports related to events individuals with disabilities exposed to were examined under five sub-themes, which are *sexual abuse, rape, violence, discrimination* and *exploitation*. 97 news reports related to abuse theme were found between 2005 and 2010. *Sabah* newspaper published minimum number of news reports about the theme with 17 news reports while *Hürriyet* newspaper published maximum news reports with 35 news reports. All newspapers in the sample group published news reports mostly about discrimination sub-theme of the theme. News reports examples of sub-themes of abuse theme are as follows. News report titled as “Neighbor abused disabled girl” (2010-H-5) can be given as example to the *sexual abuse* sub-theme; “rape of mentally disabled girl in dormitory” (2006-C-12) can be given as example to the *rape* sub-theme; “Allegations of torture to disabled young in dormitory” (2005-H-12) can be given as example to *violence* sub-theme; “Disabled basketball player discharged from the plane because he did not have companion” (2006-H-4) can be given as example to the *discrimination* sub-theme; and “Inter-institutional Profiteering” (2009-S-8) can be given as example to *exploitation* sub-theme.

Findings of social responsibility projects theme.

News reports related to social responsibility projects theme were examined under four sub-themes which are *charity works, media works, Works of Unions, NGOs, Municipalities and Trusts* and *vocational courses* arranged for the sake of individuals with disability. Intensity of news reports related to Works of Unions, NGOs, Municipalities and Trusts is high in the social responsibility projects theme, and *Zaman* newspaper informs its readers at the most with 141 news reports about the subject. *Sabah* newspaper followed *Zaman* with 128 news reports, *Hürriyet* newspaper was at the third rank with 72 news reports, and *Cumhuriyet* newspaper followed *Hürriyet* with 72 news reports. Under the social responsibility projects theme, news report titled as “Charity Night in Reina” (2005-H-8) can be given as example to the *charity works* sub-theme; “Only one TV show for 8.5 millions of people with disability” (2007-H-8) can be given as example to the *media works* sub-theme; “Let’s overcome disability together” (2009-C-7) can be given as example to *Works of Unions, NGOs, Municipalities and Trusts* sub-theme; and “ISMEK (İstanbul Metropolitan Municipality Lifelong Learning Center) hold course special to people with disability” (2006-Z-12) can be given as example to the *vocational courses* sub-theme.

Findings of diagnosis theme.

This theme is composed of news reports related to disability types reflected in the press. News reports under this theme were examined under six sub-themes which are *mental disability, Down syndrome, autism, auditory disability, visual disability* and *physical disability*. In the news reports within

the scope of the theme, characteristics and biographies of the individuals with the diagnosis were included. 963 news reports were examined under diagnosis theme, which had the maximum number of news reports. *Hürriyet* newspaper published maximum number of news reports with 303 news reports, and most of news reports were related to physical disability. News report titled as “There are 5 millions of people with disability” (2009-C-8) can be given as example to the *mental disability* sub-theme; “A tea please” (the news report is about the opening of a café in which individuals with Downsyndrome work) (2006-C-6) can be given as example to the *Down syndrome* sub-theme; “One of every 110 children has autism” (2010-H-5) can be given as example to *autism* sub-theme; “No child with auditory disability” (2007-H-10) can be given as example to the *auditory disability* sub-theme; “Started to see after being kicked by a horse” (2006-S-12) can be given as example to the *visual disability* sub-theme, and “A power wheelchair changed life of three people” (2006-Z-10) can be given as example to the *physical disability* sub-theme.

Findings of activities theme.

Activities theme is composed of two sub-themes which are *special days* of individuals with disabilities and *protests* done by these individuals against various issues. Examining 82 published news reports related to activities theme, it was seen that *Cumhuriyet* newspaper published maximum number of news report about the subject with 27 news reports. Under this theme, *Zaman* newspaper published 23 news reports, *Sabah* published 17 news reports and *Hürriyet* published 15 news reports. Also, when published news reports were analyzed, it was seen that the number of news reports related to special days were much more than news reports related to protest/direct action/demonstration. News reports examples of sub-themes of activities theme can be listed as follows: “Disabled people took to the streets” (2007-C-10) for *special days* and “Visually disabled people protested against Israel and the world being blind to the massacre of Israel” (2006-Z-8) for *protest/direct action/demonstration*.

Findings of misuse of diagnosis terms theme.

Under the misuse of diagnosis terms theme, it was seen that words and expressions including humiliation/insult used for individuals with disability were included, and news reports including misuse of concepts related to disability were examined under two themes: *Humiliation/insult* and *misuse*. Totally 19 news reports, which were related to misuse of diagnosis terms theme, were examined. About the subject, *Sabah* newspaper published 8 news reports, *Hürriyet* and *Zaman* published four news reports each, and *Cumhuriyet* published 3 news reports. It was seen that 14 of 19 news reports about the theme were included in humiliation and insult sub-theme. News report titled as “Will Demet be put in prison?” (2008-H-12: news report about Demet Akalın, a Turkish pop star, who answered to audience with the expressions of Did you

come here from Diyarbakır? Are you moron? in her Bodrum concert) can be given as example to the *humiliation/insult* sub-theme; and “Head teacher’s office turns into special class” (2009-S-8) can be given as example to the *misuse* sub-theme.

Findings of therapy theme.

Within the scope of the therapy theme, news reports related to therapy for individuals with disability were examined under three sub-themes, which are *music therapy*, *animal therapy* and *alternative therapies*. Totally 37 news reports were determined under therapy theme. Under the theme, *Hürriyet* newspaper published maximum number of news reports with 15 news reports. *Zaman* newspaper is at the second with 9 news reports and *Sabah* is at the third with 8 news reports. *Cumhuriyet* newspaper published minimum number of news reports with 5 news reports. News reports examples of sub-themes of therapy theme can be listed as follows: “Real rhythm of the life” (2007-C-12) for *musical therapy*; “Autism Therapy with Animal” (2008-S-11) for *animal therapy*; and “Gene therapy restored vision” (2008-H-4) for *alternative therapies*.

Findings of education theme.

News reports addressed under education theme were examined under three sub-themes which are *special education*, *inclusion*, and *early education*. About this theme, 105 news reports were examined between 2005 and 2010. It was observed that *Hürriyet* newspaper published maximum number of news reports with 30 news reports and *Cumhuriyet* newspaper followed *Hürriyet* with 27 news reports. *Sabah* newspaper was at the third rank with 25 news reports. *Zaman* newspaper published minimum number of news reports about the subject with 23 news reports. Considering examples of news reports under the theme, news reports were mostly about special education, and respectively about inclusion and early education. Under the education theme, news report titled as “Home education opportunity to student with disability” (2006-Z-6) can be given as example to the *special education* sub-theme; “Inclusion program integrates students with disability into society” (2005-Z-10) can be given as example to the *inclusion* sub-theme; and “The cure of autism is early education” (2006-C-7) can be given as example to the *early education* sub-theme.

Findings of others theme.

In others theme, news reports were examined under five sub-themes, which are *assistive tools and technology*, *accessibility*, *positive discrimination*, *euthanasia*, and *scanning*. In the *assistive tools and technology* sub-theme, news reports about assistive tools, which would contribute to independent life of individuals with inability, and technologic developments for improving these tools were examined. Totally 110 news reports were determined under the *assistive tools and technology* sub-theme. About the subjects in the theme,

Zaman newspaper published maximum number of news reports with 42 news reports and *Sabah* newspaper followed *Zaman* with 36 news reports, *Hürriyet* newspaper was at the third rank with 28 news reports, and *Cumhuriyet* newspaper published minimum number of news reports with 4 news reports. Under the sub-theme, news report titled as “Special embossed tariff to blind people in İDO (İstanbul Sea Buses Industry and Commerce Co.)” (2005-Z-12) can be given as example.

In the *accessibility* sub-theme, news reports related to providing access to transportation services, information and communication opportunities, all facilities which were open to the public, and services both in urban and rural areas to individuals with disability under equal conditions with normally developed individuals as well as structuring these services grounding on universal design principle were examined. Totally 55 news reports were found under accessibility sub-theme between 2005 and 2010. *Sabah* published maximum number of news reports about the subject with 22 news reports. *Hürriyet* newspaper was at the second rank with 18 news reports and *Zaman* newspaper was at the third rank with 15 news reports. No news report about the subject was found in *Cumhuriyet* newspaper. News report titled as “Adapt Anıtkabir (Atatürk’s Mausoleum) to access of disabled people” (2005-H-12) can be given as an example to the sub-theme.

Positive discrimination sub-theme analyzed news reports about providing various advantageous to individuals with disability as different from normally developed individuals, and totally 6 news reports were included in the sub-theme. About positive discrimination sub-theme, each of *Hürriyet*, *Cumhuriyet* and *Zaman* newspapers published one news report and *Sabah* published 3 news reports. News report titled as “Book of disabled companions of Prophet Muhammad was written” (2007-Z-9) can be given as an example to the sub-theme.

Euthanasia sub-theme analyzed news reports about intentionally ending life of individual with disability by himself due to various pains and difficulties. Examining distribution of news reports on this subject to the newspapers, it was seen that *Hürriyet* published 4 news reports, *Sabah* published 3 news reports, and *Cumhuriyet* published 2 news reports. No news report about the subject was found in *Zaman* newspaper. News report, which was titled as “Tuğrul Hoca (teacher) waits his turn for euthanasia” (2009-S-11), can be given as an example to the *euthanasia* sub-theme.

Scanning sub-theme analyzed news reports about works for determining individuals with disability or under the risk. Among newspapers in the sample group, only *Cumhuriyet* newspaper published 3 news reports about the theme. News report titled as “We set out for love, the most comprehensive scanning project” (2006-C-7) can be given as an example to the sub-theme.

Discussion

This research, whose aim is to assess the image of disability in national press in terms of social model, analyzed news reports about the disability in the newspapers within the sample group between 2005 and 2010. In the context of effect of media on the society, whether “effect theory”, which considers the society passive and discusses dominant effect of media, or “interaction theory”, which takes interaction between media and society as reference, is selected as baseline, it can be said that media is mirror of society (Özkalp, 2000; Severin and Tankard, 1994). Therefore, intensity and publishing way of news reports related to disability in national press give clues to how society addresses disability concept. Undoubtedly, national press is one of the institutions having the main mission in raising awareness that is prerequisite for increasing social acknowledgment of individuals with disability. As for social model, raising awareness is possible via considering disability in the social context (Ballan, 2008; Mercieca and Mercieca, 2010), and in this sense national press has an important role. Within the scope of the research, totally 1420 news reports about the disability were found within the five-year period between 2005 and 2010. This number is very small comparing to the ratio of individuals with disability in Turkey. The limitation in the number of news reports can be accepted as an indicator of national press having a viewpoint far from the social model and raising awareness about individuals with disability.

Totally 62 news reports under legal arrangements theme were determined in the research in which Law No: 5378, known as Law on People with Disabilities, was considered as milestone. Social model considers laws as constitutional assurance of rights of individuals with disability (Matshedisho, 2007). Raising awareness of the public about these rights should be one of the duties of national press. Moreover, it should be remembered that national press is one of the main resources which inform individuals with disability about rights and new legal arrangements. In this context, it is undesirable by the social model approach that national press does not sufficiently publish news reports about legal arrangements made for individuals with disability.

News reports related to services provided to individuals with disability and the limitation of these services were addressed under services theme in the research. Social model is an approach which accepts that individuals have physical or psychological differences that can affect their function ability in the society. However, social model suggests that society is the reason why individuals having physical or psychological differences are barred (Özgökçeler and Alper, 2010). It is seen in the research that the number of news reports under this theme is very small. One of the situations affecting function ability of individuals with disability in the society is services which allow them to be effective in social life. It is a negative situation in terms of the social model

approach that national press does not sufficiently publish news reports that raise awareness in the society about limitation of services.

The news reports under the abilities theme mention about successes and skills of individuals with disability as well as records they set and prizes they won. This theme underlines that individuals with disability are able to achieve something against all the odds, have different abilities and could accomplish many things when they are given chances. In this sense, news reports examined under the theme comply with social model approach in terms of showing that individuals with disability can be successful when they are given chances by the society, more importantly, when they are not barred (UPIAS, 1976).

News reports related to violence, sexual abuse, rape, discrimination and exploitation towards individuals with disability are examined under abuse theme of the research. Maximum number of news reports was published under the discrimination sub-theme of the theme. Although the number of news reports examined under the discrimination sub-theme is relatively larger than other sub-themes, it is not sufficient. Disability Rights Movement, social model and Physical Disability Union against Discrimination emphasized that there was a big difference between biological disability and social disability label including exclusion and isolation from the society; and individuals with disability were required to have the same rights and opportunities as normally developed individuals (Thomas, 2004). Accordingly, news reports about discrimination towards individuals with disability in the national press can be used as a tool for taking attention of society to this issue and sparking reaction. In the context of this research, the publication of news reports on this issue in the press complies with social model approach; however, it should be remembered that such news reports are required to be published in the press more.

In this research, news reports under the social responsibility projects theme address works of unions, trusts and charities, etc. conducted for the sake of individuals with disability. Totally 407 news reports were determined under the social responsibility projects theme. This number indicates that the second maximum number of news reports is published in the social responsibility projects theme. Social model carefully approaches 'benevolence' concept corresponding to charity works that have an extensive coverage in the press. 'Benevolence' concept, which is characterized as charity works and doing good to others in industry societies, is considered as a concept from which it is necessary to remain distant by the social model because of the fact that the concept includes weakening individuals with disability by means of controlling them by normally developed individuals (Coleridge, 1993). In this sense, 'benevolence' perception is not reconcilable with *disability rights* discourse and social model. Accordingly, extensive coverage of news reports about charity works for the sake of individuals with disability in the national press can be

accepted as an indicator of the press having a disability image far from the social model.

Totally 963 news reports were found in the research under the diagnosis theme in which physical, visual, auditory, and mental disabilities were scanned. Almost 60% of relative news reports comprised by news reports on physical disability while intensity of news reports, which was related to mental disability, was found to be very limited. Although prevalence of physical, visual, auditory, and mental disability groups is close to one another, it may be resulted from a stereotypical perception that when it comes to disability, physical disability comes to mind firstly (Thomas, 2004). In fact, social model stated particularly in *disability rights* movement, which is the rising period, that all disability groups were required to have equal coverage (Shakespeare, 1993). It was observed in the next period of the social model that the subject was not limited to this, and equal representation of individuals (gay, lesbian, black and ethnic minorities, elders and children) who were twice marginalized (minority) in the society due to sexual preference or race in addition to the disability (Dowse, 2001). Yet, it was observed in the research that news reports in the national press were limited to physical disability and there was not any news report about minority groups with disability. Therefore, it can be expressed that national press in Turkey has a viewpoint far from the social model in the context of publishing news reports about disability groups and minority groups with disability.

Another theme of examining news reports about disability in the research is activities. Under the theme, news reports related to special days and protest/direct action/demonstration were examined. Nowadays every day is celebrated as a special day, and there are 13 special days for individuals with disability such as International Day of Persons with Disabilities, Day of Hearing and Speech Disorder, etc. ([www. engelsizis.kadikoy.bel.tr](http://www.engelsizis.kadikoy.bel.tr)); accordingly, in the event that one news report was published for each special day, with a rough calculation, there should have been totally 260 news reports in four newspapers for five years. In the research, totally 63 news reports were found under special days sub-theme between 2005 and 2010. This finding may be an indicator of the fact that news reports about individuals with disability are not published even in special days. Additionally, news reports about protest/direct action/demonstration under this theme include issues in which individuals with disability react to loss of some rights and discrimination. What is expected from national press within the framework of social model is raising awareness about individuals with disability in the society and laying emphasize on the fact that these individuals have equal rights and have difficulty not because of disabilities but barriers placed before them. Having more extensive coverage of such news reports in the national press is extremely significant in terms of social model.

In the field of special education, the name of American Association on Intellectual and Developmental Disabilities, which is accepted as one of the most prestigious and the most effective professional organizations in the field of intellectual disability, has changed since 1878 until now depending on developments in special education and perception of terms by the society (AAIDD, 2010). Although the terms of ‘idiot’, ‘imbecility’ and ‘mental deficiency’ used by the association were once diagnosis terms, these terms lost their meaning in time by the society and turned into humiliation or improper expressions. However, social model accepts use of diagnosis terms for different purposes as a discrimination and measure of value given by the society to individuals with disability (Disability Discrimination Act, 2005). As a result of scanning works, it was seen that almost all news reports related to the theme were comprised of news reports under the humiliation and insult sub-theme. Accordingly, it cannot be stated that national press has coverage of disability concept in terms of social model understanding in the context of using diagnosis terms incorrectly or for humiliation purposes.

Therapy and education are the other two themes, under which news reports related to disability are examined in the research. It was determined that news reports were mostly under the music therapy in the therapy theme which was comprised by three sub-themes and aimed to make contribution to education periods and support social lives of individuals with disability. The education theme, in which news reports related to education of students with disability were examined, gave coverage to news reports related to the early education, special education and inclusion. Particularly, one of the reflections of social model was inclusion education which foresaw educating individuals with disability without separating from their normally developed peers, was a stance against social isolation, and focused on the fact that individuals with disability had equal right to education with all individuals (McOuat, 2011). However, it was seen in scanning works that intensities of news reports under inclusion education and music therapy were very close to each other. Though, inclusion practices are among practices proved to be effective for individuals with disability while music therapy and animal therapy practices are among the practices which are not proved to be effective yet (National Autism Center, 2009). It is considered that addressing practices proven to be effective for individuals with disability while making news by the national press has a significant role in informing both these individuals and society correctly. Moreover, the fact that national press gives coverage to inclusion educations almost equally to therapy practices can be accepted as an indicator of the importance given by the national press to the inclusion practices, which are among the main acquisitions of the social model and Disability Rights Movement. In this context, having more extensive coverage of practices in the national press that are proven to be effective for individuals with disability and

protect particularly fundamental rights such as right to education will be more compatible with social model approach.

In the scanning works of the research, no news report in which the expressions of disability and individual with disability were used was found, and it was seen that the expressions of disability, handicap, disabled, and handicapped were used while reporting the news. Social model makes an important discrimination between disability and handicap terms and states that handicap is determined by the society and circle in which the individual with disability lives (UPIAS, 1976; 2006). Desired circle for the individuals with disability is expected to have following three main features; enabling requirements of the individual, supporting wellbeing of the individual in physical, social, material and cognitive living spaces, and developing balance, consistency and control emotions of the individual (Schalock and Kiernan, 1990). The discussion, which is known as transformation of disability to handicap as a result of barriers placed by the society, is one of the main arguments of the social model. Social model addresses the issue in the context of 'universal design' which is designed for enabling requirements of individuals with disability as well as developing the access for other users (Tregaskis, 2004). Universal design, which is a product of social model understanding as a stance against medical model, underlines the belief that arrangements made for the individuals with disability will be beneficial and useful for normally developed individuals as well. In the circumstances, it wouldn't be wrong to say that accessibility is important for the entire society. According to five-year scanning results of 'accessibility' theme, only 55 news reports were found in total while it was determined that one newspaper did not publish any news report on this subject. Accordingly, it cannot be stated that social model understanding is dominant in addressing disability in Turkish national press in the context of accessibility theme.

According to findings of this research, which is limited to news reports of four newspapers within the sample group and published nationally in Turkey between 2005 and 2010, it can be expressed that national press publishes limited number of news reports about disability, and these news reports have a viewpoint far from social model understanding towards disability and individuals with disability.

Within the framework of research findings and limitation of the research, it is possible to examine how national press addresses disability phenomenon in terms social model by making discourse analysis in further researches, to examine how other newspapers addresses disability phenomenon by making content analysis, to ask opinions of press staff in order to determine treatment of disability phenomenon in terms social model, and to assess whether there is a change in *image and perception of disability* scanning next five years by this study which covers five-year scanning considering the date of the Law on

People with Disabilities No: 5378 as milestone. As for the practice, departing from the effect of media on the society, works for informing press staff and raising their awareness can be conducted as well as including subjects related to inability and social model in media literacy course, which is a new title in the education, in order to make social model approach dominant over reporting news about individuals with disability.

REFERENCES

- AAIDD (2010). Intellectual disability: Definition, classification, and systems of supports (Eleventh edition). Washington, DC: American Association on Intellectual and Developmental Disabilities.
- Administration for Disabled People (2008). Toplum Özürlülüğü Nasıl Anlıyor? Ankara: T.C. Başbakanlık Özürlüler İdaresi Başkanlığı Yayını.
- ARIKAN, Ç. (2002). Sosyal Model Çerçevesinde Özürlülüğe Yaklaşım. *Ufuk Ötesi Bilim*, 2, 111-25.
- BALLAN, M. (2008). Disability and sexuality within social work education in the USA and Canada: The social model of disability as a lens for practice. *Social Work Education*, 27, 194-202.
- BİLGİN, N. (2006). Sosyal Bilimlerde İçerik Analizi. Ankara: Siyasal Kitabevi.
- COLERIDGE, P. (1993). Disability, liberation and development. *Action on disability and development*. Oxford: OXFAM.
- CONNORS, C., & Stalker, K. (2007). Children's Experiences Of Disability: Pointers To A Social Model Of Childhood Disability. *Disability & Society*, 22, 19-33.
- DEAL, M. (2007). Aversive disablism: Subtle prejudice toward disabled persons. *Disability & Society*, 22, 93-107.
- Disability Discrimination Act (2005). Retrieved May 12, 2011, from <http://www.legislation.gov.uk/ukpga/2005/13/contents>.
- DOWSE, L. (2001). Contesting Practices, Challenging Codes: Self Advocacy, Disability Politics And The Social Model. *Disability & Society*, 16, 123-141.
- Employment Center for Disabled People (2015). Engellilere Yönelik Özel Günler. Retrieved from www.engelsizis.kadikoy.bel.tr.
- FREUND, P. (2001). Bodies, Disability And Spaces: The Social Model and Disabling Spatial Organizations. *Disability & Society*, 16, 689-706.
- GOODLEY, D. (2001). Learning Difficulties, The Social Model of Disability and Impairment: Challenging Epistemologies. *Disability & Society*, 16, 207-231.
- GÖKMEN, F. (2007). Türkiye'de Özürlü Haklarının Gelişimi. *Öz-veri*, 4, 1085-1106.
- JANWITZ, M. (2000). *International Encyclopedia of the Social Sciences*. New York: Macmillan and Free Press.
- KARÇKAY, K. (2002). Toplumsal Bir Kimlik Olarak Özürlülük (Uzmanlık tezi). Başbakanlık Özürlüler İdaresi Başkanlığı, Ankara.
- KIMBERLIN, E. S. (2009). Political Science Theory and Disability. *Journal of Human Behavior in the Social Environment*, 19, 26-43
- MACDONALD, S. J. (2009). Dyslexia. Retrieved from www.interscience.wiley.com. DOI: 10.1002/dys.391.

- MALEC, F. J., & Moessner, M. A. (2006). Replicated Positive Results for the VCC Model of Vocational Intervention after ABI within the Social Model of Disability. *Brain Injury*, 20, 227-236.
- MARSHALL, C., & Rossman, B. G. (2006). *Designing Qualitative Research* (4 th ed.). Thousand Oaks, CA: Sage Pub.
- MATSHEDISHO, R. (2007). Access to Higher Education for Disabled Students in South Africa: A contradictory conjuncture of benevolence, rights and the social model of disability. *Disability & Society*, 22, 685-699.
- MCCAUGHEY, J. T., & Strohmer, C. D. (2005). Prototypes as an indirect measure of attitudes toward disability groups. *Rehabilitation Counselling Bulletin*, 48, 89-99.
- MCOUAT, C. R. (2011). *Inclusion: Classroom Teachers' Perspectives and Experiences in a Bourdieusian Framework* (Doctoral Dissertation). University of North Carolina, Chapel Hill, USA.
- MERCIECA, D., & Mercieca, D. (2010). Opening Research to Intensities: Rethinking Disability Research with Deleuze and Guattari. *Journal of Philosophy of Education*, 44, 79-92.
- National Autism Center (2009). National Autism Center National Standards Report. Retrieved from http://www.nationalautismcenter.org/ecard/2009_NSR/.
- Official Journal (2005). *Özürlüler ve Bazı Kanun ve Kanun Hükmünde Kararnemelerde Değişiklik Yapılması Hakkında Kanun*. Kanun no: 5378.
- OSGOOD, E. C. (1959). The representational model and relevant research methods. In S. Pool (ed.), *Trends in content analysis* (pp.33-88). Urbana, IL: University of Illinois Press.
- ÖZGÖKÇELER, S., & Alper, Y. (2010). *Özürlüler Kanunu'nun Sosyal Model Açısından Değerlendirilmesi*. *İşletme ve Ekonomi Araştırmaları Dergisi*, 1, 33-54.
- ÖZKALP, E. (2000). *Sosyolojiye Giriş*. Eskişehir: Eğitim, Sağlık ve Bilimsel Araştırma Çalışmaları Vakfı Yayınları.
- RACEA, D., Boxall, K., & Carson, L. (2005). Towards a Dialogue for Practice: Reconciling Social Role Valorization and the Social Model of Disability. *Disability & Society*, 20, 507-521.
- SCHALOCK, L. R., & Kiernan, E. W. (1990). *Habilitation planning for adults with developmental disabilities*. New York: Springer-Verlag.
- SEVERIN, J. W., & Tankard, W. J. (1994). *İletişim Kuramları: Kökenleri, Yöntemleri Ve Kitle İletişim Araçlarında Kullanımları*. Eskişehir: Anadolu Üniversitesi Kibele Sanat Merkezi.
- SHAKESPEARE, T. (1993). Disabled People's Self-Organization: A New Social Movement. *Disability & Society*, 8, 249-264.
- SWAIN, J., Griffiths, C., & Heyman, B. (2003). Towards A Social Model Approach to Counselling Disabled Clients. *British Journal of Guidance & Counselling*, 31, 137-152.
- THOMAS, C. (2004). How is Disability Understood? An Examination of Sociological Approaches. *Disability & Society*, 19, 569-583.
- TREGASKIS, C. (2004). Applying the Social Model in Practice: Some Lessons From Countryside Recreation. *Disability & Society*, 19, 601-611.
- Turkish Statistical Institute (2003). *Türkiye Özürlüler Araştırması-2002*. Ankara: Devlet İstatistik Enstitüsü Matbaası.

- Union of the Physically Impaired Against Segregation (UPIAS) (1976, 2006). Fundamental principles of disability. Retrieved from <http://disability-studies.leeds.ac.uk/files/library/UPIAS-fundamental-principles.pdf>.
- World Health Organization (2016). World Report on Disability. Retrieved from http://www.who.int/disabilities/world_report/2011/report/en/
- YAZBECK, M., McVilly, K., & Parmenter, R. T. (2004). Attitudes towards Persons with Intellectual Disabilities. *Journal of Disability Policy Studies*, 15, 97-111.
- YILDIRIM, A., & Şimşek, H. (2005). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri*. Ankara: Seçkin Yayıncılık.