

# Introduction

- representation
- News accounts
- Paralympics
- Media representations
- Ideology
- Learning outcome 3: one of the key areas in MCS (representations)

# Disability and the Media

- Physical, intellectual, emotional
- ‘dynamic interaction between health conditions and environmental and personal factors’ (World Health Organisation 2001, 8).



# Representation

- Media images and representations are important regarding attitudes
- Often sensationalism and victimisation
- Can be overly positive, unrealistic
- Or negative and enforcing stereotypes

# Disabilities

- Physical bodies and hidden disabilities
- Other disabilities (7.16 mins)
- Media – often see disabilities as personal problems to be overcome
- Often negative portrayals stem from a particular viewpoint of bodies
- Places those with disabilities into an ‘otherness’

## The Complexity of Anxiety Disorders- Generalized Anxiety Disorder (GAD)



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# Media and representations

- Internet has the power to circulate positive/negative images of groups and individuals
- Dyslexia A Hidden disability (6.44 mins)
- What is Dyspraxia (4.54 mins)
- Stereotypes (2.25 mins) in film – have they changed?
- Laughing with the disabled
- Dance me to Sing
- Disability troubles assumptions about being in the world
- E.g. The A Word (0.40Mins) There she Goes (0.30 mins)
- James Partridge – Changing Faces charity
- Comedians e.g. <https://youtu.be/3x8DMAh-C78> (2.32 mins)



# Autism and representations

- Heterogeneous condition
- Voices of individuals with autism are often silenced
- Adults with autism are rarely referred to
- People are referred to
  - Victims, suffering, burden, vulnerable/dangerous
- Sensationalised accounts



# Paralympics

- Classification systems
- Pressure to find alternatives
- Habitus
- Negative reporting is edited
- Sports coverage often fills news holes
- Greater control on journalists to present positive coverage



Jonnie Peacock



Matt Stutzman



Hannah Cockcroft

# News and Media accounts

- Autism and police responses
- Invisible disabilities (4.50 mins)
- Attitudes to dyslexia and MP calls dyslexia fiction
- Blind man's cane mistaken for a weapon (2.06 mins)
- Mental Health and Duchess of Cambridge
- Makaton on Cbeebies (1.38 mins)
- Does XFactor perpetuate the victim myth? (8.31 mins we will watch some)



END OF SESSION 1

# Discourse analysis

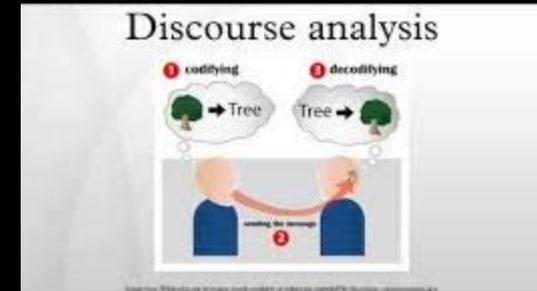
- Different kinds of discourse analysis exist
- Studying communication – can be visual
- Rap lyrics, news programmes have been analysed using discourse analysis
- Discourses place us into particular subject positions

# News programmes

- News media
- Very ideological
- Uses stories and stereotypes to make 'messy real life' easily understood
- Mode of address – how we are addressed by whom and in what manner

# Discourse analysis continued

- Select text or objects for analysis
- Limits of the text to be examined
- Questions to focus on
  - Who are the speakers (interlocutors)
  - How does the discourse frame the subject
  - Attitude/frames
  - Who is the assumed audience
  - Power relations
- Do some words dominate
- Which words are used



# Implications of words used

- What is implied by the two different headlines
  - Muslim man arrested for fraudulently claiming benefits
  - Father of two daughters arrested for fraudulently claiming benefits
  - E.g. BBC: 'Super-parenting improves children's autism'
  - Mental health and some discourses
- First headline reinforces otherness
- Second makes him more human

# CONTENT ANALYSIS VERSUS DISCOURSE ANALYSIS

Content Analysis is a method for studying and/or retrieving meaningful information from documents

Examines the content

Quantitative method

Discourse Analysis is the study of the ways in which language is used in texts and contexts

Examines the language

Qualitative method

Pediaa.com

# Summary

- Media have made some progress in relation to representations
- But there are still stereotypes and negative representations
- Often still 'othered'
- But there are more actors with various disabilities finding work
- The Paralympians are treated as an event (every 4 years)

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