

Table of Contents

| | |
|---|------------------------------|
| Acknowledgement | Error! Bookmark not defined. |
| Precursor: A Personal Perspective | Error! Bookmark not defined. |
| CHAPTER 1: INTRODUCTION | Error! Bookmark not defined. |
| 1.1 Concept of Disability | Error! Bookmark not defined. |
| 1.1.1 ‘The Others’ through the ages..... | Error! Bookmark not defined. |
| 1.1.2 Understanding Disability: Ideas and Definitions | Error! Bookmark not defined. |
| 1.1.3 Models of Disability | Error! Bookmark not defined. |
| 1.1.4 Disability rights campaigns in the past 50 years..... | Error! Bookmark not defined. |
| 1.2. Role of Media in Representation of Disabilities | Error! Bookmark not defined. |
| 1.2.1 Portrayal of PwD in Films and Television..... | Error! Bookmark not defined. |
| 1.2.2 Terminology..... | Error! Bookmark not defined. |
| 1.3. A brief history of disability in India and legal framework..... | Error! Bookmark not defined. |
| 1.4. Statement of the Problem..... | Error! Bookmark not defined. |
| 1.5. Conceptual Framework..... | Error! Bookmark not defined. |
| 1.6. Objectives of the Study | Error! Bookmark not defined. |
| 1.7. Research Questions..... | Error! Bookmark not defined. |
| 1.8. Definition of Terms..... | Error! Bookmark not defined. |
| 1.9. Research Methodology | Error! Bookmark not defined. |
| 1.10. Significance of the Study | Error! Bookmark not defined. |
| 1.11. Delimitation of the Study | Error! Bookmark not defined. |
| 1.12. Organization of the Study | Error! Bookmark not defined. |
| References..... | Error! Bookmark not defined. |
| CHAPTER 2: REVIEW OF LITERATURE | Error! Bookmark not defined. |
| 1. Introduction..... | Error! Bookmark not defined. |
| 1.1 Structure of the reviews | Error! Bookmark not defined. |
| 2. Theories of media representation and role of media in shaping social reality | Error! Bookmark not defined. |
| 2.1 What is News? | Error! Bookmark not defined. |
| 2.2 News as a construct of social reality and role of media in a democratic society | Error! Bookmark not defined. |
| Functions and roles of Media..... | Error! Bookmark not defined. |
| Media and Social Responsibility..... | Error! Bookmark not defined. |
| 2.3 Theories of Media Effects..... | Error! Bookmark not defined. |
| Media Framing..... | Error! Bookmark not defined. |

| | |
|---|-------------------------------------|
| Gatekeeping | Error! Bookmark not defined. |
| Priming and Cultivation Theory | Error! Bookmark not defined. |
| 3. Representation of Persons with Disabilities (PWD) in mainstream media..... | Error! Bookmark not defined. |
| 3.1 Representation of disabilities and Pwd by media and popular culture..... | Error! Bookmark not defined. |
| 3.2 Role of journalists | Error! Bookmark not defined. |
| 3.3 Stereotyping Disabilities | Error! Bookmark not defined. |
| 3.4 Media terminology..... | Error! Bookmark not defined. |
| 3.5 Disability and new/ social media | Error! Bookmark not defined. |
| 3.6 Impact of disability laws on media coverage..... | Error! Bookmark not defined. |
| 4. Major studies in the field of media representation of disability..... | Error! Bookmark not defined. |
| 4.1 Studies from India..... | Error! Bookmark not defined. |
| 4.2 Studies from Asia..... | Error! Bookmark not defined. |
| 4.3 Studies from Africa..... | Error! Bookmark not defined. |
| 4.4 Studies from Europe..... | Error! Bookmark not defined. |
| 4.5 Studies from the US and Canada | Error! Bookmark not defined. |
| 4.6 Studies from Australia | Error! Bookmark not defined. |
| 4.7 Comparative studies of Israel and Canada | Error! Bookmark not defined. |
| 5. Summary of review | Error! Bookmark not defined. |
| 6. Research gap and conclusion | Error! Bookmark not defined. |
| References..... | Error! Bookmark not defined. |
| CHAPTER 3: THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY | Error! Bookmark not defined. |
| 1. Introduction..... | Error! Bookmark not defined. |
| 2. Theoretical Framework..... | Error! Bookmark not defined. |
| 2.1 Media Theories | Error! Bookmark not defined. |
| 2.1.1 Media Framing..... | Error! Bookmark not defined. |
| 2.1.2 Agenda Setting Theory | Error! Bookmark not defined. |
| 2.1.3 Media and Social Responsibility..... | Error! Bookmark not defined. |
| 2.2 Disability Theories..... | Error! Bookmark not defined. |
| 2.2.1 Disability framing in media | Error! Bookmark not defined. |
| 2.2.2 Disability Stereotypes in media | Error! Bookmark not defined. |
| 2.2.3 Critical Disability Theory | Error! Bookmark not defined. |
| 2.3 Use of theories in present study | Error! Bookmark not defined. |
| 3. Research Methodology | Error! Bookmark not defined. |

| | |
|--|------------------------------|
| 3.1 Research Design..... | Error! Bookmark not defined. |
| 3.2 Tools for data collection and coding of data | Error! Bookmark not defined. |
| 3.2.1 Document Analysis..... | Error! Bookmark not defined. |
| 3.2.2 Questionnaire and Perception Scale..... | Error! Bookmark not defined. |
| 3.2.3 In-Depth Interviews | Error! Bookmark not defined. |
| 3.3 Sample and sampling techniques | Error! Bookmark not defined. |
| 3.3.1 Document Analysis..... | Error! Bookmark not defined. |
| 3.3.2 Questionnaire and Perception Scale..... | Error! Bookmark not defined. |
| 3.3.3 In-depth Interviews | Error! Bookmark not defined. |
| 4. Plan for Analysis and interpretation..... | Error! Bookmark not defined. |
| 4.1 Document Analysis | Error! Bookmark not defined. |
| 4.2 Questionnaire and Perception Scale..... | Error! Bookmark not defined. |
| 4.3 In-depth Interviews | Error! Bookmark not defined. |
| 4.4 Common themes and Conclusion | Error! Bookmark not defined. |
| 5. Delimitation | Error! Bookmark not defined. |
| Bibliography | Error! Bookmark not defined. |
| CHAPTER 4: DATA ANALYSIS AND INTERPRETATION | Error! Bookmark not defined. |
| 1. Introduction..... | Error! Bookmark not defined. |
| 2. Document Analysis | Error! Bookmark not defined. |
| 2.1 Divya Bhaskar..... | Error! Bookmark not defined. |
| 2.2 The Times of India..... | Error! Bookmark not defined. |
| 2.3 Comparison of coverage | Error! Bookmark not defined. |
| 2.4 Summary of findings..... | Error! Bookmark not defined. |
| 3. Questionnaire and Perception Scale..... | Error! Bookmark not defined. |
| 3.1 Personal details | Error! Bookmark not defined. |
| 3.2 Media consumption habits | Error! Bookmark not defined. |
| 3.3 Perception of media coverage of disability | Error! Bookmark not defined. |
| 3.4 Statistical analysis of Likert scale..... | Error! Bookmark not defined. |
| Intensity index for the perception scale | Error! Bookmark not defined. |
| T-test and ANOVA | Error! Bookmark not defined. |
| Conclusion | Error! Bookmark not defined. |
| 4. In-depth Interviews | Error! Bookmark not defined. |
| 4.1 Thematic Analysis | Error! Bookmark not defined. |
| 4.1.1 Role of Media: Multifaceted and necessary element with positives and negatives | Error! Bookmark not defined. |
| 4.1.2 Role of NGOs and Media Relations | Error! Bookmark not defined. |

| | |
|--|------------------------------|
| 4.1.3 Accessible India, RPwD Act, Disability terminology | Error! Bookmark not defined. |
| 4.1.4 Use of Social Media..... | Error! Bookmark not defined. |
| 4.1.5 Other points/ issues | Error! Bookmark not defined. |
| 4.2 Summary of Findings..... | Error! Bookmark not defined. |
| 5. Converging Themes | Error! Bookmark not defined. |
| CHAPTER 5: CONCLUSION AND RECOMMENDATIONS | Error! Bookmark not defined. |
| 5.1 Introduction..... | Error! Bookmark not defined. |
| 5.2 Summary of Findings..... | Error! Bookmark not defined. |
| 5.2.1 Change in coverage of disability issues by mainstream media... | Error! Bookmark not defined. |
| 5.2.2 Persons with disabilities (PwDs)' perception of media coverage and impact of technology on media consumption | Error! Bookmark not defined. |
| 5.2.3 Factors determining coverage of disability-related issues in media | Error! Bookmark not defined. |
| 5.3 Conclusion | Error! Bookmark not defined. |
| 5.3.1 Study's Position in Theoretical Framework..... | Error! Bookmark not defined. |
| 5.3.1.1 Media Theories | Error! Bookmark not defined. |
| 5.3.1.2 Disability Theories..... | Error! Bookmark not defined. |
| 5.3.2 Findings in Context of Earlier Studies | Error! Bookmark not defined. |
| 5.4 Discussion..... | Error! Bookmark not defined. |
| 5.5 Recommendations..... | Error! Bookmark not defined. |
| 5.6 Limitations | Error! Bookmark not defined. |
| 5.7 Suggestion for Future Research | Error! Bookmark not defined. |
| Other References and Webliography | Error! Bookmark not defined. |
| Appendix..... | Error! Bookmark not defined. |

List of Tables

- Table 1: ILO Guideline on Disability Terminology [Error! Bookmark not defined.](#)
- Table 2: PwDs in NSS 1973-74 [Error! Bookmark not defined.](#)
- Table 3: Population of PwDs by residence and gender (Census 2001 and 2011).....[Error! Bookmark not defined.](#)
- Table 4: Traditional v/s. Progressive Models of Disability..... [Error! Bookmark not defined.](#)
- Table 5: Research Question and Objectives Matrix..... [Error! Bookmark not defined.](#)
- Table 6: Units of newspaper story analysis..... [Error! Bookmark not defined.](#)
- Table 7: NGOs chosen for administering questionnaire [Error! Bookmark not defined.](#)
- Table 8: Snapshot of disability profile in Ahmedabad according to Census data of 2011[Error! Bookmark not defined.](#)
- Table 9: Interviewees' categories and organizations they represent[Error! Bookmark not defined.](#)
- Table 10: Month-wise disability-related stories in Divya Bhaskar.....[Error! Bookmark not defined.](#)
- Table 11: Disability-related articles on front page [Error! Bookmark not defined.](#)
- Table 12: Placement of disability-related stories [Error! Bookmark not defined.](#)
- Table 13: Word count of disability-related stories [Error! Bookmark not defined.](#)
- Table 14: Position of disability-related stories on page [Error! Bookmark not defined.](#)
- Table 15: Use of picture with disability-related stories [Error! Bookmark not defined.](#)
- Table 16: Disability-related stories with byline [Error! Bookmark not defined.](#)
- Table 17: Persons primarily quoted in disability-related stories.....[Error! Bookmark not defined.](#)
- Table 18: Tone of disability-related stories [Error! Bookmark not defined.](#)
- Table 19: Dominant model of disability in stories..... [Error! Bookmark not defined.](#)
- Table 20: Place of occurrence of disability-related stories [Error! Bookmark not defined.](#)
- Table 21: Nature of disability-related stories..... [Error! Bookmark not defined.](#)
- Table 22: Topics covered in disability-related stories..... [Error! Bookmark not defined.](#)
- Table 23: Disabilities mentioned in stories [Error! Bookmark not defined.](#)
- Table 24: Coverage of existing and new disabilities in stories according to RPwD Act, 2016 [Error! Bookmark not defined.](#)
- Table 25: Month-wise disability-related stories in The Times of India ..[Error! Bookmark not defined.](#)
- Table 26: Disability-related stories on front page..... [Error! Bookmark not defined.](#)
- Table 27: Word count of disability-related stories [Error! Bookmark not defined.](#)
- Table 28: Position of disability-related stories on page [Error! Bookmark not defined.](#)
- Table 29: Use of picture with disability-related stories [Error! Bookmark not defined.](#)
- Table 30: Disability-related stories with byline [Error! Bookmark not defined.](#)

| | |
|--|-------------------------------------|
| Table 31: Persons primarily quoted in disability-related stories..... | Error! Bookmark not defined. |
| Table 32: Tone of disability-related stories | Error! Bookmark not defined. |
| Table 33: Dominant model of disability in stories | Error! Bookmark not defined. |
| Table 34: Place of occurrence of disability-related stories | Error! Bookmark not defined. |
| Table 35: Nature of disability-related stories | Error! Bookmark not defined. |
| Table 36: Topics covered in disability-related stories..... | Error! Bookmark not defined. |
| Table 37: Disabilities mentioned in stories | Error! Bookmark not defined. |
| Table 38: Coverage of existing and new disabilities in stories according to RPwD Act, 2016 | Error! Bookmark not defined. |
| Table 39: Mode of responses | Error! Bookmark not defined. |
| Table 40: Profile of respondents | Error! Bookmark not defined. |
| Table 41: Age group of respondents | Error! Bookmark not defined. |
| Table 42: Gender profile of respondents | Error! Bookmark not defined. |
| Table 43: Educational profile of respondents | Error! Bookmark not defined. |
| Table 44: Type of disability of respondents | Error! Bookmark not defined. |
| Table 45: Duration of disability of respondents..... | Error! Bookmark not defined. |
| Table 46: Primary source of news..... | Error! Bookmark not defined. |
| Table 47: Frequency of newspaper reading | Error! Bookmark not defined. |
| Table 48: Language of newspapers read by respondents | Error! Bookmark not defined. |
| Table 49: Time spent on reading newspapers by respondents . | Error! Bookmark not defined. |
| Table 50: Language of media other than newspapers | Error! Bookmark not defined. |
| Table 51: Average daily time for media consumption by respondents ... | Error! Bookmark not defined. |
| Table 52: Primary source for news related to disability | Error! Bookmark not defined. |
| Table 53: Frequency of disability-related news observed by respondents ... | Error! Bookmark not defined. |
| Table 54: Perception of coverage related to disability on special days .. | Error! Bookmark not defined. |
| Table 55: Coverage of disability-related news in terms of media | Error! Bookmark not defined. |
| Table 56: Questions 1 to 5 and percentage (%) of respondents | Error! Bookmark not defined. |
| Table 57: Questions 6 to 10 and percentage (%) of respondents | Error! Bookmark not defined. |
| Table 58: Questions 11 to 15 and percentage of respondents .. | Error! Bookmark not defined. |
| Table 59: Questions 16 to 20 and percentage of respondents .. | Error! Bookmark not defined. |
| Table 60: Intensity index for perception scale: Mean and Standard deviation | Error! Bookmark not defined. |
| Table 61: t-test for Gender | Error! Bookmark not defined. |
| Table 62: t-test for PwDs and Relatives..... | Error! Bookmark not defined. |
| Table 63: ANOVA for Time spent on reading newspapers | Error! Bookmark not defined. |
| Table 64: ANOVA for Age of respondents..... | Error! Bookmark not defined. |
| Table 65: ANOVA for Type of disability of respondents | Error! Bookmark not defined. |
| Table 66: ANOVA for Type of media preferred for disability-related news. | Error! Bookmark not defined. |
| Table 67: ANOVA for Language of media..... | Error! Bookmark not defined. |

- Table 68: ANOVA for Educational qualification **Error! Bookmark not defined.**
- Table 69: Attitude towards Portrayal of persons with disabilities in media.. **Error! Bookmark not defined.**
- Table 70: Educational qualification of interviewees..... **Error! Bookmark not defined.**
- Table 71: Professional experience of interviewees **Error! Bookmark not defined.**
- Table 72: Themes and Categories derived from Analysis of Codes**Error! Bookmark not defined.**
- Table 73: Labels for interviewees **Error! Bookmark not defined.**
- Table 74: Convergent Themes Emerging from Three Tools of Data Analysis**Error! Bookmark not defined.**

List of Figures

- Figure 1: Disability as Interplay of Health Conditions and Contextual Factors (WHO, 2002) **Error! Bookmark not defined.**
- Figure 2: Disability representation in popular media **Error! Bookmark not defined.**
- Figure 3: News is social construction of reality passed through several cultural and organizational screens: Media framing by Anura Goonasekera (1992)..**Error! Bookmark not defined.**
- Figure 4: Roles of media range from monitorial to radical in different societies based on interplay of media and institutional power: Normative Theories of the Media (1950: p. 125) **Error! Bookmark not defined.**
- Figure 5: Seeing the disabled: Visual rhetorics of disability in popular photography: Rosemarie Garland-Thomson (2001) **Error! Bookmark not defined.**
- Figure 6: Graphical representation of research design **Error! Bookmark not defined.**
- Figure 7: Circulation figures for The Times of India and Divya Bhaskar in the first half of 2018..... **Error! Bookmark not defined.**
- Figure 8: Frequency of disability-related articles in Divya Bhaskar**Error! Bookmark not defined.**
- Figure 9: Disability-related articles on front page **Error! Bookmark not defined.**
- Figure 10: Placement of disability-related stories **Error! Bookmark not defined.**
- Figure 11: Word count of disability-related stories..... **Error! Bookmark not defined.**

- Figure 12: Position of disability-related stories on page **Error! Bookmark not defined.**
- Figure 13: Picture with disability-related stories **Error! Bookmark not defined.**
- Figure 14: Disability-related stories with byline **Error! Bookmark not defined.**
- Figure 15: Persons primarily quoted in disability-related stories **Error! Bookmark not defined.**
- Figure 16: Tone of disability-related stories **Error! Bookmark not defined.**
- Figure 17: Dominant model of disability in stories **Error! Bookmark not defined.**
- Figure 18: Place of occurrence of disability-related stories..... **Error! Bookmark not defined.**
- Figure 19: Nature of disability-related stories **Error! Bookmark not defined.**
- Figure 20: Topics covered in disability-related stories **Error! Bookmark not defined.**
- Figure 21: Disabilities mentioned in stories **Error! Bookmark not defined.**
- Figure 22: Coverage of existing and new disabilities **Error! Bookmark not defined.**
- Figure 23: Word cloud of disability terminology in 2015 **Error! Bookmark not defined.**
- Figure 24: Word cloud of disability terminology in 2016 **Error! Bookmark not defined.**
- Figure 25: Word cloud of disability terminology in 2017 **Error! Bookmark not defined.**
- Figure 26: Frequency of disability-related stories in The Times of India..... **Error! Bookmark not defined.**
- Figure 27: Disability-related articles on front page **Error! Bookmark not defined.**
- Figure 28: Word count of disability-related stories **Error! Bookmark not defined.**
- Figure 29: Position of disability-related stories on page **Error! Bookmark not defined.**
- Figure 30: Picture with disability-related stories **Error! Bookmark not defined.**
- Figure 31: Disability-related stories with byline **Error! Bookmark not defined.**
- Figure 32: Persons primarily quoted in disability-related stories **Error! Bookmark not defined.**
- Figure 33: Tone of disability-related stories **Error! Bookmark not defined.**
- Figure 34: Dominant model of disability in stories **Error! Bookmark not defined.**
- Figure 35: Place of occurrence of disability-related stories..... **Error! Bookmark not defined.**
- Figure 36: Nature of disability-related stories **Error! Bookmark not defined.**
- Figure 37: Topics covered in disability-related stories **Error! Bookmark not defined.**
- Figure 38: Disabilities mentioned in stories **Error! Bookmark not defined.**
- Figure 39: Coverage of existing and new disabilities **Error! Bookmark not defined.**
- Figure 40: Word cloud of disability terminology in 2015 **Error! Bookmark not defined.**
- Figure 41: Word cloud of disability terminology in 2016 **Error! Bookmark not defined.**
- Figure 42: Word cloud of disability terminology in 2017 **Error! Bookmark not defined.**
- Figure 43: Mode of Responses **Error! Bookmark not defined.**
- Figure 44: Profile of respondents..... **Error! Bookmark not defined.**
- Figure 45: Age group of respondents..... **Error! Bookmark not defined.**
- Figure 46: Gender profile of respondents **Error! Bookmark not defined.**
- Figure 47: Educational profile of respondents..... **Error! Bookmark not defined.**
- Figure 48: Type of disability of respondents **Error! Bookmark not defined.**
- Figure 49: Duration of disability of respondents **Error! Bookmark not defined.**
- Figure 50: Primary source of news **Error! Bookmark not defined.**
- Figure 51: Frequency of reading newspapers **Error! Bookmark not defined.**
- Figure 52: Language of newspapers read by respondents **Error! Bookmark not defined.**
- Figure 53: Time spent on reading newspapers by respondents **Error! Bookmark not defined.**
- Figure 54: Language of media other than newspapers **Error! Bookmark not defined.**

- Figure 55: Average daily time for media consumption..... **Error! Bookmark not defined.**
- Figure 56: Primary source for news related to disability **Error! Bookmark not defined.**
- Figure 57: Frequency of disability-related news observed by respondents.. **Error! Bookmark not defined.**
- Figure 58: Perception of coverage related to disability on special days.**Error! Bookmark not defined.**
- Figure 59: Coverage of disability-related news on special days in terms of media**Error! Bookmark not defined.**
- Figure 60: Percentage of Likert scale responses to Questions 1 to 5.....**Error! Bookmark not defined.**
- Figure 61: Percentage of Likert scale responses to Questions 6 to 10....**Error! Bookmark not defined.**
- Figure 62: Percentage of Likert scale responses to Questions 11 to 15..**Error! Bookmark not defined.**
- Figure 63: Percentage of Likert scale responses to Questions 16 to 20..**Error! Bookmark not defined.**
- Figure 64: ANOVA for Time spent on media **Error! Bookmark not defined.**
- Figure 65: ANOVA for Age of respondents **Error! Bookmark not defined.**
- Figure 66: ANOVA for Type of disability..... **Error! Bookmark not defined.**
- Figure 67: ANOVA for Type of media preferred for disability-related news**Error! Bookmark not defined.**
- Figure 68: ANOVA for Language of media **Error! Bookmark not defined.**
- Figure 69: ANOVA for Educational qualification **Error! Bookmark not defined.**