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Analyzing Models and Psychological Discourses: Newspapers and Challenged of Bangladesh

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***Abstract:** More than 10% people of Bangladesh are challenged people. It is not small amount. But the media of Bangladesh is presented challenged people as helpless, 'other', 'violent', 'animal like' and 'unnatural' and so on. This study unfolds the existing discourses and tendencies about people with disabilities (challenged people) presented by media of Bangladesh especially national dailies with the help of thematic content analysis and critical discourse analysis (CDA). It also suggests some important points in representing challenged people in the perspective of the reality of society and culture of Bangladesh.*

Keywords: Mass Media; Challenged People; Disability; Rights; Policies; Psychological Discourse; Representation.

1. INTRODUCTION

The primary concern of mass media is to uphold the social values and set up new agendas that can play role in developing people's perceptions as well as attitudes towards society. The role can both be positive and negative. Mass media has the power to set up national agenda, which is quite able to gain mass attention very easily. It can even bring about a massive change in people's thoughts, culture, behavior and many aspects relating daily life of the society. Even it sorts out the reports, distinctly regulates everything relating exposures of media that reaches the people (Wallack L, Dorfman L, Jernigan D, Thamba M., 1993). Activities of mass media include all the races, sub-races, tribes, minor groups of sub-races, or neglected minorities of the world at the same time to researchers and it varies from place to place. In our society challenged people are ignored very heartlessly. Media tries to develop the situation but the awareness has not taken the control over man's daily practice. Even the people related to mass media in our country have not yet adopted a moderate means to respect these neglected groups. These people are not only neglected by the society, but also the belonging researches are somehow silenced. Nobody wants to think over this grave matter seriously. In Bangladesh, research activities are frequently running only to establish a research paper in a remarkable journal but these researches are not bringing about changes to the society. The news relating these groups do not generally get expected coverage, sometimes even remains unnoticed. The developed countries started awareness programs relating challenged people a long time ago, but for Bangladesh the fact never flourished to a reasonable state of consideration. 'It is said that both in communication and mass media, challenged people is an invisible issue; that disability is the 'invisible issue' in all forms of communication media' (Ruffner, 1984:43). For the development of the prevailing state, as a part of research, all the newspapers of Bangladesh are ought to set coverage of rights and policies concerning the groups challenged people. This coverage means the representation of news relating the situation. In this book the main focus will be on how the challenged people are treated by our society, media and the impact and change brought about by these treatments towards them. In modern time mass media does not only reflect society's attitude towards disable individuals, but also emphasizes on developing the contextual dialectics through detailed discussion (Hafferty and Foster 1994).

2. WHOM WE CALL CHALLENGED PEOPLE

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

3. SOCIETY, CHALLENGED INDIVIDUALS AND MASS MEDIA: THE DISCOURSES OF CAPITALISM

Mass media and commodification of human body are some facts which should be taken under consideration. In capitalist societies commodification of human body comes from the interest of economic. According to Karl Marx, a material becomes a commodity the while there remains a commercial exchange in between (Marx, 1887). Economic interest become all in all to mass media. For example, to portrayal women as product beauty or sex object as it is shown by Marx is a maneuver of media that relates profit.

Recently in Western societies “disabled body (Lorraine, 2001)” has been defined in a newer tone. Prevailing orthodox and influential medical science model has marked challenged people as physical sickness (Woodhill, 1994:214). From that perspective challenged people need physical and mental treatment, as well as medication and proper rehabilitation. On the other hand, materialistic stand points have emphasized on the social and environmental aspects of challenged people (Drake, 1996:149). From this sphere, “the rise of physical differences” and “existing challenged people” are two factors which are presently practiced as subjects of denial is deliberately created by the society (Woodhill, (1994:214).

According to the materialistic approach, the condition of the challenged people in the Western society is intensely related to the emergence of the capitalist society, cultural elements and close adherence to the ideological change (Barnes (1996: 47). So it is proved that, the approach of discourse concerning the issue of challenged people is highly influenced by the central values of the Western capitalistic society, individualism, free market and consumerism (Barnes, 1996: 47). In the society, language others group and media are made people visible as challenged people (Higgins, 1992). In our society and culture, challenged people are considered as an internal condition, which distinguishes the challenged people individuals from others.

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

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

In a lot of countries (‘The Americans with disabilities act’ can be considered as an example), the laws and policies related to challenge people issues are there to ensure the civic rights of the challenged people. These laws and policies compel the mass media to present challenged people individuals as citizens having all the civic rights. Based on the historical aspect of the community of challenged people, the mass-media gets confined within the framework following the programs of the government (Haller, 2000: 58). Linsky M. ensures that the interoperability of the government, mass media, and the outer class of the society creates new public policies which work as

determiners for new agendas (Linsky, 1986). So, the contents of the mass media tell us how the public will perceive the message about challenged people. So through this process, we will get to know the messages and discourses about concerning challenged people in the dailies of Bangladesh.

4. OBJECTIVES OF THE STUDY

- Use of languages in the presentations challenged people.
- Making a qualitative analysis on how the disability issue is treated in concerning presentations in the selected dailies.
- Analyzing the coverage of the selected dailies concerning disability, following perspectives of the traditional models of presentation.
- Suggesting a new model of representing challenged people in the selected dailies.
- Verifying the stereotypes about the people with challenged people upheld in the sample of the national dailies.

5. METHODOLOGY

5.1 Data Collection

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

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

5.2 Data Analysis

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

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

5.3 Sampling of newspapers

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

6. RESULTS

Policies and rights of the challenged people have been identified through analyzing the content of the obtained information from the selected dailies. In case of extracting themes, Bangladesh Challenged people act, 1995, Bangladesh Disability Welfare Laws, Bangladesh Challenged people Act 2008, Bangladesh Challenged people’ Rights 2011 and UN Challenged people Treaty, Challenged people welfare policy-2011 have been compared within information of selected national dailies. Thus the themes have been collected from the printed news columns, opinions and all types of coverage about challenged people. The calculations of column-inch as coverage on challenged people, photographs, news, human soliciting news and the amount of editorials have been laid bare. Public and private institutions related challenged people, individuals, and kindred have been selected as the sources of sample news. In this lesson the color of headlines and the placement of news on challenged people in the page of dailies have been presented.

Analysing three different dailies 175 news items have been collected to help the research. Amongst these items 53 were collected from the Dainik Prothom Alo, 88 from the Dainik Ittefaq and 34 from The Daily Star. The challenged people oriented news has been published more on the Dainik Ittefaq than that of the Dainik Prothom Alo and The Daily Star.

Table: The following table shows month based number of challenged people oriented news in the year 2010.

Month	The Dainik Prothom Alo	The Dainik Ittefaq	The Daily Star	Total news items of the three dailies of 1 year
January	05	06	03	14
February	06	08	01	15
March	07	05	06	18
April	08	06	05	19
May	06	08	01	15
June	06	07	03	16
July	05	07	03	15
August	02	08	02	12
September	02	06	02	10
October	04	05	04	13
November	01	07	02	10
December	01	15	00	18
Total	53	88	34	175

According to the table published in 2010, the number of challenged people oriented news is 53 in the Dainik Prothom Alo and 88 in the Dainik Ittefaq and 34 in The Daily Star. It is seen that the Dainik Ittefaq has published more news about challenged people and The Daily Star has published less news comparatively.

Table: The amount of challenged people oriented news coverage on the three selected dailies.

Name of newspaper	Total printed area	Total number of challenged people oriented news	Amount of coverage Column-inch	Percent
Dainik Prothom Alo	17567888 (square-inch)	53	983.327 (square-inch)	0.00559%
Dainik Ittefaq	16580928 (square-inch)	88	1226.011 (square-inch)	0.00739%
The Daily Star	18160064 (square-inch)	34	802.153 (square-inch)	0.00442%
Total	52308880 (square-inch)	175	3011.491 (square-inch)	0.0174%

In case of the quantity of challenged people oriented news coverage on those three selected dailies it is seen that the printed area in the Dainik Prothom Alo was 17567888 (square-inch), the amount of challenged people related coverage was 983.327 reckoning column and inches. Moreover, the printed area in The Dainik Ittefaq was 16580928 (square-inch), the amount of challenged people related coverage was 1226.011 reckoning column and inches. On the contrary, the printed area in The Daily Star was 18160064 (square-inch), the amount of challenged people related coverage was 802.153 reckoning column and inches.

Table: The number of challenged people oriented photographs on the three selected dailies.

Name of newspaper	Total number of challenged people oriented photographs	Amount of coverage (Column-inch)	Percentage of photo
Dainik Prothom Alo	16	203.67 (square-inch)	0.00116%
Dainik Ittefaq	24	337.828 (square-inch)	0.00204%

The Daily Star	17	687.89 (square-inch)	0.00379%
Total	57	1229.388 (square-inch)	0.00699%

According to the amount of the challenged people related photographs published in those three sampled dailies, 0.00116% is in the Dainik Prothom Alo, 0.00204% is in the Dainik Ittefaq and 0.00379% is in The Daily Star. Comparatively, The Daily Star covers less news on challenged people but the amount of photographs in it is more than that of the other two selected dailies.

Table: Published ordinary news, evocative stories, and amount of editorials, letters and sub-editorials of the selected dailies.

Name of newspaper	Ordinary news ¹	Feature\ humane emotion evoking story ²	Editorials ³	Letters ⁴	Sub-editorials ⁵ , opinions, view or thinking
Dainik Prothom Alo	22	26	00	03	02
Dainik Ittefaq	41	35	03	04	05
The Daily Star	10	20	00	00	04
Total	73	81	03	07	11

Analyzing the content of the selected dailies, it is seen that 22 challenged people oriented ordinary news, 26 evocative news, 3 letters of readers and 2 opinions and thinking at sub-editorial section have been published in the Dainik Prothom Alo. The selected included in the research has not published any sub editorial element in the Daily Prothom Alo. In the Dainik Ittefaq 41 ordinary news, 35 features or evocative items, 3 editorials, 4 letters and 5 sub-editorials have been published.

- The constantly occurred incidents, which have the value of being news following a specific structure shown in the page of newspapers, are called ordinary news. Personal reporters cover this type of news in the newspapers. (Palaver, speeches, seminars, symposium etc. are held)
- The news that arouses emotion and convulses the feeling of sympathy in the heart of human being is called humane soliciting or evocative news. This news is written not following the structure of ordinary news or hard news but following the literary arrangement. Basically special reporters compose this type of news. Different characteristics make them news.
- The opinion or thinking on behalf of or against such important contemporaneous occurrences is laid bare in the editorials. Basically editorial is the place of delivering opinion. It lays bare the proper information or logic to prove the affair on behalf of or against the opinion.
- In newspapers the opinion of readers are laid bare in the place of the name of letters. There has not been any proper place to lay bare the public opinion in newspapers or mass media. Readers publish their opinion through letters in column about the important public matters.
- Different persons or communities lay bare their opinion or thinking on important contemporaneous occurrences. With all these they lay bare proper logic or reason on their opinion by presenting different statistics and data or information. Here, different professionals or columnist from society lay bare their opinions.
- Contrarily, the sampled English daily in The Daily Star, 10 ordinary news, 20 features and 4 sub-editorials have been published. Here no editorials and letters were found.

¹ Ordinary news is the news related to daily events and is presented on the newspaper maintaining a definite structure. Staff reporters cover such news. News of meeting, conference, speech are some of the examples of ordinary news.

² News that raises humane emotion is called emotion evoking story. This kind of news is presented in different way with a literary touch of language.

³ In editorial discussions and comments on recent events and news are presented with facts, statistic figures and logic.

⁴ In the letter section comments and views of the readers are presented. Generally there is no enough space to point the views of common people. Readers can publish their opinions through letters in the Letter section.

⁵ This section is for mainly the columnists and other professionals.

Table: Column-based coverage of handicapped people.**Dainik Ittefaq**

Number of column	1	2	3	4	5	6	7	8	Total news
Number of news	25	33	16	06	08	0	0	0	88

It is seen in the mentioned table that in the Dainik Ittefaq 25 news in 1 column, 33 in 2 columns, 16 of 3 ram, 6 in 4 columns, and 8 in 5 columns have been found out on column-based challenged people related news. No news was found out of 6,7 and 8 column.

Dainik Prothom Alo

Number of column	1	2	3	4	5	6	7	8	Total news
Number of news	18	11	16	06	01	0	0	01	53

According to the mentioned table, in The Dainik Prothom Alo 18 news in 1 column, 11 news in 2 columns, 16 news in 3 columns, 6 in 4 columns, 1 in 5 columns and 1 in 8 columns have been found out on column-based challenged people related news. No news was found out of 6 and 7 columns.

The Daily Star

1 News of column	2 News of column	3 News of column	4 News of column	5 News of column	6 News of column	7 News of column	8 News of column	Total news
02	07	06	06	03	02	05	03	34

In The Daily Star, the other selected daily 2 news of 1 column, 7 of 2 columns, 6 of 3 columns, 6 of 4 columns, 3 of 5 columns, 2 of 6 columns, 5 of 7 columns and 3 of 8 columns have been found out.

Table: Type of treatment

Name of newspaper	Front page	percent	Last page	percent	Interior page	percent	Total
Dainik Prothom Alo	00	00%	01	1.887%	52	98.113%	53
Dainik Ittefaq	06	6.818%	01	1.136%	81	92.0455%	88
The Daily Star	01	2.94%	01	2.94%	32	94.118%	34

According to the way of treatment in selected national dailies, it has been seen in the Dainik Prothom Alo that the placement of news on front page is 00%, on the final page it is 1.887%, on the inner pages it is 98.113%. In the Dainik Ittefaq, there are 6 features on the front page which becomes in percentage 6.818%, at final page is 1.136% and at the inner pages is 92.0455% approximately. In The Daily Star the placement of challenged people related news on the front page is 2.94%, on the final page is 2.94% and on the inner pages is 94.118% and it is closely observed.

The Color of Headline

According to the color of headlines, it has been seen among the selected dailies that two of the features are in the Dainik Prothom Alo takes the headlines, red color has been used in headline in one of the features in the Dainik Ittefaq. Black color has been used in remaining headlines. No color has been used in the challenged people oriented news except black.

Table: Source of news (reporter, personal informer, newsmen)

Sources, according to the type of reporter

Name of newspaper	Special reporter ⁶	Staff Reporter ⁷	representative\ news provider ⁸	Letters and others
Dainik Prothom Alo	15	12	13	05
Dainik Ittefaq	14	19	40	05
The Daily Star	06	09	03	06

According to the source of reporters in the selected dailies as in the Dainik Prothom Alo 15 are special reporters, personal reporters are 12, news provider\representatives are 13 and 5 are in letters or other sources. In the Dainik Ittefaq 14 are special reporters, the number of personal reporters are 19, the number of news provider\representatives are 40 and 5 are in letters or other sources. In The Daily Star the number of special reporters is 6, personal reporters 9, news provider\representatives 3 and 6 remain in letters or other sources.

Table: Type of the sources of attaining news

Name of newspaper	Advocacy institutions ⁹	Researcher's opinion	Others
Dainik Prothom Alo	11	05	01
Dainik Ittefaq	36	34	11
The Daily Star	14	09	01

1. Special reporter: Generally senior journalists report on a specific incident for their achievements in skills and qualities and they are called special reporter. They are very important for their service in the newspaper office. These reporters cover the most important public issues. Reports done by them are called special reports. They report on the investigating and exegetical issues.
2. In newspaper office those who are appointed with salary, allowance and other facilities are called personal reporter. But they are presented with different names in different newspapers. Basically they have to work at the publishing room. These reporters usually cover the ordinary news which occurs daily.
3. Besides publishing room, they are appointed at different districts, divisions or police stations or sometimes newspapers appoint their agents and they are called agents or reporters. It varies from newspaper to newspaper. They usually cover regional news ordinarily.
4. Advocacy institutions are such kind of institutions which influence the legislators of government using the strategy of advocacy. They work for the development of some social problems and the community who are lagged behind. They try to influence the public opinion or policy.

According to the way of sources of attaining news in the Dainik Prothom Alo, the number of advocacy institutions is 13, the number of specialist opinions is 5 and 1 has been identified as other sources. In the Dainik Ittefaq, advocacy institutions are 36, specialists opinions are 34 and 11 has been identified as other sources. In The Daily Star, advocacy institutions are 14, specialist opinions are 9 and 1 has been identified as other sources. It has been observed according to the type of sources in the three dailies that the numbers of advocacy institutions are more than the others.

Themes, from the selected news about the laws and rights of special child and challenged people, are collected from the modelled national dailies under the consideration of the clause from **National policy for special child and handicapped of Bangladesh-1995**, the Welfare act for special child and handicapped-2001, the Laws of rights for special child and handicapped-2011 and the Certification of individual right in UN for special child and handicapped.

Table: Obtained themes of policy and rights for special child and handicapped

Obtained themes	Dainik	Dainik Ittefaq	The Daily Star
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⁶ Special Reporter- senior reporters generally acquire competence and ability on some topics and so that they write in those definite topics. Special reporters are very important to a newspaper and they cover the most valued news for the public. They also make investigative and explanatory reports.

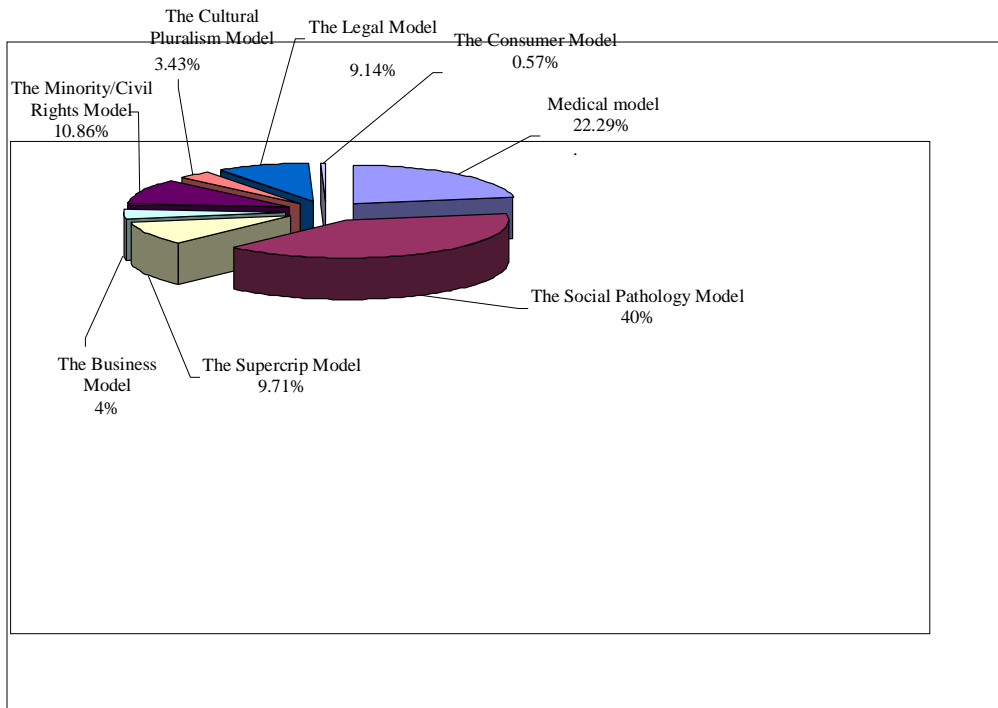
⁷ Staff reporters are employed by the newspaper agency and they generally cover day to day news.

⁸ People are employed in various divisions, districts, thanas as local correspondents. They generally cover local day to day news.

⁹ Advocacy Institution is such organizations that use various methods and techniques to influence the policy makers of the Government. They work for any social problem or the development of the backward minority and try to affect the public opinion and policy.

	Prothom Alo		
Education of handicapped	14	28	11
Medical treatment or health service	09	12	09
Rehabilitation	04	10	06
Participation in mass life and politics and other rights	02	16	03
Facilities for communication and transportation	08	10	03
Participation in cultural activities, entertainment, vacation and games and sports	05	09	07
Acknowledgement of attaining equal laws and justice	02	11	04
Liberation from brutality, inhumanity and harassment	03	07	02
Service and employments	06	09	04
Donation, assistance and facilities	10	21	05
Total ¹⁰	63	133	54

In the mentioned table, themes, the selected features about the laws and rights of special child challenged people, are collected from the modelled national dailies under the consideration of the clause from Bangladesh Challenged people act, 1995, Bangladesh Challenged people welfare Laws, Bangladesh Challenged people Act 2008, Bangladesh Challenged people’ Rights 2011 and UN Challenged people Treaty, Challenged people welfare policy, 2011 have been presented. According to the table, in the selected dailies, 14 themes in the Dainik Prothom Alo, 28 in the Dainik Ittefaq and 11 in the Daily Star have been found out. Furthermore, 09 themes about medical treatment or health service in the Dainik Prothom Alo, 12 in the Dainik Ittefaq and 09 in The Daily Star have been found. As rehabilitation themes, 4 in the Dainik Prothom Alo, 10 in the Dainik Ittefaq and 06 in The Daily Star have been found. On the other hand, 4 themes of the participation in politics and in mass life have been



¹⁰ The number of theme is greater than the number of news as news contains many themes.

found in the Dainik Prothom Alo, 16 in the Dainik Ittefaq and 5 in The Daily Star. 8 in the Dainik Prothom Alo, 10 in the Dainik Ittefaq and 3 in The Daily Star have been made as the selected of facilities for communication and transportation. Again in the selected daily, the Dainik Prothom Alo 05 themes about the participation in cultural activities, entertainment, vacation and games and sports, 09 in the Dainik Ittefaq and 07 in The Daily Star have been made.

Analyzing the content of the selected national dailies 02 themes in the Dainik Prothom Alo, 11 in the Dainik Ittefaq and 04 in The Daily Star about the acknowledgement of attaining equal laws and justice have been made. As the selected of liberation from brutality, inhumanity and harassment, 03 in the Dainik Prothom Alo, 07 in the Dainik Ittefaq and 02 in The Daily Star have been found. Again as the selected of service and employments, 06 in the Dainik Prothom Alo, 15 in the Dainik Ittefaq and 04 in The Daily Star have been found out. 10 in the Dainik Prothom Alo, 21 in the Dainik Ittefaq and 05 in The Daily Star have been made the selected of donation, assistance and facilities. In this way, it is seen that the selected national dailies have emphasized more on the selected of donation, assistance and facilities.

Reflected presentation of challenged people oriented models in the selected dailies

Some challenged people oriented models have been built up in western mass media. These models expresses consideration point of people challenged people which dutifully reflected by the mass media. In our country these models get some reasons. Analysing present researches, the contents of the selected dailies, reflections of those models have been presented.

In the selected national dailies the reflection of medical model's role played 22.29%, social pathology model 40%, superchip model 9.71%, trade model 04%, minority/civil rights model 10.86%, cultural pluralism model 3.43%, legal model 9.14% and consumer model 0.57% approximately. Comparatively, social pathology model plays the best one.

Themes identified from selected news for critical discourse analysis

- Politics of corrupted people: Building up of challenged people.
- Precedence of news source and drawing attention of people with challenged people to news.
- The while challenged people becomes an issue for humanitarian views.
- Personal investigation of the dailies are absent in case of rights and morals.
- The fulfilment of the previous ideas of the dailies about challenged people.
- Challenged people in budget news.
- When assistance, co-operation, donation and funding make challenged people newsworthy.
- The discourse of ravishment and challenged people.
- Still now superstition.
- 10% total survey in statistics.
- The oath of comprise in the international days.
- Challenged people are violent, beastliness, crippled and abnormal in the language of news.
- The excessiveness of ordinary news.
- Invisibility of challenged people in editorials.
- The treatment of medical model in challenged people oriented news.
- Reflection of social pathology model.
- Challenged people, blindness, sightlessness and dumbness in literal discrimination.
- News, all about speakers.
- The demand of regulating laws and UN's convention of the rights of the challenged people.
- The use of photograph of a disable male instead of female person with challenged people.
- The presence of legislator in the challenged people oriented news: As regards of the locutions of requirement and assurances.
- Challenged people due to begging tendency.
- Vulnerable and helpless people challenged people.
- Challenged people with extraordinariness.
- Challenged people by life struggle.

7. CONCLUSION

Our rapid changing mass media system brought changes in the lifestyles of the people in the country. With these changes the trend of the mass media research is rising. With the consequent advancement some research works have been done regarding the mass media's influence in the society, though there is not seen any research regarding mass media and disable persons, mass media and the rights of the disable persons.

The subject of the present project was to search the coverage regarding the rights and policies of the disable persons in national dailies of Bangladesh, which is to uphold the total direction of the coverage regarding the rights and policies of the disable persons reflected in the national dailies of Bangladesh. Representing the quantity has also been the objective of the research. Direction of the coverage of the challenged people in the national dailies of Bangladesh is really important too. Analyzing the sample content of the national daily, a clear concept is found regarding the reality of the life struggle of the disable groups. The coverage is not really bad. But considering the rights and social status of the disable person the coverage of the dailies is comparatively few. Comparatively, The Daily Ittefaq covers more than the other two national dailies on the issue.

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

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

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

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

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

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

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