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Title: **WAYS TO INCREASE THE EFFICIENCY OF THE MEDIA IN ELIMINATING STIGMES FOR PERSONS WITH DISABILITIES**

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WAYS TO INCREASE THE EFFICIENCY OF THE MEDIA IN ELIMINATING STIGMES FOR PERSONS WITH DISABILITIES

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Abstract: The media is a powerful mechanism that affects the minds of listeners. News about people with disabilities or even the smallest details in a newspaper will be remembered by the audience as the main idea of the plot. Therefore, the media plays an important role in shaping the image of the “disabled”. The media has the ability to strongly influence the world of the audience through manipulation, forming stereotypes, images, events and attitudes to it, performing the function of manipulation in various forms. Proper planning of the overall tone of the media message, each word, photo and video sequence is a very important task. The media is characterized by a tendency to turn attitudes towards people with disabilities for the better or vice versa. For this reason, some media outlets, the press, and even charities portray disability as inspiring, negative, tragic, or even tragic. How do people with disabilities want to be treated in this regard? Much work has been done in recent years to cover the world's disability issues in the media (in 2006 the UN General Assembly adopted the UN Convention on the Rights of Persons with Disabilities and the Optional Protocol to Protect the Rights and Dignity of Persons with Disabilities). However, we can see that not enough is being done in Uzbekistan in this regard. That is why this topic was chosen

Keywords: media, people with disabilities, stigma, stereotypes, Supercreep, Bad Person, Victim.

Introduction

People with disabilities have a limited understanding of all aspects of disability, especially the most serious physical disabilities. When asked their initial thoughts about people with disabilities [1], some people with disabilities expressed a desire for compassion, empathy, and help. However, most of the answers were based on hitting the ground, with only a few expressing feelings of respect and equality. The reasons for such an attitude are the lack of understanding of the correct approach to the information provided through the mass media. From time immemorial, the media has been the most convenient means of

understanding and seeing the world, getting information about people and conditions, because the media can provide the following conveniences to its audience.

- Images in the media are coherent and therefore very convenient for the viewer;
- Television programs are easy to understand (does not require special literacy);
- Personal participation, i.e. the audience reacts to the message in the media, laughs, cries and other effects are created;
- Humans receive important information through sight and hearing (these are the most common ways to get information about the world around them) [3]

Australian disability activist Stella Young [4] said, "I am interested in disability because I have a disability. I am saddened by the fact that the media portrays people with disabilities based on very simple stigmas and stereotypes." Indeed, the disability described in the press often upsets people with disabilities.

Dominic Evans, a filmmaker and person with a disability, told Forbes: "Correctly portraying people with disabilities is the only way to improve attitudes towards people with disabilities. Because people have a non-real (far from the truth) understanding of disability."

In view of the above, it is necessary to look at the image of the disabled in several films related to the coverage of the lives of people with disabilities in the media. Examples of plots that cause a lot of stigma in movies are:

1. Super Cripple (hero) - for example, Professor X in the movie "People X" is a disabled person overcoming his disability. At first glance, this may seem positive, with the idea that people with disabilities need to be corrected or hidden in order to become heroes, but people have the idea that it is possible to correct or hide all types of disabilities.
2. The Bad Man - Examples: People with disabilities in most of James Bond movies, including Darth Vader's Star Wars, The Joker in Dark Knight, and Voldemort in Harry Potter, are scary, evil, disgusting, and life-affirming. The image causes many viewers to have strong stigmas: "We should be afraid of people whose faces and bodies are different from ours."
3. Victim - Examples: Maggie Fitzgerald's "Million Dollar Baby." In this case, people with disabilities are portrayed as victims of their own disability.
4. Innocent idiot - example "Cheloveke dojdya" in which people with mental disabilities are compared to a young child

and show that he should be taken care of by others. In such films, a person with a disability is ridiculed and turned into a fool who doesn't understand anything

Results

Media coverage of disability issues.

It is very important to establish the language of proper communication between a person with a disability and a journalist in an interview, debate or show to cover the life of a person with a disability, so it is important to follow certain rules:

- Do not use jargon. When talking to a person with a disability, writing an article about them or showing them on TV, "discriminatory expressions such as insane, epileptic, lame, dumb, deaf cannot be used, quote if the above words are used for other purposes can be eaten;
- Do not use abbreviations and obscure terms. It is not possible to incorrectly abbreviate the name of an institution or organization related to the life of a person with a disability, i.e. the "movement of the disabled" cannot be called a "disabled movement";
- Take an individual approach to people with disabilities. Treat them as women, children, passengers, workers, heads of households, or equal members of society, not with pity for their disabilities.
- Never look at people with disabilities with pity. Don't try to cry or hug them when they talk about their lives.
- Use the word "Nevertheless" with caution. Many magazines or news outlets use words such as "was defeated". In fact, people with disabilities live with disabilities, and they have to overcome barriers set by other people in society.
- Do not use the word "special" with caution. When it comes to a person with a disability,

the word "special" is synonymous with words such as "discrimination, secondary."

- Disability does not always have to be mentioned. If we are talking about

people with disabilities, there is no need to repeat this word.

Correct and incorrect vocabulary [5]

Yes	No
Disabled person.	Limited ability person
A person with an injury (hand, spine, etc.).	Sick. Crippled, crippled, crippled, etc. With a defect in health, with a lack of health.
A person without disabilities.	Normal. Healthy.
Person in a wheelchair using a wheelchair.	Paralyzed, paralyzed, wheelchair-bound, one-legged, legless. Wheelchair - can be used in communication, but not the best term for material.
Disability.	Defect, injury, misfortune.
as (such and such a diagnosis), a person with (such and such a diagnosis)	Sick, suffers. Forms formed from the diagnosis, for example, "down", "epileptic". Rough vernaculars, for example, "seizure", "dtspschnik", "schizo".
A person who has suffered (such and such a disease) acquired disability as a result of (such and such a disease).	Suffers from (such and such a disease or its consequences), the victim (such and such a disease).
A person with a mental disability, with mental developmental disabilities, with developmental disabilities.	Retarded, mentally handicapped, developmentally delayed, developmentally retarded, feeble-minded, "brake".
Children with disabilities	Disabled children.
Students with special educational needs.	Disabled schoolchildren.
A person with mental disabilities of development, a person with mental or emotional disabilities.	Psycho, crazy, abnormal, insane, a person with a mental or emotional disorder, a person with psychiatric problems.
weak viewers, visually impaired	Blind
hard of hearing, hearing impaired, using sign language.	Deaf, deaf and dumb.

Discussion

Show two sides of the same coin - compassion and heroism.

Researchers in the media on disability say that material that includes grief and the like has a negative effect on viewers. Audiences,

students, and listeners experience compassion fatigue or indifference. They lose their sensitivity to adverse social events and tend to isolate themselves from such information. For this reason, films that show the best material at the same time as compassion also cause viewers to reject the topic of disability.

Another common way of describing a person with a disability is to portray him or her as a strong hero who does not need compassion and can endure his or her own hardships. The second method, making a hero, does less psychological harm to the audience, but it is still not correct. The reason for this is: First, there are few heroes in the world, all wheelchair users who could not participate in the Olympics and only learned to fall from the 6th floor, boys and girls with disabilities who could finish school 3, are left out in the eyes of journalists and interpersonal stigmas remain one of the main reasons for personal stigma. In fact, the heroic method gives rise to another form of inequality. In the first system, the disabled and non-disabled are divided, and in the second, the disabled are divided into two classes: 'heroes' and 'losers' who can cope with the hardships caused by disability. "Heroes" become role models for everyone in the media, and "losers" are forgotten. But this is not the main problem of heroism, because it again distracts attention from the external environment. This method follows the same logic of the medical model, in which the disease is the cause of all problems, to solve the problem not only to wait for recovery, but also to show ingenuity, expediency of aspiration, strength miracles, ie will and personal qualities offered. But why does one have to be a hero to go to the store and the other to walk out the door wearing shoes? Isn't it possible to reorganize the outdoor environment so that a trip to the store is comfortable for everyone and doesn't require heroism? Of course, if you come across this type of hero, it would be a sin not to create material about him. So how do you avoid the trap of heroism at the same time? Surprisingly, "unhappiness is not in disability, but in conditions that are not created for the full life of the disabled person."

Don't call for protection, demand that opportunities be created.

The well-known medical model considers a disabled person to be a sick organism. Under this model, the task of the state is to meet the needs of the sick organism, that is, the state helps to save lives and create conditions for treatment. Survival and medical care are considered to be the patient's needlessness. The social model sees a person with a disability primarily as having different needs. And now it's important to create an environment where these people can meet their needs. If the transition from a medical to a social model is too slow in the media, it will be slower in the offices of officials. One reason is that civil servants in the post-Soviet space treat citizens as if they were the ones who look after and care for them. Paternity tendencies apply to everyone, whether they have a disability or not. The danger of such a relationship is that officials have made sure that citizens know "better" what they need than themselves. Journalists help to dispel these illusions. Another reason for the slow changes in public policy is that it is much cheaper to meet the needs of the sick organism than to invest in environmental change. The increase in benefits will have an impact on the eve of the election, but will not change anything in the long run. The journalist's job is to remind those in power that the future of the society they lead depends on their decisions today.

Collect material about the person, not about the patient. [6]

One way to make the material vivid and interesting is to portray the protagonist or characters as a person, not as a sick body. A person has dreams and hobbies, and not only tests and medications in his life usually make room for humor and joy as well.

In your article, he or she can "play the role of a visual aid if you use his or her example

to explain what this type of disability is, and his or her story can be a source of discussion on important issues. But in any case, the material must be human, and its story must be human history, not history of disability.

It is important that media professionals always adhere to the above rules.

Our state can also help improve the lives of people with disabilities in the following ways:

- a) reforming the activities of the media in raising public awareness and awareness of the problem of disability;
- b) Expenditure on many programs for the disabled;
- c) Adoption of a new national strategy and action plan to improve the lives of persons with disabilities;
- d) Improving the education of persons with disabilities, training and hiring qualified personnel;

Conclusion

In conclusion, we would like to say that not only the state, but also every citizen is obliged to remove physical barriers and obstacles for people with disabilities.

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