

**ACCESS TO MEDIA IN ZAMBIA: THE SPECIAL CASE OF PERSONS LIVING WITH
PERCEPTION DISABILITIES (THE DEAF AND BLIND) IN LUSAKA**

**BY
CHARITY GIZE**

**A report submitted to the University of Zambia in partial fulfilment of the requirements
for the degree of Master of Communication for Development**

**THE UNIVERSITY OF ZAMBIA
LUSAKA
©2016**

Declaration

I Charity Gize, make the declaration that this report has not been submitted for a degree at the University of Zambia or any other university before.

Name.....

Signature.....

Date.....

Certificate of Approval

Name.....

Signature.....

Date.....

Acknowledgements

I wish to convey my many thanks to my Supervisor, Mr. Fidelis Muzyamba for his unfailing encouragement and guidance throughout my journey of the Masters Degree in Communication for Development. His patience and guidance developed me not only as a student but as a lecturer as well. His passion towards developing others will go a long way as we all strive to develop mother Zambia.

I also acknowledge the Head of Department at the time, Colonel Kunda and all the other members of staff in the department of Mass Communication who imparted knowledge to me during the course of study.

My gratitude also goes to the members of the Association of Sign Language Interpreters in Zambia (ASLIZ) and members of the Zambia Library, Cultural and Skills Center for the Visually Impaired (ZLCSCVI) from whom I learnt a lot about communication using Sign Language and Braille , respectively. My special thanks go to Mr. Moffat Mbewe, Director- ASLIZ and Mr. Keshi Chisambi, Director- ZLCSCVI for being available throughout my study. My acknowledgements also go to Bana Kombe of ZLCSCVI who though visually impaired worked on her computer like any other secretary proving that impairment is not a barrier to communication but lack of appropriate facilities is.

Last but not the least, my heartfelt thanks go to Enock Nyirongo, my husband for encouraging me to work hard and finish the programme. My thanks also go to Mr. Billy Nkunika for his encouragement. Finally, I thank my employers Evelyn Hone College for giving me study leave to enable me carry out my study. The list is endless but all those that I have mentioned and even those that are part of this work and have not been mentioned, I wish you God's abundant blessings.

Dedication

I dedicate this degree to two scholarly men in my life. My late father, Benwa Gize and my dear husband, Enock Nyirongo, who after my first degree encouraged me to pursue further studies. Enock, my bookworm, God richly bless you.

Abstract

The objective of this study was to examine access to media in Zambia: the special case of Persons Living With Perception Disability (PWPD) - the blind and deaf in Lusaka. The specific objectives of the study included to establish the depth and extent of media access for PWPD in Lusaka, to document the media channels available, to examine the obstacles hindering quality media access, and to find ways of making media more beneficial and accessible to PWPD.

The study was a descriptive design which adopted a triangulation principle in which both the quantitative and qualitative techniques were used. 60 self-administered questionnaires were distributed to the deaf respondents with the help of sign language interpreters for the collection of quantitative data and 40 blind respondents were interviewed. 57 self-administered questionnaires were further distributed to Zambia National Broadcasting Corporation, Muvi Television Yatsani Radio, Radio Phoenix, Zambia Daily Mail, and Times of Zambia. The researcher further conducted two in-depth interviews with the Directors of the Association of Sign Language Interpreters of Zambia and, the Director and Publicity and Mobilisation Officer of Zambia Library, Cultural and Skills Centre for the Visually Impaired.

The study revealed that PWPD used the media like any other citizen but they faced a lot of barriers because of inaccessible media channels due to their disability. For example, there was no Braille newspaper for the blind, very few programmes had sign language interpretation and there were no captions on television for the deaf. PWPD were rarely involved or featured in media programmes. The few times they were featured, the programmes were aired during less attractive times when most people were not listening to the radio or watching television.

It was further discovered that media personnel were aware that media access for PWPD was unsatisfactory. They attributed this to lack of specialist and unclear national policies on media service to PWPD.

Based on the findings, the study makes the following recommendations; firstly that public media institutions should make media more accessible to PWPD by introducing Braille newspapers and increasing the number of programmes with sign language interpretation. Secondly, that

television media should introduce programmes with captions for the deaf. Thirdly, that the media should involve and feature PWPD in programmes and these programmes should be aired at conducive times. Fourthly, Government and organisations of PWPD should implement the disability policy with regards to information dissemination. Lastly, organisations dealing with PWPD should embark on Alternative Media like Braille newspapers, computers installed with assistive software like the Job Access With Speech (JAWS), televisions with in-built caption decoders and recorded texts.

Further studies could be done on access to media for other minority groups like children or women living with disabilities in Zambia.

TABLE OF CONTENTS

Declaration.....	ii
Certificate of Approval	iii
Acknowledgements.....	iv
Dedication	v
Abstract	vi
Table of Contents	viii
List of Tables	xiii
List of Figures	xv
List of Abbreviations.....	xvi

CHAPTER ONE- INTRODUCTION AND BACKGROUND

1.0 Introduction	1
1.1 General Overview of Zambia.....	3
1.2 Population.....	4
1.3 Administration.....	4
1.4 Religion	4
1.5 The Economy	4
1.6 Disability in Zambia	5
1.7 Disability and Mass Media.....	6
1.7.1 Those without any perception disability.....	6

1.7.2 Those with perception disability due to the mental state.....	6
1.7.3 Those with perception disabilities due to the physical state.....	6
1.8 The Mass Media in Zambia.....	7
1.9 The Zambia Library, Culture and Skills Center for the Visually Impaired	7
1.10 The Association of Sigh Language Interpreters of Zambia	7
1.11 Statement of the Problem	8
1.12 Rationale.....	8
1.13 Objectives of the Study	9
1.13.1 General Objective	9
1.13.2 Specific Objective.....	9
1.14 Research Questions	10
1.15 Scope of the Study.....	10
1.16 Ethical Considerations.....	10
1.17 Limitations of the Study	10
1.18 Structure of the Report	11

CHAPTER TWO- LITERATURE REVIEW

Rights of persons with disability.....	12
Media and coverage of minority groups.....	13

Problems of persons with disability and the media.....	13
Image of persons with disability in the media.....	14
Accessibility and participation.....	15
New technologies and availability of media.....	17

CHAPTER THREE- CONCENPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction	19
3.1 Conceptualisation and Operationalisation of Concepts	19
3.1.1 Disability	19
3.1.2 Perception Disability	19
3.1.3 People Living with Perception Disabilities	20
3.1.4 Braille	20
3.1.5 Sign language	22
3.1.6 Accessibility	23
3.1.7 Minority Group.....	24
3.1.8 Discrimination	24
3.1.9 Participatory Communication.....	25
3.1.10 Mass Media.....	25
3.1.11 Communication Channels.....	26

3.1.12 Alternative Media	27
3.2 Theoretical Framework	28
3.2.1 The Knowledge Gap Theory	28
3.2.2 The Spiral of Silence	29
3.2.3 Uses and Gratifications Theory	31

CHAPTER FOUR- METHODOLOGY

4.0 Introduction	32
4.1 Research Design	32
4.2 Research Methods	32
4.2.1 Quantitative Survey	32
4.2.2 Qualitative Survey	33
4.3 Sampling Procedure	33
4.3.1 Methods of Data Gathering	34
4.4 Data Analysis	34

CHAPTER FIVE- RESEARCH FINDINGS

5.0 Introduction	35
5.1 Quantitative Survey	36

5.1.1 Type and cause of disability	36
5.1.2 Media Use	37
5.1.3 Purpose of using the media.....	39
5.1.4 Level of media access in Zambia for PWPD.....	40
5.1.5 Media accessibility	41
5.2 Quantitative Survey for Media Personnel	44
5.2.1 Type of media the respondent worked for.....	44
5.2.2 Rate of media attention for PWPD in Zambia?	45
5.2.3 Media Accessibility	46
5.2.4 Knowledge of Media Policy	49
5.3 Qualitative Survey.....	51
5.3.1 In-depth interviews	51

CHAPTER SIX- DISCUSSION OF RESULTS

6.0 Introduction	56
6.1 Do persons living with perception disabilities use the media?	56
6.2 What is the nature and extent of media access for PWPD?	59
6.2.1 Media accessibility	60
6.3 What are the main obstacles hindering quality media access for PWPD?.....	62
6.4 How can the media be made more beneficial for PWPD?	65

6.5 Intervening Strategies.....	66
 CHAPTER SEVEN- RECOMMENDATIONS, FUTURE RESEARCH AND CONCLUSIONS	
7.1 Introduction	70
7.2 Recommendations	70
7.3 Future research on access to media in Zambia for PWPB.....	71
7.3 Conclusion.....	72
REFERENCES.....	73
APPENDICES	77

List of Tables

Type of disability.....	36
What is the cause of your disability?.. ..	36
How often do you listen to the Radio/watch Television/read a Newspaper?	37
If your answer to Question 8a is Rarely or Never give a reason.....	38
Which media do you usually use.....	38
Do you use any other media mentioned above.....	39
What I use the media for.....	39
Level of access to the Mass Media in Zambia.....	40
Portrayal of persons with disability in the Zambian Media?	40
The Mass Media in Zambia does not pay much attention to disabled people.....	41
Give reasons to your answer in Question 13.....	42
Why media in Zambia has no Braille Newspaper or Sign Language interpreters or captions on television?.....	42
What can the media do to cater for blind persons?	43
What can the media do to cater for deaf persons?	43
Is there any other media that you have found helpful in your situation.....	44
How long have you worked for the media organization.....	45
What type of media do you work in.....	45
Attention the mass media give to persons living with disabilities.....	45
What can the media do to cater for blind persons.....	46
What can the media do to cater for deaf persons.....	47
What else can the media do to cater for persons living with perception disabilities.....	48
Why its not been easy for your organization to cater for persons living	49

Is there any policy governing communication to persons living with perception.....50

List of Figures

Map of Zambia.....	5
Braille Alphabet.....	21
Sign Language Alphabet.....	23

List of Abbreviations and Acronyms

AM	Alternative Media
ASL	American Sign Language
ASLIZ	Association of Sign Language Interpreters of Zambia
BSL	British Sign Language
CRPD	Convention on Rights of Persons with disability
DPO	Disabled Persons Organisations
IYDP	International Year of Disabled Persons
MCDCH	Ministry of Community Development and Child Health
MSCM	Main Stream Conventional Media
PRMO	Publicity and Resource Mobilisation Officer
PWD	Persons with Disability
PWPD	Persons with Perception Disabilities
SL	Sign Language
SLI	Sign Language Interpreter
SPSS	Statistical Package for Social Sciences
TV	Television
UM	Unconventional Media
UN	United Nations
ZAPD	Zambia Agency for Persons with Disability
ZICTA	Zambia Information Communication Technology Authority
ZLCSCVI	Zambia Library, Cultural and Skills Centre for the Visually Impaired
ZNBC	Zambia National Broadcasting Corporation

CHAPTER ONE

BACKGROUND

1.0 Introduction

One of the basic fundamental human rights in the modern world is the right to information. McQuail contends that the world is charging into what he calls an *information society*. By this is meant “a form of society in which there is a high and increasing dependency of individuals and institutions on information and communication in order to be able to function effectively in almost every sphere of activity” McQuail (1992, p.1). This means that a human being needs to be well informed for them to exist fully and meaningfully in order to fit in the civilized world. However, this basic right to information in order to be part of the *information society* is not exercised and enjoyed by many groups of people in Zambia due to limitations or lack of access to the media which is a ‘super high way’ of information.

Among the groups of people that have poor access to the media in Zambia are Persons Living With Disability (PWD) especially those living with special sensorial characteristic or Persons Living With Perception Disabilities (PWPD) like the deaf and the blind. People with perception disabilities are disadvantaged in exercising full participation in public life due to the absence or inadequacy of specific media arrangements to enable their access to information.

The Zambian Government is aware of PWD and their needs are frequently under discussion in national assemblies but not much is done to implement legal standards and policies aimed at enabling their access to information. Apart from lack of access to information, PWD are also denied the right to adequately promote their interests and air out their problems through the media. Government’s general stance is that mainstreaming facilities like the media breaks the bridge between PWD and the able bodied, thereby giving an equal opportunity to all citizens. According to the United Nations report on the Convention on Rights of Persons with Disability (CRPD) “mainstreaming is the psrocess by which government and other stakeholders ensure that persons with disability participate equally with others in any activity and services intended for the general public such as education, health, employment and social services” (United Nations,

2014, p.72). The report further caters for PWPD by stating that barriers to full participation need to be identified and removed by changes to systems like laws, policies, institutions and the environment. This shows that mainstreaming the media does not just apply to the general media meeting the needs of the general audience but will require meeting specific needs of special groups like the deaf and the blind.

The National Plan of Action on Disability in Zambia for the period 2003-2008 planned amongst other things that disabled people's organization should lobby government to enact legislation that would ensure that PWPD had specific media formats that would accommodate them as the mainstream media was not doing so in a lot of cases (National Plan, 2003, p.16). This plan was based on findings that most persons with disability did not have adequate access to information through radio, television and newspapers. The implementation of the National Plan of Action did not yield much as the rights of disabled people do not just depend on the existence of certain constitutional legal norms but on the availability of means and opportunities to exercise those rights. The deaf and blind cannot be well informed by the media if special technical solutions are not implemented. Unless accompanied by captions or sign language interpretation, and Braille, the media cannot be beneficial to the deaf and blind, respectively. (National Plan, 2003).

Lack of proper media access for PWDP in Zambia, shows that this group faces social marginality and inequality. In this case marginality and inequality are not due to impairment but to the inability of society to come up and implement policy to eliminate barriers that hinders them from participating fully in the 'information society.' The rights of PWD are recognized at international level but translation into domestic legislation and policies still remain difficult in most parts of the world. This could be so because PWD are "mostly perceived as a small and silent minority without firmly articulated and efficiently represented group interests, their specific needs tend to be ignored in the dominant public discourses" (Gavril, 2002). There is need for society to look at mainstream media and consider its pitfalls in line with people living with special needs. Media discrimination should be considered at a wider level otherwise PWDP will always have a 'knowledge gap.' The media should contribute to the creation of the appropriate social climate for PWD to fit into the 'information society.'

This study attempted to assess access to media in Zambia with emphasis on the special case of Persons Living With Perception Disabilities (PWPD), the deaf and blind in Lusaka. The attachment was done over a period of four months, between February to June, 2016. The students worked among members of Zambia Library, Cultural and Skills Centre for the Visually Impaired (ZLCSCVI) and the Association of Sign Language Interpreters of Zambia (ASLIZ) for the whole period of the attachment. Both organisations aim at coming up with proper ways in which information could be transmitted to the blind and deaf in Zambia. Therefore, the student's major task was to work alongside these organisations while research methods like participant observation, questionnaires and interviews were being implemented.

Before further details are given on the study, a brief background on the country will be given in order to give details on the context in which the study was undertaken for the benefit of those who may not be familiar with the profile of Zambia.

1.1 General Overview of Zambia

The Republic of Zambia is found in Africa, south of the equator and it is a land locked country with eight neighbours. The neighbouring countries are Tanzania, Botswana, Malawi, Mozambique, Zimbabwe, Namibia, Angola and The Democratic Republic of Congo.

Zambia covers a total area of about 752,610 sq km of which 740,720 sq km is land and water only covers 11,890 sq km. Since she lies in the tropical region, the climate is generally tropical with temperatures varying according to different altitudes.

Historically, Zambia was once a British Protectorate and she gained her independence in 1964. During the 'Scramble for Africa', Zambia was eye marked for her copper. The copper mines were owned by Americans or British companies and only a small part of the revenues earned by these mines were used within the country.

In 1911, the country was known as Northern Rhodesia and it was one of the richest sources of copper in the world. By independence time to 1975, over 90 percent of Zambia's foreign exchange came from copper exports. Zambia entered a prolonged economic depression in 1975

due to very unstable copper prices outside Zambia. During the Second Republic under the Multi-Party State, the mines were privatised leaving Zambia in an economic quagmire.

1.2 Population

The United Nations (UN) Department of Economic and Social Affairs Population Division estimated the population of Zambia to be 16.4 million as of 1 January 2016 (Country meters, 2016). This showed an increase from the population estimate of the Central Statistics Office (CSO) census that was last conducted in 2010 in which the estimate was at 13.1 million. The 2010 Census did not capture disability and much of the disability data was based on the national census of 2002 (Central Statistics Office, 2010). However, the World Bank report on disability for 2011 estimated a disability prevalence of 9percent among the working age population (18-64 years) with substantially more woman than men having a disability and more rural than urban population. The report also established that persons with disabilities had lower education and were significantly poorer than the non-disabled citizens (Sida, 2014). This shows an increase in the prevalence of disability as compared to the 2010 census in which only 2.7percent of the total population was disabled. The major cause of disability was disease. 83.3percent of disabled people were mainly self-employed in agriculture related employment (Central Statistics Office, 2010).

1.3 Administration

Administratively, Zambia is divided into ten provinces. These are Muchinga, Central, Lusaka, Copperbelt, Luapula, Eastern, Southern, Northern, Western and North-Western Provinces. The country is further divided into 74 districts, 156 constituents and 1450 wards. It is governed by both the central and local governments.

1.4 Religion

In 1996, Zambia was officially declared a Christian Nation though it upholds a person's right to freedom of conscience, belief or religion.

1.5 The Economy

Zambia's economy is primarily driven by the mining sector. In the National Analytical report (Central Statistics Office, 2010), production of copper and cobalt increased. The rising

international prices have been significant to the economy. Since the mines are in private hands, Zambia has also expanded in the agriculture, construction, transport and communication sectors.

In 2010, the Gross Domestic Production (GDP) growth was 7.6percent which was the highest level recorded since 1972. Though the year 2015 was characterized by constant dropping of the Kwacha against the United States Dollar, Zambia is working towards becoming a prosperous middle income country by 2030 (Central Statistics Office, 2010).

ZAMBIA



Source: [wikimedia.org/wiki/File:Zambia_provinces_named.png](https://commons.wikimedia.org/wiki/File:Zambia_provinces_named.png)

1.6 Disability in Zambia

According to the Zambia National Census of 2010, 2percent of the population was with disability and twelve (12) categories of disability were identified. These include the blind, the partially sighted, the deaf and dumb, the deaf, the hard of hearing, the dumb, mentally ill, intellectual, speech impairments, physically handicapped, the mentally retarded and others. The census showed that there were more persons with disability in rural areas than in urban areas.

The average age of population with disability was 35 years. The most common disability was physical disability and the major cause was disease.

1.7 Disability and Mass Media

In relation to mass media, the twelve categories of disabled people can further be divided into three groups of media use in relation to whether they have problems in perceiving what is on various types of media or not. The three groups included those without any perception disabilities, those with perception disabilities due to their mental state and those with perception disabilities due to their physical state.

1.7.1 Those without any perception disability

This group mainly comprises the physically challenged. Though they could have lost bodily stature, people in this category are able to read newspapers, listen to the radio and even watch television as long as their level of education enables them to do so. The only problem they would face with the media is that of misrepresentation and not being accorded enough airtime or enough coverage in newspapers and other forms of media. Otherwise, like any able bodied person, they are able to use the mass media adequately.

1.7.2 Those with perception disability due to the mental state

This group includes the mentally ill, intellectual and the mentally retarded. These are characterized by disorders related to the individual's mental state or being a slow learner or deficiencies of the mental intellect. As such, people in this category can listen to the radio, watch television and can even read newspapers, however, their mental state would unusually hinder them from fully comprehending what the media is relaying.

1.7.3 Those with perception disabilities due to the physical state

This category mainly includes the deaf, dumb, those who are hard of hearing, the partially sighted and the blind. The blind and deaf are the ones who have serious problems of perceiving what the media has to offer with all the senses. For instance, a blind person can listen to the radio but can neither read the newspaper nor watch television. The deaf on the other hand can read newspapers and watch television but they cannot hear anything being conveyed on either radio or television. Therefore, these two groups of people cannot use the mass media adequately or

without difficulties. Those who are hard of hearing and partially sighted may get a bit of what is on radio or television and are able to read if what is written is in big font. It is against the media difficulties that the blind and deaf face that this study is based on.

1.8 The Mass Media in Zambia

The mass media in Zambia can be traced way back in the early 1900's when the first newspaper for the white settlers were printed. Radio and television came much later in the same century. Today there are few state owned media institutions as compared to many privately owned media institutions.

1.9 The Zambia Library, Culture and Skills Center for the Visually Impaired

The Zambia Library, Cultural and Skills Center for the Visually Impaired (ZLCSCVI) was established in August 1993 by the Finnish Federation of the Visually Impaired (FFVI). The Library is the first one of its kind in Zambia and its vision is to create an enabling environment where the visually impaired persons, especially the newly blinded attain Braille and Information and Communication Technologies (ICT) literacy, social economic independency and cultural development through special library services, community based rehabilitation and skills training. The transcription section transcribes ink print material into Braille using modern technology. The library disseminates reading materials to the visually impaired, be it in Braille, radio (talking books), large print or electronic formats.

1.10 The Association of Sign Language Interpreters of Zambia

The Association of Sign Language Interpreters of Zambia (ASLIZ) is a Zambian Non-Governmental Organisation (NGO) which was established in the year 2004 under the Society's Act of the Laws of Zambia. ASLIZ came about after a group of concerned citizens realized that, for a long time deaf people had been marginalised in society. This was so because of the absence of Sign Language (SL) in many planned activities and most channels of information dissemination in the country. Its main vision is to strengthen the voice of the deaf and hard of hearing and promote their inclusion and participation in the development of Zambia. ASLIZ has a Sign Language Interpretation Committee which sees to the need of Sign Language

Interpretation (SLI) at various public and private events. It is this committee which also facilitates sign language on public media (television) for some programmes and advertisements.

1.11 Statement of the Problem

The present state of Persons Living With Perception Disabilities (PWPD) with regards to access to media in Zambia is a source of concern. Focused observations by the researcher even before the onset of the study revealed that, persons with perception disabilities (the blind and deaf) faced a lot of difficulties accessing the Zambian media. Deaf people face numerous problems, such as not being able to listen to the radio and their use of television being limited due to lack of captions or sign language interpretation on the media. Though the blind could listen to the radio, they seemed to have very little access to the print media. The Government through its National Development Plan (2003-2008) affirmed that most persons with disabilities did not have access to information disseminated through the radio, television, newspaper and other literature. Further, it has taken time for Government to enact legislation that compelled government and other stakeholders to make public information more accessible to persons living with perception disabilities.

Prior to this dissertation, the student did not come across any research into access to media by this group of people in Lusaka, and documenting it. This student was interested in filling these gaps through this research.

1.12 Rationale

The subject of disability is as old as mankind and the problems of persons with disabilities such as access to the media are matters of the whole society. Through this study, it is hoped that the results may help government and other stakeholders to enhance the formulation of exclusive ways of information dissemination to persons with perception disability. This study reveals that persons living with perception disabilities would also like to use the media like any other person. Therefore, it must be acknowledged that due to their sensorial characteristic PWPD need specific media. There is need to consider the difference in media perception.

It is further hoped that the study may help build the 'knowledge gap bridge' between PWPD and the able bodied. When PWPD are accorded enough media coverage, they can share and

exchange their experiences through the radio, television and the print media. Able-bodied persons can also learn more about how people with disability evaluate themselves and thus learn more about their potential. Through the exposure to the mass media, PWPD are able to come up with best ways in which the media should portray their problems and abilities.

The findings of this study are also important for the field of communication because they have brought out cardinal issues that need to be addressed when seeking effective channels of communication to minority groups with special needs. Information accessibility is a basic human right to everyone irrespective of their physical condition. Therefore, this research shows that media access for PWPD means making media allowances for persons with special needs.

The study should also provide new knowledge to the media fraternity and other stakeholders on how best to disseminate information to all groups of people especially PWDP. The study may further provide new knowledge in the field of communication for development by providing research information through this exploratory study.

1.13 Objectives of the Study

1.13.1 General Objective

The main objective of the study is to investigate access to media for Persons Living With Perception Disabilities (PWPD) - the special case of the blind and deaf in Lusaka.

1.13.2 Specific Objective

The specific objectives are to:

- i. Establish the depth and extent of media access for the deaf and the blind in Lusaka.
- ii. Document the media channels available to persons living with perception disabilities - the deaf and blind.
- iii. Examine the obstacles hindering quality media access for the deaf and blind.
- iv. Find ways of making the mass media more beneficial and accessible for people living with perception disabilities.

1.14 Research Questions

- i. Do persons living with perception disabilities (the blind and deaf) use media?
- ii. What is the nature and extent of media access for the deaf and blind?
- iii. What media channels do the deaf and blind access?
- iv. What are the main obstacles hindering quality media access for persons living with perception disabilities?
- v. How can the media be made more beneficial for persons living with perception disabilities?
- vi. What intervening strategies can government and other stakeholders take in order to solve problems of the deaf and blind in relation to access to the mass media?

1.15 Scope of the Study

The study focused on access to media for persons living with perception disabilities. The study was restricted to the blind and the deaf in Lusaka Urban area only.

1.16 Ethical Considerations

All the ethical considerations were taken care of during the research. The respondents to the questionnaires and interviews were informed of the purpose of the study and they were afforded an opportunity to accept or decline. The respondents were also informed and assured that their information was confidential and would be used for research purposes only.

1.17 Limitations of the Study

This study was limited to Lusaka Urban area. Therefore, the results are a reflection of PWPD in Lusaka Urban area. The researcher also faced difficulties in getting material on the subject of media and PWD in Zambia, especially material concerning PWPD. There was none availability of information since most of the studies on PWD in Zambia were concentrated on the census and education of PWD in general.

Sampling was a problem as it was not easy to get PWDP in one place. It was easier for the blind because a number of adults were found at ZLCSCVI. As for the deaf, though a lot of pupils

were available at the Special Unit at Munali Secondary School, the researcher felt that adults would make better samples in line with the objectives of the study.

A number of challenges were faced as the researcher tried to review some of the books at ZLCSCVI which were mostly in Braille. The greater challenge was even faced when dealing with the deaf. Despite the fact that there were a number of sign language interpreters, the student's work was complicated by the absence of a universal sign language. The student discovered that apart from the variations in the Zambia Sign Language (ZSL), British Sign Language (BSL), and American Sign Language (ASL), each family with a deaf member had its own sign language. This meant that they were times that even the interpreters did not comprehend what some deaf participants were trying to say.

The researcher however, overcome the limitations by varying the research tools. Instead of just relaying on convenience sampling, the researcher used a combination of convenience and snowball sampling for PWPD. For sign language interpretation, the researcher sought a second opinion when the interpreters did not understand the gestures from the deaf participants.

1.18 Structure of the Report

This report starts with Chapter One, which is the background of the study on access to media in Zambia: the special case of people living with perception disabilities (the deaf and blind) in Lusaka. Chapter Two is literature review of the study. Chapter Three discusses the conceptual and theoretical framework of the study. Chapter Four is the methodology. Chapter Five reveals the findings of the survey and Chapter Six is an analysis and discussion of the findings. Finally Chapter Seven gives the recommendations and conclusions of the study.

CHAPTER TWO

LITERATURE REVIEW

The cry of lack of access to information for persons living with perception disabilities (PWPD) and other minority groups in the world has been going on for decades. Gavril (2002) argues that access of PWDP to information should be considered as the very precondition of all rights “given the fact that in their situation – the disabled are less capable to use their rights fully even when they are entitled.” PWPD need to receive preferential treatment or helping means which are defined as “the means aimed to compensate for the total or partial absence of the disabled persons physical or sensorial ability” (Gavril, 2002). The main way in which PWPD can get information is through the media (television, radio, books daily press, magazines, internet, art and so on. However, the media needs to be made accessible to PWPD.

In the United Nations’ (UN) Convention on the Rights of Persons with Disabilities (CRPD) accessibility was considered as “dismantling the barriers that hinder the effective enjoyment of human rights by persons with disabilities” (United Nations, 2014). Some of the human rights for persons with disabilities discussed in the Convention included the right to life, right to equal recognition before the law, right to freedom of expression and access to information, right to participation in political and public life and right to participation in cultural life, recreation, leisure and sport (United Nations, 2014).

The human rights above show that access to information is pivotal for PWD to enjoy their full rights. The CRPD further discussed that the appropriate measures to ensure freedom of expression and opinion and access to information for PWD are that governments and organisations dealing with PWD should firstly provide information in accessible formats and technologies appropriate to different kinds of disabilities in a timely manners and without additional costs. Secondly, accepting and facilitating the use of sign language, Braille, augmentative and alternative communication and all other accessible means of communication in official interaction (United Nations, 2014).

Apart from problems of media formats or channels of communication, the CRPD also discussed the issues of bad media portrayal of PWD which lead to negative attitudes in society. From the convention, it is clear that the problem of PWD and the media is twofold, the problem of formatting and the problem of representation. This means that PWD are disadvantaged in exercising their human rights to participate in public life of the country due to the absence of Braille newspapers and other literature (blind) and captions or sign language interpreters (deaf) in the media.

A research conducted in Nigeria on ‘media and coverage of minorities’ revealed that “minority groups whether ethnic or disabled share a common media fate of relative invisibility and demeaning stereotype depending on the conditions they face in society” (Kabiru and Haruna, 2007). There is research evidence that minorities receive the least and most negative portrayals in the mainstream media in Nigeria. The findings showed that minority ethnic groups had low cultural status in the media in general. For instance, there were very few printed stories about minority groups and of these, research showed that 69 percent were negative reports depicting ethnic minorities as greedy and violent. Most minority ethnic groups had never seen their language written in newspapers and 65 percent had never heard their language on television. The minorities felt that media inattention was the reason their culture and struggles were unknown to the government and outsiders (Kabiru and Haruna, 2007).

The problem of media inattention to PWD has been a concern for the United Nations for over three decades. The year 1981 was declared by the United Nations (UN) as the International Year of Disabled Persons (IYDP). The slogan used for the IYDP was ‘Full Participation and Equality’. This was followed by the United Nations Decade of Disabled Persons (1982 – 1992) whose main objective was to encourage the society to develop a general interest and solidarity with PWD. Within the same decade, the UN came up with a World Programme of Action concerning PWD and some of their resolutions were concerned with dissemination of information. These were Articles 30, 48, 149 and 180. Article 30 called for dissemination of information so that there was development in the lives of PWD. The concern was that much of the information just dwelt on inabilities and called for sympathy without much effort to try and solve the problems that PWD were going through. Article 48 called for dissemination of information to the general public so

that there was a change of attitude by the able bodied towards the disabled. Article 149 addressed the media institutions to report fairly and to make PWD partners in the formation of messages whereas Article 180 called for a vigorous campaign to disseminate information through the media (Hulex, 1990). These resolutions are clear that the UN realised that disabled person's development lay in the power of knowledge through access to information through the media. The UN saw the media as important means to information dissemination and that they influenced the public on the needs of PWD in general.

In 1987, during the UN decade for PWD, a symposium was organised by the initiative of the Polish Society for Rehabilitation of the Disabled to discuss mass media and disability as a follow up on the World Programme of Action concerning PWD. The symposium was attended by people from various backgrounds like writers, artists, journalists, medical experts, vocational and social rehabilitation experts, special education experts, UN Officials and Disabled Person's Organisations (DPO). The symposium revealed that the major drawback to the decade was insufficient or inadequate information because information was not accessible to persons with impairments of vision, hearing and comprehension. There was also concern that some of the media ways of presenting the problems of PWD was not always proper. For instance, the press still used some stereotypes especially on titles of articles such as *'help for the weak'*, *'Let us help the miserable ones'* and *'Help disabled persons in their hopelessness'*. These headings show the attitude that most members of the society have concerning PWD. Hulex states that the disabled "used to be and still sometimes are represented as worthy of pity, pathetic, cynical and sexless, unable to participate in normal life and a social burden" (1990,p.31).

In the symposium, it was further revealed that, when reporting on PWD, MM concentrated on dramatic situations which occurred not only among PWD but among able bodied people also. These reports were exaggerated and made into *'Top News'*. PWD were still being represented in an extreme way. Authors did not seem to investigate the personal and unique matters of the disabled people's lives, most of which were similar to all other people. The contents of the programmes did not intend to give receivers information but instead to affect leisure activities (Hulex,1990). MM usually discussed only the typical situations like school, work and forms of aid granted. They dealt mainly with the problems of everyday life without focusing on private

matters like their personal efforts and attitudes. Programmes dealing with PWD were less attractive in the financial sense, as such, they were usually broadcast beyond the time when most people watched television or listened to the radio. Hulex (1990, p.32) states that “in terms of quantity, it is presented more rarely than others e.g. in the USA for the 9.5 percent of the population which is disabled 0.1 percent of TV is intended compared with 1.4 percent of TV time for animals”. There was little evidence that PWD or informed organisations were consulted on current terminologies, emphasis or presentation. Most of the information was formulated and transmitted by the able bodied without involving PWDP.

From the discussions of the symposium, it can be concluded that the major drawbacks that PWD faced from the media were lack of access to information, poor portrayal by the media and lack of participation in the formation of information.

The questions of access to information and participation in the formation of information have been some of the major targets of many organisations dealing with disability in Zambia. One of the major strategies of these organisations was that “a Multimedia Center shall be established at Zambia Federation for the Disabled (ZAFOD) for the production of awareness materials on disability such as newsletters, newspaper, and brochures, video and audio tapes etc. similarly, a Braille Press shall be established for printing of awareness materials in Braille” (National Plan, 2003,p.14). However, up to date, nothing much has been done to come up with awareness materials in appropriate formats meaning that PWPD still have no access to information and do not fully participate in the formation of information.

According to Kasoma (1992,p.100), media accessibility and participation mean that “the information from the mass media is able to reach the people while media participation is concerned with whether the people are able to influence the content of the media by their views being taken into account.”

The question still remains whether PWD especially the blind and the deaf effectively access the mass media and whether the two groups participate in the Zambia media. Kasoma (1992), states that media accessibility and participation depend on factors like: the size of country, size of

concentration of the population, communication support infrastructure in the country, size and price of media, language used by the media, literacy, technology and availability of media accessories. In order to ascertain whether the blind and the deaf fully have access to the media in Zambia generally, it is important to consider accessibility in line with the factors that influence media accessibility. The size of Zambia is about 752,610 sq km (290,586 sq.miles). The concentration of population of disabled people is also scattered all over the country. Therefore, it may seem practically difficult and unrealistic to ensure equal accessibility of all media by all categories of disabled people in such a vast country, however, information should be made accessible in one way or another especially through the use of Alternative Media for PWPD.

The provision of communication support infrastructure such as telecommunication installations and good transport links are also important for accessibility and media participation (Kasoma,1992, p.101). With the link of the Zambia National Broadcasting Corporation (ZNBC) to satellite, transmission has improved the public media coverage to almost the entire Zambia, as long as people have the means to buy the media channels like TV sets, pay subscriptions, buy radio and newspaper and have the means to pay for energy like electricity or batteries. The only draw back again will be the question of whether PWD are able to afford the price for the media channels. For instance, Braille is quite costly to produce and hence a high price for the copies made. For the deaf, media like television are very expensive and it is common belief that unless made affordable to common people, television will remain an 'elite' medium rather than a 'mass' medium in Africa (Kasoma,1992).

The language used in any media is vital for both accessibility and participation. In both the electronic and print media, the Zambian media has tried to narrow the 'knowledge gap' by using various languages beside English. The seven official local languages in use are Bemba, Nyanja, Lozi, Tonga, Lunda, Kaonde and Luvale. These are mainly widely used on the national radio stations. The seven are also being used on a small scale on one public television. The print media have no established vernacular newspapers. Therefore, blind people are able to access radio news if they fall under any of the seven languages. The biggest problem comes in with the deaf who cannot understand any spoken word. It is worse especially for those who do not have any formal education as they are unable to read newspapers in English thus, having a 'knowledge gap' on a

lot of issues in their lives and in society. On the other hand, the deaf are able to read (if educated) whereas the blind are unable to unless Braille is provided. Literacy is a very important aspect of life for people with perception disabilities. About one billion people in the world today are unable to read and write. Among this group is a high proportion of PWD. In developing countries like Zambia, 75 percent of the disabled population cannot read or write (Central Statistics Office, 2007). However, literacy in line with mass media is not necessarily concerned with people attaining higher levels of education though this could be an added advantage, but if they are able to read in English, vernacular or Braille (for blind), accessibility and participation would be made easier. For the deaf, they need sign language knowledge otherwise the signs become useless without adequate knowledge.

New technology and availability of media resources like an uplink to a satellite, the internet, cell phones and all other social media, have enhanced media accessibility and participation. However Melody (1973) as quoted by Kasoma (1992:103) states that, “while it cannot be denied that the new technologies offer enormous advances in potential for information processing and distribution by making information accessible in kind and quantities never dreamed of before” Reddi (1987) as quoted by Kasoma states that “It is also true that these technologies are accessible only to few people, those who can afford them while the majority go without them (1992, 103). This is a clear picture of lack of technological accessibility among the blind and the deaf because most of them are amongst the poor in Zambia. With enough resources, PWPD will have access to media software and accessories. The blind could easily access information by using computer software like the Job Access With Speech (JAWS) a speech software which can enable them to read newspapers online while the deaf can watch caption or sign language information, news and films through subscribed multi-choice channels. However, these two groups are amongst the poorest population and cannot afford these technologies. Reddi (1987) as quoted by Kasoma further states, that “these technologies are only helpful to the rich.”

Media access entails that people are able to get information in a form that is conducive for them despite their physical condition. It depends on how media institutions formulate and package the information for the audiences. The major role of the media is to communicate to the audience, however, the media channel has to suit the audience least the message be considered as ‘noise’

by the audience. In this study, the target audience is one with a perception disability. Therefore, in order to reach out to them, it requires much consideration by the media in terms of the channels to be used. Therefore the media is expected to not only represent PWPD but to involve them in the formation of the message. Kasoma (1992) alluded to the fact that people can only access the media if they are reached by the MM and if they have an input to the content or message of the media.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction

This section gives the Conceptual and Theoretical Framework used in the study on access to media in Zambia for persons living with perception disabilities (PWPD), the blind and deaf in Lusaka. A conceptual framework is the definition of a concept while a conceptual definition gives the distinctive characteristics of the concept. The operational definitions will give the researchers precise meanings.

3.1 Conceptualisation and Operationalisation of Concepts

3.1.1 Disability

Disability is “any restriction or lack (resulting from any impairment) of ability to perform any activity in the manner or within the range considered normal for a human being and would or would not entail the use of supportive devices and auxiliary aids” (Mwape and Nkombo, 2003, p.5). Other terms used in place of disability include, the physically challenged, the handicapped, people living with physical challenges, persons living with disabilities and people who are differently abled.

In society, disabled people are identified by physical limitations in their life style like being blind, partially sighted, deaf and dumb, deaf, hard of hearing, dumb, mentally ill, intellectual, speech impairments, physically handicapped and mentally retarded. Due to such impairments, some go to special schools and need special facilities like Braille which enables the blind to use the sense of touch to read and sign language which enables the deaf to communicate with others.

3.1.2 Perception Disability

Perception refers to “the process whereby we acquire information about our environment through our five senses: hearing, sight, touch, taste and smell” (Steinberg, 1997 p.34). Therefore, perception disability refers to inability to acquire information using the five senses due to physical disability. This relates to the blind and the deaf.

In this study, perception disability referred to physical impairment in which one cannot use the sense of hearing and the sense of sight to get media information.

3.1.3 People Living with Perception Disabilities

This refers to persons with disabilities with special sensorial characteristics which hinder them from using the sense of hearing and sight, the deaf and blind, respectively (Gavril, 2002).

3.1.3.1 Blindness

Blindness refers to a complete loss of sight. Blindness may be congenital or caused by injury or disease. Lesions of the brain, cataract, glaucoma or retinal detachment can result in loss of vision, as can changes in the eye associated with disorders such as diabetes and hypertension. Most of the world's 246 million sightless people live in the third world where blindness is caused by two parasitic infections, trachoma (bacterial infection of the conjunctiva) and anachocerciasis (Wikipedia,2016).

3.1.3.2 Deafness

Deafness is a total loss of hearing. It may be present at birth (congenital) or acquired any time after. Deafness may be caused by perforation of the eardrum, hereditary disorders, injury, infection in old age and excessive noise. As of 2013, 1.1 billion people were deaf to some degree. Most of the deaf population was found in low and middle income countries (Wikipedia, 2016).

In this study, the two categories of disabilities have been grouped together as people living with perception disabilities (PWPD) due to the limitations they face with the mainstream media. PWPD need special media accessories for them to fully benefit from the media. The blind need Braille and the deaf need sign language interpretation or captions for them to effectively use the media.

3.1.4 Braille

Braille is a system of writing used to enable the blind people write and read with their sense of feel using their fingers. This system of writing was invented by a French Military Artillery Officer called Charles Barbier de la Serre in response to Napoleon's demand for a code that soldiers could use to silently communicate in the battle field during night operations. This special

way of communicating using a tactile code was called ‘night writing’. Barbier’s system was very complicated for the French soldiers and after they rejected it, he introduced his system of writing to the National Institute for the Blind in Paris. It was at the Institute that a blind man called Louis Braille came to learn about Barbier’s code system. Barbier’s system was a ‘12 dots system’ but after years of studying this system, Braille cut down the 12 dots to 6 dots of 2 columns and 3 rows and this new way of writing for the blind was first published in 1829. It came to be known as Braille after the invention had gone through some modifications over years. In 1932, a universal code for English speakers was adopted when people from America and Britain met to agree on Standard English Braille. Braille also has mathematical, science, musical and shorthand notions.

In Zambia, Braille was first introduced to schools for the blind in the colonial era by missionaries. The 6 dot Braille alphabet looks as follows:

The Braille Alphabet

A	B	C	D	E	F	G	H	I	J
⠠	⠡	⠢	⠤	⠥	⠦	⠧	⠨	⠩	⠪
K	L	M	N	O	P	Q	R	S	T
⠬	⠭	⠭	⠮	⠯	⠰	⠱	⠲	⠳	⠴
U	V	W	X	Y	Z				
⠵	⠶	⠷	⠸	⠹	⠺				

Source: The Braille Alphabet, 2016

3.1.5 Sign language

This is a systematic set of gestures that is used to convey information to deaf people. Unlike Braille, the history of Sign Language is as old as mankind. “In principle, and without too much error, one could state that each spoken language has a sign language counterpart in as much as each linguistic population will contain deaf members who will generate a sign language” (Wikipedia,2016).

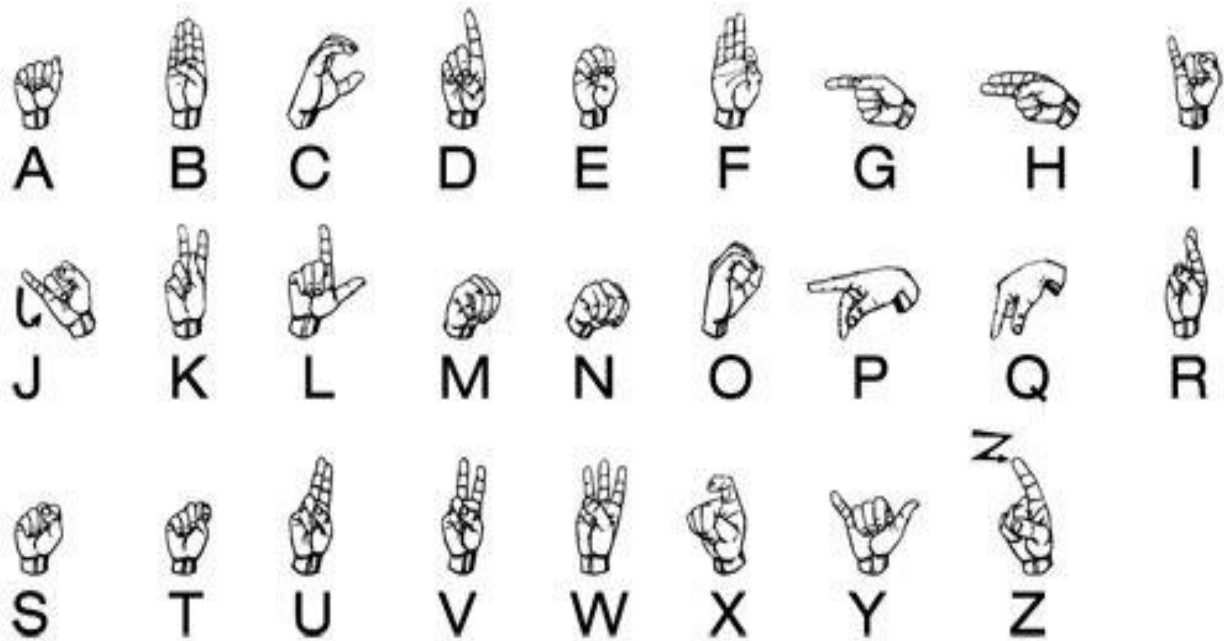
However, standardised Sign Language can be traced to the 16th century when an Italian man called Geronimo Cardano proclaimed that deaf people could also be taught. In about 1755, Abbe Charles Michel de l’ Epee of Paris founded the first school for the deaf. He like Cardano, believed that deaf people could be taught to develop communication with themselves and the hearing world through a language involving a system of conventional gestures, hand signs and finger spellings. He created and demonstrated a language of signs in which he used symbols that suggested a desired concept.

Abbe first observed the signs that were already being used by the deaf in Paris and from their signs, he developed his sign language. To the observed signs, he added his own creativeness which resulted in a signed form of spoken French. He helped to invent a more standardized language which would effectively bridge the gap between the deaf and the hearing world. The French Sign language (FSL) which is still in use in France today was introduced to the United States Of America (USA) in 1816 by Thomas Gallaudet, the founder of the American School for the Deaf . FSL was mixed with various systems already in use in USA to form American Sign Language (ASL). Today ASL is used by more than 500 000 deaf people in USA and Canada and it has become the 4th most common language in the USA.

In the Zambian Scenario, there are many different sign codes being used at home, educational centers and units for the deaf. In the units, some educators use British Sign Language (BSL) while others use ASL. Slowly a Zambian sign code is also developing.

Deaf people also get information through reading the lips of a speaker. Lip reading includes reading of facial expressions and body language. Deaf people also get information by reading captions on television. The Sign language alphabet is as follows:

Sign Language Alphabet



(Rokowski,2016)

3.1.6 Accessibility

In line with disability, Joe Clark (2002, p.1) states that “accessibility involves making allowances for characteristics a person cannot readily change.” He argues that a deaf person cannot stop being deaf when confronted with a sound track just like a blind person cannot stop being blind when confronted with visible words or images. Accessibility in general enables persons with disability to live independently and to participate fully in all aspects of life. “Accessibility is important in all areas of life but in particular in the physical environment, such as buildings, roads, housing and so on, transport, information and communication and other facilities and services open to or provided to the public ” (United Nations, 2014).

In this study accessibility implied PWPD getting the same information that all other citizens get from the media without barriers due to their impairments. Media access is the ability of members of a society to use a particular medium not only to receive messages but to send messages of their own too. Therefore, it also meant PWPD participating in public life especially through the media without any discrimination from the general public. Accessibility further referred to the

availability of information to PWPD. Availability is the extent to which a receiver or an audience is able to make use of a mass medium. It also refers to the availability or presence of equipment.

3.1.7 Minority Group

A minority group is “a group which is smaller in number than the rest of the population of a state, whose members have ethnic, religious or linguistic features different from those of the rest of the population and are guided if only implicitly, by the will to safeguard their culture, tradition, religion or language” (Aikio-Puoskatari et al, 2004, p.66).

McQuail, states that the media is expected to help forge minority identities and to resolve their social conflict. “In the United States and elsewhere there is much pressure on the media to be positive towards minorities of all kinds including ethnic groups, women, gays and lesbians and more sensitive to the needs of vulnerable groups like children, poor, disabled and homeless people and the mentally ill” (1994,205). McQuail further argues that though the media are aware of the problems of minority groups like the disabled, they are less open to external pressures of this kind of news in relation to hard news.

In this study, the term minority group was used in line with a group of the population that is different from the rest due to sensorial characteristics or perception impairment. It referred to the blind and the deaf who have media access limitations.

3.1.8 Discrimination

Gavril (2002) refers to discrimination as occurring where “an apparently neutral provision, criterion or practice would put persons having a particular religion or belief, a particular disability, a particular age, or a particular sexual orientation at a particular disadvantage compared with other persons”. Gavril argues that there is a clear recognition of discrimination of PWD because of the absence of the special means aimed at providing accessibility to services. She further contends that by the very fact that a society is not producing those helping means and is not making them available to the disabled, is in fact discriminating them since they are excluded from products, services and facilities which other (non-disabled) citizens can access. (Gavril, 2002)

Apart from disabled people being discriminated by not having access to information through helping means or appropriate formats, Gavril posits that there is discrimination within and by the media.

In this study, discrimination meant lack of special media facilities for the blind and deaf. The blind need Braille newspapers or other special computer software like the Job Access With Speech (JAWS) to enable them use the media adequately whereas the deaf need sign language interpretation and captions on television. Discrimination will also refer to lack of representation of PWD in the Zambian media, poor coverage of programmes for PWPD and not involving and featuring PWPD in the media.

3.1.9 Participatory Communication

According to Mody, Participatory Communication “is the social process in which groups with common interests jointly construct a message oriented to the improvement of their existential situation and to the change of the unjust social structure” (1990,30). She believes that development can only be achieved if the media writer, graphic artist, videographer, film makers and development planners and communication planners will firmly listen to the audience before beginning a message design.

Mody is basically advocating for grassroots participation and that people must be given the freedom to express themselves especially through the media so that they break out of the culture of silence.

In this study, participatory communication meant PWPD taking part in the communication process of the nation by being accorded opportunities to access information through the media and to get involved in the communication system and formulation of the message by the media.

3.1.10 Mass Media

Mass Media (MM) are defined as “the organised technologies which make mass communication possible” (McQuail, 1994, p.10). Mody (1991) refers to MM as being the means which can be used to repress or emancipate and as being the sites where ideologies are produced and

reproduced. Both McQuail and Mody refer to transmissions that are disseminated widely to the general public or a heterogeneous audience.

Rensburg (1996,43) groups MM into two categories. These are, Main Stream Conventional Media (MSCM) and Unconventional Media (UM). By MSCM is meant MM which are “those channels of communication which are capable of reaching heterogeneous audiences simultaneously with uniform messages (Rensburg, 1996, p.43). These include radio, television, the press and cinema. Apart from MM being called MSCM, they are also known by terms such as Traditional Media, Mainstream Media, News Media and Corporate Media. UM are any media outside the MSCM. They are also called different names like ‘The New Media’, ‘Alternative Media (AM)’, and depending on the use, can also be called ‘Folk Media’ and ‘OraMedia’.

In this study, media will refer to technologies and organisations which make mass communication possible. The terms ‘main stream media’ and ‘alternative media’ will be used to specifically differentiate between communication to a heterogeneous audience or to a homogenous audience mainly PWPD, respectively.

3.1.11 Communication Channels

Communication channels are the technical systems or devices like television, radio and newspapers through which the media relays its information to the audience. Gajlewicz in Hulex (1990) states that persons living with perception disabilities (PWPD) more often do not benefit from the channels used because most media institutions use ‘Main Stream Channels’ targeting ‘Main Stream Recipients’. He suggests that within the system of the MM, it is possible to distinguish the general channels (for general information) and specific channels just as the receivers can also be distinguished in the same way, general and specific. This combination of the channels and receivers can be divided into four categories of reception which occur in practice. These are

- a) *The general receiver of the general channel.* To this group belongs anyone who is able to comprehend any type of media.

- b) *The specific receiver of a specific channel.* These are receivers who can only receive specific channels due to their limitations, for instance PWPD. These need what Gajlewicz calls the 'New Media' (NM).
- c) *The general receiver of a specific channel.* This category comprises people who deliberately or by virtue of work decide to receive a specific channel. For instance a man can choose to read a women's magazine because of interest in women's affairs.
- d) *A specific receiver of the general channel.* The receiver here could be interested in specific information in general channels, for instance, a researcher. (Gajlewicz in Hulek, 1990, p. 63)

This study is concerned with PWPD who are specific receivers of specific channels. If the specific channel is not available, the specific receiver, in this case PWPD face communication barriers. Hulek contends that problems of PWPD can only be solved by the 'New Media' now commonly known as 'Alternative Media'.

3.1.12 Alternative Media

Also called new media, unconventional media or participatory media, alternative media (AM) can be defined as "print and electronic media established for specific ethnic, cultural, or religious groups outside the main stream media" (Giboa and Katz, 1999,p.3). In their report, they further states that an alternative framework focuses on minorities alienated from establishment and the mainstream media and can be used to reach targeted groups in ways that better fit their culture and social context. Alternative Media (AM) is a term that is becoming commonly used to refer to informative materials that are used to ensure equal access to media programmes and facilities for all. Proponents of AM often argue that mainstream media are heavily biased and controlled by a small group of people of higher strata. However, AM often engage in 'advocacy journalism' in which the minority groups like PWPD are represented.

In this study, AM will mean media formatted for the blind or deaf such as Braille versions of text and media accompanied by sign language interpretation or captioned versions of videos.

3.2 Theoretical Framework

The Knowledge Gap Theory was the main theory that was used in this study. The other supporting theories are the Spiral of Silence Theory and the Uses and Gratifications Theory.

3.2.1 The Knowledge Gap Theory

The Knowledge Gap Theory was proposed in 1970 by three researchers at the University of Minnesota namely Philip .J. Tichenor, George A. Donohue and Clarice N. Olien. They defined this theory as “the infusion of mass media information into a social system increases higher socioeconomic status segments tends to acquire this information faster than lower socioeconomic status population segments so that gap in knowledge between the two tends to increase rather than decrease” (Rahmanjmc,2015). This means that people of higher economic class have more access to information than those of low class.

This theory treats knowledge like any other commodity which is not distributed equally between the high class and the low class. Knowledge is channelled through new technologies and the expenses of these technologies keep rising. The poor people like most PWPD cannot afford these technologies thereby widening the gap between the rich and the poor. The theory further states that if the information services are not made equal for the entire society, the gap will keep on increasing over the years.

A survey of the theory was conducted in presidential elections and it was proved that when a new idea came up in society, the people of the higher strata understood it better than the lower strata. (Rahmanjmc,2015)

The three researchers suggested five reasons why this pattern of gap exists. According to them, when a person receives more education, firstly, his communication skills increases and his gathering of information becomes easier for him. His reading, understanding and memory skills also become better thereby making his understanding of issues of various spheres better. Secondly, he is exposed to much more topics and knowledge than a less educated person thus making his awareness more. Thirdly, he has more social integration. This helps him to counter various perspectives which make his understanding of public issues better. Fourthly, he knows

well of how to make optimum use of a medium while on the other hand a person with no knowledge is unlikely to know it. Therefore, an uneducated person will be less aware and less interested in the issues around the world and may not also know of how it may affect him. Lastly, on the media market, the higher strata of society are the target for every product, news or any commodity. Therefore, the lower strata remain unaware of these products leading to a wider knowledge gap between the higher strata and the lower strata.

This theory is relevant to the study on access to media in Zambia for PWPD because it states the knowledge gap that exists between the higher strata and the lower strata in society. Mostly, the higher strata are more educated and can afford modern technologies of communication whereas majority of PWPD are not that educated and are mostly poor and thus cannot afford most technologies that are favourable to their situation.

In 1975, George A. Donohue and his other colleagues carried out a survey and suggested three variables on local and national issues which could help reduce the knowledge gap. They argued that local issues that directly impact the people aroused more social concern than national issues and so lessened the knowledge gap. They further, contended that issues with more perceived conflict tend to grab more attention and weaken the knowledge gap hypothesis. Lastly, they argue that knowledge to a homogenous community lessen the gap than knowledge to a wider heterogeneous community. (Rahmanjmc,2015)

The survey of the theory is important to this study as it stresses that local knowledge which is specific to a community arouses more social concern than general knowledge. In this case information on disability matters would be more appropriate to PWPD than just general information. This study also assesses the need for alternative media for the homogenous community as opposed to mainstream media for the heterogeneous community.

3.2.2 The Spiral of Silence

Severin et al posits that the Spiral of Silence is a theory that gives mass media more power than any other. It was coined and developed by Elizabeth Noelle – Neumann over a number of years (1974, 1984, and 1991). The theory concerns the interplay of four elements namely: mass media;

interpersonal communication and social relations; individual expressions of opinion; and the perception which individuals have of the surrounding 'climate of opinion' in their own social environment. The main assumptions of this theory according to Noelle-Neumann (1991) are that:

- society threatens deviant individual with isolation.
- individuals experience fear of isolation continuously.
- this fear of isolation causes individuals to try to assess the climate of opinion at all times
- The results of this estimate affect their behaviour in public, especially their willingness or not to express opinion openly.

This means that many people are guided by what they think is dominant in their environment as such people conceal their views if they feel they are in a minority and are more willing to express their beliefs or opinions if they think they are dominant. McQuail (1983) adds on that people have a natural fear of isolation and always want to identify with, and flow with the majority opinion and consensus. Once people feel that their views are not dominant, they retreat or fall into the 'Spiral of Silence'.

The theory is vital to this study because it shows that the media affects and influences the audience. PWPd who usually have no access to mass media content can often be considered as deviants when they do not conform to the general topics of discussion. They are often isolated because they usually do not understand current issues. With adequate mass media access, they would not suffer from the 'Spiral of Silence' as the media can bring to light exactly what is being discussed in the environment. As a result most of them are not usually willing to express themselves for fear of being considered deviants; they fall into the 'Spiral of Silence'.

The media can intervene and influence PWPd from falling into the 'Spiral of Silence' in three ways; First it helps to show them which opinions are dominant and on the increase. Secondly, PWPd will come out of their isolation and participate in society and lastly, they will not fall into the 'Spiral of Silence' but will voice out their views.

3.2.3 Uses and Gratifications Theory

Another theory, which focuses on an active audience rather than only the effects of the media, is the Uses and Gratification Theory. This theory looks at the audience as actively utilizing media contents rather than being passively acted upon by the media. The proponents believe that the audience plays a decisive role when using the media and that they do it with an aim or goal to satisfy (gratify) certain needs. This concept of uses and gratification is linked to the Fundamental Theory, which states that people willingly engage in mass media in order to benefit from the experience. The roots of this theory are in the 1940's when researchers became interested in why people used various media such as radio listening or newspaper reading. McQuail and Kats identified four (4) main reasons why people need gratification. These are; the need for information about our geographical and social world (news and drama), need for identity, by using characters and personalities to define our sense of self and social behaviours (film and celebrities), need for social interaction through experiencing the relationships and interaction of others (soap lives and sitcom) and the need for diversion by using the media for purposes of play and entertainment (McQuail, 1994).

This theory is vital for this study because it shows the need for all human beings including PWPD to gratify their needs. PWPD also need to acquire information, knowledge and understanding through the media. They also need to be entertained and to interact through the media.

CHAPTER FOUR

METHODOLOGY

4.0 Introduction

In conducting the study, both qualitative and quantitative methods were used for data collection because using them both ensured that there was compensation for inherent inadequacies of either of the approaches and as such, using them both provided the researcher with checks and balances. The use of both methods was in line with the triangulation principle suggested by many scholars like Weimar, Roger and Dominick (1987) who believe that “both qualitative and quantitative techniques are important in understanding any phenomenon” (Weimar et al, 1987, p.51). Triangulation refers to the use of both qualitative and quantitative methods in the same research so as to fully understand the nature of the research problems. The researcher triangulated as follows;

4.1 Research Design

The study was exploratory and descriptive in nature.

4.2 Research Methods

4.2.1 Quantitative Survey

In this quantitative survey method, questionnaires were administered and interviews were conducted in Lusaka as follows:

- a) Questionnaires were administered to 60 deaf people with the help of sign language interpreters. This method was appropriate for the deaf participants because without the researcher’s knowledge of sign language, questionnaires were the most conducive method.
- b) 40 blind people were interviewed. This method was used since the researcher could not read or write in Braille and
- c) Questionnaires were administered to 57 journalists from radio, television and print media.

The questionnaires and interviews to the selected sample sought to capture the following:

- i. Respondent's data: the information collected here covered the background data such as age, sex, educational background, employment status, residence and cause of disability.
- ii. Focal data: in this section, closed questions were mostly used to gather data on the perceptions of access to media in Zambia for persons living with perception disabilities (PWPD) from PWPD themselves and from media personnel.

Open questions were also used to capture issues that otherwise might escape notice. These questions were important in bringing out the assumptions and perceptions PWPD and the media have with regards to access to media for PWPD in Zambia.

4.2.2 Qualitative Survey

4.2.2.1 In-depth Interviews

In depth interviews were carried out with the Director and the Publicity and Resource Mobilisation Officer of Zambia Library, Cultural and Skills Center for the Visually Impaired (ZLCSCVI) and with the Director of the Association of Sign Language Interpreters of Zambia (ASLIZ).

The interviews captured the views of the two organisations with regards to media access for PWPD in Zambia. An interview guide was used for focusing the interview. (See appendix 3)

4.2.2.2 Participant Observations

Since the researcher was attached to ZLCSCVI and ASLIZ, more information was collected during Participant Observation as the researcher fully participated in the day to day activities of both organisations. However, much of the gathered information was by way of questionnaires, interviews and in-depth interviews.

4.3 Sampling Procedure

The study was done in Lusaka, where the population of disabled people was 1.7 percent of the total population in the 2010 census. The total figure of persons with disability in Lusaka urban was 1,102, 684 (Central Statistics Office, 2012). A combination of Convenience Sampling and Snowball were used, for both the blind and deaf communities. As for organisations representing

the media institutions, Stratified Sampling was used in order to get information from those who were directly involved in researching and writing articles for the print media and those who researched and reported for the broadcast media.

4.3.1 Methods of Data Gathering

The researcher was on site to collect the data. This ensured that the research instruments were administered accordingly. All the questionnaires were coded and pre-tested to ensure the questions were relevant and clear for the respondents.

4.4 Data Analysis

The Statistical Package for the Social Science (SPSS) was used to generate statistical data that was collected through quantitative methods such as questionnaires and interviews. Frequency tables were drawn from these, the data was presented in tables and bar graphs to analyse it. The qualitative data was analysed using content analysis to search for trends, patterns and themes in the qualitative information from the in-depth interviews.

CHAPTER FIVE

RESEARCH FINDINGS

5.0 Introduction

The findings from the research showed the general perceptions of access to media in Zambia, for persons living with perception disabilities (PWPd) particularly the deaf and blind persons in Lusaka. The findings further revealed the perceptions of media personnel on the quality of access to media for PWPd in Lusaka from the media institutions that the researcher managed to give questionnaires.

This chapter is divided into two main parts. The first part gives details of findings from the quantitative survey and the second part gives details from the qualitative survey. The quantitative survey is further divided into two parts. The first part is data analysis for PWPd, whereas the second part is for media personnel. The qualitative part is also in two parts. First, are details of the in-depth interviews with the Director and the Publicity and Resource Mobilisation Officer (PRMO) of Zambia Library, Cultural and Skills Center for the Visually Impaired (ZLCSCVI) and second are details of the in-depth interview with the Director of the Association of Sign Language Interpreters of Zambia (ASLIZ).

5.1 Quantitative Survey

5.1.1 Type and cause of disability

Table 1(a)

Type of disability

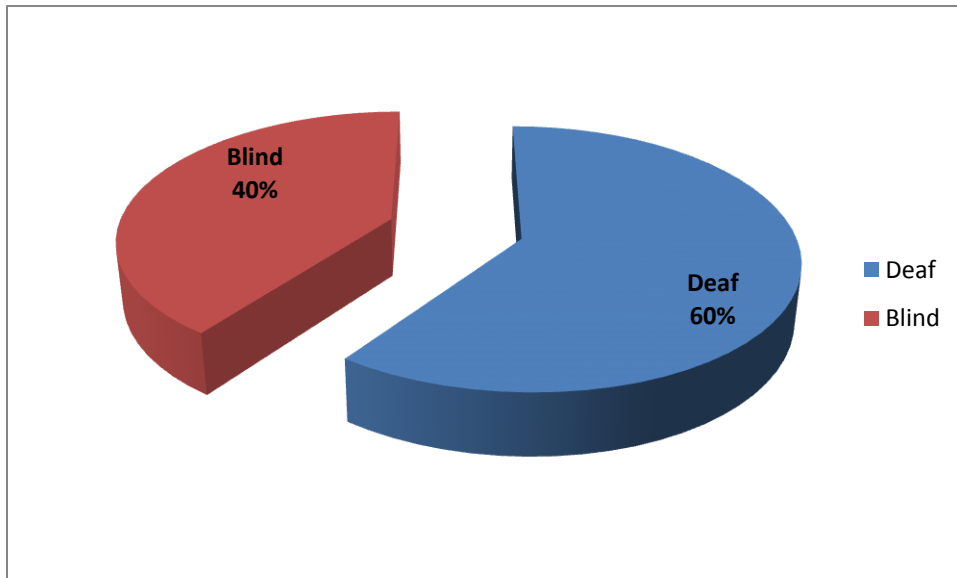
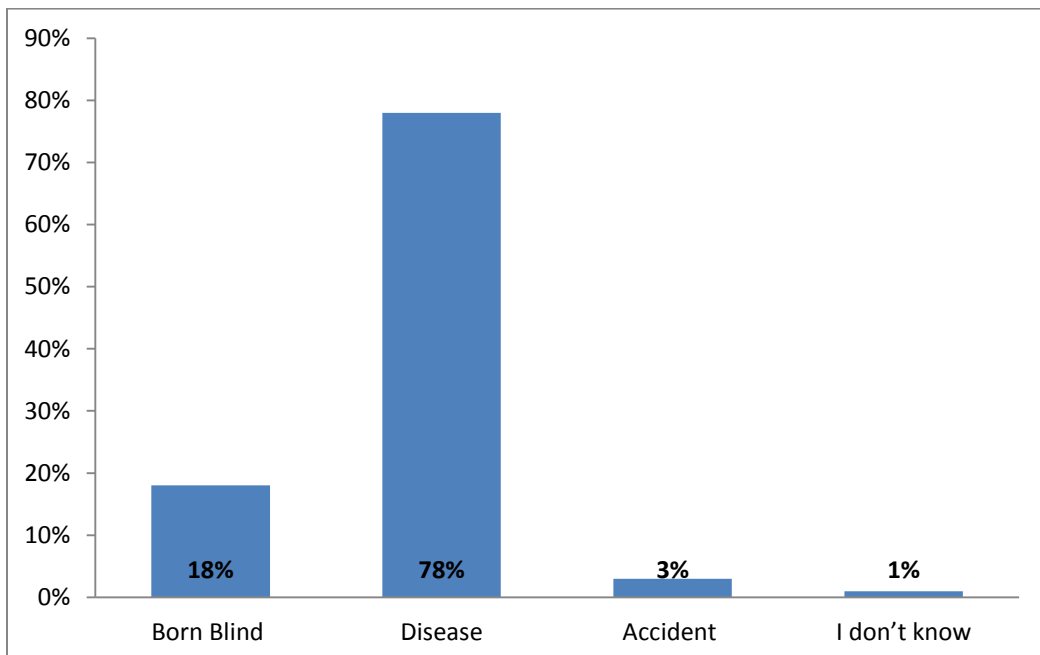


Table 1(b)

What is the cause of your disability?



As shown from the two tables, Table 1 (a) shows the type of disability and the distribution of respondents. 40 blind respondents were interviewed and 60 deaf respondents answered the questionnaires. Table 1(b) shows the cause of disability for PWPd respondents and the survey revealed that 18 percent were born disabled, 78 percent got disabled due to disease, 3 percent got disabled due to accident and 1 percent did not know how they got disabled.

5.1.2 Media Use

Table 2(a)

How often do you listen to the radio, watch television or read a newspaper?

	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	48	48.0	48.0	48.0
Once a week	24	24.0	24.0	72.0
Once a month	9	9.0	9.0	81.0
Rarely	11	11.0	11.0	92.0
Never	3	3.0	3.0	95.0
No response	5	5.0	5.0	100.00
Total	100	100.0	100.0	

When asked how often the respondents used the media by listening to the radio, watching television and or reading a newspaper, 48 percent indicated that they used the media every day, 24 percent said they used it once a week, 9 percent used it once a month, 11 percent said they rarely used it and 3 percent said they never used the media. 5 percent did not give a response.

The reasons for the respondents who indicated that they rarely or never used the media and even some of those who never gave a response in question (8) are given in the table below.

Table 2(b)

If your answer to question 8 is rarely or never, give a reason

	Frequency	Percent	Valid Percent	Cumulative Percent
I am busy	2	2.0	2.0	2.0
I don't understand anything	3	3.0	3.0	5.0
Newspapers are expensive	7	7.0	7.0	12.0
No response	4	4.0	4.0	16.0
Not applicable	84	84.0	84.0	100.0
Total	100	100.0	100.0	

Table 3(a)

Which media do you usually use?

	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	40	40.0	40.0	40.0
Television	31	31.0	31.0	71.0
Newspaper	23	23.0	23.0	94.0
No response	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Table 3(b)**Do you use any other media mentioned above? (Specify)**

	Frequency	Percent	Valid Percent	Cumulative Percent
I also listen to television	15	15.0	15.0	15.0
I also have newspapers read to me	3	3.0	3.0	18.0
I also watch actions on television	35	35.0	35.0	53.0
No response	47	47.0	47.0	100.0
Total	100	100.0	100.0	

When the respondents were asked which media they usually use, 40 percent said they used radio, 31 percent said televisions, 23 percent said newspaper and 6 percent did not give a response. They were further asked if there was any other media they used apart from what they chose in question 10 (a) and in response, 15 percent said that apart from what they had chosen, they also listened to television, 3 percent said newspapers were also read to them, 35 percent indicated that they also watched actions on television and 47 percent did not give a response.

5.1.3 Purpose of using the media

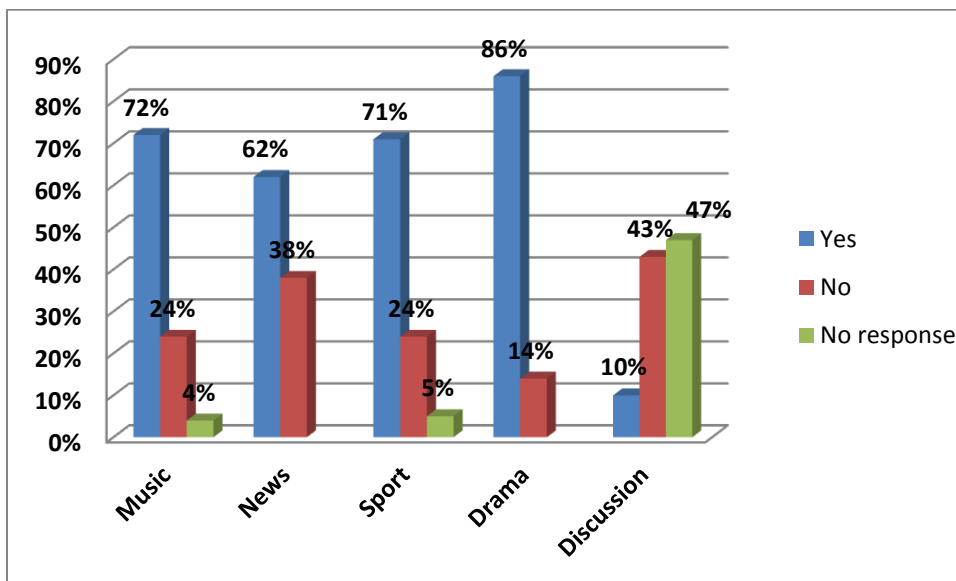
Table 4**I use the media for music/watching dance, news, sports, drama and public discussions**

Table 4 shows that 72 percent use the media to listen to music or watching dance, 24 percent said they do not use the media for either music or watching dance and 4 percent did not give a response. 62 percent said they use the media for news and 38 percent do not use it for news. 71 percent said they use the media for sports, 24 percent do not use it for sports and 5 percent did not give a response. 86 percent use the media to watch or listen to stories, drama or films while 14 percent did not use it for stories, drama and films. 10 percent use the media to take part in public discussions like phone-in programmes or SMSs to programmes, 43 percent do not take part in media discussions and 47 percent did not give a response.

5.1.4 Level of media access in Zambia for PWPD

Table 5

How would you rate your level of access to the Mass Media in Zambia?

	Frequency	Percent	Valid Percent	Cumulative Percent
Satisfactory	21	21.0	21.0	21.0
Unsatisfactory	79	79.0	79.0	100.0
Total	100	100.0	100.0	

When asked how PWPD rate their level of media access in Zambia, 21 percent said that it was satisfactory and 79 percent said that it was not satisfactory.

Table 6

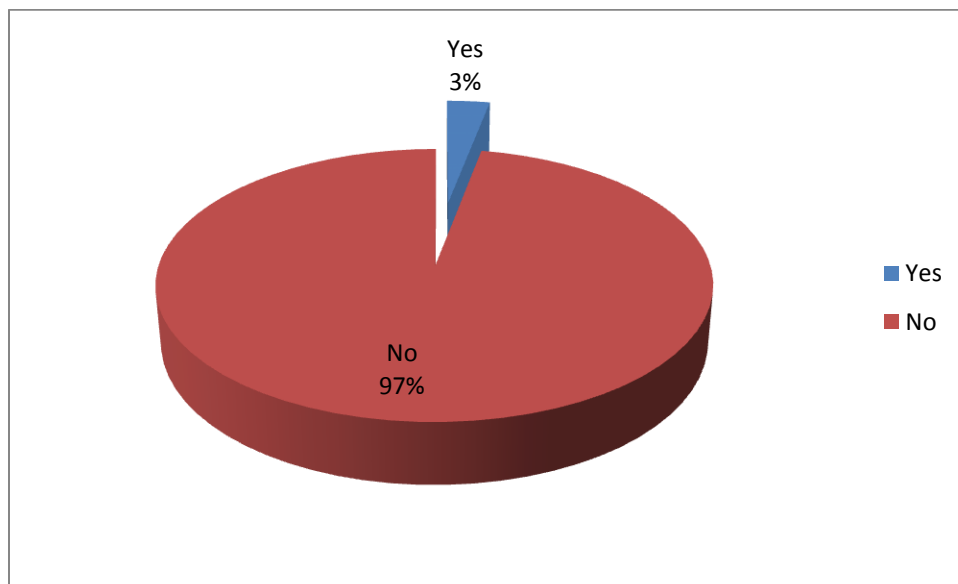
How do you rate the portrayal of disabled people in the Zambian media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Satisfactory	15	15.0	15.0	15.0
Unsatisfactory	85	85.0	85.0	100.0
Total	100	100.0	100.0	

When asked how PWPD viewed the portrayal of disabled people in the Zambian media, 15 percent indicated that it was satisfactory and 85 percent indicated that it was unsatisfactory.

Table 7(a)

The media in Zambia does not pay much attention to PWPD.



When questioned whether the mass media in Zambia pays attention to PWPD or not, 3 percent said that the media pays much attention to PWPD and 97 percent said that they do not pay much attention.

5.1.5 Media accessibility

When the respondents were asked to give an explanation for their answer in question 14, they answered as indicated below.

Table 7(b)

Give a reason for your answer in question 13

	Frequency	Percent	Valid Percent	Cumulative Percent
Newspapers are expensive	1	1.0	1.0	1.0
There are no Braille Newspapers	3	3.0	3.0	4.0
No response	14	14.0	14.0	18.0
There is no sign language interpretation on television	47	47.0	47.0	65.0
The media are not affected by our disability	1	1.0	1.0	66.0
We are not involved or featured in programmes	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Table 8

Why do you think the media in Zambia has no Braille newspaper or sign language interpreters for most programmes on television?

	Frequency	Percent	Valid Percent	Cumulative Percent
The media do not care about us	61	61.0	61.0	61.0
It is expensive to communicate to PWPD	4	4.0	4.0	65.0
They do not know how to communicate to PWPD	27	27.0	27.0	92.0
PWPD can do with existing media structures	8	8.0	8.0	100.0
Total	100	100.0	100.0	

The table above shows the answers of the respondents when they were asked why the media had no Braille newspaper or sign language interpretation for most programmes on television. 61 percent said that the media do not care about PWP, 4 percent said that it is expensive to communicate to PWP, 27 percent said the media do not know how to communicate to PWP and 8 percent said that the media can do with existing media structures.

Table 9(a)

What can the media do to cater for the blind?

	Frequency	Percent	Valid Percent	Cumulative Percent
Introduce Braille newspapers and other materials	35	35.0	35.0	35.0
Employ Blind people	5	5.0	5.0	40.0
Not applicable	60	60.0	60.0	100.0
Total	100	100.0	100.0	

When asked what the media can do to cater for blind people, the question only applied to the 40 respondents that were blind. 35 percent said that the media should introduce Braille newspapers and other materials and 5 percent indicated that the media should employ blind people. The question was not applicable to 60 percent of the respondents that are deaf.

Table 9(b)

What can the media do to cater for the deaf?

	Frequency	Percent	Valid Percent	Cumulative Percent
Employ Sign Language Interpreters	48	48.0	48.0	48.0
Employ deaf people	11	11.0	11.0	59.0
Use captions on Television	1	1.0	1.0	60.0
Not applicable	40	40.0	40.0	100.0
Total	100	100.0	100.0	

When asked what the media can do to cater for deaf people, the question only applied to the 60 respondents that were deaf. 48 percent indicated that the media should employ Sign Language Interpreters, 11 percent said that media should employ deaf people and 1 percent indicated that the media should use captions on television. The question was not applicable to 40 percent of the respondents that are blind.

Table 10

Is there any other media that you have found helpful in your situation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Cell Phones	78	78.0	78.0	78.0
Books/Magazines	6	6.0	6.0	84.0
No response	16	16.0	16.0	100.0
Total	100	100.0	100.0	

When asked if there was any other media that the respondents found helpful in their situation other than the mainstream media, 78 percent said they also use cellular phone, 6 percent said they used magazine and other books and 16 percent did not give a response.

Specify any other media found helpful in your situation

When asked to specify any other media used, 47 percent also said they found computers helpful.

5.2 Quantitative Survey for Media Personnel

5.2.1 Type of media the respondent worked for

Media personnel from radio, television and the print were also asked questions on their perception regarding persons living with disabilities particularly persons living with perception disabilities and the media. Their answers are presented below.

Table 11

What type or media do you work in?

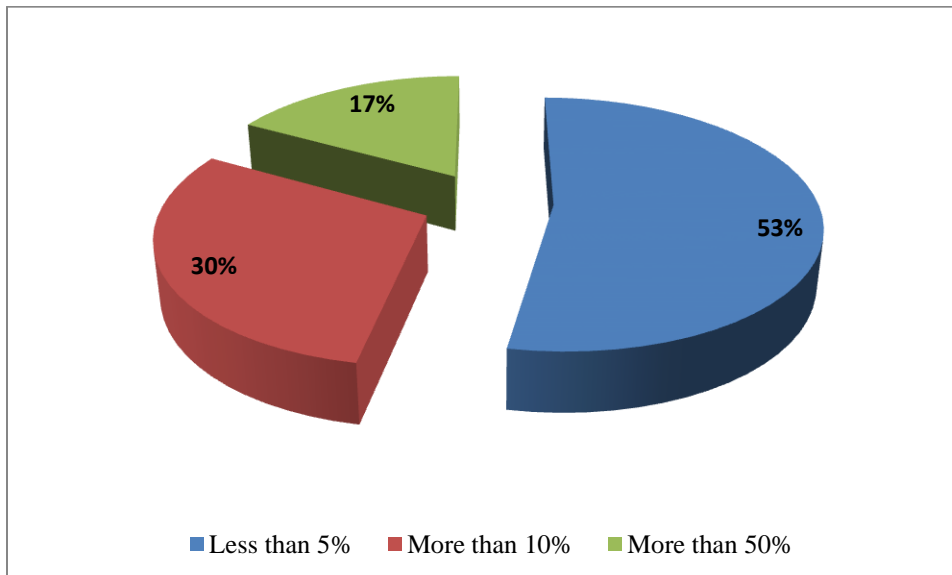
	Frequency	Percent	Valid Percent	Cumulative Percent
Radio	30	52.6	52.6	52.6
Television	10	17.5	17.5	70.2
Print Media	16	28.1	28.1	98.2
Both radio and Television	1	1.8	1.8	100.0
Total	57	100	100.0	

When asked the type of media the respondents worked for, 52.6 percent worked for radio, 17.5 percent for television, 28.1 percent for print media and 1.8 percent for both radio and television.

5.2.2 Rate of media attention for PWPD in Zambia?

Table 12

How do you rate media attention for PWPD in Zambia?



When asked how the respondents rated media attention for PWP in Zambia, 53 percent respondents said it was less than 5 percent, 30 percent rated media attention at more than 10 percent, and 17 percent rated it as more than 50 percent.

Do the deaf and blind also need to use the media like any other person?

When media personnel were further asked whether PWP also needed the media like any other person, 100 percent of the respondents agreed that PWP also need the media like any other person.

5.2.3 Media Accessibility

Media personnel were asked what they thought their organisations could do to cater for the blind. 35.1 percent indicated that the media should introduce Braille newspapers, 28.1 percent said the media should employ blind people and 36.8 percent did not give a response.

Table 13(a)

What can your organization do to cater for the Blind?

	Frequency	Percent	Valid Percent	Cumulative Percent
Introduce Braille Newspapers	20	35.1	35.1	35.1
Employ Blind People	16	28.1	28.1	62.2
No response	21	36.8	36.8	100.0
Total	57	100.0	100.0	

Table 13 (b)

What can your organization do to cater for the deaf?

	Frequency	Percent	Valid Percent	Cumulative Percent
Employ Sign Language Interpreters	20	35.1	35.1	35.1
Employ deaf people	2	3.5	3.5	38.6
Continue with the present situation	1	1.8	1.8	40.4
Not applicable	20	35.1	35.1	75.4
No response	14	24.6	24.6	100.0
Total	57	100.0	100.0	

The above tables show what the respondents answered when they were asked what their organisations could do to cater for persons living with perception disabilities. Table 13 (a) shows what respondents suggested about what the media could do to cater for the blind. 35.1 percent indicated that the media should introduce Braille newspapers, 28.1 percent said the media should employ blind people and 36.8 percent did not give a response.

In table 13 (b) 35.1 percent said the institution should employ sign language interpreters, 3.5 percent said the institution should employ deaf people, 1.8 percent said the media should continue with the present situation, 35.1 percent said the question was not applicable to them and 24.6 percent did not give a response.

The respondents were further asked to give suggestions on what else the media could do to cater for PWPD. The responses were as follows:

Table 13 (c)**What else can the media do to cater for persons living with perception disability?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Expose deaf and blind talent to the nation	2	3.5	3,5	3,5
Have more awareness on the media for PWPD	2	3.5	3.5	7.0
Increase the number of programmes for PWPD	3	5.3	5.3	12.3
Introduce a special radio and television for PWPD	1	1.8	1.8	14.0
Involve them in media programmes	4	7.0	7.0	21.1
No response	43	75.4	75.4	96.5
Start scheduled programmes for PWPD not current situation where they are featured once in a long time	2	3.5	3.5	100.0
Total	57	100.0	100.0	

Table 14**Why do you feel your organization has not fully catered for PWPD?**

	Frequency	Percent	Valid Percent	Cumulative Percent
It is expensive to communicate to PWPD	6	10.5	10.5	10.5
There are no specialists to communicate to PWPD	26	45.6	45.6	56.1
We have never thought of communicating to PWPD	5	8.8	8.8	64.9
We feel the existing media structures in Zambia are enough to cover everybody	9	15.8	15.8	80.7
No response	11	19.3	19.3	100.0
Total	57	100.0	100.0	

The respondents were asked to give a reason for their organisation not fully catering for PWPD. 10.5 percent responded that it was expensive to communicate to PWPD. 45.6 percent said that there were no specialists to communicate to PWPD, 8.8 percent said they had never thought of communicating to PWPD, 15.8 percent responded that the existing media structures in Zambia are enough to cover everybody and 19.3 percent did not give a response.

5.2.4 Knowledge of Media Policy

When asked whether the respondents were aware of any policy regarding media and PWPD, 75.4 percent responded that there was no clear policy on media and PWPD, 15.8 percent said that there was no need for a separate policy for media and PWPD, and 8.8 percent said they did not know.

Table 15 (a)**Is there a policy regarding media and PWPD**

	Frequency	Percent	Valid Percent	Cumulative Percent
There is no clear policy on Media and PWPD	43	75.4	75.4	75.4
There is no need for a separate policy for media and PWPD	9	15.8	15.8	91.2
I do not know	5	8.8	8.8	100.0
Total	57	100.0	100.0	

Respondents were further asked to give any other comment on policy and their comments are in the table below.

Table 15 (b)**Any other comment on policy**

	Frequency	Percent	Valid percent	Cumulative Percent
A separate policy will be isolative	1	1.8	1.8	1.8
No response	51	89.5	89.5	91.2
They are the same as other citizens so no separate policy	3	5.3	5.3	96.5
With a separate policy, they will be marginalized	2	3.5	3.5	100.0
Total	57	100.0	100.0	

5.3 Qualitative Survey

5.3.1 In-depth interviews

In-depth interviews were held with leaders from Zambia Library, Cultural and Skills Center for the Visually Impaired (ZLCSCVI) and the Association of Sign Language Interpreters of Zambia (ASLIZ). They both discussed the media channels their members used and some of the challenges they had been facing. Reports of these interviews are presented below. Firstly, in-depth interviews with ZLCSCVI will be reported then lastly, a report of the in-depth interview with ASLIZ will be given.

5.3.1.1 In-depth interviews with ZLCSCVI

An in-depth interview was held with the Director of ZLCSCVI Mr. Keshi Chisambi who was visually impaired and Ms. Tamara Soko, the Publicity and Resource Mobilisation Officer (PRMO) at the Center.

The interview revealed that the main mainstream media that majority of the visually impaired persons used was the radio. The director said that the main radio station that the center used to communicate to its members was Zambia National Broadcasting Corporation's (ZNBC) Radio 2. Apart from Radio 2, he further stated that the other radio stations that usually featured disability issues especially concerning the blind or visually impaired were 5 FM Radio, Flava FM in Kitwe and Radio Christian Voice. The director said that those radio stations always checked on the Center and were always willing to feature programmes on the visually impaired. Most radio stations especially Radio 2 would charge the Center only for advertisements and usually the Ministry of Information and Broadcasting Services helped the Center by asking the radio stations to only charge 50 percent of the total cost.

The duo also indicated that apart from listening to the radio, their members also listened to television especially ZNBC and Muvi televisions. Most programmes for the visually impaired were televised free of charge on Muvi television. The blind also had newspapers like The Daily Mail and The Post read to them by their assistants or the librarians at the Center. The Center also provided some other information for their members in three forms. The first forms were large

prints for the partially sighted, secondly were the audio forms like CDs (commonly known as *Talking Books*) and lastly, Braille books and other Braille materials for those with total visual impairment. On a small scale, their members also use the 'Job Access With Speech' (JAWS) software. This is computer based speech software which vocalizes what is typed on the computer.

On the question of time allocated by the media to disability issues for the blind, the PRMO indicated that the time allocated was not enough. She partly attributed this to the fact that the Centre was a non-profit making organisation which was not able to pay for more time slots in the media. She indicated that many times, they had to rely on free time slots on ZNBC's Radio 2 which were only open on Mondays and Wednesdays from 07:00hrs to 08:00hrs. She further pointed out that the timings for these free slots were not very conducive for the listeners as most people did not seriously listen to the radio between 07:00hrs to 08:00hrs.

On the question of what else ZLCSCVI could do to ensure media accessibility for their members, the PRMO indicated that plans were underway to open a radio station for the visually impaired at the Centre. The main objective of the radio station would be to inform the general public about the activities of the Centre like their core objective which was rehabilitation for the newly blinded persons especially. She felt that many people become blind but they lacked information on how best to handle their new status. Apart from rehabilitation messages, the radio station would also expose talent and grievances of the visually impaired to the general public.

The duo explained that the main challenge that the organisation was facing was lack of finances. The centre had lots of programmes planned and the main way in which they could reach out to their members in Lusaka and the rest of Zambia was through the media but their main hindrance was lack of finances. The director explained that many stakeholders would come on board to help in the area of media accessibility but most planned projects proved to be costly and not feasible because of the high cost of Braille. For instance, Braille newspapers would mean waiting for the mainstream newspaper to be published and by the time Braille papers were printed, the news would be delayed by a day or two. The PRMO was happy to report that the Zambia Information and Communication Technology Authority (ZICTA) had just donated a Braille

printer which was able to print 650 characters per second as opposed to the old one which could only print 200 characters.

Answering a question on who the duo thought was responsible for communication to the visually impaired, the PRMO explained that generally, Government was the main player in ensuring that the visually impaired were well informed. She referred to the Disability Act of 2012 which spelt out the important role of media institutions in ensuring that the visually impaired had access to the media.

On the question of whether journalists should be trained on disability issues or not, the PRMO said that she believed that everyone should be trained especially journalists as these were the main point of contact between the visually impaired and the society. She further added on that journalists were even the best people to understand the Act better and put it to good use.

Lastly, the PRMO concluded that the mainstream media was not very accessible to the visually impaired because the mass media did not feature many programmes on the visually impaired and that their awareness programmes were limited due to financial constraints.

5.3.1.2 In-depth Interviews with ASLIZ

Another in-depth interview was conducted with Mr. Moffat Mbewe the Executive Director of the Association of Sign Language Interpreters of Zambia (ASLIZ). Mr Mbewe indicated that the main mainstream media that most deaf people used in Lusaka was television especially Zambia National Broadcasting Corporation's (ZNBC) Television 1(TV1). This was so because ZNBC TV 1 had some programmes with sign language interpretation. The other mainstream media used was newspapers but not to a large extent because most deaf people could not read coherently.

The director said that the time allocated to matters of the deaf in the Zambian media in general was not satisfactory. However, ZNBC TV1 had some programmes which included sign language interpretation (SLI). Some of the programmes which included SLI were the main news broadcasts at both 19:00hrs and 22hrs, presidential addresses, public launches, national

commemorations, some national public awareness on health and some public awareness on main elections in the nation.

On the question of what ASLIZ was doing to help their members access media information, the director said that his organization and many other organisations dealing with disability issues were advocating for implementation of the disability Act of 2012 in all relevant institutions. He further added on that ASLIZ realized that the only way to help the situation of poor information for the deaf was through capacity building of teachers in SLI skills and through the production of SL materials for the deaf. ASLIZ also managed to lobby ZNBC to employ two sign language interpreters on full time and at least three on part-time.

The director indicated that the main challenges that his organization was facing were lack of financial support and a high level of illiteracy among the deaf. He said that the organisation had a programme on ZNBC television entitled '*The Silent World*' and another on Muvi television entitled '*Together We Can*' but these programmes had since ended due to lack of finances. Educationally, he indicated that most of their members were not literate and they needed to be taught how to communicate in sign language first before they could be helped in any other way. Answering the question on who was responsible for ensuring that the deaf were well communicated to through the media, the director said that the public media were responsible for communication to all citizens. He added on that from his experience, private media had no kin interest in disability issues.

On the issue of a governing policy for media communication to the deaf, the director said that Act 6 of 2012 emphasized the need to disseminate information in appropriate formats to PWPDP like the need for sign language interpretation for the deaf. He further stated that he believed that all journalists should be trained how to handle disability issues. He said that plans were underway to hold a workshop in which public media personnel would be trained in disability issues like SL. ASLIZ noticed that the SLI employed to work alongside journalists in the public media were regarded as inferior by most media personnel as such the organization managed to have two of the SLI undergo journalism training at ZAMCOM College.

In conclusion, the director said that though the public media were trying to communicate to the deaf in Zambia by including sign language interpretation on the news and a few other national programmes, media accessibility for the deaf was still unsatisfactory.

CHAPTER SIX

DISCUSSION OF RESULTS

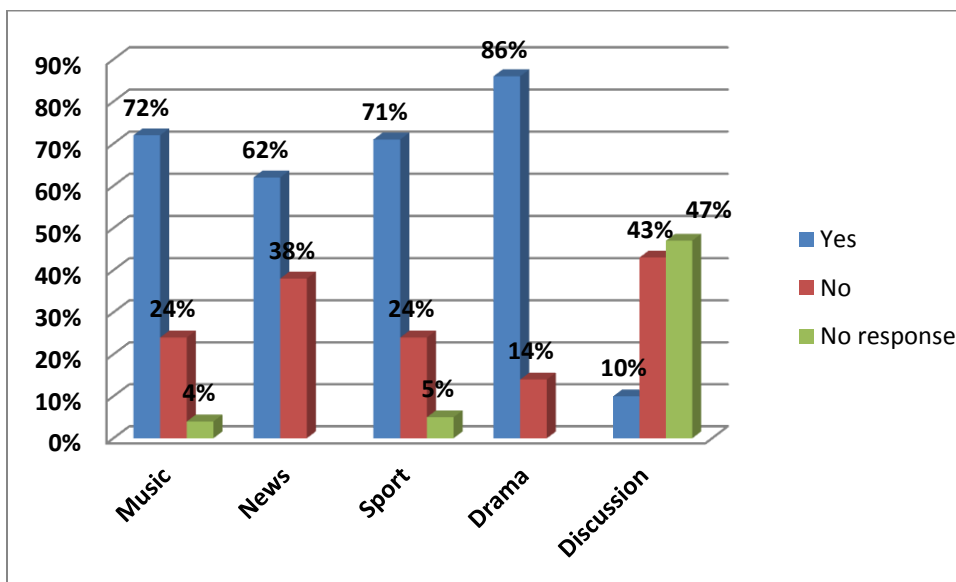
6.0 Introduction

The findings of the research on access to media in Zambia for persons living with perception disabilities (PWPD) in Lusaka will be discussed in this chapter. Both qualitative and quantitative surveys were used and the Statistical Package for the Social Science (SPSS) was used for analysing of the quantitative data. Analysis of the data was done using tools such as frequency tables, percentages, bar graphs, charts and others. The qualitative data was analysed by the examination of the content of information from the in-depth interviews.

6.1 Do persons living with perception disabilities use the media?

Majority of PWPD respondents showed that they used media like any other person. 48 percent said they use it every day, 24 percent said they used it at least once a week and percent said they used it at least once a month. 100 percent of the media personnel said that PWPD also needed to use the media like any other person. PWPD were further asked to give information on some of the ways in which they use the media and their response are given in the table below;

I use the media for music/watching dance, news, sports, drama and discussions



The responses revealed that like any other person, PWPD also used the media for various gratifications. 72 percent said they used the media to listen to music or watch dance, 62 percent used it for news, 71 percent used it for sports, 86 percent used it for stories, drama or film and 10 percent used it for public discussions. These responses can be attributed to the fact that the world is an information society and everybody appreciates the power of an informed society. These findings tie in with the Uses and Gratification Theory which contends that the audience actively utilizes media content in order to satisfy certain needs. The answers given, agree with the four reasons why people need gratification. These are the need for information, the need for identity the need for social interaction and the need for diversion.

However, it is important to note that majority of PWPD agreed that they used the media for music or watching dance, for news, for sports and for drama or film but when it came to phone-in programmes or discussions, only 10 percent said they took part. This is because most phone-in programmes involve national topics like politics, health and education but since PWPD have media access problems, they have a ‘knowledge gap’ as most of them are less conversant with details on most national topics. McQuail (1994, p.362) states that “people tend to conceal their views if they feel they are in a minority and are more willing to express them if they think they are dominant”. Therefore, PWPD fall in the ‘Spiral of Silence’ because most phone-in programmes require them to be conversant with most national issues.

Some respondents gave negative responses on the media use. 11 percent said that they rarely used the media, 3 percent said they never used the media and 5 percent did not give a response. The reason they gave for giving a negative answer are in the table below.

If your answer to question 8 is rarely or never, give a reason to your answer.

	Frequency	Percent	Valid Percent	Cumulative Percent
I am busy	2	2.0	2.9	2.0
I don't understand anything	3	3.0	3.0	5.0
Newspapers are expensive	7	7.0	7.0	12.0
No response	4	4.0	4.0	16.0
Not applicable	84	84.0	84.0	100.0
Total	100	100.0	100.0	

There are many reasons that could be attributed to the negative responses. Firstly, the Zambian Census of 2010 showed that PWD in general were amongst the poorest in the nation, so it is valid that they could not afford the media like newspapers and television. This can be married to Reddi when he states that “it is also true that these technologies are accessible only to a few people, those who can afford them, while the majority go without them” (Reddi 1987) (Quoted by Kasoma, 1992, p.103).

Another reason could be that most PWPD especially the deaf are illiterate and cannot read or understand standardised sign language. The director of ASLIZ alluded to the fact that most of their members could not read coherently. The answer that there is no sign language on television means that some are discouraged to look at the media and not see or hear something specifically meant for them. They feel they are not part of what is going on in the media, they fall *in the spiral of silence*.

The research also revealed that apart from the mainstream media, PWPD also found other media helpful. 78 percent found cellular phones also helpful and 6 percent found magazines and other books helpful. 47 percent found computers helpful also. These findings show that apart from using the mainstream media, PWPD also use alternative media.

6.2 What is the nature and extent of media access for PWPD?

The study revealed that the type of media the respondents used was in line with the nature of the respondent's disability. The 40 respondents who were blind all choose radio as their most frequently used channel. The 60 deaf respondents were divided between television (31) and newspaper (23) as their most frequently used media. 6 of the respondents did not give a response on the most frequently used media.

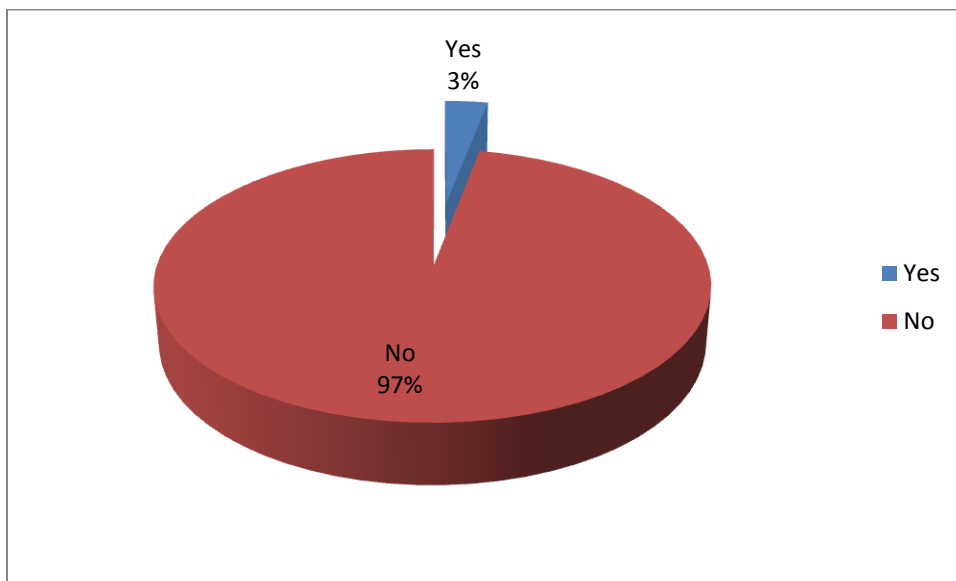
The respondents further gave other media they used apart from their most frequently used media and their responses clearly show that PWPD also desire to get information through the media but they face some barriers as they do so. 15 percent blind respondents said that they also listened to television without seeing the action whereas 35 percent deaf respondents watch action on television without captions or sign language. 3 percent blind respondents had newspapers read to them by their assistants or librarians. 47 percent did not respond meaning that they just use only one channel which they chose in the question on frequently used channels.

The findings above indicate that PWPD have media limitations due to their disability and they have specific channels that they use. The blind mainly use the radio and the deaf use television and newspapers. However, the findings above also indicate that if PWPD still need others to help them get media content, then they are not fully independent. If blind people still use others to read newspapers to them due to lack of Braille papers and if the deaf still watch action on television without captions or sign language interpreters, then the media is not fully accessible or not catering for PWPD in Zambia. Gavril (2002) calls for preferential treatment or helping means to solve the problem of inaccessible media. These are "means aimed to compensate for the total or partial absence of the disabled persons physical or sensorial ability." The United Nations CRPD talks about "dismantling the barriers that hinder the effective enjoyment of human rights by persons with disabilities." One of the human rights for persons with disabilities discussed in the CRPD was the right to freedom of expression and opinion and access to information.

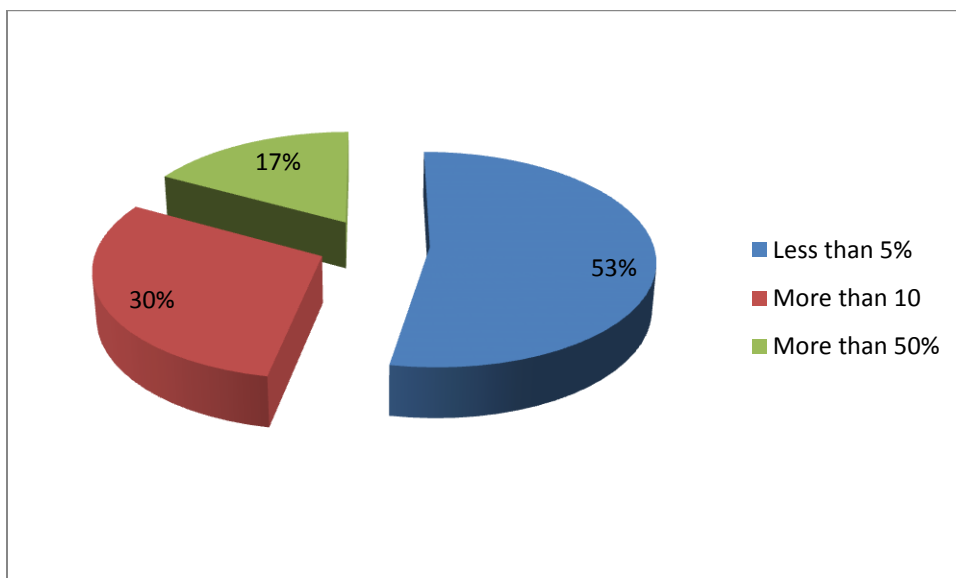
6.2.1 Media accessibility

Both persons living with perception disabilities and media personnel were asked their view on whether media was accessible to PWPD or not and their responses were as follows;

Do the media in Zambia give much attention to PWPD?



How do you rate media attention to PWPD in Zambia?



It is clear from the two pie charts that majority of the respondents both PWPD and media personnel, view media access in Zambia as not being satisfactory. This can be attributed to a number of factors. Firstly, PWPD have no access to the media because of the media barriers that they face due to their sensorial characteristics. The media does not have facilities like Braille newspapers for the blind and most of the programmes on television are not accompanied with captions or sign language for the deaf. Gavril (2002) says that lack of facilities for PWPD in the mainstream media is actually discrimination. She further states that “by the very fact that a society is not producing those helping means and is not making them available to the disabled, is in fact discriminating them, since they are excluded from products, services and facilities which the other (non-disabled) citizens can access”(2002).

Secondly, PWPD do not frequently hear their problems addressed on the media and the few times they are on the media, the reports are usually negative reports. This ties in with the media research on ‘media and coverage of minorities in Nigeria’ in which the findings revealed that minority groups like PWD share a common media fate of relative invisibility and demeaning stereotype. The findings showed that minority groups have low cultural status in the media in general. For instance, the research showed that there were very few printed stories about minority groups in the media and of these, 69 percent were negative reports depicting ethnic minorities as greedy and violent. Most minority ethnic groups had never seen their language written in newspapers and 65 percent had never heard their language on television (Kabiru etel:2007).

Thirdly, programmes dealing with PWD were aired at less attractive times when most people were not most likely to listen to the radio or watch television. In the in-depth interview with the Director and the Publicity and Resource Mobilisation Officer of ZLCSCVI, concern was shown regarding the timings when some of the programmes initiated by the Center were aired. The programmes were usually aired between 07:00hrs to 08:00hrs, an hour which was not conducive for many listeners or viewers. They attributed the poor timings to their organisation’s financial constraints because the programmes were aired during ZNBC’s free slots. ZLCSCVI could not afford most conducive time slots in the media due to lack of funds.

On the part of media personnel, it is clear that majority are aware that media attention to PWD especially PWPD is less than 5 percent. However, the reason they do not pay much attention can be attributed to what was discussed during the UN decade of PWD that most media institutions found programmes dealing with disability issues less attractive in the financial sense as such, the programmes were usually aired beyond the time when most people watched television or listened to the radio. Hulex (1990, p.32) contends that “In terms of quantity, it is presented more rarely than others for example in the USA for the 9.5 percent of the population which is disabled 0.1 percent of TV is intended compared with 1.4 percent of TV time for animals”. Simple observation on the Zambian media can attest to Hulex’s assumption that more time is given to other programmes than programmes dealing with disability issues.

6.3 What are the main obstacles hindering quality media access for PWPD?

The main obstacles hindering quality media access for PWPD are in the table below.

Give a reason for your answer in question 14.

	Frequency	Percent	Valid Percent	Cumulative Percent
Newspapers are expensive	1	1.0	1.0	1.0
There are no Braille Newspapers	3	3.0	3.0	4.0
No response	14	14.0	14.0	18.0
There is no Sign Language Interpretation	47	47.0	47.0	65.0
The media are not affected by our disability	1	1.0	1.0	66.0
We are not involved or featured in programmes	34	34.0	34.0	100.0
Total	100	100.0	100.0	

From the responses given in the table above, it is clear that majority of the respondents face obstacles as they try to use the media in Zambia due to unfavourable media channels. The 'mainstream media concept' to the 'mainstream recipient concept' is not favourable in this case because the recipients have a media perception disability which makes them different from the majority of the mainstream recipients. These findings are similar to the findings of the symposium held during the International Year of Disabled People (IYDP) in which it was revealed that the major drawback to the decade was due to insufficient or inadequate information because information was not accessible to persons with impairments of vision, hearing and comprehension (Hulex,1990, p.32). This also ties in with the 2003 National Development Plan in which the Government of Zambia realised that most PWD especially PWPD did not have adequate access to information through radio, television and newspapers. (National Plan, 2003)

Secondly, 34 percent PWPD indicated that they rarely used the media because they were not involved or featured in programmes. This can be supported by a saying that "*The mass media is the great mirror of society*. How would one feel to look in that mirror and see no reflection of yourself?" (Hulex, 1990,p.60). This can be likened to what happens to PWPD in Zambia. They usually listen to the radio (blind) or watch television (deaf) but they rarely hear or see one of their kind being featured or presenting information on the media. Most media institutions have never employed blind or deaf employees. As such, the blind listen to the radio but seldom listen to a blind presenter whereas the deaf watch television but rarely see a deaf presenter. The UN has made efforts to encourage participation in society among differently abled persons. This can be seen even in their slogans for PWD, for instance, the slogan for the International Year of Disabled Persons (IYDP) was '*fill participation and equality*' and later on another slogan used by the UN was '*nothing about us without us*'. These slogans show that PWD also want to be part of the national agenda which includes taking part in media programmes. This can be married to Kasoma (1992,p.100) who state that media accessibility and participation mean that "The information from the mass media is able to reach the people while media participation is concerned with whether the people are able to influence the content of the media by their views being taken into account." Therefore, if PWPD are not featured in the Zambian media, it means there is no full access and participation.

The results from the study are in line with the Spiral of Silence Theory which advocates that media perception has to do with the interplay of four elements which are mass media, interpersonal communication and social relationships, individual expression of opinion and the perceptions which individuals have of the surrounding climate of opinion in their own social environment. In this case, PWPD look at lack of participation in the media as not being involved and featured in programmes, not being consulted on media issues, no Braille newspapers, no sign language and not airing programmes concerning PWPD on the media. Since they feel that their views are not dominant, they retreat and fall into the ‘Spiral of Silence’. The 14 percent who did not give a response on the question as to why they do not use the media have equally fallen into the ‘spiral of silence’ as lack of a response means that they feel they are in the minority and their views are irrelevant.

On the part of media personnel, 45.6 percent of the respondents alluded to the fact that their institution did not have specialists to communicate to PWPD. It is clear that some media personnel and some members of society still have some traditional beliefs that PWD are weak and unproductive members of society who need special care all the time and thus, the need for specially trained journalists to communicate to them. 10.5 percent said it was expensive to communicate to PWPD. This response shows that they considered the cost of employing sign language interpreters, the production of Braille and the cost of captions on television without considering the knowledge gap that PWPD were facing. 8.8 percent indicated that they had not even thought of communicating to PWPD probably because they also felt that it was the job of specialists to do so. 15.8 percent said things should not change but remain the way they were as the existing media structures could reach everyone. This reveals that media’s main obstacle is lack of training or knowledge on how best to handle minority group issues like PWPD. The media in Zambia has turned a blind eye on the uniqueness of the disability for PWPD and their media needs.

The findings are in line with the in-depth interviews with both ZLCSCVI and ASLIZ in which both organisations saw the need for media personnel to be trained in disability issues. The Publicity and Resource Mobilisation Officer said that everyone especially journalists should be trained as these were the point of contact between the visually impaired and the society. She

further added on that journalist were even the best people to understand the Disability Act fully and put it to good use. The Director for ASLIZ also stated that all journalists should be trained how to handle disability issues. He said that plans were underway to hold a workshop in which public media personnel would be trained in disability issues like sign language interpretation.

ASLIZ also noticed that the sign language interpreters engaged to work alongside trained journalists in the public media were regarded as inferior by most media personnel, as such the organisation managed to send two of their interpreters to college to undergo journalism training.

The answers from both the quantitative and qualitative data clearly show that media personnel need some formal training or workshop on how to handle PWPD. Otherwise, lack of knowledge on the part of media personnel will remain an obstacle to quality media service to PWPD.

The other obstacle media personnel face regarding communication to PWPD is that 75.5 percent said that there is no clear policy on media and PWPD. 15.8 percent said there is no need for a separate policy and 8.8 percent said they did not know. From the responses, it is clear that most media personnel are not familiar with Act 6 of 2012. This can be attributed to the fact that the Act was enacted in the year 2012 but only launched in 2016. It is yet to be implemented. From the in-depth interviews, the two organisations indicated that they were looking forward to the implementation of the Act. This implies that the public media and a few others may not be fully aware of the Act. The public media may have given out free time slots and subsidized advertisements slots to organisations of PWD just out of charity. However, according to the director of ASLIZ, most private media could have been aware of the Act but were not just interested in disability issues.

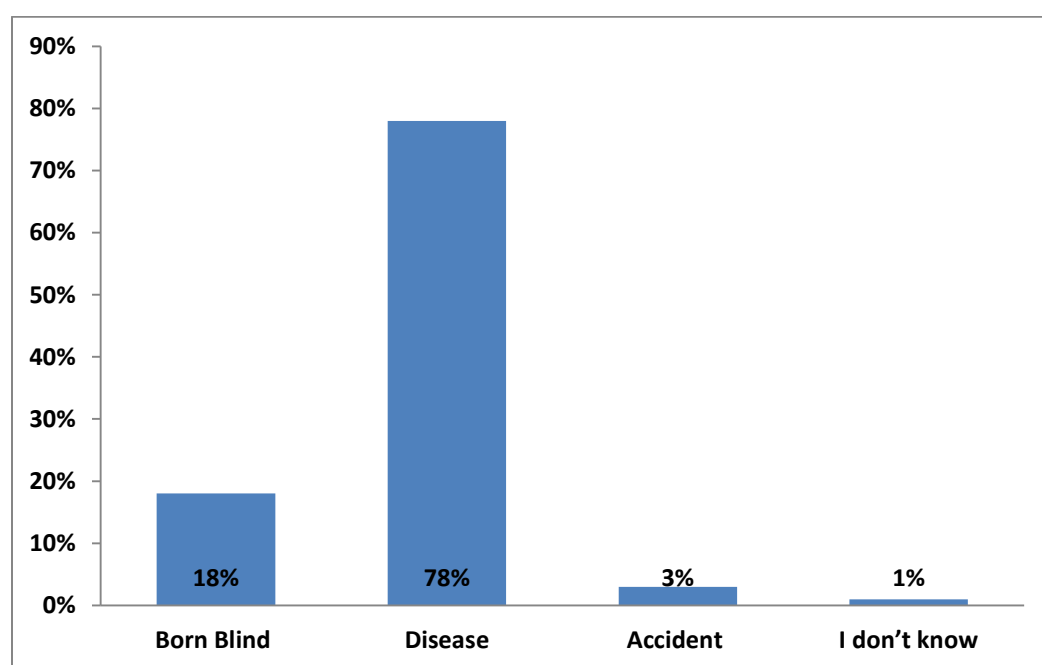
6.4 How can the media be made more beneficial for PWPD?

The study revealed that both PWPD and media personnel agreed that the media can be made more beneficial by making it more accessible to PWPD. This will be achieved by introducing a Braille newspaper for the blind and captions or sign language for the deaf.

There is also need to involve and feature PWPD in programmes so that they feel part of the media agenda. This ties in with the slogan '*nothing about us without us*'. It is vital to include persons with disabilities and their organisations in preparing for any media and communications

strategy or event. This will advance the rights and inclusion of persons with disabilities in society and development of the nation. It will change the negative perceptions people have about PWPD. Apart from making the media more beneficial to PWPD, the media needs to be proactive to disability issues to the whole community. The study showed that most PWPD interviewed became disabled through disease meaning that society needs to be aware of some causes of disability and try to prevent them. The causes of disability in the research are shown in the table below:

What is the cause of your disability?



The results above should concern all citizens because without proper information dissemination systems like the media, more and more citizens will become disabled even from curable diseases or preventable situations. Research shows that about 80 percent of blindness is preventable.

6.5 Intervening Strategies

From the findings of the study, it is clear that Disabled Persons Organisations (DPO) especially those dealing with PWPD, the media especially the public media, government and all other stakeholders need to work together to come up with an awareness campaign to ensure media accessibility for PWPD.

Though some media personnel indicated that media service to PWPD was a duty of specialists, others had very good ideas on what the media could do to cater for PWPD. The table below shows some of the suggestions on what the media could do.

What else can the media do to cater for persons living with perception disabilities?

	Frequency	Percent	Valid Percent	Cumulative Percent
Expose Deaf and blind talent to the nation	2	3.5	3.5	3.5
Have more awareness on the media for PWPD	2	3.5	3.5	7.9
Increase the number of Programmes for PWPD	3	5.3	5.3	12.3
Introduce a special radio and television for PWPD	1	1.8	1.8	14.0
Involve them in media programmes	4	7.0	7.0	21.1
No response	43	75.4	75.4	96.5
Start scheduled programmes for PWPD not currently situation where they are featured once in a long time	2	3.5	3.5	100.0
Total	57	100.0	100.0	

From the table above, it is clear that one of the intervening strategies is for the media to involve PWPD in their agenda. Exposing PWPD's talent and increasing programmes for PWPD will increase awareness about PWPD to the nation. Media portrayal of PWD has a profound impact on attitude society has and is an important influence on how society views PWD in general. Media depictions provide role models for PWD and will influence their attitudes and expectations.

Apart from involving PWPD in programmes, the quality of programmes also matter. The Spiral of Silence Theory indicates that general programmes for the general public maybe isolative to PWPD as there are specific issues that PWD in general could be interested in. An example of a magazine called ‘Spring Breeze Magazine’ in China emphasised this point. The magazine solicited essays from persons living with disability with a title ‘*let us understand each other*’. The magazine received over 10 000 letters from which they learnt what PWD wanted to know the most from the media. Most PWD wanted to know the achievements scored by PWD through self-study, suffering and hardships which internationally known PWD like Homer, Mahomet, Napoleon, Adler and Roosevelt had gone through before they contributions to society; they wanted to know new medicines and new therapy for curing and preventing disability; special knowledge for PWD to convalesce and regain ability of independent living; problems which existed in their vocational training, employment, marriage and education; what the country had done for PWD and work for PWD in other countries (Hulex:1990,p.89). From these findings, it is clear that PWD also have specific media needs. Therefore, it is incumbent upon the media to have specific programmes to address specific issues for PWD.

From the qualitative survey, it is clear that the main sources of concern for the two organisations are policy matters and finances. Policy is very important for any organisation because it is a system of principles which gives a guide to decisions made so that there is achievement of rational outcomes. There is need for policy to be implemented so that organisations function orderly. In this case, PWPD need an action packed policy for media to be made more accessible to them. Majority of media personnel clearly show that they are not aware of any policy governing dissemination of information to citizens with special needs like PWPD. Zambia has been planning for PWD since the International Year of Disabled Persons (IYDP) but what is remaining is to reinforce the disability policy especially in line with the media. In the report on the launch of ‘the disability and age policy’ it was recorded that Zambia had been formulating good policies, programmes and plans for PWD, unfortunately, most of these policies were not implemented. The Disability Act of 2012 was only launched on 24 February, 2016 and was yet to be implemented. The time the Act was drafted to the time it was launched clearly shows that Government had been delaying in taking action on disability matters and this lead to inaccessible

media for PWPD. If the Act is not implemented, PWPD will continue to face ‘a knowledge gap’. But once the Act is implemented and reinforced, media will be accessible to PWPD.

Another intervening strategy is for government and other stakeholders to increase funding to Disabled Persons Organisations (DPO). Funding is not only cardinal for DPO, it is also very important for media institutions. The qualitative survey showed that organisations dealing with PWPD lacked funds for their projects especially funds for media programmes. Mostly, they depended on free media slots which proved not to be conducive due to unfavourable timings. Media institutions need funding to train and pay specialists like SLI and people to edit and print Braille. Funding is also needed for purchase of special equipment like Braille machines and captioning equipment.

CHAPTER SEVEN

RECOMMENDATIONS FUTURE RESEARCH AND CONCLUSIONS

7.1 Introduction

This concluding chapter will focus on the recommendations arising from the research findings. The chapter will also make suggestions for future research on access to media for persons living with perception disabilities (PWPD) in Zambia. Lastly a conclusion of the study will be given.

7.2 Recommendations

The study has clearly raised the issues of poor quality of media access for PWPD in Zambia due to inadequate or non-availability of media channels like Braille newspapers, sign language interpretation and captions on television. The study has further highlighted the issues of implementation of the disability policy in line with information dissemination and lack of funding for both the media and organisations dealing with PWPD.

7.2.1 The first recommendation is that there is need for media institutions especially the public media to make media more accessible to PWPD. Gavril (2002) contends that this can be considered at two levels. “This means that on one hand, accessibility of disabled people should be extended to the field of media and on the other hand, media should treat disabled in a non-discriminatory manner.” Therefore, this calls for media channels that are suitable for PWPD, for instance, the media needs to make available Braille newspapers for the blind and ensure that the deaf have access to sign language interpretation and captions on television.

PWPD need to participate in the media like any other citizen. They should not be discriminated because of their disability. This entails the media involving and featuring PWPD in programmes and these programmes being aired at a time that is conducive for the listeners and viewers.

7.2.2 Attention should be drawn to the image that the media gives to PWD especially PWPD. The media should play an important role in presenting disability issues in a way that will dispel negative stereotype and promote the rights and dignity of PWD. “The media can be a vital instrument in raising awareness, countering stigma and misinformation. It can be a powerful force to change societal misconceptions and present persons with disabilities as individuals that

are a part of human diversity. By increasing the awareness and understanding of disability issues and the diversity of persons with disabilities and their situations, the media can actively contribute to an effective and successful integration of persons with disabilities in all aspects of societal life” (UN- disability and the media). The media needs to prioritize disability issues.

7.2.3 The Sida Report (2014) on ‘Disability Rights in Zambia’ states that the government of Zambia has taken a number of legislative and policy steps that indicate commitment to advancing the rights of PWD. For instance, in 2010, Zambia signed and ratified the United Nation’s Convention on the Rights of Persons with Disabilities (CRPD). In October 2014, the draft constitution indicated positive provisions for PWD like the right to access to materials, facilities and assistive devices for PWD and the right to use sign language, Braille and other appropriate means of communication. However, the report states that despite having all these legal and policy provisions starting with legislative from 1969, the welfare of persons with disabilities has continued to deteriorate (Sida, 2014). Therefore, the recommendation is that the implementing agencies for the Disability Policy which are the Ministry of Community Development and Child Health (MCDMCH) and the Zambia Agency for Persons with Disability (ZAPD) should ensure that the Policy is implemented especially with regards to information dissemination to PWPD.

7.2.4 In both the qualitative and quantitative survey, it was clear that poor funding to both the organisations of PWPD and the media institutions was one of the major barriers to access to media for PWPD. There is need for government and other stakeholders to increase on funding for media awareness programmes for PWPD. For instance, it is clear that most PWPD and even most media personnel are not aware of the Disability Act. The media is the best channel for the Disability Act sensitization campaign to be effective. Therefore, the media and disabled person’s organisations can only operate effectively with proper funding from government and other stakeholders.

7.3 Future research on access to media in Zambia for PWPD

Since the study on access to media in Zambia for PWPD was conducted in Lusaka urban, a comparative research could be done in a rural setting. This would be helpful on assessing how PWPD in urban and rural areas view the quality of media access in Zambia, in general.

The research also brought out critical issues which can be base for future research. For example, the study clearly shows that the disability policy with regards media for PWPD was dormant. Further research could be undertaken to access the pitfalls in the disability policy in Zambia. Further research could be undertaken to access the quality of media access for other minority groups like children and women with disabilities in Zambia.

7.3 Conclusion

The study has been very informative on access to media: the special case of persons living with perception disabilities in Zambia, the deaf and the blind in Lusaka. It is clear that there is poor media access for PWPD in Lusaka because of inaccessible media channels due to the absence of Braille newspapers, lack of sign language interpretation and captions on most television programmes. It is clear that poor funding and non-implementation of the disability policy have been a hindrance for organisations of PWPD in accessing media information. In conclusion, I quote Gavril (2002) who states in her research report that “In our age of modernity, to be informed has not just an immerse pragmatic and symbolic value in itself. It is the very precondition of exercising all other rights of existing at all as a civilized human being.”

REFERENCES

Aikio-Puoskatari, U. & Skutnabb-Kangas, T., 2004. *Exclusion or Inclusion: Linguistic human rights for linguistic minorities in many voices, one vision: the right to communicate in practice*, Penang: World Association for Christian Communication.

Central Statistics Office, 2003. *2002 Census of Population and Housing: Zambia Analytical Report, Volume 10*, Lusaka: Central Statistics Office.

Central Statistics Office, 2012. *Zambia 2010 Census of Population and Housing National Analytical Report*, Lusaka: Central Statistics Office.

Gilboa, E. & Katz, Y., 1999. The media Campaign: The Shift to Alternative Media. *Middle East Review of International Affairs (MERIA)*, pp. 3-15.

Hulex, A., 1990. *Mass Media and Disabled People*. Warsaw, Polish Medical Publishers, pp. 1-130.

Kasoma, F., 1992. *Communication Policies in Botswana, Lesotho and Swaziland*. Tampere: Julkaisuja.

McQuail, D., 1992. *Mass Communication and the Public Interest*. New Delhi: Sage.

McQuail, D., 1997. *Mass Communication Theory*. London: Sage.

Meishom, G. & Skinne, C., 2001. *Communication and Media*. Sandown: Heinemann.

Melody, W. H., 1973. *The Role of Advocacy in Public Planning*. New York: John Wiley and Sons.

Mwape, N. & Nkombo, N., 2003. *Vocational Needs Assessment on Women with Disabilities, a case of Lusaka and Southern Province*, Lusaka: Zamcif.

Mwaura, P., 1980. *Communication Policies in Kenya*. Paris: UNESCO.

Noelle-Neumann, E., 1991. *The Theory of Public Opinion: The Concept of the Spiral of Silence*. London: Sage Publications.

Reddi, U., 1987. *New Communication Technologies: What sort of development do they bring in their wake?*. Singapore: The Asian Mass Communication Research and Information Centre.

Rensburg, R., 1996. *Introduction to Communication: Communication Planning and Management*. Kenwyn: Juta and Company.

Severin, W. & Tankard, J., 1983. *Communication T.H.E.O.R.I.E.S Origins, Methods, Uses*. New York: Longman.

Steinberg, S., 1997. *Introduction to Communication*. Cape Town: Juta and Co. Ltd.

Wimmer, R. & Dominick, J. R., 1987. *Mass Media Research*. Belmont: Wadsworth.

Zambia Federation of the Disabled, 2003. *National Plan of Action on Disability in Zambia(August 2003-July 2008)*, United Kingdom: Prosthetic and Orthotic Worldwide Education and Relief (POWER).

United Nations, 2014. *The Convention on the Rights of Persons with Disability Training Guide: Professional Training Series Number 19*, Geneva: United Nations.

INTERNET SOURCES

The Braille Alphabet, 2016. <http://www.access2print.co.uk>. Accessed on 14 May 2016.

Hearing Loss, 2016. [Wikipedia.org/wiki/Hearing_Loss](http://en.wikipedia.org/wiki/Hearing_Loss).
http://en.wikipedia.org/wiki/category:Hearing_Loss . Accessed on 13 December 2016.

Visual Impairment, 2016. [Wikipedia.org/wiki/visual_Impairment](http://en.wikipedia.org/wiki/visual_Impairment).
http://en.wikipedia.org/wiki/category:Diseases_of_the_eye_and_adnexa. Accessed on 13 December 2016.

Zambia Population, 2016. <http://countrymeters.info/en/Zambia>. Accessed on 3 May 16.

Bingham, M. et al., 2016. *Flora of Zambia*. <http://www.Zambiaflora.com/speciesdata/data.php>
Accessed on 20 December 2016.

Clark, J., 2002. *What is Media access*.
<http://joeclark.org/book/sashay/serialization.chapter04.htm>
Accessed on 18 April 2016.

Gavril, F., 2002. *Improving Media Access for the Population with Disabled Hearing in Romania and Hungary*. <http://www.policy.hu/flora/projtitle1.htm>. Accessed on 8 April 2016.

Kabiru, D. & Haruna, M., 2016. *Media and Minority in Nigeria*. <http://www.academia.edu/com>.
Accessed on 8 April 2016.

Kabiru, D. & Haruna, M., 2007. *The Pattern of Media Ownership and Minority Question in Nigerian Press*. <http://abuportal-ng.academia.edu/Danladikabiru>. Accessed on 8 April 2016.

Rahmanjmc, 2015. *Knowledge Gap Theory*. <http://rahmanjmc.wordpress.com/author/rahmanjmc> Accessed on 8 April 2016.

Rokowski, D., 2016. *Sign Language*. <http://www.lifeprint.com/asl101/fingerspellings/abc-gif/index.htm>. Accessed on 13 December 2016.

Sida, 2014. *Disability Rights in Zambia*. <http://www.Sida.se/globalassets/sida/eng/partners/human-rights-based-approach/disability/rights-of-persons-with-disabilities-zambia>. Accessed on 11 May 2016.

Wikimedia, 2016. *Zambian Provinces*. http://commons.wikimedia.org/wiki/File:Zambia_provinces_named.png. Accessed on 13 April 2016.

APPENDICES

Appendix 1

Questionnaire for the blind and deaf

1.0 General information

1. Age
 1. Between 10-20 ()
 2. Between 21-30 ()
 3. Between 31-40 ()
 4. Above ()
2. Sex
 1. Male ()
 2. Female ()
3. Marital Status
 1. Single ()
 2. Married ()
 3. Widow ()
4. What do you do for a living?
5. Where do you live?
6. Type of disability
 1. Blind ()
 2. Deaf ()
7. What is the cause of your disability?
 1. Born disabled ()
 2. Disease ()

3. Accident ()
4. Others (Specify)

2.0 Use of the media

8a. How often do you listen to the Radio/watch Television/read a Newspaper?

1. Every day ()
2. Once a week ()
3. Once a month ()
4. Rarely ()
5. Never ()

8b. If your answer to Question 8a is Rarely (4) or Never (5), give a reason to explain your answer.

.....

.....

.....

9. (a) Which media do you usually use?

1. Newspapers ()
2. Television ()
3. Radio ()
4. Newspaper and Television ()
5. Radio and Television ()
6. Braille Magazines ()
7. Magazine ()

(b) Do you use any other media mentioned above? (Specify).....

.....

10. The following table has a list of different uses of the media. Tick **Yes** or **No** to indicate what you use the media for:

	I use the media to listen to/ watch/ read	Yes	No
a.	Music or dance		
b.	News		
c.	Sports		
d.	Films/Stories		
f.	and take part in discussions like phone-in-programmes or SMSs to programmes		

11. How would you rate your level of access to the Mass Media in Zambia?

1. Satisfactory ()

2. Unsatisfactory ()

12. How do you rate the portrayal of disabled people in the Zambian Media?

1. Satisfactory ()

2. Unsatisfactory ()

13. The Mass Media in Zambia does not pay much attention to disabled people.

1. Yes ()

2. No ()

14. Give reasons to your answer in Question 13

.....

15. Why do you think the media in Zambia has no Braille Newspaper or Sign Language interpreters or captions on television?

1. They do not care ()
2. It is expensive to communicate to the disabled ()
3. They do not know how to communicate to the disabled ()
4. The disabled can do with the existing media structure ()

16. What can the media do to cater for blind persons? (Question only for the Blind)

1. Introduce Braille Newspapers and other materials
2. Employ Blind people
3. Continue with the present situation
4. Not applicable

17. What can the media do to cater for deaf persons? (Question only for the Deaf)

1. Employ Sign Language Interpreters
2. Employ Deaf people
3. Use captions on Television
4. Continue with the present situation
4. Not applicable

4.0 Alternative Media

18. Is there any other media that you have found helpful in your situation?.

1. Cell phones
2. Books/Magazines
3. Journals
4. Others (specify).....

Appendix 2

Questionnaire for Media Personnel

1. Age at last birthday
2. Sex
 1. Male
 2. Female
3. Occupation
 1. Top Management
 2. Deputy Editors/Sub Editors
 3. Producers/Editors/Senior Reporters
 4. Reporters/Researchers
4. Name of organization you work for:
5. How long have you worked for the media organization?
 1. Between 1 month to 1 year
 2. Between 2 years to 6 years
 3. Between 7 years to 10 years
 4. Above 10 years
6. What type of media do you work in?
 1. Radio
 2. Television
 3. Print Media
 4. Both Radio and Television
7. How would you rate the attention that the mass media in Zambia give to persons living with perception disabilities (the blind and deaf)?
 1. Less than 5%
 2. More than 10%

- 3. More than 50%
- 4. Almost than 100%

8. The blind and deaf also need to use the media like any other person.

- 1. Yes
- 2. No

9. What can the media do to cater for blind persons?

- 1. Introduce Braille Newspapers and other materials
- 2. Employ blind people
- 3. Continue with the present situation
- 4. I do not know
- 5. Not applicable

10. What can the media do to cater for blind persons?

- 1. Employ Sign Language Interpreters for television
- 2. Employ deaf people
- 3. Use captions on television
- 4. Continue with the present situation
- 5. Not applicable

11. What else can the media do to cater for persons living with perception disabilities?

.....

.....

.....

.....

12. Why do you think it has not been easy for your organization to cater for persons living with perception disabilities?

- 1. It is expensive to communicate to persons living with perception disabilities

2. There are no specialists to communicate to persons living with perception disabilities
3. We have never thought of communication to persons living with perception disabilities
4. We feel the existing media structures are enough to cover everybody

13. Is there any policy governing communication to persons living with perception disabilities?

1. There is no clear policy on media and persons living with perception disabilities
2. There is no need for a separate policy
3. There is an exclusive policy for persons living with perception disabilities
4. I do not know

14. Any other comment on policy?

.....

.....

.....

.....

.....

Appendix 3:

Interview Guide for the In-depth Interview

1. Which mainstream media do your members use in Zambia?
2. What other media do your members use to access information?
3. Are they readily available?
4. To what extent are you satisfied with the amount of time/space allocated to disability issues by the mainstream media in Zambia? Explain your answer.
5. What do you think about the mainstream media's ability to cater for persons living with perception disabilities in Zambia?
6. How would you rate mass media accessibility for the Blind in Zambia?
7. How would you rate mass media accessibility for the Deaf in Zambia?
8. How has your organization tried to help your members access media information?
9. What else can your organisation do to cater for persons living with perception disabilities?
10. What challenges has your organization been facing in communicating with your members?
11. Who is responsible for communication to persons living with perception disabilities? Is it Government, Public Media or all?
12. Is there any policy governing communication to persons living with perception disabilities?
13. Do you think there is need to train journalists to deal with disability matters?
14. Any concluding remarks?

Appendix 4:

Work Plan

Activity	O 2015	N	D	J 2016	F	M	A	M	J	J	A	S	O
Topic Formulation	X	X											
Literature Review			X	X									
Consultation with Supervisor					X								
Proposal Writing						X	X						
Presentation of proposal							X						
Amendments to the proposal								X					
Questionnaire pretesting								X					
Data Collection								X	X				
Report Writing									X	X			
Consultation with Supervisor									X	X	X		
Final report writing											X	X	
Binding													X
Report Submission													X

Appendix 5:

Budget

Item	Quantity	Unit Price	Total
Paper	5	K60	K300
Printing	6 copies	K150 per copy	K900
Binding	6 copies	K150 per copy	K900
Transport			K1500
Refreshments			K500
Total			K4100