



Media Imaging of Disability

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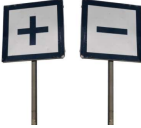
Texas Partners in Policy Making

1

Stereotypes of People with Disabilities

- Stereotypical depictions of disability in the arts, film, literature, television, and other mass media fiction works, are frequently normalized through repetition to the general audience.
- Once a stereotype is absorbed and accepted by the public, it continues to be repeated in the media.
- Many media stereotypes about disability have been identified meaning a recurring image or representation in the culture that is widely recognizable.
- A FEEDBACK LOOP is formed

2

Imagery = 

- **Media** generally depicts people with **disabilities** according to common stereotypes such as pity and heroism. ... The "super-crip" model, in which subjects are **portrayed** as heroically overcoming their afflictions, is also often used when reporting on people with **disabilities**.
- “A **positive** image of **disability** is a fair, creative and stimulating **portrayal** of one or more **disabled** people. It should be based on the social model of **disability** rather than medical model of **disability**. It could be anything from a photo, graphic or character in a storyline, to a visual or aural cue.”

3

Historical & Today's Devalued Roles – AVOID THESE/PROTECT AGAINST

1. Non-human (pre-human, no longer human, sub-human (vegetable/object), other (alien)
2. Menace, Object of Dread (Villain/Evil)
3. Waste Material, Garbage, Discard
4. Object of Ridicule
5. Object of Pity or Heroic
6. Burden of Charity (Drain on Society)
7. Child – Eternal or Once Again (Asexual, Undesirable or Incapable of Intimacy)
8. Sick/Diseased Organism (Medical Model)
9. Dying, or Already Dead, Better off Dead



4

Non-human (pre-human, no longer human, sub-human (vegetable/object), other (alien)



5

Menace, Object of Dread



6

Waste Material, Garbage, Discard

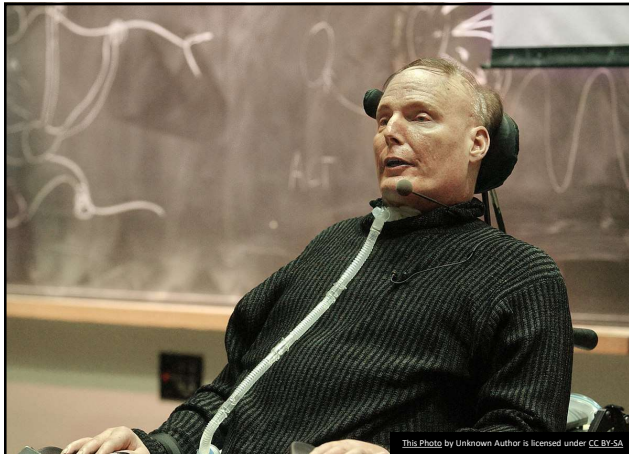


7



Object of Ridicule

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Object of Pity or Heroic

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Burden of Charity (Drain on Society)

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Child – Eternal or Once Again

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Sick/Diseased Organism (Medical Model)

12

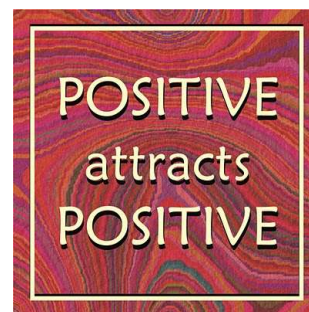
Positive or Negative Image Juxtaposition

- Wolf Wolfensberger Normalization & then SRV concept
- Juxtaposition occurs when two things are placed side by side for comparison, often to highlight the contrast between the elements.
- In human services there is a lot of unconsciousness about juxtaposition, which leads to negative image juxtaposition.
- Families & people with disabilities are often unconscious of this, as are others and especially the media in all its forms.

15

Typical Media Through Which Role, Image, Value or Expectancy Messages Are Conveyed By, To, & About (Devalued) People

- Physical Setting
- Personal Presentation
- Social Juxtapositions, Associations, & Groupings
- Language, Including Logos
- Activities, Use of Time, & Rhythms
- Miscellaneous Other Media & Ways

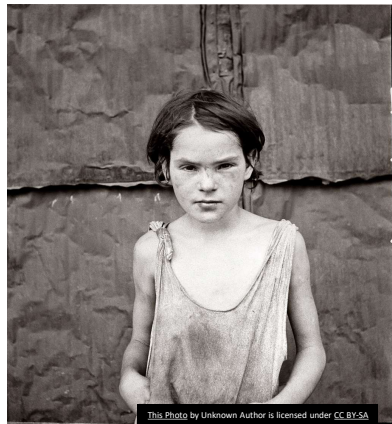


16



Physical Setting – Inside & Out

17



Personal Presentation How One Dresses, Looks, Hygiene

18




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Social Juxtapositions, Associations, & Groupings
Who Do You Spend Time With

19



Technology in Human Services

Exploring community, technology and service

R-WORD NOT WELCOMED HERE.

Language, Including Logos

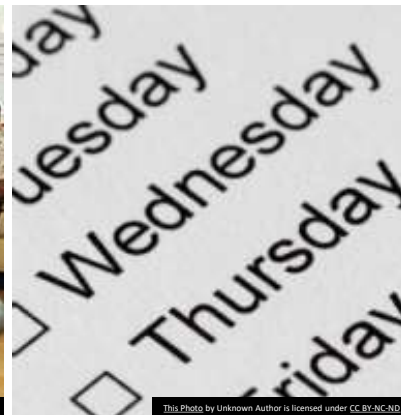
20



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Activities, Use of Time, & Rhythms

21

Miscellaneous Other Media & Ways

- Therapies



- Funding



- Fund Raising



- Publicity in all its forms



22



SRV Theme 5

Symbolism & Imagery Use,
Transfer, Generalization, &
Enhancement



23

What Can You Do?

- Avoid & Get Out of Devalued Roles
- Create Valued & Positive Roles
- Be in Valued Places
- Dress Typical +
- Associate with Valued Others & in Valued Places
- Use Positive/Enhancing Language, Including Logos
- Be in Age-Appropriate & Valued Activities (Use of Time, & Rhythms)
- Be Conscious of Miscellaneous Other Media & Ways

24

Maximize All the Media You Touch

- Social Media (YouTube as well)
- Relationships with Journalists/Reporters
- Papers – Articles, Letters to the Editor; Op Ed pieces
- Television
- Radio
- The Arts (Plays, Skits, Other)

Always Present People with Disabilities in a Positive & Valued Way