



Research Article

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The Role of the Jordanian Media in Addressing the Issues of Persons with Disabilities from the Perspective of their Families

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Abstract

The purpose of the study is to explore the role of Jordanian media in dealing with persons with Disabilities and adopting their problems as perceived by their families. A random sampling totaling (656) parents of disabled participated in the study to achieve its goal. A scale to measure the role of media in dealing with Persons with Disabilities issues was developed consisting of (50) items with (6) domains within Likert scale, then calculated validity and reliability. The findings of the study showed that the means of the items ranged from average to high degrees. Further, there were no significant statistical differences attributed to gender on the role of Jordanian media in dealing with Persons with disabilities issues; there were significant statistical differences attributed to working parents; there were significant statistical differences between families of children with severe disability and families of children with mild and moderate disability in favor of the first. Moreover, there were significant statistical differences attributed to scientific qualification in favor of master's degree and above. Based on the findings, the researchers called upon media representatives to use the services of experts and specialized people in preparing programs that aim to improve the stereotype image in the minds of the audience; directing media to spread the public awareness of the issues of Persons with.

Keywords: Media Role, Persons with Disabilities, Family Perceptions

1. Introduction

Persons with disabilities and related issues to their conditions have come to occupy an important global place at the developmental and legal levels. This is reflected in the global agreements, conventions,

treaties, and the official documents issued by international organizations with a vision that aspires to gain human rights and principles on the developmental and social dimension. These conventions and laws oblige all parties and states to take the necessary steps and measures to ensure the active participation of persons with disabilities in all activities offered by their communities, with a view to developing their potential to be active members in their societies, and to take active roles in their communities on an equal basis with their normal peers. (Saleh 2017)

Despite the fact that the media in its multifarious forms have witnessed some changes and transformations regarding disability issues on a human global level, and therefore documented the events, activities and realities associated with persons having disabilities, still, unfortunately, their contribution to the adoption of this new image brought about by the shift in the positive view about these groups, remained limited to a few exclusive media works. (Abu Salehi 2012)

It has become known that the steady growth of media roles in recent years has been one of the most important factors that contributed to the advancement of development, as a major tool that has provided knowledge in its various forms and its obvious impact on changing the attitudes of society by contributing to the formation of public community awareness, and thus change images, Stereotypes about marginalized groups, especially persons with disabilities being an integral part of any society (Ghanem, 2015), when talking about the relationship between media and disability in general and describing it as an interactive relationship of mutual responsibility, this certainly means that we are aware of the importance of the use of such media to raise awareness about persons with disabilities and their roles in society. (Ismael 2013)

1.1 Study problem and questions

There is no doubt that the media's method of handling disability issues is an essential pillar in shaping the positive image of the recipients about these issues, and the possibility is to contribute to instilling concepts and ideas to help change societal attitudes towards people with special needs, and thus adopt more positive attitudes in the public interest of the community as a whole.

Despite the importance of the media role, the argument about its active roles regarding disability cases has been increasingly controversial, the thing which imposes some questions: do media means convey the whole image about persons with special needs? And do media messages reach to people in the appropriate manner? To what extent the success of media means becomes to convey the problems of this group to the rest of community in society? And how often media means succeed in helping persons with disability to interact in their society?

Referring to the international documents and agreements, one can find that the increasing legal awareness of societies is distinguished through the lens of dealing with disability issues. Therefore, facing the negative mental image toward disability cannot be achieved without applying the rules of those agreements, on the top; the international agreement of disabled persons' rights, then, media means that are one of the most crucial organizations can, therefore, help in achieving the international efforts of applying them on the national level.

Researchers might, through their repeated meetings with parents of persons with disability, notice that parents and their sons are facing a kind of bias and exclusion when practicing the same rights and freedom which their non-disabled peers had. They can also notice the way that media means deal with them which is primarily characterized by exciting feelings of pity and sympathy, a thing which is unhealthy for the core of which their cases revolve around.

Median makes the image no more than a material issue for media talks, without discussing the main points of this issue which is bias and exclusion. From this point, this study sets to deal with this topic and to ensure defining it clearly from the parents of disabled persons' standpoint in order to trace strength and weakness points of how Jordanian media means lead the way of changing the negative mental image which is adopted by our societies. And more precisely, the current study is trying to answer the following questions:

1. What is the role of Jordanian media in dealing with the cases of persons with disability from

- the view of their families?
2. Are there statistically significant differences at the level of ($\alpha=0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to “Gender” variable?
 3. Are there statistically significant differences at the level of ($\alpha=0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to “work” variable; (worker, non-worker)?
 4. Are there statistically significant differences at the level of ($\alpha=0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to “disability sever ness”?
 5. Are there statistically significant differences at the level of ($\alpha=0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to “educational level”?

1.2 Study Objectives

The current study aims at discussing the roles of Jordanian media in dealing with persons with disability and how they adopt their problems from their families’ point of view. It also aims at clarifying the differences in the role of Jordanian media when dealing with the cases of persons with disability according to different study variables: Gender, Job status, severity of disability, and educational level and that is to determine the strength and weakness points related to Jordanian media means and its way of managing the process of change for the negative mental image which our societies stereotypically adopt.

1.3 Significance of the Study

The topic of this study originated from the nature of disabled persons group inside the Jordanian society, this group is an important human workforce, and it can highly impact the structure of the society. So that, realizing the roles of Jordanian media means in changing the negative mental image and adopting their problems and cases will contribute directly to increasing the awareness of “self-realization’ for persons with disability, the thing which opens the doors to invest their potentials and abilities on a broad range.

Also, the topic of this study earned its importance through paving the way in front of many researchers to conduct a similar study in a comprehensive scientific way, which will add another effective variable and will contribute to build more scientific knowledge. At the same time, the results of this study give an impression to the officials about media means regarding their effective roles in developing the skills of this group, the thing which aims at establishing plans and programs originated from humanity principles in creating a positive image for this group, and overcoming all the differences caused by this disability through looking at them as good people whose their rights and duties must be met.

1.4 Limitations of the study

- Subjective Limitations: the role of Jordanian media in dealing with the case of persons with disability from their families’ point of view.
- Human Limitations: parents of children with disability; the tool of the study use regarding stoichiometric characteristics.
- Place Limitations: Hashemite Kingdom of Jordan
- Time Limitations: the second academic term 2018/2019

Concepts of the study:

- The role of media: procedurally defined as “the degree which has been acquired through answering the measures related to the role of media means”

2. Theoretical Framework

The direct and indirect messages by media means have a great role in reinforcing the mental image with its both negative and positive sides toward persons with disability in any society, the thing which highly contribute to shaping the general opinion regarding disability cases. (Al-Oufi, 2012) and by changing the stereotypical concepts away from describing them as a group that have rights and duties only, but also by ensuring their rights to live their life naturally and to get them engaged in the societal development process (Al-hayzan, 2010).

The one who follows the representations of disability issues in media might notice that the image of disabled persons, particularly in Arabic media means have two intertwined sides, the first one represented by the exclusion and alienation of persons with special needs and their related issues which concern and benefit the community. The second side is characterized by the negative mental image in which media depict persons with disability, which most of the time concentrate on showing their need for affection and sympathy, the thing which does not reinforce their general positive image in the society. (Saleh, 2017)

Thus, Arabic media, in general, talk about persons with disability from those two sides exclusively; either as the great hero, or as the poor person who seeks for sympathy, so that the range that is occupied by news about the disabled is very narrow. It is often can be found in the inner pages of print media. (Qassim, 2011). It rarely talks about their main problems, and even when this happens, it is mostly done in an unscientific way, or in a form of mere subjectivity, the thing which will impact negatively the success opportunities to integrate them in their societies (Abu-Salha, 2012).

It has been noticed during recent period, that persons with disability have been suffering from defamation and misunderstanding and from the few chances of representing them in media means, news, and entertainment programs (Barnes,1992). Despite the repeated attempts practiced by social groups, activists, jurists and their organization which care about persons with disability through providing many scientific studies and awareness campaigns that aim at clarifying the disability nature and the rights of disabled persons to increase awareness and defining their cases; media means are, unfortunately, still unable to keep up with these groups and their activities regarding disability issues. (Baxter, 2003)

Media perform a tremendous role in shaping the positive image and in developing the recipients' public awareness about disability and persons with disability, and this includes, according to Inimah, Mukulu and Mathook, 2012, the following points: public awareness for the ways of conduct with persons with disability, specifying the most important points regarding care services and support, defining their rights and duties, and getting rid of the common stereotypical images about persons with disability through presenting success stories and explaining their problems on the legal and social level.

From another perspective, (Saito and Ishiyama,2005) believe that the role of media in tackling disability issues must include a set of positive activities which, in turn, will eliminate the stereotypical patterns that society has about persons with disabilities, such as: changing the society's negative views through talk-show programs, presentations, and through defining the cases of disabled persons and increasing the percentage of employment of persons with disabilities who can get jobs in media channels to show their potentials and abilities in work and production, and, therefore, to help spreading positive examples through media means that function as exemplary models for other people to emulate in society which contribute to clarifying the legal and humanitarian issues that can be better understood to deal fairly with disabled persons.

According to (Drak.2014) media means that care about persons with disabilities to increase public awareness about their roles in community must do the following: understand the nature of disability and the cases of people with disability to present the suitable content, use their cases to create an effective and positive atmosphere which reflect the trends of written and visual media toward this group of society, clarifying the cases related to disabled persons legally, socially, and on a humanitarian level as well, and expanding the chances of employment for this category of people as to link its

theoretical tasks with the practical functions.

United nations (2019), referred to the conventional and archetypal media images and stories which establish the social rules about the treatment of persons with disabilities which traditionally show them as negative stereotypes away from the proper presentation for them. But, on the other way, media means could be an active tool to increase awareness level, and, therefore, diminish the stigma and misconception practiced against them as it might be an effectual driving force to change the society's traditional patterns and the ways in which people look at persons with disabilities and their rights in the community, through raising awareness and the urgency to understand their cases.

The way media represent disability issues plays an important role in shaping the new society's realization about disability cases, and it impacts directly the way of dealing with disabled persons in the societies they live in (Ghanem, 2015).

From this perspective, a comprehensive plan must be designed to benefit from those means in educating people in these societies on many sides, such as educating them about the concepts of disability and the necessity of integrating those people socially and in work place as well, and to fully guarantee their human and legal rights in order for them to be active citizens and to achieve equity with their normal persons (Ismael, 2013).

3. Literature Review

Eday's study (2004) relied heavily on analyzing the contents of five Iraqi newspaper over the period of 23 days to explore the extent those newspapers represent disability issues. The study showed that there was a limited concern and a lack of educational programs about disability and its causes and concepts, which result in unreal images about disabled persons and their cases. On another side, the style of the media message about disability issues is conventional which is mostly confined to conveying news merely without introducing real solutions. These methods do not enlighten the reader, the listener, and the viewer, since they only appeal to a certain group of people. The results also referred to the negative role of media because it shows disabled persons in a negative stereotypical manner, or rather neglects their issues.

Levine (2004) found that although media coverage plays a key role in educating people about disability issues and helping them to understand that disability issues are a matter of national rights, media coverage of disability still supports a negative mental image. More than ever, its attempts fail most often to convey the image from the point of view of people with disabilities themselves. Most of the media coverage views disability as a conflict with the ordeal and refuses to consider that most of the difficulties faced by the disabled are from the community itself. Most of media officials look at disability as a form of suffering, but they do not search for the reasons of this suffering, and they do not realize that most of this suffering can be mitigated through focusing the lights on the right policies.

Another study (Al-Sayyed, 2006) also noted that although the media can change the attitudes of community members towards societal issues, they did not play the role required of us in improving and changing attitudes of Arab society towards persons with disabilities.

A study by (Haller, Dorries, & Rahn, 2006) came as an attempt to explore how print media frame the cultural representation of the disability community. To achieve the study's objectives, content analysis of disability-related stories has been conducted in The Washington Post and The New York Times over the past decade. The results indicate that the identity of the disability community is still forming and transforming, while at the same time trying to maintain what it is through the media's exposure to the terms of disability. The study also found that in the 1990s, the Disability Rights Movement in the United States had some success in introducing language to promote its goals, although the study also suggests that some journalists continue to use terms that perpetuate restrictive and narrow stereotypes about people with disabilities.

Another study by the national centre for human rights (2008) about the relationship between daily Jordanian journalism and disability has been done through analysing the content of four Jordanian newspapers in January of 2008, the study's results concluded that there was a weakness in

the Jordanian journalism in drawing attention toward persons with disability, it has a percentage of 0.64 from the space which is specialized to cover this issue in newspapers, it concentrated on the news about official occasions and activities. Also, there were no journals specialized in this field. The results also showed that the media material which talks about disability cases located in the inner pages by a percentage of (98%), however, the other media material located in the last page by a percentage of 0.2.

Abu Salha's study discussed the image of persons with disability in Arabic TV drama series, it has studied the series of (behind the sun) as a case of study since it is one of the Arabic drama series which discussed the disability case as a main point for its dramatic structure, the study used the qualitative approach represented by studying the disability case through analyzing the content of the series which aims at observing the stereotypical and mental images which are related to disabled persons and their families which the series implied, the results revealed that the image of disabled persons in Arabic drama is still bordered by the traditional view which presents them as weak persons who are vulnerable for exploitation, and seek for sympathy and care from their families, it also views the disabled persons as a family burden who completely depend on them to meet their daily needs and that they do not enjoy their rights which are included in the agreements regarding their rights.

A study done by (Zahng and Haller, 2013) investigated how persons with disabilities think about the way media represent them in their societies and how it impacts their conditions. The study resulted that the study sample (S=359) clarifies that media represent persons with disability by two ways; one is negative and the other is positive. The results referred to the positive role of media when revolving around ensuring the special identity of persons with disabilities even when the messages were unreal, while the other negative representation of media leads to neglecting their identity as special ones.

Samsel and Perepa (2013) conducted a study in The United States that aimed at revealing the relationship between the role of media means and how it views the image of the persons with ability and teachers vision to word their students. The study used a qualitative approach through conducting meetings with a sample of 8 teachers and media officers who gave their opinions about the effect of TV and media programs on disabled persons and the way of representing them, and their teachers' views. The results showed a consensus agreement that media image is still stereotypical about disabled persons. The study revealed that media which tackles persons with disability can increase the teacher's awareness and knowledge scope on how to deal with their needs and problems.

On the same frame, the study of (Abu Al-Rub, 2015) aimed at exploring the degree of how persons with disability can benefit from social Networking Websites in Saudi Arabia, so the researcher used a study tool with four dimensions (cognitive, psychological, social, behavioral). The study sample consists of 150 persons with disability, the study resulted that persons with disability benefited from social communication websites in general through the social, psychological and cognitive dimensions, but it has not met their professional needs. Blind people whose age were from 35 and above and their educational level was secondary were the ones who benefited the least from social communication websites.

Jaber's study (2015) aimed at exploring the role of visual and audible media in increasing the awareness of disabled persons of their rights in society through conducting an analytical study on a sample of programs which studies the ones who are responsible of the communication processes in these programs, and also through conducting a field study on a chosen sample of people with disability. In order to achieve the study objectives, the researcher used media scanning approach on a sample of visual and audible media programs which measure the scope of the effect of their dependency on media means as to get the information about their human rights.

The results concluded that most of the cases which the programs analyzed were revolving around the blind and people of mental and psychomotor disorders. The nature of the topics discussed included educational cases by a percentage of 33.1, the next are the social cases by a percentage of 22.9, then health cases by a percentage of 20. The local governmental organizations are the most organizations which dealt with disabled persons cases, and civil society organizations come next.

The study of Al-Assoli (2016) aimed at recognizing the social responsibility of media means

towards persons with disability from workers' point of view who work in media field in Ghaza. The researcher chose a random sample which consisted of 20 media officers who work in visual media organizations. An interview had been conducted with them, the results of the study concluded that there were no programs specialized for disabled persons except some few programs. The most determinant reasons which prevent media means to hold the responsibility towards disabled persons are political, in which most of the focus is placed on negotiation and political conflicts, peace issues, occupation, splitting and reconciliation. The study also resulted that there is an ascending attention from media means towards persons with disability and that was through the emergence of sign language in some T.V programs.

On the same track, (Iidubwi, 2017) conducted a study which aimed at exploring the role of Kenyan media in representing persons with disability and the way it deals with their cases and problems. The study used qualitative and quantitative approach where a program entitled "able but in a different way" shown on the national T.V channel was chosen which tackles persons with disability, a sample of 26 series was chosen, and then 10 people participated in the society were interviewed. The results of this study showed that the Kenyan media deal with the cases of disabled persons to a moderate degree, it concentrates on issues, such as the ways of dealing with them, sign language, and helping and supporting them. Interview results showed that the T.V program transform the negative mental image about persons with disability to a more positive image in the audience's minds.

Also, (Rosli, Mahmud, and Mahbob 2017) conducted a study in Malaysia which aimed at revealing the role of Malaysian media in the society about the rights of people with disability. The study used scanning approach through a random sample that consisted of 496 people from different groups of society, specialists, media users, citizens, and students, etc. To achieve the aims of the study; a questionnaire has been made, it consisted of 70 paragraphs distributed according the dimensions of media usage, media messages, awareness and the news about persons with disability. The results showed that society's awareness about the rights of disabled persons IS still moderate in a positive style at this field. The results showed that there were no statistically significant differences among the study subjects about media role in explaining the rights of persons with disability which are assigned to gender and education variables.

3.1 *Commentary on Literature Review*

All the previous studies agree on the importance of media means in dealing with the cases of persons with disability since they act like a reflective mirror which reflects society's needs and its critical issues. More desirable changes can take place through media means, which will allow the chance to overcome the negative misconceptions by stressing the importance of those persons in society and highlighting their social and scientific achievements.

Although most of these studies focused on one type of media, but researchers hardly find a difference in the outcome of these studies, despite the different resources adopted by those studies, there is almost agreement that all media - in their visual, print and audio formats - shoulder a heavy responsibility for the exclusion and marginalization of persons with disabilities, and in the consolidation of the negative stereotypes surrounding persons with disabilities, in different cultural backgrounds where these studies were conducted.

4. **Methodology and Procedures**

4.1 *Study Approach*

In light of the current study nature, the researchers used the scanning descriptive approach since it matches the aims of this study, it depended on studying the role of media means which deal with the cases of persons with disability from their families' perspectives expressed quantitatively by describing it numerically to clarify the range of difference for the role of Jordanian media role in dealing with the

cases of persons with disability with different study variables: Gender, job, disability severity and educational level.

4.2 Study Population and Sample

The study population consisted of all disabled persons' parents in the Hashemite kingdom of Jordan, this study also was applied on a random sample of disabled students' parents consisted of 656 father and mother. Table (1) shows the distribution of the study sample according to study variables of their parents:

Table (1): Distribution of the study sample according to study variables of disabled person's parents

Variables	Levels	repetitions	percentage
Gender	Male	272	41.5
	Female	384	58.5
Work	Work	511	77.9
	Doesn't work	145	22.1
Disability	Simple	303	46.2
	Moderate	293	44.7
	Severe	60	9.1
Qualification	Middle Diploma and less	124	18.9
	Bachelor	418	63.7
	Master and above	114	17.4
	Total	656	100.0

4.3 Study Tools

To achieve the objectives of the study and to identify the role of the media in addressing the issues of persons with disabilities from the perspective of their families, the researchers developed a measure of the role of the media in addressing the issues of persons with disabilities, through the survey of literature on the subject in order to derive paragraphs that express these roles. (Adai, 2004) (Haller, Dorries, & Rahn, 2006) (Zhang & Haller, 2013) Samsel & Perepa, 2013) (Jaber, 2015) (Assouli, 2016) Lidubwi, 2017)).

The researchers were able to write 60 paragraphs as a limit that express the role of media in dealing with persons with disability as 10 paragraphs for each field. The measure was preliminary shown to 10 reviewers who are specialized in the field of special education and they recommend integrating six paragraphs and eliminate four paragraphs because of repetition. The last form of the measure consisted of 50 paragraphs with two main parts: the first one includes demographic information which is: (gender, job, disability severity and educational level). The second part included 50 paragraphs according to six fields which are: field of awareness of disability reasons and its concepts (8 paragraphs), field of awareness about disability legal rights (8 paragraphs), field of awareness about disability social cases (8 paragraphs), field of awareness of solving disability problems (9 paragraphs) and field of awareness of adoption disability cases (9 paragraphs). Likert scale was used with its five scales; (very high, high, moderate, low, very low) the measure contained negative and positive paragraphs.

4.4 Validity of the Scale

To find out validity indications on valid measure building, correlation coefficient was explored of the measure's paragraph with the overall degree in a survey sample out from the study sample, it consisted of 30 families of persons with disability, where the correlation coefficient here represents a validity indication for each paragraph as a correlation coefficient between each paragraph and the overall

degree, the correlations coefficient of the paragraphs with the study tool between (0.45-0.89) which are clarified through the next table:

Table (2): Correlations coefficient between paragraphs and the overall degree to measure the role of media means in dealing with disabled persons cases

Paragraph Number	Correlation coefficient with measure tool	Paragraph number	Correlation coefficient with measure tool	Paragraph number	Correlation coefficient with measure tool
1	** .80	18	** .72	35	** .45
2	** .63	19	** .71	36	** .62
3	** .82	20	** .72	37	** .67
4	** .83	21	** .83	38	** .52
5	** .88	22	** .62	39	** .81
6	** .78	23	** .67	40	** .62
7	** .67	24	** .71	41	** .74
8	** .89	25	** .67	42	** .71
9	** .80	26	** .79	43	** .76
10	** .83	27	** .82	44	** .71
11	** .85	28	** .84	45	** .84
12	** .78	29	** .89	46	** .79
13	** .74	30	** .70	47	** .73
14	** .66	31	** .87	48	** .81
15	** .77	32	** .90	49	** .77
16	** .67	33	** .89	50	** .84
17	** .77	34	** .66		

* Statistically significant at significance level (0.05)

* Statistically significant at significance level (0.01). it should be noted that all correlation coefficient was accepted degrees and it is considered as a statistically significant, so that no paragraphs have been eliminated.

4.5 Reliability of study tool

To make sure about the reliability of study tool, the method of test-retest method by applying measure and reapplying it after two weeks on a group out from the study sample consisted of 30 people then Pearson correlation coefficient was calculated between their assumptions in the two times, it was 0.88 and Cronbach's alpha was used to calculate stability coefficient by the way of internal consistency, it reached 0.82. These values were considered suitable to the purposes of this study.

5. Methods of Statistical Analysis

To achieve study's objectives and to analyze the data which have been gathered, a multiple of suitable statistical methods were used through statistical package for the social sciences (SPSS) and that was after coding data and entering it into computer system and to determine the length of Lekart standard cells (the upper and the lower limits) which were used in this study's dimensions, the range was calculated $5-1=4$ (then it was divided on the number of cells to get the right length of the cell $(3/4=1.33)$ then this value had been added to the least value in the measurement (or at the beginning of measurement which is 1) and this to determine the highest limit for this cell. Repetitions and percentages had been calculated to recognize the role of media means in dealing with persons with disability from their families' point of view and to determine the responses of the study sample toward the sentences of the main fields which was included in the study tool. The next measurement was

accredited for the purposes of results analysis:

- 1.00- 2.33 Low
- 2.34- 3.67 Moderate
- 3.68- 5.00 High

6. Study Results

Results of the first question: What is the role of Jordanian media means in dealing with the cases of persons with disability from the point of view of their families?

To answer this question, Arithmetic mean and standard deviation was calculated for the fields and paragraphs of Jordanian media role in dealing with cases of persons with disability measurement. The next table shows this point:

Table (3): Arithmetic means and standard deviations for the fields of Jordanian media role in dealing with the cases of disabled persons from their families' point of view arranged in descending form according to arithmetic means

Number	Fields	Arithmetic mean	Standard Deviation	Level
1	Awareness of disability reasons and its concepts	3.78	0.69	High
2	Awareness of disability legal cases	3.71	1.01	High
3	Awareness of disability human cases	3.65	0.98	Moderate
4	Awareness of disability cases adoption	3.5	1.02	Moderate
5	Awareness of disability social cases	3.45	1.05	Moderate
6	Awareness of solving disability problems	3.43	1.03	Moderate
	The tool as a whole	3.58	0.519	Moderate

According to the previous table, it can be noticed that both fields of awareness disability reasons and awareness disability of disability legal cases had the highest means reached 3.78 and 3.71 consecutively. So, these two fields got a high degree within the roles of Jordanian media roles in adopting the cases of disabled persons while the other fields got the moderate means, the least one was solving disability problems which got 3.43 arithmetic mean and 1.03 of standard deviation, this field got the least rank among all fields under study.

Referring to all measurement paragraphs, it is noted that the arithmetic means ranged between 2.53- 4.13 which is between the moderate and high degree, where paragraph number (45) which stipulates "Jordanian media regarding disability cases is the invisible and the visible media" which was included in the field of humanitarian disability cases awareness at the first rank with an arithmetic mean reached 4.13 while paragraph number 13 which stipulates "Jordanian media material helps finding solution to the problems which disabled persons face" which was included in the field of solving disability problems in the last rank with an arithmetic mean reached 2.53, while the arithmetic mean of the field itself was 3.58.

Results of the second question: Are there statistically significance differences at significant level of ($\alpha \leq 0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to "Gender" variable?

To answer this question, arithmetic mean and standard deviation were calculated for the fields and paragraphs of Jordanian media role in dealing with the cases of persons with disability according to gender variable, and to show statistical differences among the arithmetic mean "T" test was used for this purpose, the next table clarifies this:

Table (4): Arithmetic means and standard deviations and “T” test for the impact of Jordanian media role in dealing with disability cases according to gender variable

Gender	Number	Arithmetic mean	Standard deviation	“T” value -.888	Freedom degree 654	Statistical significance .375
Male	272	3.56	.529			
Female	384	3.59	.513			

According to the previous table, it can be noted that there are no statistical significance differences $\alpha=0.05$ referring to the impact of gender on the overall degree of Jordanian media role on dealing with disabled persons cases.

The results of the third question: Are there statistically significance differences at significant level of ($\alpha \leq 0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to “work” variable; (worker, non-worker)?

To answer this question, the arithmetic mean, and standard deviation were calculated for the fields and paragraphs of Jordanian media role in dealing with the cases of persons with disability according to job variable, to show statistical differences among arithmetic means, “T” test was used, the next table clarifying this:

Table (5): The arithmetic means and standard deviation and “T” test for the impact of job variable on Jordanian media role in dealing with disabled persons cases

Work status	Number	Arithmetic mean	Standard deviation	“T” value 3.538	Freedom degree 654	Statistical significance .000
Work	511	3.62	.504			
Doesn't work	145	3.45	.551			

According to the above table, it can be noted that there is a statistical significance difference $\alpha=0.05$ referring to job variable which impacts Jordanian media role in dealing with the cases of persons with disability, these differences were on the behalf of workers.

Results of the fourth question: Are there statistically significance differences at significant level of ($\alpha \leq 0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to disability severity?

To answer this question, the arithmetic mean, and standard deviation were calculated for the fields and paragraphs of Jordanian media role in dealing with the cases of persons with disability according to disability severity variable, the next table clarifying this:

Table (6): The arithmetic means and standard deviation for the role of Jordanian media role in dealing with the cases of disabled person cases according to son’s disability severity variable

Groups	Number	Arithmetic mean	Standard deviation
Simple	303	3.51	.501
Moderate	293	3.60	.524
Sever	60	3.80	.526
Total	656	3.58	.519

The previous table shows a formal variance in the arithmetic means and standard deviations in Jordanian media role dealing with the cases of persons with disability because of the difference in the categories of disability severity variable, and to show statistically significant differences among arithmetic means. One-way analysis of variance was used according to the next table:

Table (7): One-way analysis variance for the impact of son/daughter's disability severity variable on the role of Jordanian media in dealing with disabled persons cases

Source	Sum of squares	Freedom degrees	Mean of squares	"F" value	Statistical Significance
Among groups	4.364	2	2.182	8.246	.000
Inside Groups	172.400	653	.246		
Total	176.764	655			

It is noted from the previous table that there are statistically significant differences of the statistical significance at $\alpha=0.05$ referred to the impact of disability severity variable on the role of Jordanian media in dealing with the cases of persons with disability, to represent the statistically significant paired differences, comparative scales were used according to Scheffe's test as the next table shows:

Table (8): Dimensional comparisons using Scheffe's test to measure the impact of disability severity on Jordanian media role in dealing with cases of disabled persons

	Arithmetic mean	Simple	Moderate	High
Simple	3.51			
Moderate	3.60	-.09		
High	3.80	*.29		

* Statistically Significant level at $\alpha=0.05$

It is noted from the previous table that there are statistically significant differences at the level of $\alpha=0.05$ (between high severity disable group from one side and moderate and simple disable group from other side) these differences were on the behalf of high severity disability.

Results of the fifth question: Are there statistically significance differences at significant level of ($\alpha \leq 0.05$) in the role of Jordanian media in dealing with cases of persons with disability referred to educational level?

To answer this question, the arithmetic mean, and standard deviation were calculated for the fields and paragraphs of Jordanian media role in dealing with the cases of persons with disability according to educational level variable, the next table clarifies this:

Table (9): Arithmetic means and standard deviation for the role of Jordanian media means in dealing with persons with disability cases according to educational level variable

Groups	Number	Arithmetic mean	Standard deviation
Moderate diploma and less	124	3.47	.501
Bachelor	418	3.57	.524
Master and above	114	3.73	.526
Total	656	3.58	.519

The previous table shows an obvious variance in the arithmetic means and standard deviations in Jordanian media role dealing with the cases of persons with disability because of the differences in educational level groups, and to show statistically significant differences among arithmetic means, one-way analysis of variance was used, through the next table:

Table (10): One-way analysis of variance for the impact of educational level on the role of Jordanian media in dealing with the cases of persons with disability

Source	Sum of squares	Freedom degrees	Mean of squares	"F" value	Statistical significance
Among groups	3.952	2	1.976	7.467	.001
Inside groups	172.811	653	.265		
Total	176.764	655			

It is noted from the previous table that there are statistically significant differences of the statistical significance at $\alpha=0.05$ referred to the educational level variable on the role of Jordanian media in dealing with the cases of persons with disability, to represent the statistically significant paired differences, comparative scales were used according to Scheffé's test as the next table shows:

Table (11): Dimensional comparisons according to Scheffé's test for the impact of educational level on the role of Jordanian media role in dealing with disabled persons cases

	Arithmetic mean	Moderate diploma and less	Bachelor	Master and above
Moderate diploma and less	3.47			
Bachelor	3.57	.10		
Master and above	3.73	*.26	*.16	

* Statistically Significant level at $\alpha=0.05$

It is shown from the previous table that there are statistically significant differences at the level of $\alpha=0.05$ (between the side of master and above and each of moderate diploma and less and bachelor's degree from the other side) the differences were on the behalf of master's degree and above.

7. Discussion of the Results

First: the results of the first question referred to the arithmetic means for the fields and paragraphs were between high and moderate degree with a tendency of the largest percentage toward the moderate degree. Regarding the six fields; the field of disability reasons and its awareness concepts was at the first rank, where the field of solving disability problems was at the last rank with a moderate degree. Upon reviewing the paragraphs, we find out that ones that got the highest means were actually the negative paragraphs, the thing which asserts the idea that Jordanian media role did not reach to the desired level, however, we know that Hashemite kingdom of Jordan is one of the first countries which care about disability cases among the neighboring countries and it is one of the first countries which signed and committed to the agreements related to human rights and disability issues. However, media means did not perform the required role completely while there were some attempts regarding this issue, but it was not enough from the point of view of disabled persons' families, which the results of the last paragraphs ensured as they got a moderate means results. These results are similar to a large extent to the results of most of the previous studies such as Edai's study (2004) which showed a limited care about disability in media means, and another study by Al-Sayyed (2006) which ensured that media means did not perform the required role to improve and change Arabic society views towards persons with disability, another study by the national centre of human rights (2008) which concluded that there is a weak care from Jordanian press regarding the issues of disability cases. Also, the study of Samsel and Perepa 2013, showed that the media image about disabled persons is still stereotypical which is similar to the results of lidubwi's study 2017 which showed that the Kenyan media deals with disabled persons cases to only moderate degree which is also similar to the results of Rosli, Mahmud and Mahbob's study 2017 which showed that the role of media in this field is still moderate.

Second: the results of the second question showed that there were no statistical significant differences referred to gender variable on the overall degree for the role of Jordanian media in dealing with the cases of persons with disability, such results are logical to a large extent especially if we know that fathers and mothers are contributors in adopting these point of views, so, the obvious default in adopting disability cases from media means can be felt by noticing its negative effects on the life of their disabled sons, and it can't be neglected from the parents of both genders. These results are like the results of Rosli, Mahmud and Mahbob's study, 2017 showed there were no statistically significant differences in the views of the study sample for the role of media in expanding the rights of disabled persons referred to gender variable.

Third: the results of the third question showed statistically significant differences attributed to

the job variable on the role of Jordanian media in dealing with the cases of disabled persons. The difference was on the behalf of workers; these results reinforce and support what has been referred to previously about the ability of media means of changing the attitudes of society towards societal cases. Workers got higher mean due their lifestyle and work environments which are open to other people, the thing which will increase opportunities of interacting with them more than those who don't work. So that, they are more able to assess the amount of problems that they face and they are more able to make comparisons unlike the other parents who live and watch the development of their sons face to face at home without benefitting from the process of interacting with people imposed by the nature of work most of the time.

Fourth: the results of the forth question showed that there are statistically significant differences between the group of disabled persons families from one side and simple and moderate groups from other side on the overall degree for the role of Jordanian media in dealing with persons with disability cases, the differences were on the behalf of the families of severe disability group, it is logical especially if we know that those families face more conflicts and challenges with problems of their sons and daughters more than other families, which create negative family conditions, the thing which increases their reaction and realization with these problems which media do not help in finding solutions as they don't adopt their cases and related issues, such as ensuring their sons' special disability identity which will help them in some way to face their problems and their sons' problems.

Fifth: the results of the fifth question included that there are statistically significant differences between higher educational levels of Master and above, and diploma group and less, and bachelor's degree group on the overall degree for the role of Jordanian media in dealing with the cases of disabled persons. Those differences were for the behalf of master degree and above, this result can be interpreted through the large openness imposed by the nature of higher education studies, people who have higher educational certificates have gone through more experiences than other people, and they usually have general experiences more than other people which increases their sense of awareness and realization due to the diversified environment around them. So, they become more able to make comparisons and judgments. Fathers and mothers who have the higher educational degree are more able to assess various problems related to disability issues. This result matches the research findings of Abu-Alrub (2015) which resulted that persons with disability who have a secondary educational degree are the least who may benefit from social communication means, at the same, this result is different from the result of Rosli, Mahmud and Mahbob's study, 2017 which revealed that there were no statistically significant differences regarding the education variable in the role of media in explaining the rights of persons with disabilities.

8. Recommendations

1. Inviting people who are responsible of media organizations to cooperate with experts and specialists in setting programs aims in order to improve and change the negative stereotypical image in people's minds.
2. Guiding media means to spread the culture of persons with disabilities in their families about all the aspects they need.
3. The necessity to provide all the needed abilities to create an interactive environment between media means from one side, and disabled persons' families and organizations which take care of them from the other side.
4. The necessity to follow official and non-official media organizations to ensure their role of cultural awareness about disabilities and the nature of conditions related to it.
5. The necessity to conduct more studies in the field of media means' role to adopt disability cases and the problems related to those individuals and their families.

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