The Role Of The Media In Raising Awareness Of The Issues And Problems Of The Disabled And Changing The Attitudes Of Members Of Society Towards Them From The Viewpoint Of The Special Education Teacher In The Kingdom Of Saudi Arabia

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Abstract

The aim of the research is to identify the most important issues addressed by the media, and to expand the media circle around attention to issues of disabled people. The study sample consisted of (168) special education teachers in Asir educational region. The researchers followed the descriptive approach. The researchers presented a questionnaire that included (48) sub-expressions. The results showed the weak role of the media in dealing with some issues of disabled people, the most important of which are the following:

The media encourage community members to follow the sport of the disabled and broadcast attractive programs around them. The media educate families about the ways and methods of dealing with these people and introduce them to the most important techniques for modifying maladaptive behaviors. The media shows the importance of treatment programs for the disabled, creating a media vision capable of interacting positively with the issues of the disabled. It enhances awareness of it among all segments of society, encourages media professionals to produce programs and media materials that advocate the rights of the disabled and show their creativity and abilities, the necessity of observing the ethics of media practice of honesty, objectivity and accuracy, and presenting a correct and honest image representing this group.

keywords: Mass media – disabled people - special education teacher - people with special needs

Introduction:

God honored the human being and legislated for them rights that guarantee their dignity and preserve its continuity, and to determine the rights according to the different abilities. God made lifting the mandate does not contradict the establishment of the right. When God lifted the embarrassment of jihad in the way of the blind - for example -, he emphasized his right to the dignity of treatment and respect. In order to activate the vision presented by educators of equality and non-discrimination, we witnessed a wide interest in the disabled, due to the fact that it is an educational problem that has psychological, social, cultural and economic impacts on society. The field of special education witnessed a strong start calling for the necessity of providing the basic facts about this group related to health and education and working to reach them to the maximum possible degree that their energies and abilities allow, just like their normal peers [2]. There is no doubt that the media has a great role in informing society of the problems and concerns of the disabled, developing community interaction with their issues, drawing the correct image of them and changing the society's stereotyped image about them, including the families of the disabled themselves [3]. The media is able to influence and change the public opinion, and the media have been relied on in various means to change people's opinions and trends, because of its ability to portray and bring out these issues within certain templates for the recipient, attracting and pulling him in an interesting

and thoughtful way. The media play an important role in portraying an issue to the public in a positive and likable manner. It also plays an important role in highlighting any other issue in its dark negative form, which affects the behavior of the general public towards it and their attitudes towards it [4]. We have become aware of disabled people thanks to the media. However, the media still have a great effort to deliver the desired message about the disabled, and to get them out of the official media circle to take their right as an ordinary group in the society that sheds light on it like any other groups. The current research seeks to study the current reality of the media's role in raising awareness of the issues and problems of the disabled and the extent of the media's interest in the issues of disabled people and seeking to present a proposal to activate the media's role in changing the attitudes of community members towards the disabled.

The study Problem:

Despite the efforts made to take care of these people, we must admit that the road is still arduous and difficult until we reach them to safety. We need to join efforts to raise awareness of their issues and to clarify their positive energies. Some studies have proven that the media did not rise to shoulder its responsibility towards this category, and did not play the expected and desired role. It is noted that the media's practice towards this category was not equal to its practice towards the rest of the society, due to the difference of the message presented to the general public from that provided to the disabled [5].

There is a divergence of views on the media's responsibilities and duties towards disabled people. Observance of the ethics of media practice is honest, objective and accurate, providing a true and honest image of disabled people, correcting society's attitudes towards them and towards disability, honoring them and increasing attention to them, and purifying the media from acts of disregard [6] will has positive and good effects.

The media is closely linked to awareness-raising and mentoring issues. It is essential that the media and the cultural services join forces to play an important role towards the disabled. It also plays a key role in helping disabled people and their families. There may be some misconceptions in some media that the inclusion of information or images of disabled people may be a kind of drawing attention to their disability inappropriately or a kind of unintentional exploitation of them. The researchers believe that there is a danger resulting from negligence in the role of the media which has the worst impact in shaping the right and appropriate community guidance towards them. and based on the foregoing, the study's problem could be formulated as follows:

1- What is the current reality of the role of the media in raising awareness of disabled people's issues and problems?

2- What is the extent of the media's interest in the issues of the disabled?

3- What is the proposal to activate the role of the media in changing the attitudes of members of society towards the disabled?

4- Are there statistically significant differences in the teachers' opinions about the dimensions of the study according to their personal and occupational variables?

Objectives of the study:

The study aimed to reveal the role of the "audio-visual" media, and to present a purposeful educational vision through various programs that will have an impact in shaping the desired positive face, and expanding the media circle around the disabled.

The importance of the study:

1- The role of the media and its impact on societies: it is a big role, as it shapes people's culture and their view of things, teaches and guides them, and directs their interests towards things. It has become widespread among all sectors of society.

2- Caring for the disabled: they are part of us, and what happened to them may affect any of us, and they have not found sufficient attention so far, specifically what they need from all sectors and institutions of society. Like the media sector, whose influence on people is undeniable.

3- This study contributes to identifying the priorities of disabled people stipulated in human rights charters to assist those in charge of the media in designing targeted programs that help this category, as well as

contribute to the process of integrating them into all aspects of life.

Terminology of study:

People with special needs:

They are the people who disagree with ordinary people in what we consider normal, whether emotionally, socially, physically or mentally, so that this difference calls for providing them with a type of service that differs from what is provided to ordinary people [7].

This term includes those who suffer from various disabilities, a category that is unique to a set of different characteristics from the rest of the social strata, and has special needs that are often unable to be satisfied by natural means, while the disability in turn is divided into: hearing, physical, visual, mental [8]).

They are defined procedurally: as those whose abilities differ from the rest of the ordinary people, either by an increase or decrease in those abilities, as a result of the presence of one of the types of disabilities, as well as people with autism, behavioral and emotional disorders, and those with learning difficulties.

Awareness of disability issues:

It is a comprehensive concept that is not limited to just alerting, reminding and giving advice, but it covers aspects related to correcting misconceptions, developing knowledge and providing the individual with health information related to the types of disabilities and their negative effects on both the individual and society, and clarifying the causes that lead to disability, and methods of prevention [9].

Al-Beblawi (2011) also defines awareness as "a set of skills, information and experiences that are imparted to members of society in general and to those related to the issue of disability and the disabled in particular, such as parents, siblings, peers, teachers, employers, neighbors and parents... with the aim of introducing them to the categories of disabilities, their characteristics, needs, and services" [10].

Media concept:

It is intended to introduce the issues of the era and its problems, and how to address these issues in light of the theories and principles that have been adopted by each regime or country through the media available internally and externally, and also by the legitimate methods of each regime and each country [11].

The media:

Al-Buraiki (2014) defines it as one of the basic elements in contributing to the formation of the features of societies, and it is one of the mechanisms of socialization through the roles that it plays in society [12].

It is procedurally defined as: the means that deliver its message to the community, whether it is audio, visual or written, which in turn contributes to spreading awareness of the issues and problems of the disabled people.

Media and community awareness:

Hussein (2016) defines them as the means that have an important and effective role in spreading the culture of people with special needs by presenting and analyzing their issues in all development fields, which helps to advance this segment and provide the opportunity for its participation in development along with the rest of the other social strata [13].

Theoretical framework and previous studies:

Society needs more awareness and attention to the disabled, and we cannot overlook the role that the media plays towards them. However, we hope for more education, guidance, direction and awareness. We hope that we can clarify how families deal with cases of disability since their discovery, and the importance of early intervention for the disabled. Some families and members of society still do not know a lot about the disabled and their capabilities. There is a difficulty in diagnosing them and in knowing their characteristics as a result of the lack of awareness. They are still dealt negatively as they are dependent on society, so it is important to shed light on this category of people significantly.

Media can contribute to the development and awareness of society through its programs that are managed by an infectious agent and its directors under the supervision of a number of specialists. Through direct contact with the community and awareness of the risks that may affect, they have to include the raising awareness of the issues of (disabled people) as one of the important segments of society and who have

demonstrated to society through their sports, artistic and scientific achievements their abilities to compete and achieve, so that the society recognizes them [14].

Undoubtedly, this group has rights that should be provided completely. Their families, associations and the government have duties that should be taken into account and not neglected. The content of the media and the preparation of workers in these media must include elements related to their needs and interests from all directions [15]).

Principles of media in the field of disability and service for the disabled:

The desired ambitions for continuity expand according to certain controls towards: disability, its categories, services and achievements as well, and its ability to break the collar of disability and to contribute to directing society towards positivity towards this category. It was necessary to establish an honest media based on a set of high-end principles, the most important of which are moderation, observance and support of freedoms, objectivity and subjectivity, honest expression of the target audience, and issues related to disability must be documented [16].

The most important media that play a vital role in raising awareness of disability issues and problems:

Radio and television, newspapers and magazines, websites are considered as the most important mass media in society. The influential mass media which are concerned with disability including: the website of Gulf children with special needs, the Association for Early Intervention for Disabled Children, the Saudi Autism Association, the Saudi Forum for Special Education, the Autism Children Club, the indicative dictionary for the deaf [17].

A huge number of families visit some websites related to disability issues in order to be guided by what they broadcast, in order to follow their instructions to take care of their disabled children or other family members. These methods are considered important in guiding and directing disabled people and their families, as well as the outside community, workers in the field of disability and all those interested in this issue.

Forms of electronic media: includes media websites and platforms, electronic press, radio web and TV web: live broadcasting services for radio and television channels on special sites on the network and through "radio and television broadcast packages" that the network carries directly to the recipient and to various sites, archival electronic services, electronic advertisements: media publishing services through various websites, blogs, and others [18].

The results of reports and studies indicated an increase in the number of communications received by these programs through short messages (SMS) and telephone calls. This helps reality TV in giving an opportunity to Arab viewers and people (with disabilities) to exercise the right to present their problems and communicate with those interested in the field of disability and with decision makers [19]. It is not possible to neglect its role in contributing to the promotion of the issues and problems of the disabled. They provide health information on the issues of the disabled and talking about successful models of them of both sexes. Media cover events related to them and clarify their positive role. Media present them in appositive way and clarify their strengths, in addition media shows the appropriate methods for teaching and dealing with them. These are some of their rights to live in society like ordinary people, and to raise the problems facing their families and how to overcome them.

Main functions of communication:

Communication is one of the most important functions that serve disabled people. The first function is news, which means providing information and news about what is happening in our environment or around us. The second is the media and education function, the function of community cohesion and the transmission of its heritage: values, customs, traditions and language are transmitted to members of society. The third function is forming opinions and attitudes of the public [20].

Image of disabled people in various media:

The disabled have faced injustice for a long time, especially in Arab societies. The main reason is the absence of a culture aware of their rights, and the absence of the role of the conscious media, and therefore they were a neglected element within society

[21]. Their issue was one among may issues presented in the Arab cinema. The cinema succeeded in showing some of their concerns and were unsuccessful in others. As they have aspirations and dreams, they seek to achieve just like ordinary people. Their families also have ambitions and dreams about the abilities of their children. Whereas these people appeared in some roles in a distorted and marginalized way. It is unintended, as some of the characters of the handicapped, whether they have mental, kinetic, and sensual problems, cases of autism disorders, learning difficulties or any other disabilities have been abused. Not only that, but the matter extends to the abuse of their families without the knowledge or study of its writers [22].

On the contrary, it is clear that the media also has a negative impact in conveying the image of the severely disabled, as it presents them to society in an unrealistic way, represented by people who scream most of the time, and it turns out that they have excessive energy and intend to harm themselves and others [23].

Imad Hamouda presented a reality for disabled people in American cinema, and pointed out that the prevailing pattern for them is the stereotyped image in cinematic films, ignoring the true personality of the disabled person. Hamid Uqba focused on them and highlighted the reasons why movies are not interested in them in the Arab world and our need for a free cinema that expresses humanitarian issues without using it as a commodity and trading in its feelings and dreams [24].

The study Al-Qarni, (2007) also confirmed that media journalists see that the media's interest in people with special needs is limited. Television comes at the forefront of the means that give attention to these groups, followed by the press, then the internet. The kinetic disability advanced over the rest of the other topics in the interests of the Saudi media. The study showed in its analysis of the media image of the disabled that the image is positive [25].

While the Ministry of Culture and Information in the Kingdom of Saudi Arabia sought to carry out awareness campaigns in all areas that the Saudi citizen needs and to prepare educational and entertainment programs for children, there is a minority who view them with a negative view and believe that these groups are unable to learn and integrate into society. Which they hear with their ears, or see with their eyes in the looks of people, or touch in the way of dealing with them [26].

How the media deals with issues and problems of the disabled:

The media deals with disability issues in some different ways, including:

First: the method of ignoring: it does not make their issues among his priorities, and therefore does not cover them with the way they deserve.

Second: the method of distortion: presenting an unreal or realistic picture of the disabled person so that this picture appears to be the reference in the dealings of ordinary individuals with disabled people in society. And that dramas (series - movies - plays) mostly present a negative and distorted stereotype about the disabled. So that, it appears as a helpless person who cannot rely on himself and cannot serve his family or society, or as a pathetic person.

Third: the method of informing events: according to the events that are held or the activities carried out by associations related to the disabled, which occur sporadically throughout the year [27].

The most important strategies that contribute to improving the image of the disabled in the media are:

1- Increasing the space allocated by the media on disability and the handicapped, especially the increase in television programs directed for this purpose.

2- Providing appropriate information about disabled people, including the concepts and categories of disability.

3- Clarify the positive aspects and remaining capabilities of the disabled, and the extent to which they can be used at work.

4- Urging the society to develop interaction with the disabled, and to make them aware that disability is not a contagious disease, and that the disabled is equal with any other individual in society in terms of duties and rights [28].

The study of Al-Maqoushi, (2000) [29] analyzed the content of issues of all Saudi newspapers issued in the

Arabic language, which represent a sample during a period of (12) weeks, indicated the following:

1. The Saudi press has allocated suitable spaces to present issues of disability and the handicapped in its preparation.

2. Most of the information that comes in the Saudi press about disability issues is about aspects of disability treatment, with little interest in the issue of disability prevention and the integration of the disabled into society.

3. Weak communication between disability-related entities and media institutions, and their investment as mass media in support of disability issues.

4. The greatest interest of journalists in Saudi newspapers to clarify information about disability issues was dependent on the administrative authorities, with a great disregard for health personals, social and educational sectors. It aimed to provide educational and scientific information in the context of serving the idea of accepting the disabled and accelerating the idea of integrating them into society.

The role of the media in changing the attitudes of members of society towards the disabled:

The media in any society is responsible for formulating, publishing and distributing news, information, ideas and opinions. Media marginalize any negative behavior in the same society. Governments, governmental and private institutions, civil society institutions, associations and bodies related to society and its segments, on the mass media (press, radio, television, cinema) to reach the target audience and achieve the objectives of that communication [31].

Previous studies:

Many studies have dealt with the relationship between people with special needs, media and knowledge, through multiple stages:

Abdul Hamid's study; ASWEP (2020) [32]: The media and ways of dealing with the issue of integration and rehabilitation of people with special needs, a proposed conception of the specialized social media.

It aimed to present a proposed vision towards the establishment of a specialized (social) media that

works to form a positive attitude desired by members of society towards people with special needs, and in order to achieve the objectives of the research. To review the priorities of moving through media messages about volunteering and volunteers, as they are the effective means in addressing their issues, and changing concepts, so they should be consecutive, fast and effective, and convey the current reality of the rights and duties of people with special needs, the need to employ electronic media to influence and modify the societal view of their ability to adapt and succeed.

The study of Abu Shanab and Turban (2016) targeted [33]: the uses of media and communication by people with special needs in Palestine and their gratifications, with defining the types and priorities of that use and identifying the role that the family plays in the content they are exposed to, and the study sample consisted of (150) respondents with special needs in the Gaza Strip. The results showed that the internet was one of the best means of media and communication in terms of obtaining information, followed by local and Arab television, and radio came in the last rank.

The study of Abu Al-Qasim (2015) targeted [34]: the culture of special education in the media, and it identifies the extent of media awareness of special education, and the study sample consisted of (90) media personnel and special groups in the city of Riyadh. The study proved that television is the media that occupid the rank. The first is with the special groups with the ability to positively influence the change of society's attitudes towards them, while the read and written press ranked second, and recommended the importance of preparing more effective programs, with an emphasis on spreading the culture of people with special needs.

Bayoumi (2015) study [35] aimed to rationalize the use of drama as an attractive and interesting tool to form mental images of the disabled through the realistic progress of this group, which reflects its role and position in society and to identify the size of the positive and negative images presented by the disabled in Arab drama. The results of the study proved that the picture presented by the disabled is very negative in general and reflects the meanings of disability, pity, submission, limited thought, assuming traditional positions or unemployment, dependence on others, moral and behavioral perversion and corruption.

Noureddine's study (2015) [36] targeted the media uses and gratifications for people with special needs in Algeria, trying to understand individual differences and social variances among members of the public. The study concluded that the influence of the media cannot be strong and direct due to the presence of obstacles and overlap, and because the process of influence takes a long time.

General comment on previous studies:

Previous studies reported to the researcher that they helped him identify the problem of the study and define its objectives and questions, as well as helped him to prepare the questionnaire, as this study agrees with previous studies in following the descriptive approach, and relying on the questionnaire as a tool for collecting information, and it differs with some studies

in the sample used, and previous studies dealt with the role of the media in the care of the disabled of all categories.

Field Study Procedures:

Study Methodology:

the researchers followed the descriptive approach.

Study population and sample:

The study tool was applied to a sample of special education teachers in Asir region, specializing in (mental disability - learning difficulties - other disciplines), so (168) teachers were selected, with time variables and varying academic qualifications, which are as follows.

1- Academic qualification:

Table No. (1) The distribution of the study sample according to the educational qualification

	Academic Qualification	Frequency	Percentage	Ranking
1	PhD	0		4
2	Master's	9	5.3	3
3	Diploma	9	5.3	2
4	BA	150	89.4	1
Total		168	100	

The previous table No. (1) shows that most of the study sample are holders of a bachelor's degree, and their number is (150), and that those who have a diploma are (9), and that those who have a master's

degree are also numbered (9), and there is no teacher with a PhD within the study sample.

2-years of experience:

Table No. (2) Distribution of the study sample according to academic experience

	Academic specialization	Frequency	Percentage	Ranking
1	more than 10 years	47	27.9	2
2	5 to 10 years	39	23.2	3
3	Less than 5 years old	82	48.9	1
Total		168	100	

Table No. (2) shows that teachers who have experience of less than five years are (82), and teachers who have experience of (5-10) years are (47).

3- Teaching stage:

Table No. (3) Distribution of the study sample according to the stage

	Sex	Frequency	Percentage	Ranking

1	Primary	127	75,5	1
2	Intermediate	41	24,5	2
Total		168	100	

Table No. (3) shows that most of the study sample are (127) primary school teachers, and (41) middle school teachers who work in integration schools in the Asir educational region.

Study tool:

The researchers applied a questionnaire to teachers of special education in Asir region, and it is divided into two parts: the first: the primary data and the second is from two dimensions: the first included (23) expressions and the second included (25) expressions, where (180) questionnaires were applied, of whom (168) returned with missing (12) a questionnaire.

Resolution setting:

A questionnaire tool was designed to collect data. In preparing it, the researchers relied on the scientific steps in terms of collecting the largest number of expressions related to the topic of the questionnaire. In the data collection stage, a group of sources were relied on a group of sources that helped formulate the expressions and dimensions of the questionnaire. The researchers designed the questionnaire according to questions of the study as follows:

a - Preliminary data:

The questionnaire included the demographic characteristics of the study items and consisted of (3) variables: educational qualification - teaching stage - job experience.

b- Dimensions of the study tool:

The first dimension: the role of the media in raising awareness of the issues and problems of the disabled and it includes (23) expressions.

The second dimension: methods for activating the role of the media in changing the attitudes of society members towards the disabled and it includes (25) expressions.

The researchers used the triple scale according to diversity and gradation (often - sometimes - never) for all dimensions, where the number (3) expresses the greatest degree (often) and the number (2) expresses the average degree (sometimes), while the number (1) expresses disagreement (Start).

Validity and stability of the tool:

First: Verifying the validity of the study tool:

1- The apparent validity of the study tool:

The apparent validity of the study tool was verified by presenting it to (5) specialized arbitrators in the field of special education and media, to express their views on it according to the appropriateness and comprehensiveness of the primary data variables, the importance and clarity of the linguistic formulation of the expressions, the extent to which each expression belongs to the dimension to which it belongs, and the extent to which it belongs. Measure it for what it was designed for. In light of the observations made by the arbitrators, the researchers made the amendments agreed upon by the arbitrators.

The resolution in its final form: after modifying the questionnaire in the light of the referees' observations, it consisted of (48) expressions.

2- The validity of the internal consistency of the study tool:

The extent of the internal homogeneity of the study tool was determined by calculating the correlation coefficients between the degree of each statement and the total degree of the expressions of the dimension to which it belongs, and calculating the Cronbach's Alpha coefficient. The calculation of the stability of the dimensional expressions is shown in Table (4).

Table No. (4) Distribution of the study sample according to the stage

	The first dimension: the role of the media towards the issues and problems of the disabled			The second dimension: Methods and methods for activating the role of the media in changing the attitudes of members of society towards the disabled	
	Cronbach's alpha coefficient	correlation coefficient		Cronbach's alpha coefficient	correlation coefficient
1	893.	. **	1	733.	**650.
2	893.	845. **	2	729.	**722.
3	837.	721. **	3	727.	**814.
4	833.	823. **	4	731.	**721.
5	835.	788. **	5	829.	**755.
6	834.	805. **	6	730.	**729.
7	833.	832. **	7	728.	**789.
8	836.	762. **	8	730.	**727.
9	837.	728. **	9	537.	**531.
10	836.	757. **	10	729.	**714.
11	813.	831. **	11	713.	**640.
12	829.	811. **	12	721.	**712.
13	827.	711. **	13	717.	**714.
14	831.	821. **	14	732.	**711.
15	822.	798. **	15	819.	**711.
16	830.	825. **	16	830.	**730.
17	828.	812. **	17	718.	**701.
18	810.	702. **	18	731.	**721.
19	737.	718. **	19	612.	**551.
20	729.	727. **	20	739.	**724.
21	831.	811. **	21	139	**710.
22	822.	815. **	22	719	**712.
23	812.	729.	23	719	**710.
			24	713	**692.
			25	720	**615.

D at the (0¸0) level. **

Table No. (4) shows that all statistically significant correlation coefficients whose expressions generally have internal consistency between the statement and the dimension to which it belongs, thus verifying the structural validity of the questionnaire. It is considered as a valid measurement. After verifying the validity of the tool, the researcher verified the reliability as follows:

Table No. (5) Dimensional stability

3- The stability of the study tool:

The self-consistency method, which is Cronbach's Alpha method, was used for the dimensions of the study tool, as shown in Table (5).

	The dimension	number of expressions	The study sample	Stability Coefficient Alpha Cronbach

| 1 | The role of the media in raising awareness of the issues and problems of the disabled | 23 | 168 | 0.847 |
| 2 | Ways and methods of activating the role of the media in changing the attitudes of members of society towards the disabled | 25 | 168 | 0.891 |

It is clear from Table (5) that the two dimensions have a high stability ratio, and this indicates that it is of good significance, which means reliability in its results and their validity for application.

Discussion and interpretation of the results:

The results of the first question and its text: What is the current reality of the media's role in raising awareness of the issues and problems of the disabled?

In order to answer this question, the views of the sample members were presented, by calculating the arithmetic averages and frequencies and identifying the degrees of prevalence according to each of the questionnaire terms, as shown in tables (6,7).

Table No. (6) Arithmetic averages, standard deviations, and frequency of the first dimension statements

Ranking	The Expression	Degree of frequency			standard deviation	arithmetic average
		Never	Sometimes	Often		
1	The media presents the disabled in society in an unreal way, in the form of people screaming most of the time.	61	87	18	.59794	1.5417
2	The media encourages members of the community to follow the sport of the disabled, and to broadcast attractive programs around it.	64	85	19	.66781	1.7619
3	The media educate families about the ways and methods of dealing with disabled people and introduce them to the most important techniques for modifying maladaptive behaviors.	63	85	20	.58884	1.8095
4	The media presents the problems and issues of disabled people and how to solve them in easy scientific ways	61	87	20	.62316	1.8869
5	The media shows the appropriate methods and methods for educating the handicapped and the methods of dealing with them.	62	81	27	.65506	1.9107
6	The media educate families about problems related to general growth.	60	80	28	.73750	1.9167
7	The media knows about disability, its types and causes, and how to detect and prevent it.	60	81	29	.74431	1.9464
8	The media is interested in supporting the employment of the disabled, their marriage and their independence as a human right and a national duty.	42	**111**	15	.58884	1.9762

9	The media is interested in highlighting the importance of educating, rehabilitating and developing their skills for disabled people	60	90	18	.5888 4	1.976 2
10	The media shows the importance of treatment programs for the disabled.	63	88	17	.8078 7	1.994 0
11	The media provides health information about disabled people	55	83	30	.4577 6	1.994 0
12	The media seeks to enhance the status of the disabled in society and to publicize their capabilities, contributions and the services available to them.	34	**11 2**	22	.6652 4	2.023 8
13	The media are interested in work programs for the disabled and highlight their role in development.	30	**12 3**	15	.6912 0	2.035 7
14	The media seeks to correct the society's attitudes towards the handicapped and the handicapped.	29	**12 4**	15	.7478 7	2.059 5
15	The media seeks to change society's view of disability by using the skills and media tools available in the fields of journalistic work.	30	**12 5**	13	.7140 3	2.071 4
16	The media works to increase the awareness of society and its members about the existence of persons disabled people, their needs and their capabilities	28	**12 7**	13	.7455 8	2.083 3
17	Media attention to people with special needs is limited.	20	**12 9**	19	.7311 7	2.101 2
18	The media highlights the extent of the suffering of these disabled people in conveying their voices and problems to officials and decision makers.	20	**13 0**	18	.7626 0	2.131 0
19	The media honors the disabled and takes care of them as important members of society.	17	**13 3**	18	.6467 4	2.136 9
20	The media hosts disabled people with their audio-visual programs	18	**13 4**	16	.5716 4	2.142 9
21	The media is talking about successful male and female disabled models.	20	**13 3**	15	.5701 4	2.214 3
22	The media highlights the positive role of the disabled and is keen to make them appear in the media in a positive way and to clarify their strengths.	20	**13 6**	12	.6134 8	2.220 2
23	The media covers events related to the disabled.	12	**13 8**	18	.5466 5	2.309 5

Some of the expressions came with a low degree of popularity, where the lowest expressions were expression No. (23) the media covers activities related to the disabled, then expression No. (19) honors the media with disabilities and cares about them as important members of society, then expression No. (20) hosts media Disabled media with the normal with its audio-visual programs, then expressions No. (17-18-21-22) came in low degrees.

While some other expressions came with a very significant drop, which requires the need to reconsider on the part of officials and media in order to increase their activation. They are as follows: Expression No. (2) The media encourage community members to follow the sport of the disabled, and to broadcast attractive programs around it, and this was confirmed by the study (Al-Shehri: 2016) [46].

Then expression No. (3), the media educate families about the ways and methods of dealing with the disabled and introduce them to the most important techniques for modifying maladaptive behaviors, as confirmed by the study (Aissat 2014) [47].

The necessity of adopting policies and drawing strategies at all levels and fields that provide the necessary care and rehabilitation services for the disabled to ensure their participation in the comprehensive community development process and guarantee them a dignified life. Expression No. (10) the media explains the importance of treatment programs for the disabled, and this is due to the primary role of the media in dissemination of medical culture, given the media's communication with each individual and the intervention of every home. It has an impact on forming the viewpoint related to this field and also by emphasizing the importance and benefits of the medical center and the need to follow them periodically, as well as paying attention to attending medical meetings directed to families of the disabled, the necessity of conducting the necessary medical examinations that reduce disability, and avoiding the marriage of relatives.

And Expression No. (5) the media shows the appropriate methods and methods for teaching the disabled and ways to deal with them, and this is consistent with what was recommended by the study (Zahat, 1997) [46]. It is necessary to work on providing various services for the disabled, and expresion No. (1) presents the disabled to the community in an unreal way, some of which are represented by people screaming most of the time, and this is consistent with what was proven by the study (Rabihat, 2014) [47].

The image of the disabled in some dramas is still confined to the traditional view that depicts them as weak beings and vulnerable to exploitation of all kinds, and that they are vulnerable to sexual assaults, and that they are a burden on their families that depend on them to satisfy their needs.

Expression No. (4) that the media presents the problems and issues of the disabled. And how to overcome them, it is necessary for the media to address some of the problems facing families of the disabled and direct them towards the correct ways and methods to deal with their disabled children, and this is consistent with the study (Rabihat: 2014) [48]. To support the families of the disabled and educate them. As confirmed by a study (Mahmoud, 2010) [49]. The importance and necessity of balance in paying attention to the problems facing the disabled and the need to work on solving them and providing ways and methods of overcoming them.

Table No. (7) Arithmetic averages, standard deviations, and frequency of the second dimension statements

Ranking	Expressions	Degree of frequency			standard deviation	arithmetic average
		Never	Sometimes	Often		
1	Creating a media vision capable of interacting positively with the issues of the disabled and enhancing awareness of it among all segments of society.	56	94	18	.62582	1.7738
2	The necessity of observing the ethics of media practice of honesty, objectivity and accuracy, and presenting a correct and honest image that represents the disabled and their problems.	50	94	24	.64732	1.8452
3	Host media professionals when planning media campaigns for the issues and problems of the disabled.	50	92	26	.65921	1.8571

4	Encouraging media professionals to produce media programs and materials that advocate the rights of the disabled and show their creativity and abilities	55	71	42	.75817	1.9226
5	Encouraging the community to finance advertising campaigns in this regard specifically, with an indication of the returns and benefits they derive from the spread of healthy behaviors that protect the community from disabilities.	41	95	32	.65897	1.9464
6	Expand the media's contribution to consolidating the positive image of the disabled and reducing the negative image	46	81	41	.72116	1.9702
7	Media awareness of the issue of disability as one of the issues related to human rights	39	96	33	.66991	1.9821
8	Inviting media professionals and journalists in particular to write and prepare reports and press investigations on issues of disabled people	37	94	37	.66567	2.0000
9	The media's obligation to provide correct information on the issues of the disabled in cooperation with the institutions concerned with the issues and rights of the disabled.	35	96	37	.67012	2.0060
10	Placing the issue of disability and the disabled by media organizations in the priorities of their concerns so that it is not a seasonal issue only.	41	85	42	.70496	2.0060
11	Focus on the quality of media programs provided to disabled people.	35	96	37	.65650	2.0119
12	Purify the media from acts that disparage disabled people.	41	83	44	.71320	2.0179
13	The need to increase communication on the part of journalists with disabled people.	37	91	40	.67879	2.0179
14	Paying attention to the cultural aspects of the disabled and holding many meetings and seminars that expand their scientific perceptions and achieve the desired benefit, which is to show the impact of science and its various knowledge in order to gain them a kind of knowledge that helps them to exploit them in their various works.	33	98	37	.64699	2.0238
15	The necessity of consolidating the relationship between officials in the media and the necessity of correcting the stereotyped and erroneous ideas prevalent among some journalists and correspondents,	34	96	38	.65618	2.0238
16	The media should focus on the priority of health care as a line of defense to prevent disability	34	95	39	.66048	2.0298
17	The necessity of directing scientific research to the completion of academic media research on the topic "Media, disability issues and disabled people."	36	91	41	.67837	2.0298
18	The media carry out pressure and advocacy campaigns in cooperation with civil and human rights institutions in order to demand the development of policies, legislation and laws related to the disabled.	32	98	38	.64644	2.0357
19	Linking disability issues to social, developmental, political and other issues that are exciting and have a wide audience of	34	94	40	.66470	2.0357

	interested people, to pass messages on people with special needs					
20	Establishment of satellite channels specializing in disability and its issues	35	92	41	.67365	2.0357
21	Urging governments to provide full material and moral support to the disabled, healthily, educationally, socially, economically and politically, in addition to the necessary support to facilitate the process of professional integration for them	32	97	39	.65069	2.0417
22	The media implement periodic forums for workers in the field of disability and the media to exchange ideas about developments in the field of disability.	39	82	47	.71602	2.0476
23	Informing media professionals of the latest editions of the guide to names and linguistic terms that must be used by media professionals.	32	94	42	.66299	2.0595
24	The commitment of the media to use the method of investigative journalism in addressing the issues of disabled people, not just narrating the news and activities of their events	29	95	44	.65878	2.0952
25	Awareness of first aid procedures for the disabled and how to deal with some cases of epilepsy.	26	100	42	.63092	2.0952

Table No. (7) shows that some of the expressions came with a low degree of popularity, and the lowest was expression No. (25) awareness of first aid procedures for the disabled and how to deal with some cases of epilepsy. Then followed by expression No. (24) the media's commitment to using the investigative journalism method in addressing the issues of the disabled, not just a narration of the news and activities of their events.

The expressions (9-11-14-15-18-21-23) came with a slight decrease. Some other expressions also came at a significant decline, which calls for the need to expand the circle of media attention to the issues of the disabled, and their ability to break the collar of disability and contribute to directing the direction of society towards positive trends towards the disabled and their families, and that the presence of the disabled child, his care and attention, may be a reason to enter their families are Paradise and an increase in their livelihood, and that disability is not an affliction or punishment from God for parents.

Expression No. (1) needs to be activated: creating a media vision capable of positive interaction towards the disabled. Expression No. (4) encourages media professionals to produce programs and media materials that advocate the rights of the disabled and show their creativity. Expression No. (2) the necessity of observing the ethics of media practice, honesty, objectivity, and accuracy in showing the true image of the innocence and purity of the disabled, and their good and endearing qualities that make them approach society and contribute to the community's acceptance of them with love.

Expression No. (3) hosting the media when planning media campaigns for the issues and problems of the disabled. Expression No. (6) expands the media's contribution to consolidating the positive image of the disabled and reducing the negative image. A study (Rabihat, 2014) [50] proved it. The image of the disabled in some dramas is negative, as they appear weak and need someone to support them, and that they are unable and represent a great burden on their families.

It is clear from the previous two tables No. (6-7) that there are media practices towards the disabled, but it requires more attention and highlighting them and their importance in society and their right to life like ordinary people, and raising society's awareness of ways to deal with them correctly and not underestimate them.

The results of the second question and a text: What is the extent of the media's interest in the issues and problems of the disabled?

The answer to this question is clear from the previous two tables No. (6,7). Where the expressions with the highest average came as they are in the following table No. (8).

Table No. (8) Arithmetic averages, standard deviations, and frequency of the second dimension statements

Ranking	Expressions	standard deviation	arithmetic average
1	The media's interest in the disabled is limited.	.73117	2.1012
2	The media highlights the extent to which these disabled people suffer in communicating their voices and problems to officials and decision makers.	.76260	2.1310
3	The media honors and cares for the disabled as important members of society.	.64674	2.1369
4	The media hosts the disabled with the bad with their visual and audiovisual programs	.57164	2.1429
5	The media talk about successful models of male and female disabled people.	.57014	2.2143
6	The media highlight the positive role of disabled people and ensure that they appear by positively informing and clarifying their strengths.	.61348	2.2202
7	The media should focus on the priority of health care as a defensive line of disability prevention	.66048	2.0298
8	Scientific research should be directed to the completion of academic media research on disabled people's issues and problems	.67837	2.0298
9	Lobbying and advocacy campaigns in cooperation with NGOs to demand the development of disabled people's policies, legislation and laws.	.64644	2.0357
10	Linking disability topics to social, developmental, political and other issues that are exciting and have a wide audience of interest, to pass on messages specific to the disabled	.66470	2.0357
11	Establishment of satellite channels specializing in disability and disability issues	.67365	2.0357
12	Urge Governments to provide full material and moral support to disabled people, in health, education, social, economic and political, as well as support to facilitate their vocational integration	.65069	2.0417
13	The media carries out periodic meetings for disability and media professionals to exchange ideas on developments in the field of disability.	.71602	2.0476
14	Update media professionals on the latest versions of the Directory of Names and Linguistic Terminology, which requires use by media professionals.	.66299	2.0595
15	Media's commitment to using investigative journalism to address disabled people's issues, not just a narrative of their news and activities	.65878	2.0952
16	Raising awareness of the procedures of first aid for disabled people and how to deal with some cases of epilepsy.	.63092	2.0952
17	The media covers events related to the disabled.	.54665	2.3095

Table No. 8 shows that all expressions with a high average were accounted for in both the first and second dimensions and their number. Expression No (17), which is high for the total and number of expressions contained in the study tool (48) expression and a percentage (35.41%) of the total number of

identification Expressions. The results of the third question and text: What is proposed to operationalize the role of the media in changing the attitudes of members of society towards the disabled?

The answer to this question is illustrated by the previous two tables (6, 7).

Table 9 The lowest average expressions came in table (9).

Ranking	Expressions	standard deviation	arithmetic average
1	The community's disabled media are unrealistically presented with people screaming most of the time.	.59794	1.5417
2	The media encourages community members to follow disabled people's sport and broadcast attractive programs around it.	.66781	1.7619
3	The media sensitize families on ways and means of dealing with these people and familiarize them with the most important techniques of modifying Latvian behaviors	.58884	1.8095
4	Media presents problems and issues of disabled people and how to solve them in easy scientific ways	.62316	1.8869
5	The media outline appropriate methods and methods of teaching and dealing with disabled people.	.65506	1.9107
6	The media raise families' awareness of problems related to public growth.	.73750	1.9167
7	The media knows about disability, its types and causes, and how to detect and prevent it	.74431	1.9464
8	The media are interested in supporting the employment, marriage and independence of disabled people as a human right and a national duty.	.58884	1.9762
9	The media are interested in highlighting the importance of education, rehabilitation and skills development for the disabled	.58884	1.9762
10	Create a media vision that can interact positively with disabled people's issues and enhance their awareness of all segments of society	.62582	1.7738
11	The need to take into account the ethics of media practice of honesty, objectivity and accuracy and to provide a true and honest picture of this category.	.64732	1.8452
12	Hosting media professionals when planning media campaigns on disabled people's issues and issues.	.65921	1.8571
13	Encourage media professionals to produce media programs and materials that promote disabled people's rights and demonstrate their creativity and abilities	.75817	1.9226
14	Encourage society to fund advertising campaigns specifically in this regard, indicating the returns and benefits they derive from the spread of healthy behaviors that protect society from disabilities	.65897	1.9464
15	Expand the media's contribution to enshrining the positive image of disabled people and reduce the negative image	.72116	1.9702
16	Sensitization of media professionals on the issue of disability as a human rights issue	.66991	1.9821

Table 9 shows that there are some expressions in the dimensions of the study tool that need to be developed and activated by the media in Saudi Arabia.

-All expressions with a low average were restricted to two dimensions: the first and the second and the number of (16) expressions, where the average arithmetic value ranged from 1.5417 to 1.9821, a low value. This represents 33.3 per cent of the total language of the study tool, indicating the need to review what it represents, in order to activate the role of the media towards disabled people. The previous tables (8) and (9) show that:

- There are 17 expressions approved by members of the sample and received a high average of 35.41% of the total expression, as the media houses adequately cover these aspects from the study sample's point of view.

- There are also 16 expressions that are not approved by the members of the sample and that need to activate the role of the media towards this category, and have received a low average of 33.3% of the total terms.

- There are (15) expressions that received an average of the calculated average value and a percentage of (31.25) of the total expressions included in the study tool. This means that these expressions fall in the middle between those referring to the consent of the sample personnel and those indicating that the sample individuals disagree with the media's provision to the disabled, and therefore requires the media's efforts and concerted action to promote interest in this category.

Results of question IV: Are there statistically significant differences in teachers' opinions according to their personal and functional changes?

To answer this question, "One Way ANOVA" was used to clarify the significance of differences in the responses of members of the study community according to their different demographic variables, and we will address each of the key variables, as in table (10).

Academic qualification:

Table 10 Results of variance analysis of differences in the scientific qualification variable in the dimensions of the study tool

Dimension	Source of variation	sum of boxes	degree of freedom	Average boxes	Value P	significance level
1- The role of the media in raising awareness of disabled persons' issues and problems	Between groups	40.970	2	20.485	16.756	.000**
	Inside groups	673.610	165			
	Total	714.580	167	1.223		
2- Ways and means of activating the role of the media in changing the attitudes of members of society towards the disabled	Between groups	7.661	2	3.830	6.672	.001*
	Inside groups	316.329	165			
	Total	323.990	167	.574		

* D at or below the level of indication (05 ,٠).

* * D at indicative level (00ˏ‧0)

For the indication of differences about the sample's visibility and levels according to the scientific qualification, the researcher used the LSD test as in tables 11 and 12.

Table 11 Test results (LSD) to indicate differences in sample vision in the first dimension according to scientific qualification

First Dimension		Academic Qualification	Number	Arithmetic Average	Qualification Categories			
					1	2	3	4
The role of the media in raising awareness of disabled people's issues and problems	1	Ph.D.	0	0				
	2	Master's degree	9	1.5937				
	3	Diploma	9	1.6821				
	4	Bachelor's degree	150	2.6591				* *
		Total	168					

to D at the level (0,000). Indicates * *

Table 11 shows differences of statistical significance at the level of (0,000) in favor of bachelor's degree holders in the first dimension due to the large number of participants in responding to questionnaire expressions (150) teachers with a bachelor's degree, naturally there are differences compared to those with a diploma and master's degree.

Table 12 Results of the LSD test to indicate the differences in sample vision in the second dimension according to the scientific qualification

Second Dimension		Academic Qualification	Number	Arithmetic Average	Qualification Categories			
					1	2	3	4
Ways and means of activating the role of the media in changing the attitudes of members of society towards the	1	Ph.D.	0	0				
	2	Master's degree	9	1.7345				
	3	Diploma	9	1.7125				
	4	Bachelor's degree	150	2.2121				*
		Total	168					

to D at level (0, 01). Indicates * *

Table 12 shows the existence of statistically significant differences at the level of (0.01) in favor of those holding a bachelor's degree in the second dimension. The results of this dimension are logical because of the large number of respondents to the questionnaire paragraphs holding a bachelor's degree.

The proposals for activating the role of the media in raising awareness of the issues and problems of disabled persons and changing the attitudes of members of society towards them:

Media messages have a variety of forms, yet we note a clear lack of ability to provide a serious vision for

the disabled. Which will create community awareness and accept their rights and duties and understand ways of rehabilitating them. It is essential that the media play a vital role towards the disabled and help them in society to transform their energies into the active forces in the development of society, one of the most important suggestions the media can make is:

- Extended coverage of disabled persons' events such as Olympic Games and other events.

- Participation of experts and specialists in the preparation of information programs on special categories, such as editing and scientific supervision of such programs.

- Provide a realistic picture of efforts to work with disabled persons and encourage their support.

- Attention to disability issues by media organizations, so that it is not only a seasonal issue.

- Provide the correct data on disability to the public.

- Increasing the media's contribution to perpetuating the positive image of the disabled and reducing the negative image.

- Focus on the difficulties encountered in communicating their voices and problems with officials and decision makers.

Regular meetings of disability and information workers to exchange ideas on developments in the field of disability.

- To inform the media of the latest publications of the directory of names and language terminology to be used with the disabled.

- Encourage media professionals to produce information programs and materials that promote the rights of disabled people and demonstrate their creativity and abilities.

Media attention to all disabilities appropriately.

- Activating the role of the media in changing society's perception of disability by using the media skills and tools available in the fields of journalism.

- Creating a media vision capable of interacting positively with disabled persons' issues and enhancing awareness of them among all segments of society.

- Provide correct information on disabled persons' issues in cooperation with institutions concerned with disabled persons' issues and rights.

- The use of investigative journalism to deal with disabled persons' issues, not only an account of their news and activities.

- Integration and assimilation of disabled people in information facilities and provision of training services.

- Emphasizing the quality of information programs for disabled people.

- Lobbying and advocacy of campaigns in cooperation with civil and human rights institutions to demand the development of policies, legislation and laws on disabled people.

- Raising awareness of the procedures for first aid for disabled people and how to deal with some cases of epilepsy;

- Emphasize the importance of treatment programs and their role in dealing with disabled people.

- Raising families' awareness of ways and means of dealing with such persons and familiarizing them with the most important techniques of modifying non-adaptive behaviors.

- Emphasizing families' awareness of problems related to the overall development of children.

- Preparation of public and documentary programs for disabled groups in order to intensively educate the general public on the issues, problems and concerns of these groups.

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