AN ANALYSIS OF U.S. AND KOREA NEWSPAPER COVERAGE ON ATHLETES WITH DISABILITIES DURING THE 2008 BEIJING PARALYMPICS

by

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ABSTRACT

The first purpose of this study was to examine how athletes with disabilities have been described and portrayed in the newspaper coverage during the 2008 Beijing Paralympic Games. The second purpose of this study was to explore the socio-cultural perspectives and ideals on athletes with disabilities in the newspaper coverage during the 2008 Beijing Paralympic Games from the U.S. and Korean newspapers. The last purpose of this study was to compare newspaper coverage from the U.S. and Korea newspaper on how the newspapers differently and similarly described and presented athletes with disabilities. For completion of these purposes, this study has examined and analyzed the newspaper texts and photographs during the 2008 Beijing Paralympic Games. This study was involved in the 14 days of newspapers from September 3rd to 22nd, 2008, in USA Today from the U.S. and 15 days of newspapers from September 3rd to 22nd, 2008 in Donga Ilbo from South Korea during the 2008 Beijing Paralympic Games.

The results showed that: (1) Hegemony of able bodied and male athletes exists in the newspaper coverage in USA Today and Donga Ilbo; (2) Athletes with disabilities and female athletes have been received less attention in newspaper coverage than able bodied and male athletes; (3) The coverage of USA Today on athletes with disabilities and disability sport during the 2008 Beijing Paralympic Games have been trivialized and marginalized; (4) The treatment of female athletes with disabilities have depicted as passive image in Donga Ilbo, whereas no treatment in USA Today; (5) Lack of newsworthiness on athletes with disabilities in USA Today was found; and (6) Gender and race issues in the newspaper coverage in USA Today and Donga Ilbo are still present.
For further research, the newspaper coverage in other countries during the Paralympic Games will be helpful to confirm the treatment and description on athletes with disabilities and disability sports. In addition, the study that examines the coverage on athletes with disabilities through the Internet site which is dominated in current period will be required because of impact of technological current period.
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CHAPTER I:
INTRODUCTION

Sports are one of the most important forces and influences in our lives. Some play baseball with friends in fields near their house. Others like watching NFL games to cheer on their local teams. People talk about sports’ issues in the workplace, school, and even church. In recent years, we can approach all resources regarding common sense, lifestyle, fashion trends, or sport events through mass media. As a result, we can watch and read about various sport events on television and newspapers, not only because of the development of science and technology, but also due to increased mass media. Specifically, the development of sport and media affects cultural and social trends and stereotypes (Boutilier & SanGiovani, 1983).

The media enable people to learn and think about society, to value and assess a social phenomenon, and to explain why they are interested in this phenomenon. According to Graber (1997), the media “present a set of cultural values that their audiences are likely to accept in whole or in part as typical of American society. The media thus help to integrate and homogenize American society” (p. 3). Therefore, the media influence various social groups for better understanding and increasing awareness of people with disabilities in the society (Keller et al., 1990). Moreover, it is valuable to explore media trends by focusing on media coverage related to cultural or social environments to construct the perspective and ideal of this society.

McChesney (1989) noted that “sports and the mass media enjoy a very symbiotic relationship in American society” (p. 49). The mass media and sport are some of the most notable social institutions affecting cultural phenomenon in this world (Duncan & Brummett,
In addition, the power of the media to create ideals regarding sports, gender, race, and belief has increased within the last 25 years (Buysse & Borcherding, 2010). This power of media contributed to the development and excitement of sport events such as the Olympic and World Cup soccer games.

In spite of this media effect, the image and portrayal of people with disabilities through media have often been represented in a negative or unrealistic way (de Balcazar et al., 1988; Johnson, 1987). On the one hand, Hardin and Hardin (2005) pointed out that two groups, women and athletes with disabilities, have been paid little attention by sport magazines. Previous research showed that the media coverage, specifically newspaper and magazine, of women’s sports is less than men’s sports (Bishop, 2003; Crossman, Hyslop, & Gutrie, 1994; Duncan, Messner, Williams, & Jensen, 1991; Kane & Parks, 1992; Lee, 1992; Lumpkin & Williams, 1991; Messner, Duncan, & Cooky, 2003; Pedersen, 2002; Pirinen, 1995; Vincent, Imwold, Masemann, & Johnson, 2002). On the other hand, studies on newspaper coverage of sports for people with disabilities are scarce. Schantz and Gilbert (2001) analyzed the newspaper coverage of the 1996 Atlanta Paralympics by French and German press. They found that performance of athletes with disabilities was of less importance. Genolini (1995) stated that people with disabilities were represented as “gentle monster[s]” (p. 60). Recently, Buysse and Borcherding (2010) examined photographs from 12 newspapers in five countries during the 2008 Beijing Paralympic games. They found that newspaper coverage and photographic coverage were likely to ignore and hide athletes with disabilities.

More importantly, most researches in the newspaper coverage and photographs of sport activities for athletes with disabilities have been conducted in Europe including England, Germany, and France. Thus, there are, unfortunately, few studies on the newspaper coverage of
athletes with disabilities in Korea during the Paralympic Games. Previous studies on newspaper coverage in Korea were focused on newspaper content analysis of sports (Kim, 1985; Jeon, 1989). Koh (2008) conducted the media coverage of gender difference and found that male athletes had more coverage in the media than female athletes during the Athens Olympics in 2004. Lim (2001) examined Korean gold medalists who attended the 2000 Sydney Paralympic Games, and in a more recent study, Chang and Crossman (2009) analyzed and compared the coverage of the 2004 Summer Olympic to Paralympic Games concerning the Korean newspapers.

Sport is “a powerful hegemonic institution” (Hardin & Hardin, 2004, p. 401). In particular, DePauw (1997) suggested that there were three key aspects of sports that are areas for marginality: masculinity, physicality, and sexuality. Some researchers posited the marginalization of females in sports and sports media by using the theory of hegemony (Crane, 1999; Mason, 1992; Walsdorf, 2000; Hardin & Hardin, 2004). In addition, lack of newspaper coverage and marginality of athletes with disabilities and female athletes with disabilities exist in sports. Therefore, this study examined and analyzed the newspaper coverage of athletes with disabilities during the 2008 Beijing Paralympic Games by focusing on marginality of athletes with disability and gender difference with respect to female athletes with disabilities, and comparing the socio-cultural differences and similarities of newspaper coverage between the U.S. and Korean newspaper.

Sport and Media

Sports are a powerful platform for socialization. As Jackson, Scherer, and Martyn (2007) stated, “Sport is an important conduit for the transmission of images, symbols, and meanings that are central to our society” (p. 178). In this rapidly changing society, it is important for individuals to accept and develop a new knowledge and information from the various
environments in the information-oriented society because it has an influence on individuals’ attitudes, ideas, and behaviors related to the modern cultural stereotypes and trends. For this reason, various media resources, including TV, books, newspaper affect the development of knowledge and the construction of cultural stereotype in their society. According to Oliver (2002), sport has a significant influence on individuals’ perceptions, attitudes, and ideas, particularly with mass media. Many people participate in sports as “a direct participant”; others watch, listen, and read sport events through TV, radio, magazines or newspaper as “an indirect spectator” (Wood, 2007, p. 72). As direct participants, they play a live sport event with others, and learn the norms and values of the sport. On the other hand, indirect spectators enjoy all real sporting events across the country by watching TV, listening to the radio, or reading newspapers. The mass media may continually lead to individuals enjoying the particular sport as potential sport spectators because of media power that constructs ideas and norms about sport.

In this point of view, Buysse and Borcherding (2010) suggested that there has been a two-way relationship between sports and mass media. Sports provide media with sports content and athletes’ performance, while media give the sport publicity and money related to commercial advertising. That is, both of them develop and advance together in this society under a symbiotic relationship. Rowe (1999) indicated that the relationship between sport and media is interdependent and is regarded as “the happiest of marriages” (p. 32). Additionally, Slater (1998) stated, “The press is traditionally viewed as having four principal functions: to inform (the news function), to persuade (the advertising function), to entertain (the features function), and to pass on the cultural heritage (the educational function)” (p. 51); the media play an important role in socializing and integrating the various functions and cultures of the modern society.
Although media provides people with various resources on disability sports, it may challenge their perception about athletes with disabilities participating in sport events such as the Paralympic Games. More importantly, it may be critical for them to approach and experience the socio-cultural stereotype of athletes with disabilities, who have a powerful factor for creating their knowledge acquisition about disability sport in the media. The importance of the social representation of athletes with disabilities in the media is a first factor for the media research on disability sport. Next, avoiding and removing bias and prejudice about athletes with disabilities from other people without disabilities are another factor. In fact, most athletes with disabilities have been depicted as an inferior group that is “marginalized and trivialized” in the newspaper coverage from the French and German press (Schantz & Gilbert, 2001, p. 86).

Through the various media, individuals obtain socio-cultural stereotyped knowledge and information related to politics, business, cultures, entertainment, health, leisure and sports and even personal stories. As a rule, there are two broad types of media. The first type of the print media consists of newspapers, magazines, and books. The second type includes television, radio, film, and the internet, which belong to the electronic media (Wood, 2007). Print media plays a crucial role in conveying to people significant news through the printed messages. This print media has an influence on the memory effect because of headlines such as words and photographic images. On the contrary, the electronic media easily provides people with more detailed knowledge and news. Specifically, television gives sports fans the close important scenes on the sport field and stadium.

Both the print and electronic media are likely to construct the individuals’ development of socialization. This socialization allows us to form the attitudes, beliefs, and behaviors of individuals. Boutilier and SanGiovanni (1983) proposed that “regardless of what is actually
happening, it is the media interpretation of that event that shapes our attitudes, values, and perceptions about the world and about our culture (p. 184).” Therefore, it seems that media messages promote how people create, learn, and develop their attitudes, ideas, and behavior about society and the world.

In the newspapers, although television is the most powerful medium (Schantz & Gilbert, 2001), newspapers are historically one of the oldest forms of media. As a result, they still affect society and the development of the people by presenting individuals’ opinions and thoughts. Wood (2007) has suggested that newspapers provide, when compared to television, more in-depth analysis of contemporary events or social issues related to sports that require the significant issues because the sports issues in the newspaper cause the readers’ interest.

Newspapers are still a dominant medium due to the power of the newspapers in the society (Cho, 1993). Therefore, we receive all primary news or issues around the world from the newspapers all the time. However, with the development of the internet over the last 20 years, it is assumed that the importance of newspaper has been lessened. Ironically, in recent year, the sports section in the newspaper possesses more space than any other section such as politics, the economy, and world news because of sport power (Wood, 2007).

Women in Sports

To date, women’s participation in sports is widespread and popular. Over the past 20 years, women’s power in the field of sport has increased. As a result, a number of researchers have focused on gender issues of the media coverage in the field of sports (Cuneen & Sidwell, 1998; Hardin, Lynn, & Walsdorf, 2005; Hardin & Hardin, 2005; Kane & Parks, 1992; Pedersen, 2002; Buysse & Borcherding, 2010).
Women’s sports and female athletes are usually underrepresented in the media. It seems that it causes the constructed marginalization in their sport area because the marginalization is an important indicator of how the conceptualization of female athletes and the ideology of marginalization work through the sport media (Markula, 2009).

As such, research on female athletes in the media coverage is still rare. Duncan and Messner (2000) reported that “the percentage of stories and airtime devoted to women’s sports on local news program remains almost as low as it was a decade ago” (p. 5). Through research on the ESPN Sports Center published by Adams and Tuggle (2004), they found the ratio of men’s and women’s athletes to be 48 to 1 in the research. Hargreaves (1986) discussed that there is an essential symbol of male power because of physical body size and muscle tone. In addition, most female athletes have been depicted as passive and nonathletic on this media coverage. In the case of women’s sport coverage, Boutilier and SanGiovanni (1983) noted that the women’s sport coverage has been depicted as less coverage than men’s sports, and sex-role stereotypes rather than sports roles. Molotch (1978) stated

On the news pages, women are not ordinarily present. Women are not present either as news producers or as persons for whom news is intended. Those who publish news perceive women as being in the kitchen, just as they have traditionally been whenever men have important things to discuss with one another. News is a man’s world. (p. 180)

Specifically, the results of studies on the women’s sports and Olympic female athletes in Asian countries such as Korea, China, or Japan, emphasize the unique culture and stereotype when compared to Western countries. That is, there are a male-dominated society and strong ancestral values because of Confucian tradition (Yu, 2009). In Confucian tradition, the men are responsible for all duties such as not only providing food and shelter, but also taking care of all their parents. Thus, most men usually have a power to make a decision when they face the
moment when they decide to deal with an issue and an affair. In particular, Cho (1993) pointed out that

…With regard to gender relations in Korean culture and society, social and cultural discrimination against women has been spread and found in almost every sector of society, family, church, school, industry, and so on, based on the traditional thought and practice, ‘Namjon-yeobee’ (treatment of women as inferior to men, or predominance of man over women). (p. 96)

Specifically, since the Joseon dynasty (1392-1910) in Korea, the Confucian tradition has been strongly dominated as the standards of feminine modesty and sacrifice. As a result, it prevented women in Korea from participating in social activities over the last century. The mainstream and stereotype in Korea still exist in women’s society and their lives which are based on “private, passive and caring” (Park, 1999, p. 437).

Although Asian women began participating in sports later than males, they have outstanding performance results in international and Olympic games when compared to Asian males (Dong & Mangan, 2002). In spite of this, most research on the coverage of women athletes is focused on female athletes from Western countries (Yu, 2009).

The underrepresentation in media coverage affects gender bias about women athletes in the field of sports. That is to say, the image of women is expressed as not being strong and enthusiastic athletes in the sports world. The results of a number of studies on the media coverage focusing on the women athletes indicated that women athletes have been marginalized on the media coverage. In addition, as Greendorfer (1990) noted, no change occurred in the media coverage concerning the relationship between sports and women; it is assumed that sports media researchers need to explore female athletes on the media for a better understanding of women’s identities and ideals because the media have a great power and ability that people can construct the professional knowledge and underpinning image. More importantly, female athletes
with disabilities, according to Sherrill (1996), and DePauw and Garvron (1995), meet the discrimination related to gender and disability. It is evidence that the media researchers need to develop and identify the ideology of appropriate and desirable female athletes with or without disabilities in sport for equity.

Disability and Media

In the definition of disability, researchers and professionals view disability as inability or reduced performance about a specific task. According to Thomas and Smith (2009), the definition of disability can be divided into two broad categories. One is the medical model that disability is impairment, and the other is the social model that is focused on the social and environmental constraint. In the social model of disability, researchers tend to regard disability as a social structure derived from societal systems and processes (Tripp & Rizzo, 2006). Many people believe that disability results from individual and medical problems on their physical, psychological and physiological body condition. On the one hand, people can distinguish disability from impairment in the social conceptualization. Impairment is a word related to “loss or abnormality of psychological, physiological or anatomical structure or function” (World Health Organization, 1980). On the other hand, disability, according to WHO (1980), is perceived as “any restriction or lack (resulting from an impairment) of ability to perform an activity in the manner or within the range considered normal for a human being.” (p. 14) In Barnes’ (1998) point of view on social perception of disability, disability is related to the social and environmental barriers that exclude and alienate people from the mainstream.

Sometimes, instead of disability, some regard disability as the handicap which is the problem or difficulty from the societal adaptation or environment that people with disabilities can face (Gargiulo, 2006). Thus, as Makas (1988) has suggested, because people with disabilities
need to interact with others in this society, it is important for them to improve mental and physical identity, and recognize how they develop their individual positive experience with people without disabilities as an inferior group to overcome social bias and discrimination within the society.

In this stream of modern society, the media should play a significant role in identifying and understanding the socialization for people with disability. Therefore, McQuail (1994) noted that “the entire study of mass communication is based on the premise that the media have significant effects” (p. 327). Specifically, there are a number of media that can affect our attitudes, behaviors, and knowledge acquisition. It enables people to change and enhance social awareness of disability. However, Keller and her colleagues (1990) indicated that people with disabilities do not believe that the media provide the others with positive information. What is worse is that depiction of people with disabilities on the various media coverage has been shown with cultural hegemony of disability. de Balcazar et al (1988) stressed that people with disabilities have been portrayed as the sensational or pitiful. Thus, people with disabilities on the television and movies have been described as superheroes or monsters (Bogdan, Biklen, Shapiro, & Spelkoman, 1982; Longmore, 1985; Zola, 1985). In addition, Hardin and Hardin (2004) stated that the media describe athletes with disabilities as “super crip” (p. 402). That is, athletes with disabilities are depicted as incredibly a hero who can transcend their hardship and achieve whatever they want to do without fear. However, most people with disabilities tend to avoid expressing this stereotype (Haller, 2000). For example, Hargreaves and Hardin (2009) explored the ten women’ wheelchair basketball athletes by interviewing them with respect to their attitude and perceptions about sports media. They found that women’ wheelchair basketball athletes were fed up with the media stereotype.
In addition, sometimes it is critical to understand how the newspapers portray athletes with disabilities because visual elements, such as photographs, tell readers or audiences the live story and provide an important clue to them. Duncan (1990) stated, “when the subject of a photograph is an athlete, meanings are suggested by that person’s physical characteristics: age, race, facial, appearance, body type, clothing, type of motions, and gender related attributes” (p. 28). In this regard, an analysis of the media provides people with better understanding of the social representation of sport, specifically, people with disabilities (Schantz & Gilbert, 2001).

Thus, photographs have an important role in constructing the agenda-setting of the media (Cho, 1993). He expressed that newspaper photographs and their agenda-setting influence have a great power in marketing force because colorful and sensitive photographs enables readers to be interested in purchasing and reading the newspapers.

The Paralympic Games

The Modern Olympics is one of primary sports events in the world. A number of social and cultural issues occur from this sport event. That is, this event leads to not only the realization of ideologies of Olympism, but also the development of sport commercialism. However, Maguire et al. (2008) criticized that there is a battle between the ideals or ideology of “Olympism” and the realities of the Olympics. In other words, because of achievement of the Olympic event, the International Olympic Committee (IOC) depends on the commercial support. As a result, Senn (1999) stated that the Olympic have gradually become a commercial event that made athletes and athletes’ events more means of pursuit of profits. Nevertheless, Olympic event becomes much more important and popular sports event. On the contrary, athletes with disabilities and Paralympic Games are not offered by lucrative sponsorship and endorsement as
the non-disabled athletes and Olympic Game (Sutton, 1998) because the Paralympic Games have paid less attention than Olympic Games.

Since the British neurosurgeon Ludwig Guttmann, a pioneer of Paralympic Games, prepared and held the first competition for the people with spinal cord injuries at Stoke Mandeville Hospital in England during the London Olympic opening ceremony on July, 28th, 1948 (Schantz & Gilbert, 2001), Paralympic Games have been dramatically developed.

At first, Guttmann emphasized the importance of rehabilitation through the sports. He stated that “one day the Stoke Mandeville Games would achieve world fame as the disabled men and women’s equivalent of the Olympic Games” (Guttmann, 1949, p. 24). His effort and dedication always go to the disabled. Guttmann (1976) highlighted:

The immense value of sport in the physical, psychological and social rehabilitation of these most severely physically handicapped patients was recognized and became the incentive to many of them to carry on with their sporting activities after discharge from hospital and to become true sportsmen and sportswomen in their own right. Clinical sport is now widely used and has gained its secure place in the field of sport. (p. 3)

In 1960, the first Paralympic Games were held in Rome. During this Games, 400 athletes from 23 nations participated (Guttmann, 1979). Since then, the Paralympics have been developed and diversified as sports event, and attended and expanded to include more disability groups (Schantz & Gilbert, 2001). The competitive program in Rome consisted of eight sport events, including snooker, fencing, javelin and precision javelin, shot put, Indian club throwing, men’s basketball, and swimming (freestyle, breaststroke, and backstroke) for athletes with spinal cord injuries, and four other sports events, including table tennis, archery, dart archery, and the pentathlon (archery, swimming, javelin, shot put and club throwing). In contrast, in the 2008 Beijing Paralympic Games, 4,011 athletes from 156 countries participated in 20 sports (Buysse & Borcherding, 2010). These 20 sports include archery, athletics, boccia, cycling, equestrian,
football 5-a-Side, football 7-a-Side, goal ball, judo, rowing, sailing, shooting, swimming, table tennis, volleyball sitting, wheelchair basketball, wheelchair fencing, wheelchair rugby, and wheelchair tennis (IPC, 2008). Thus, the Paralympic Games has become one of the biggest sports events in the world. All athletes with disabilities focus on their performance rather than their disabilities. It consists of six disability groups, which include amputee, cerebral palsy, visual impairment, spinal injury, intellectual disability and a group, which is known as les autres (French for the others).

To date, as both the Olympic and the Paralympic Games become more professional, a number of marketing companies begin to support and show interest in these games by providing finance and sponsorship. While we watch a Paralympic event, we can watch the commercial advertising about the companies that participate in the finance support. Despite this current potential, according to Sutton (1998), unlike the Olympic Games, companies are reluctant to sponsor for the Paralympic Games because they want to “be perceived as good corporate citizens, but they may not want the endorsements to look like charity decisions” (p. 21).

In addition, the value and importance of the paralympic games allow not only people to become more interested in this event, but media to portray the more emotional, joyful, and passionate angle of these games. With regard to the Paralympics and the media, although the importance of this worldwide event for athletes with disabilities has enlarged, few positive media portrayals have been completed in mainstream media. Schell and Duncan (1999) found that athletes with disabilities have been still described as “victims of misfortune, as different, as Other” (p. 27) from the content analysis of CBS’s coverage of the 1996 Paralympic Games.
Although media coverage on disability sport such as the Paralympic Game has increased, the representation of disability sport and athletes with disabilities are still lower when compared to other sports such as the Olympic Game and World Cup (Thomas & Smith, 2003).

Since the 1960, the Paralympic Games have improved and expanded the size and the number of participants from more disability groups for competing in diversified sports. A review of the coverage of Paralympic Games in the newspaper provides significant trends and references to not only how athletes with disabilities have been presented and described as dynamic participants, but also how athletes’ images have affected social and cultural awareness in the disability sport areas. As Campbell and Oliver (1996) have suggested, the mass media promulgate the awareness of disabled people as a dependent, and an inferior group. In addition, it is assumed that analyzing the coverage on gender difference in the newspaper is a critical issue within the modern society as a social group because of the perspectives of equality. Lastly, we can explore and examine how the social and cultural climate regarding athletes with disabilities and female athletes with disabilities treat with and portray between the U.S. and Korea by reviewing previous research and studies.

Image of Disability in the Media

Sport is a hegemonic field for athletes with disabilities because of their imperfect bodies (Howe, 2008). In fact, because sport is based on physically and mentally movement and activity, people with disabilities are reluctant to participate in the physical activity, specifically sport events. As a result, those who are not as physically able bodied as normal people without disabilities have been marginalized in this society. As such, DePauw (1997) stated;

Ability is at the center of sport and physical activity. Ability, as currently socially constructed, means ‘able’ and implies a finely tuned ‘able’ body. On the other hand, disability, also a social construction, is often viewed in relation to ability and is, then, most often defined as ‘less than’ ability, as not able. To be able to ‘see’ individuals with
disabilities as athletes (regardless of the impairment) requires us to redefine athleticism and our view of the body, especially the ‘sporting body’. (p. 423)

The image of athletes with disabilities is scarce and invisible in the sport media. In fact, the media describe people with disabilities as not a mainstream society (Nelson, 1996) whereas people without disabilities regard the disabled as the existence of a minority group that needs others’ help. However, images of disability in the media have been depicted as various characters such as heroes, survivors, or victims. Harris (1999) and Shapiro (1993) have noted that the image of ‘super crip’ is most stereotypes of people with disabilities. This viewpoint is usually a ‘super crip’ that overcomes their physical and mental struggle.

Although there have been rare media images of people with disabilities, some studies on the images of people with disabilities from the sports magazines have been conducted. Hardin et al (2001) examined the photographic image of children with disabilities in a sport magazine, *Sports Illustrated for Kids*, by using content analysis. The results showed that there was no image of people with disabilities, specifically in the advertising photographs. The other finding was that the images of people with disabilities were scarce. Hardin and his colleagues found there were only 24 photos on people with disabilities from the total of 7,092 photos that were coded and 5,565 of the total editorial coded. It seems that the children’s magazine also requires changing the awareness of people with disabilities because the photo image encourages children to think of their friends with disabilities as a same cultural group. In this regard, it was controversy with the evidence by Shapiro (1993) that advertising affects the positive images of people with disabilities in the media. Therefore, it is hard for children without disabilities to reach and accept the social and cultural cues with respect to disability groups because they may not realize an appropriate bodies and images from the media resources.
Photographs provide individuals with powerful message in social learning. In particular, positive stereotyped photograph on children with disabilities enable children and readers without disabilities to construct and realize their attitudes and behaviors on disability groups. Photographs are a systematic and truthful source that leads to the interests of hegemonic groups (Duncan, 1990) because those messages provide readers with a real issue and event. As a result, sport photographs can play a significant role in constructing ideological reality, particularly images for people with disabilities.

Hardin and Hardin (2005) examined the photographic images of disability in a magazine, *Sports’n Spokes*. They conducted the content analysis to study the relationship between sport, disability and gender issue. The results revealed that men have been documented more on the photographic coverage. In addition, they tended to be depicted as ‘sports competitors.’ On the other hand, women have been more described as ‘non-sporting,’ and depicted less as competitors.

In the perception of sport media from the viewpoint of athletes with disabilities, Hardin and Hardin (2003) explored the media-related attitude and values of ten male wheelchair athletes by soliciting their opinions and suggestions concerning disability in the sport print media. The wheelchair athletes describe themselves as avid consumers of mainstream sport media, making them a viable consumer group for such media products. Hargreaves and Hardin (2009) examined the attitude and perception of ten wheelchair athletes about sport media by using the auto drive technique. The results were significant because they think that the sport media were short of coverage for women and athletes with disabilities in the sport media. From these results, women and people with disabilities are still marginalized in the sport media.
Coverage on Athletes with Disabilities in Paralympic Games

To date, numerous media studies have explored and examined the influence and media effect of the mega sport events. Specifically, the Olympic Game is a way in which sport and media have strong relationship with respect to the globalization and conceptualization of the Olympic ideals through the athletes’ performance. Most sport events are broadcasted on television. Seventy percent of Americans watch ESPN (The Entertainment and Sports Programming Network) at home, and ESPN televises sport events and news more than 8,000 hours per year (Sage, 1998). Some studies on the television coverage of Paralympic Games have been conducted. When Shell and Duncan (1999) examined CBS’s television coverage of the 1996 Atlanta Paralympic Games, they found the super crip stereotype of the athletes. Thus, female athletes and women’s sport have been scarcely documented. Another research on television coverage was that Schell and Rodriguez (2001) explored the CBS’ 1996 Paralympic Games coverage of a female wheelchair tennis player. In this research, she has been presented as sexist and ableist stereotypes. To represent the female athlete’s body that gets over her disability, CBS tended to avoid her empowered voice which looked a perfect image on her body.

Since the nineteenth century, sport events and sports as the content coverage have been initiated in the American newspapers (Sage, 1998). Through this development of sport coverage, we can reinforce and produce the sport society and new stereotype in sport arena. Thus, the mass media allow us to affect new change in the sport society.

Some studies have focused on the newspaper coverage of Paralympic Games. Thomas and Smith (2000) analyzed British newspaper coverage of 2000 Sydney Paralympics. They focused on the explanation of disability, women with disabilities, disabilities in the media, perspectives on disability sport, disability sport in the media used to describe athletes’ disabilities,
and the language and image of athletes’ performance from the four British newspapers. They found that athletes with disabilities have not been characterized by a medicalized conceptualization, but also portrayed as emulating the able-bodiedness of athletes without disabilities. In addition, photographic coverage has been tended to hide the athletes’ impairments, and female athletes were less likely to be photographed in active poses. It is assumed that athletes with disabilities have been described as the existence of imperfect body. Schantz and Gilbert (2001) analyzed newspaper coverage of the 1996 Atlanta Paralympics from the French and German press. The results showed that athletes’ performances represented by the coverage of athletes with disabilities have received little attention. The Paralympic ideals were misconstrued, and the content was focused on national success and medal ranking. In particular, the press by these two countries tended to report stronger nationalism in Paralympic than other general media coverage of sport. From these results, disability sport and Paralympics have not been attentive to the newspaper media as the not disability sport and Olympics for able-bodied athletes have focused on. In this regard, Chang and Crossman (2009) examined and compared the media coverage between 2004 Summer Olympic and Paralympic Games from a South Korea newspaper. The results revealed that Summer Olympic Games have published more articles and photograph than the Paralympic Games. In the frequency of newspaper coverage, the Olympic Game have received average 15.3 articles and 13 photographs per day whereas the Paralympic game was given average 1.23 articles and 1.3 photographs per day. From this study, we can recognize that disability sport scholars need to explore the newspaper coverage more in order to allow people without disability to construct the cultural and social knowledge about disability sport. Further, they can understand and recognize the conceptualization of athletes and people with disabilities.
Coverage on Marginality

In the social definition of sex difference and gender difference, Kane and Greendorfer (1994) noted that sexual difference is associated with physical difference on physical size or structure, whereas gender difference is related to social difference. Consequently, gender difference reflects the social hierarchy due to the perception of female that are defined as “other than” and “less than” male (Kane & Greendorfer, 1994, p. 29). As such, Birrell and Theberge (1994) stated that

The artificial separation of the sport world into two separate spheres delineated by sex clearly marks gender difference as significant and worth maintaining. Consequently, sex difference is constructed as a logical and necessary part of our cultural world. (p. 346)

In fact, sports tend to be male-dominated and play an important role in creating more marginality and sexuality on female athletes. In other words, women’s sport and female athletes are inferior to men’s sport and male athletes. Messner and his colleagues noted (1993) that

Sport is still dominated by men at early all levels, and still serves to construct culturally dominant ideals of “exemplary masculinity.” …But the dramatic increase in athleticism in the past decades directly challenges the assumed naturalness of the equation of men, muscles, and power. In short, the institution of sport has become a “contested terrain” of gender relations and ideologies. (p. 122)

To date, although women have more opportunity to attend sports, this ideology of marginality and sexuality on women athletes affects the media coverage. Therefore, this media coverage reflects the social and cultural structure of the femininity in sports arena.

Since sports events have expanded to a variety of social groups, including race, gender, and disabled people, the number of women and disabled participants has dramatically increased. In particular, with regard to cultural and social stereotype, it seems that this phenomenon is characterized in the representation of the mass media. Although newspapers are not the most powerful medium, they still affect the social change and cultural reformation. As Bernstein
(2000) noted, the newspaper coverage leads to a “shared professional culture” of describing the content (p. 367).

In particular, the analysis of sport and sports media through the marginality lens help readers or audience, who watch and read the media such as TV, newspapers, and magazines to find out the difference of the unequal relationships and images between male and female athletes, and able-bodied and unable-bodied athletes. Therefore, several researches on the coverage of magazine revealed that there have been various gender differences.

Rintala and Birrell (1984) examined a content analysis of Young Athletes magazine, and found that this magazine was depicted as a male activity. Thus, girl athletes were depicted in less than one-third of the photographs in the magazine. Lynn et al. (2004) examined the sexual difference in advertizing massages in the four women’s sports and fitness magazines. They stated that images on sexual difference related to feminism have an integral influence on maintaining the ideal feminine body image.

In addition, the Olympic Games emphasize on appreciating and recognizing the difference and equality beyond race, culture, nationality, and gender. Wensing and Bruce (2003) explored and analyzed the newspaper coverage of Kathy Freeman, Australian female athlete, from the 11 major Australian newspapers during 2000 Sydney Olympic Games. They found that most media presented her as ‘a nation’s daughter’ (nationalism), not as a female athlete. Lee (1992) explored the newspaper coverage of the 1984 and 1988 Olympic Games from the Globe and Mail and The New York Times. She found that female athletes have been marginalized and trivialized, as well as have been portrayed as more different ways than male athletes.

Gender issues in the media coverage are critical sources that interpret and recognize the equality in the sport area. In this regard, Theberge (1991) noted that
The Olympic Games may be considered as a playing field for the enactment of important issues in gender relations. These issues concern not only equality of opportunity and participation but also the social construction of gender and the constitution of gender relations. (p. 385)

The description on the achievement of athletes’ performance plays an important role in constructing the dominant social and cultural knowledge on gender issues from the media. Matteo (1996) has suggested that three categories affect the beliefs about sex difference from the media. These include male appropriate (such as basketball and football), female appropriate (such as gymnastics and figure skating), and neutral appropriate sports (such as tennis and golf). Jones et al. (1999) examined the description of the performance of U.S. gold medal winning athletes from the six different newspapers from 1996 and seven different newspapers from 1998. They found that ‘pretty’ female athletes derived from the traditional female sports such as gymnastics. On the other hand, female athletes’ ‘power’ depiction was directed by gold medal winning games. From these findings, it is assumed that description of female athletes in the newspaper allows people to consider the knowledge and belief with respect to the gender.

Eastman and Billings (2000) analyzed two most popular sportscast, including Sports Center on ESPN, and Sports Tonight on CNN, and two major newspapers, The New York Times and USA Today. They examined the amount of attention on women athletes and sports. The results revealed that the coverage on men’s sports were more than women’s sport by 3:1 ratio of both media. Pedersen (2002) conducted a content analysis of photographs of interscholastic athletes and examined newspaper coverage given to male and female high school level athletes from 43 different newspapers. The result was that two thirds of the photographs were depicted as masculine images. In particular, the front page coverage was 26.3% of female photographs, when compared to 36.8% of male photographs. In this study, it seems that female athletes have been trivialized and marginalized in the sporting events. Surprisingly, Pedersen et al. (2003)
examined the gendering of sport newspaper if the coverage has been described as a function of the individuals who are related to producing the sport department. They found that male dominated the newspaper coverage. Specifically, 91.4% of the reporters, 78.6% of the photographers, 100% of the executive sports editors, and 91.3% of the high school sport editors were made up of male athletes.

Gender difference in the disability sports has been insufficient in the mass media although a number of Paralympic Games have increased from eight sports in Rome in 1960 to 21 sports in Athens in 2004. As DePauw (1994) and Sherrill (1997) noted female athletes with disabilities received little media attention during the Paralympic Games.

On the other hand, several studies on gender difference in sport areas have been developed from the magazine and photograph. Specifically, Mikosza and Philips (1999) examined the context of gender theory focused on the social construction of gendered bodies and the different ways from two media: Golden Girls of Sport (GG) calendar and The Atlanta Dream (AD) magazine. They found that masculinity and femininity have been represented in different ways. GG has described as marketable commodity while the AD has replicated the culturally normative female body. Buysse and Borcerding (2000) examined how Paralympic athletes were treated on the photograph coverage from 12 newspapers, every two newspapers of which were from China, South Africa, New Zealand, and Italy, four newspapers from the United States. They focused on the photographs and content of each photograph in order to investigate if the athletes with disabilities are marginalized or dealt with by the elite sport players as athletes without disabilities during the games. They found that newspaper coverage and photographic coverage were likely to ignore and hide athletes with disabilities. More importantly, female athletes are more marginalized. It is assumed that there still remained in the media specific
gender and disability stereotypes which enhance the male dominated and able-bodied athletes’
hegemony in sports society.

Media Effect Theory

As Brown (2002) notes that media can enhance and affect individuals’ stereotypes and
behaviors on society, the media have a critical influence on our lives in this world. Sage (1998)
stated, “Our cultural norms and values, and our knowledge and understanding of the world, are
derived more and more through our experiences with mass media (p.164).” In addition, Turner
(1997) pointed out that “media texts offer especially rich opportunities to observe the cultural
construction of meaning, locations where we can see the social production of ideas and values
happening before our eyes” (p. 317).

We can access all news, culture, society, art, and sports through the various media. We
can read a newspaper and watch CNN news channel or ESPN sports channel to enjoy the world
wide news or sporting news. Even in the workplace or on college campuses, people talk about
the breaking news or their preferred new issues on society, economy, or sport. Sage (1998) noted
that about 1,532 daily newspapers illustrate the issues on the most important and primary sources
of information and debate in nations or in the world. Therefore, from the point of this view about
disability sports and athletes with disabilities, the media coverage of disability sports is an
important sports issue. Cho (1993) noted that “as media devote significant attention to sport
issues and events, sport media becomes an important site for the construction and reconstruction
of dominant ideologies such as capitalism, meritocracy, patriarchy, white supremacy, and
heterosexuality” (p. 20). Sport media, specifically for athletes with disabilities, allow readers and
audiences to construct their perception and behaviors regarding disability sports and athletes with
disabilities.
Another effect is that the media provide individuals with various stories and visual materials. They interact with each other on what they believe, understand, and learn from the mass media. The texts, including stories and materials described by the media affect their behaviors and attitudes. Rosenblatt (1978, 1994) noted that meaning of the text is produced in a transaction of a reader at the transaction theory. Transaction theory defines meaning as “a reader’s personal experience in reading and subject to personal reflection and self-awareness and shaped by our efforts to articulate and explain our understanding so that we can share our experience with others” (McEneaney, 2003, p. 273). It seems that media can reflect and reinforce public’s thought process and structure of behaviors regarding individuals with disabilities.

The daily newspaper and television are the primary sources for gaining information on public affairs. They represent much more critical roles than major events or issues. Consequently, the editors and news directors tend to focus on our perception and influence about events or issues that are the most important in the day (McCombs, 2004).

Eastman and Billings (1999) stated that agenda-setting theory pursues over “a simple list of assigned importance into the generation of a larger context within which to understand an event” (p. 142). As the media affect the salience of issues on the public agenda, the media play a key role in the agenda-setting that can create our perspective and representation of the world. In other words, the coverage of the newspapers can help individuals make the new agenda by creating their news story as priest stated that the readers who read and watch the issue tend to consider and respond more important when the news is shown and described.

According to Billings (2008), media framing has been a critical element to discuss media impact and influence related to sport. Frames are “conceptual tools which media and individuals rely on to convey, interpret, and evaluate information” (Neuman et al., 1992, p. 60). In addition,
the frames are “manifested by the presence or absence of certain keywords, stock phrases, stereotypical images, sources of information, and sentences that provide thematically reinforcing clusters of facts or judgments” (Entman, 1993, p. 52).

Based on the theoretical concept of media research, frame theory is grounded on mediation. It provides individuals with the social and cultural cues that enable researchers to interpret and analyze events or issues (Eastman and Billings, 1999). The concept of frame theory “offers a way to describe the power of a communicating text.” (Entman, 1993, p. 51) As such, Olympic or Paralympic Games has the power that readers or audiences can enhance their thought on what is important or not important with the basic issues from the frame being exposure (Billings, 2008).

Agenda setting and framing theories propose that the media provides people with salient issue in the world, and events and people who inhabit that world (Kosicki, 1993). In this regard, we can make appropriate words and desirable images of people with disabilities through the media coverage and photo images that contribute to the individuals’ construction of social reality.

Perdersen (2002) pointed out that “In sport, what the media choose to cover and how they provide this coverage has an influence on who participate in sports, is recognized for that participation, and reaches a certain level of fulfillment through that participation” (p. 304). Accordingly, the media allow individuals to frame and form their knowledge, attitude, and behavior regarding disability sports. That is, by reading and listening to the salient issues related to athletes with disabilities through the media, individuals can create and think their stories about disability sport and athletes with disabilities with respect to how they perform and what they do by participating in sports. The more newspapers provide a great deal of issues on disability sports,
the more readers develop and construct the proper perception and perspectives on the disability sport and athletes with disabilities through the newspaper coverage.

Social and Cultural Perspectives of Disability Sport

Sports are a primary institution in this modern society. Specifically, sports in American society pervade culture, economy, politic, and even ideals. Their relationship is symbiotic. Wood (2007) posited that there are six theories in sports society. These theories include functionalist theory, conflict theory, critical theory, feminist theory, interactionist theory, and figurational theory. Functionalist theory focuses on enhancing and maintaining the status quo by competing and challenging sport events. Conflict theory reinforces the power of the individuals and institutions through the sport participant. Critical theory explores how culture of sports change to be more fair to all people. In this viewpoint, sports can help to develop their level toward gender, disabled people, sexism, and so on. Next, female theories address the status of women in sport. In fact, there has been lack of equal opportunity in the field of sport site, even from a coach or a manager in a team. Interactionist theory provides us with understanding on how people choose particular sport and how they perceive their participation in the sport. In this view, experience is a key to create and develop traditional feminine. Figurational theory emphasizes the connections between people and their independence to understand global expansion in the field of sport. In this regard, sports undoubtedly allow athletes with disabilities and female athletes to have closer relationship between sport and social environments. In particular, it is significant to articulate the relationship between society and sport and physical activity which are related to “social inequality, sexism, racism, and other types of social justice” (Sage, 1993, p.153). Sage (1993) stated
Sport and physical education are practices which are socially constructed within the culture in which they exist, and any adequate account of them must be grounded in an understanding of power, privilege, and dominance within society. (p. 153)

Based on the understanding cultural and social environment, individuals earn and learn the “necessary knowledge” (Lake, 2002, p. 11). According to Lake (2002), for an effective citizen in the society, sport is an integral part in understanding of the culture because sports help individuals to create and reproduce the culture and society. Therefore, understanding and learning of disability and disability culture are critical parts in the society.

In the 1870s in the U.S., the Ohio school was the first school for the disabled students who participated in the sports. Those with deafness played baseball during this time. Then, the second was that those with deafness played the basketball at the Wisconsin School in 1906 (Winnick, 1995). In fact, the early development of disability sport was originated from the United Kingdom during the World War II (Goodman, 1986; Scruton, 1998) for the wounded from the war. During this period, Ludwig organized and held the disability sport such as ‘wheelchair polo’ (Goodman, 1986). In the United States, before President H. W. Bush signed the Americans with Disabilities Act (ADA) in 1990, people with disabilities were characterized by segregation and discrimination (Wood, 2007). This ADA prohibits discrimination on the basis of disabilities such as employment, public communication, and transportation for people with disabilities. Then, the Individuals with Disabilities Education Act (PL 101-476) have been passed. IDEA addressed transition planning for adolescents with disabilities. Since then, disabled people have proliferated to approach a variety of physical activities.

In essence, disability has been recognized as “impaired,” “different,” “abnormal,” or “inability” from the mainstream society since the 19 century. As Olive (1996) pointed out that
“disability is the disadvantage or restriction of activity caused by a contemporary social organization which takes little or no account of people who have physical impairments” (p. 22).

Traditionally, scholars and professionals have explained disability from an individualized or medicalized conceptualization (Barton, 1993) with the development of the industrial society. It is assumed that people with disabilities have been paid little attention, and have also been marginalized by other people. From a mainstream social perspective, Barnes (1992) noted

Disabling stereotypes which medicalize, patronize, criminalize and dehumanize disabled people abound in books, films, on television, and in the press. They form the bedrock on which the attitudes towards, assumptions about and expectations of disabled people are based. They are fundamental to the discrimination and exploitation which disabled people encounter daily, and contribute significantly to their systematic exclusion from mainstream community life. (p. 39)

Since some scholars have accessed the conceptualization of disability with the social explanation (Olive, 1986, 1992; Shakespeare & Watson, 1997), the point of their views on disability has been focused on “the environmental and social barrier, which excludes people with perceived impairment from mainstream society” (Barnes, 1998, p. 78). In this regard, Shogan (1998) noted that “to illustrate how disability can be understood as an effect of the social and that concepts, like “the normal,” “the abnormal,” “the natural,” “the unnatural,” “ability,” and ‘disability,” have a social history. (p. 269)

To date, sport is a performance of the physical strength or beauty by acting the human’s body. As a result, the perception of most people on athletes with disabilities is still short of understanding their effort and performance, although their perception has been expanded to cover the awareness of disability sport. However, sport is not the sole privilege of able-bodied athletes (DePauw & Gavron, 2005). All athletes with disabilities can express their performance at the all kind of sport events by using adapted technology such as wheelchair or orthotics.
DePauw and Gavron (2005) noted that the purpose of disability sport has pervaded all sports events for sport and completion’s sake. Through the sport events, athletes with disabilities represent their best performance and reinforce their attitude to spectators. Soeder (1995) has suggested that the image of disability sport can be described by three aspects; rehabilitation, freak show, and empowerment. Image of disability sport for rehabilitation is focused on overcoming their limitations, and encourage spectators to regard their achievements as indicators of successful rehabilitation. The freak show image enables spectators to be fascinated by their performance. Lastly, empowerment image allows spectators not to see athletes’ performance as related to disability (DePauw & Gavron, 2005).

Without doubt, individuals with disabilities participating in sport events have been socially described as contorted images. In this regard, the importance of research on the image and coverage of athletes with disability on the media has been increased in the society.

Hegemony in Sport

The power of mass media enlightens individuals to “facilitate public awareness and acceptance of disability and disability sport” (Dummer, 1998. p. 56). Sage (1999) stated that mass media are one of powerful and cultural institutions that reinforce and maintain the ideological hegemony for dominant class. As such, he continued, in the U. S., there are two social-political images of society; the plural image and hegemony image (Sage, 1999). The plural image asserts that diverse social institutions and organizations represent the individuals’ beliefs and values. Under the plural image they pursue the same and equal interests within the power and influence. On the contrary, the hegemony images derive from the economic base in a society as the most critical factors of culture and ideology (Altheide, 1984). He pointed out that
“ideological freedom can be obtained when the dominant forces are identified and then resisted” (p. 477). In this regard, Sage (1999) emphasized that

It refers to a society in which dominant groups that control the critically important economic and political institutions of a society also have principal access to the other social institutions—education and mass media, for example—as well as many cultural norms and practice. (p. 20)

Antonio Gramsci, a leader of Italian communist party in the 1920s and 1930, developed hegemony theory which is based on the Marxist view as the most important factors of culture and ideology by critical cultural theorists (Hardin & Hardin, 2004). The meaning of hegemony is regarded as “power and leadership which is maintained through processes of struggle and negotiation, especially through winning the consent of the majority of people to accept the ideas or ideologies of the dominant group as common sense” (O’Shaughnessy & Stadler, 2005, p. 183). That is to say, this is a way that a social group uses the power, culture, and ideals through the process of struggle to dominate the subordinate groups. In particular, as Artz (2003) pointed out that under capitalism, media hegemony sustains the capitalist hegemony as means of education or persuasion within the context of capitalist norms. Consequently, sport culture and sport power, as a leadership, dominantly exist in this modern society, and affect individuals’ beliefs and values in other subordinate groups through ideological control. As Theberge and Birrell (1994) defined ideology as “a set of ideas that serve the interests of dominant groups but come to be understood and taken up as the societal common sense about the way things naturally are and thus should remain” (p. 327). From this point of view, Sage (1999) warned that hegemonic theory has an important role in constructing, and reproducing the popular cultural practice that helps to enhance and recreate the norms, practices, and ideas related to sports.

Therefore, hegemonic theory affects the various sport areas. Hardin and Hardin (2004) state, “sport has been viewed by scholars as a powerful hegemonic institution in the United
States (p. 401).” They also indicated that sport media is one of an important site to enhance dominant American culture, specifically, male hegemony. Although female athletes have increased in the sport events such as the Olympic Games, male athletes still dominate in the participation of sports events due to physical and biological difference between males and females. Therefore, mass media, according to Daddario (1994), play a crucial role in strengthening sex difference by emphasizing on the masculine sports hegemony.

On the other hand, an ableist cultural hegemony still exists in the society. Most people think that people with disabilities are the presence of being sympathetic and being supported. Hardin and Hardin (2004) pointed out that people with disabilities are subjects who are blamed in the case of participating in ableist-constructed physical activity. As a result, Davis (1999)’s statement reminds us of understanding disability as a partner for pursuing the best life as people without disabilities live. He stated

One of the most egregious acts of omission committed in the twentieth century by progressive and radicals has been the almost complete ignoring of the issues surrounding people with disabilities and deaf people. (p. 1)

In this cultural hegemony, the role of media is a key for constructing the desirable ideology to individuals’ thoughts about sport and disability. Therefore, scholars of sport or media studies, specifically athletes with disabilities, need to articulate the relationship of social power and ideology through subordinate groups such as female and people with disabilities.

Marginality

In the perspectives on sport as a cultural mechanism under capitalism, we can approach and explore how sports tend to affect and reinforce the social group and capitalist class. Marxists have criticized structural condition, class inequalities, unequal power relations (Messner, 1988). This viewpoint enables marginalized groups to improve and enhance the change of their social
ideologies. In this regard, we are capable of thinking and understanding “how sport (and culture in general) is a dynamic social space where dominant (class, ethnic, etc.) ideologies are perpetuated as well as challenged and contested (Messner, 1988, p. 198).

According to DePauw (1997), marginality in sports includes physicality, masculinity, and sexuality. She defined physicality as the “socially accepted view of able bodied physical ability or prowess, often associated with agility, aggression, and strength,” masculinity includes “aggression, independence, strength, courage, and so on,” and sexuality is regarded as “the socially expected and accepted view of sexual behavior that included being sexually active and heterosexual” (p. 421). As usual, media coverage describes athletes as sporting body that affects the image of sexuality and physicality. Specifically, female athletes or specific male sports, such as gymnastics, or wrestling have been expressed as attractive coverage of sporting body. These sports events are forced to maintain specific official rules (Schantz & Gilbert, 2001).

One of the most popular cultures in the U.S is a sport power that enhances male athletes by achieving the strength, power, and challenge through the sport events. Unfortunately, as Hardin and Hardin (2005) stated, women and people with disabilities have been ignored and marginalized from this sport power. Although these two groups of athletes increase in sports participation, they have less attention to the media than the able-bodied athletes because, specifically, people with disabilities “are looked upon, identified, judged and represented primarily through their bodies, which are perceived in popular consciousness to be imperfect, incomplete, and inadequate” (Hargreaves, 2000, p. 185).

Since the 1972 passage of Title IX has been passed in the U.S, women have had an equal opportunity to participate in sports during their school era (Messner, 1988). However, the gap between male and female athletic performance exist in sport. The primary concern is “the
manner in which this gap is understood and taken into the popular consciousness of our society” (Willis, 1982, p. 120). Consequently, there has been the marginalization of feminist theory in the area of sociology and sport sociology as a discipline (Stacy & Thorne, 1985; Birrell, 1984; Hall, 1984). More importantly, from the male dominant images in sports, a number of women with disabilities tend “not to participate in sport, because, in common with many able-bodied women, they are influenced more by commodified anti-athletic stereotypes of femininity” (Hargreaves, 2000, p. 186).

Feminist sports researchers have noted that the mass media have a significant effect on scrutinizing the sex issues between male athletes and female athletes by focusing on a masculinity in the coverage of the media. As a result, they have tended to explore “how sport, as a social institution, naturalizes men’s power and privilege over women’ (Sabo & Jansen, 1992, p. 171).

Disability Sports and Athletes with Disabilities in the U.S. and Korea

Participating in physical activity helps people with disabilities or without disability contribute to better lives and better relationships, as well as the significant sense of success that achieves over their ability to have a great influence on values and ideals of their lives. Specifically, it is important that people with disabilities participate in physical activities due to physical rehabilitation and mental healing. It contributes to not only the creation of desirable physical image and but also the development of self-esteem and self-efficacy by themselves.

According to a census reported by Qi Wang (2005), approximately 20.9 million families in the U.S. had more than one member with disability. There are about 50 million Americans with disabilities. Approximately, 20 percent among 50 million Americans with disabilities use a wheelchair, and take part in sports and physical activity such as hockey, horseback riding, rock
climbing, scuba diving, cycling, water skiing, rugby, soccer, basketball and so on (U.S. Diplomatic Mission to Germany, 2008). Currently, the number of people with disabilities in the U.S. has increased more and more due to various accidents. The other physical activities and disability sports are available for people with disabilities in the U.S. However, 56% of adults with disabilities have not taken part in any physical activity when compared to 36% of adults without disabilities (U.S. Department of Health and Human Services, 2010). In Korea, the number of people with disabilities in 2010 has been reported more than 2.5 million (Yang et al, 2010). Among 2.5 million, according to Korea Sports Association for the Disabled (2011), only 12,672 people who registered in KOSAD, have took part in physical activity and disability sport in Korea. 9,713 athletes are male, whereas 2,959 athletes are female. There are officially 26 Associations related to disability sport for people with disabilities. It includes Korea Wheelchair Basketball Federation, Korea Wheelchair Rugby Association, Korea Bowls Board for the Disabled, Korea Disabled Swimming Federation, and so on. In addition, there are four different types of disability sports associations in Korea such as Korea Blind Sport Association, Korea Deaf Sports Association, Special Olympic Korea Association, and Korea Sports Association for Persons with Intellectual Disability. Additionally, people with disabilities take part in golf, softball, and gate ball. The number of physical activity and disability sport has increased in Korea as well.

However, when compared the newspaper coverage of the Paralympic Games to that of the Olympic Games as the mega sports event, as Chang and Crossman (2009) pointed out that the newspaper coverage of the Olympic Games have reported more articles and photograph than that of the Paralympic Games. That is, the media coverage on the Paralympic Games has had little attention than the Olympic Games.
Approximately 10,500 athletes from 204 countries participated in the 2008 Beijing Olympic Games and competed in 28 sports and 302 events. The total of 596 athletes has been sent by the United States Olympic Committee to the Beijing Olympic Games. Three hundred ten were male athletes, whereas 286 were female athletes. On the contrary, 267 athletes as the Korea national delegation not only have participated in the Beijing Olympic Games, and but have also competed in 25 events among the total of 28 events (KOC, 2008).

During the 2008 Beijing Paralympic Games, 3,951 athletes from 146 countries competed in 20 sports. Among the total of 3,951 athletes, 1,383 athletes were women (IPC, 2008). A total number of 213 U.S. competitors have been sent to the Beijing Paralympic Games. Final results for the U.S. Team showed that they ranked 3rd place and medaled the total of 99 medals in the world, including 36 gold medals, 35 silver medals, and 28 bronze medals. On the contrary, 79 competitors as Korea delegation took part in the 2008 Beijing Paralympic Games. They ranked 13th place in the world, medaling 10 gold medals, 8 silver medals, and 13 bronze medals.

Purpose of the Study

Most media studies come from different academic disciplines such as sociology, politics, gender issues, cultural hegemony, journalism, and so forth. Because of multi disciplinary approach, media studies have a strong influence on the socialization process for people with and without disabilities. Therefore, it is assumed that the media have a strong force to enhance social awareness of the inferior groups such as people with disabilities and female. These inferior groups have been paid little attention and underrepresented on the newspaper coverage because they are not important newsworthiness in the society. However, as the amount and quantity of sport section have increased in the newspaper and mega sports have developed, disability sports
have been treated with less attention than able bodied sports as the aspect of the socio-cultural phenomenon.

Sport and media are powerful institutions that help people to learn and understand the societal and cultural phenomenon in this society. In particular, through the mass media people can create the ideals about sports value, gender and race issues, and social attribution. In other words, the mass media enable people to construct and create their perceptions and attitudes that lead to the development of their knowledge beyond their experience. For example, Thomas and Smith (2009) noted “The socio-cultural stereotypes of disabled people and the experience of impairment and disability that are evident in the press are said to have the effect of evoking from readers emotions of pity and fear” (p. 137).

Therefore, it is important to accept media coverage of athletes with disabilities about how they have described because it provides us with the significant news and the reproductive ideals. Although the description of athletes with disabilities in the mass media has become an important topic as one of social groups in this society, the number of media coverage on athletes with disabilities has not been improvement in the quality and quantity of coverage.

In addition, athletes with disabilities have been described as ‘monster’ or ‘super crip,’ as well as ‘sensational or pitiful existence on the media coverage. Thus, female athletes have received little attention to the mass media although they have won the champion in the mega sport event such as Olympic Games. More importantly, most female athletes in the mass media have been presented as not a sport competitor, but a sexual stereotype because of male dominated society and ‘sexual attractiveness’ (Schantz & Gilbert, 2001, p.71).

Several studies on the media coverage of athletes participating in the field of sports are focused on their image (Duncan, 1990; Pedersen, 2002; Salwen & Wood, 1994), gender (Koh,

Unfortunately, in spite of increase in the number of athletes with disabilities and female athletes with disabilities participating in sports areas, those groups of athletes have received little attention to the mass media. Consequently, scholars of media studies regarding athletes with disabilities, disability sports, and female athletes with disabilities need to explore the coverage of the mass media because of media effect and better understanding of inferior groups such as athletes with disabilities and female athletes with disabilities. However, most studies of athletes with disabilities derived from the magazine. (Hardin, Hardin, Lynn, & Walsdorf, 2001; Hardin & Hardin, 2004; Hardin & Hardin, 2005). In addition, among those studies, some are about the wheelchair athletes (Hardin, 2003; Hardin & Hardin, 2003; Hardin & Hardin, 2004; Hargreaves & Hardin, 2009). Few of them are on comparison of a content analysis of the coverage, and analysis of photographs of male and female athletes with disabilities (Schantz & Gilbert, 2001; Buysse & Borcherding, 2010). As a result, the lack of media coverage of and marginality of athletes with disabilities and female athletes with disabilities in the newspaper still exists in sport sites.

Consequently, the first purpose of this study was to examine how athletes with disabilities have reported in the newspaper coverage during the 2008 Beijing Paralympic Games. The second purpose of this study was to explore the socio-cultural perspectives and ideals on athletes with disabilities in the newspaper coverage during the 2008 Beijing Paralympics from the U.S. and Korean newspapers. The last purpose of this study was to compare newspaper
coverage from the U.S. and Korea newspapers on how the newspapers differently and similarly described and presented athletes with disabilities.

Significance of the Study

Sport enables people to create the broad reproductive social role (Sage, 1997). Under the theory of hegemony in this society, sport influence the norms, values and attitudes of dominant groups such as able bodied people and male athletes. As the critical researchers have made efforts to develop and reflect the hegemony and change the social inequality, scholars of sport media have explored to change the standpoint of marginalized groups. Utilizing the critical paradigm as the theoretical framework, this study aims to reflect the socio-cultural perspectives and ideals through the presentation of athletes with disabilities and disability sports events from the newspaper texts and photographs during 2008 Beijing Paralympics, and confirms the viewpoint on socio-cultural fundamental perspectives and ideals regarding disability sports and athletes with disabilities through the newspaper coverage between two countries. In addition, this study attempts to understand their viewpoint regarding athletes with disabilities and disability sports in respect to how they have been portrayed in the newspaper coverage between the U.S. and Korea. Consequently, this study provides an addition previous research on coverage of athletes with disabilities.

Although some scholars have explored the media coverage related to sports areas, most studies have been well documented from the U.S. and Western countries such as England, Germany, or France. For example, in particular, there have been few studies about the newspaper coverage of athletes with disabilities during the Paralympic Games in recent years (Buysse & Borcherding, 2010; Chang & Crossman, 2009; Golden, 2003; Schantz & Gilbert, 2001; Thomas & Smith, 2003). Specifically, due to the Confucian tradition in Asian countries including Korea
the media coverage on female athletes have been paid little attention by scholars. Unfortunately, scholars in Korea have only paid attention to the able-bodied athletes and male athletes. Thus, there is no previous research that examined the comparison of newspaper coverage between the U.S and Korea regarding the newspaper coverage of athletes with disabilities during the Paralympic Games. Therefore, this comparison study of newspaper coverage from the U.S. and Korea newspapers provides us with socio-cultural features and meaningful information that lead to the appropriate view point and socio-cultural perspectives and ideals regarding the disability sports and athletes with disabilities. Therefore, this study provides more critical information to both the U.S. and Korean society.
CHAPTER II:
RESEARCH METHOD AND PROCEDURE

The purpose of this study was to examine and explore not only how athletes with disabilities have been recorded in the newspaper coverage, but also how the socio-cultural perspectives and ideals, and athletes with disabilities have been described and presented similarly and differently during the 2008 Beijing Paralympic Games from the two specific countries: Korea and the United States.

More specifically, this study focused on the texts and photographs on athletes with disabilities, disability sports, and the marginality of female athletes with disabilities. Therefore, it explored how each newspaper from two countries describes and portrays these disability sports, athletes with disabilities, and female athletes with disabilities in the newspapers. To process this study, both quantitative and qualitative analyses of newspaper coverage in a non-experimental setting were employed. These two methods have been named as “mixed methods research” (Creswell et al., 2007, p.6). They suggested that it is useful for social researchers to develop and know their own lens about athletes with disabilities.

This study examined and analyzed the newspaper texts and photographs during the 2008 Beijing Paralympic Games. The primary focus was to examine the number of texts and photographic images that include frequency, gender, race, type of disability, type of sport, page placement, and type of texts in the newspaper coverage of the 2008 Beijing Paralympic Games. Thus, this study focused on similarities and differences in the newspaper coverage between the U.S. and Korea, and explored the existence on the marginality of female athletes with disabilities in the newspaper.
Research Questions

This study has been examined the socio-cultural perspectives and ideals on disability sports, athletes with disability and marginality of female athletes with disabilities, and compared newspaper coverage between the U.S. and Korea.

For the purpose of this study, there were three primary research questions focused on the newspaper coverage of disability sport and athletes with disabilities, and Paralympic Games. The questions included

1. How do these newspapers in two countries report about athletes with disabilities and female athletes with disabilities in the newspapers;
2. How do these newspapers in two countries present socio-cultural stereotypes of disability sports and athletes with disabilities as sport hegemony; and
3. Do United States and Korea newspapers have similarities and differences in describing and portraying athletes with disabilities from the newspaper texts and photographs during the Paralympic Games?

Research Method

Sport issues and events of the mass media provide various meanings and information to readers or audiences. That is, it is possible that the media influences and effects reflect the better understanding of the marginalized groups, such as athletes with disabilities and female athletes. Through this media content, it is critical for researchers to figure out the content from the media messages on what they are described, how they are meant and so on. To achieve this research, different research techniques are used. Content analysis is an efficient method that presents the most dominant and salient message from the media because it draws on the meanings of images on inferior groups such as, in particular, athletes with disabilities. Rintala and Birrell (1984)
defined the content analysis as “a method for examining the message or content of the media, such as newspapers, in order to draw inferences about encoding and decoding practices of the communication system” (p. 232). This content analysis reflects some manner and extent to which people see, hear, and read in the mass media such as TV, radio, and newspapers (Rintala & Birrell, 1984). Accordingly, this content analysis enables researchers to draw on the implication and inference on how newspaper coverage describe and treat disability sports and athletes with disabilities from the texts and message.

In addition, interpretive textual analysis is a method that leads to the prominent meanings of the text between media texts and readers or audiences. The primary view from the newspaper coverage for this research is to know how athletes with disabilities participating in the Paralympic Games have been presented and described in the newspaper coverage. Although “interpretive studies, according to Carragee (1990), view media texts as polysemic – that is, as characterized by multiplicity of meanings” (p. 85), it is useful to articulate the prominent meanings in the media because it reflects the realities in which they live. Consequently, interpretive textual analysis enables researchers to figure out how media texts express primary ideological meanings and values from the newspaper coverage. From this research, analysis of newspaper coverage and photographs develops the social meaning, values, and ideas about disability sports and athletes with disabilities through the Paralympic Games.

To achieve this study, a first researcher of this study collected and coded the frequency and number of daily newspaper texts and photographs by using the code sheets from September 3rd to 22nd, 2008, during the 2008 Beijing Paralympic Games. Also, an examination of three days before and after the 2008 Beijing Paralympic Games highlights the perception and awareness of the newspapers on athletes with disabilities and disability sport. Consequently, 14 days of
newspapers from September 3rd to 22nd, 2008, in *USA Today* and 15 days of newspapers from September 3rd to 22nd, 2008, in *Donga Ilbo* during the 2008 Beijing Paralympic Games were examined and analyzed. It is interesting and important to analyze the data because audiences and readers know and recognize how much important and valued the newspapers have reported and described about athletes with disabilities and disability sport. Consequently, the researcher collected data from three days before and after the 2008 Beijing Paralympic Games. Lastly, the researcher explored differences and similarities in commentaries such as discourse and narrative of the newspaper coverage. Specifically, texts and photographs were studied as socio-cultural perspectives. The meanings and ideologies about athletes with disabilities in the texts and photographs were interpreted because it was possible that representation of athletes with disabilities in the newspaper leads to the development of disability sports values and images. Therefore, researcher coded the meaningful titles, comments, keywords, phrases and sentences, then, categorized the patterns for finding out a theme from the texts and photographs.

**Data Collection**

**Sampling Newspapers**

According to Weis (1986), newspaper text has three characteristics that “present something, say something about its producers and animate the reader to certain thoughts or actions” (p. 239). By studying the newspaper coverage during a specific event, such as Paralympic Games, newspaper readers can construct and create their thought on the conceptualization of disability sports and athletes with disabilities.

This study examined and analyzed the newspaper coverage during the 2008 Beijing Paralympic Games, which occurred from September 6th to 17th 2008. In addition, it was important to code data from three days before and after the Paralympic Games because the
newspaper coverage from before and after the Paralympic Games enables readers to continue providing awareness of disability sport to readers. This also leads to the socio-cultural perspective on disability sport and Paralympic. For this study, two newspapers were selected. One was USA Today, a national newspaper from the U.S., and the other was Donga Ilbo, one of biggest national daily newspapers in Korea.

On the one hand, USA Today is one of largest selling newspapers in the U.S. It has 35 locations in the U.S. and four sites abroad. In addition, more than 5.2 million people read multiple sources of news and information from USA Today (Copyright Clearance Center, 2011). Although circulation is down for last few years, USA Today is still the second largest newspaper circulation in the country (McCartney, 1997). On the other hand, Donga Ilbo was founded in 1920, one of oldest newspapers in Korea. Kim (2002) stated that newspaper market share of Donga Ilbo, Chosun Ilbo, and Joongang Ilbo in Korea society was approximately 74.5%. In addition, the newspaper circulation of those three newspapers in Korea, which include Donga Ilbo, Chosun Ilbo, and Joongang Ilbo, has been over 67.7% in Korea society according to the Media Management & Marketing Institute in Korea (Mediaus, 2010). Therefore, these newspapers were selected because not only both are national daily newspapers that possess their reputations, and nation circulation, but they also have micro film files.

As a result, 14 days of newspapers from September 3rd to 22nd, 2008, in USA Today and 15 days of newspapers from September 3rd to 22nd, 2008, in Donga Ilbo during the 2008 Beijing Paralympic Games were examined and analyzed for this study.

Data Analysis

A recording instrument developed by Hardin and Hardin (2005) for quantitative and qualitative research methods has been used. In particular, for quantitative research methods,
newspaper coverage and photographs of the 2008 Beijing Paralympic from two newspapers were categorized. These categories included gender, race, type of disability, type of sport, page placement for the newspaper coverage while gender, race, type of disability, type of sport, page placement, type of photo shot, visibility of disability, and photo placement were for the photographs. The descriptive statistics were calculated to describe all categories for coverage and photographs.

The researcher coded the number of texts and photographs on disability sport and athletes with disabilities from two newspapers during the 2008 Beijing Paralympic Games. All categories were sorted as follows:

1. Gender is characterized as male, female, both male and female, and unspecified;
2. Race is categorized as black, Caucasian, Asian and other;
3. Type of disability is categorized as able-bodied, obviously disabled, both, and unspecified;
4. Type of sport is categorized as individuals, team, both, and unspecified;
5. Page placement is categorized as on the front page of newspaper, on the front page of sports section, the remainder page of sport section, and remainder page of newspaper; and
6. Type of texts is categorized as a personal story, a team story, a nation’s story, Paralympic story.

The followings were categories for photographs:

1. Gender is characterized as male, female, both male and female, and unspecified;
2. Race is categorized as black, white, Asian and other;
3. Type of disability is categorized as able-bodied, obviously disabled, both, and unspecified;
4. Type of sport is categorized as individuals, team, both, and unspecified;
5. Photo placement is categorized as on the front page of newspaper, on the front page of sports section, the remainder page of sport section, and remainder page of newspaper;
6. Type of photo shot is categorized as head shot, upper body shot, full body shot, and unspecified; and
7. Visibility of disability is categorized as use of wheelchair, amputee, use of cane, and unspecified.

The researcher also used qualitative research method by analyzing the coverage of the 2008 Beijing Paralympic Games with interpretive textual analysis. All data was collected by coding the meaningful titles, comments, keywords, phrases and sentences after reading all the texts and photographs. Then, the researcher analyzed similarities and differences and explored gender issues and marginality on the coverage of the 2008 Beijing Paralympic Games from the coded data.

Qualitative Data Trustworthiness

A researcher developed data trustworthiness in a qualitative study by using triangulation, inter-coder and intra-coder. Goetz and LeCompte (1984) noted that triangulation is defined as, “a process of using multiple perceptions to clarify meaning, verifying the repeatability of an observation or interpretation” (p. 79). In this study, the researcher of this study established triangulation by using co-researcher who compared the coding sheets and findings. This process enabled the researcher to confirm and revise the findings interpreted about newspaper texts and.
photos of athletes with disabilities. Merrigan and Huston (2009) emphasized that the results of content analysis from the media coverage “depend heavily on measurement reliability, the consistency with which messages have been unitized and categorized” (p. 158). According to Reinard (2008), inter-coder reliability is “determining the consistency of different raters who respond to the same events by using some sort of a check list” (p. 120). Therefore, this is a method that calculates the degree of agreement between two coders, and then measures how high the degree of agreement between two coders has coded. In addition, Hardin and Hardin (2005) stated that consistency in the interpretation and adaptation of the coding data should be established without the biases of coders. Intra-coder reliability should be established at least 24 hours apart by using and analyzing coding sheets on the identical data from the same coder to compare two coding sheets (Hardin & Hardin, 2005).

Holsti’s reliability formula was used to confirm coder reliability. Holsti (1969) provided the coefficient of reliability by coding a percentage of agreement statistics. Holsti’s formula is $2M / N_1 + N_2$.

Where:

- $M =$ number of coding decision on which the two coders agree
- $N_1 =$ number of coding decisions made by coder 1
- $N_2 =$ number of coding decisions made by coder 2.

For completing the inter-coder and intra-coder reliability tests, texts and photographs regarding sports and disability sports in the newspaper from ten days were randomly coded and conducted as the preliminary reliability tests of the data collection process. In particularly, for the inter-coder reliability, the first researcher and co-researcher coded data from five days of newspapers, and then calculated the agreement rate from two coders by using the content.
analysis and photo analysis sheet. In addition, the first researcher coded data from five days of newspapers for intra-coder reliability, and then analyzed coding sheet on the identical newspapers.

As the inter-coder reliability test, the purpose of this study and coding sheets were explained to co-researcher before the data were collected. Then data from the identical five days of *Donga Ilbo* newspapers were coded by using the code sheets. All texts and photographs regarding all sport events featured and described by the newspapers have been paid attention. For completion of the reliability on articles and photographs, 96.7% for content analysis and 96.6% for photographs were confirmed by using the Holsti’s coefficient reliability.

Meanwhile, as the intra-coder reliability test, data were coded twice from the identical five days of *USA Today* newspapers by using the code sheets. Data were also collected from texts and photographs regarding all sport events in the newspapers. For completion of the reliability on articles and photographs, 97.9% for content analysis and 98.9% for photographs were confirmed by using the Holsti’s coefficient reliability.

Finally, trustworthiness for this research was established by reviewing, confirming, refuting, or revising the finalized data through the meaningful titles, keywords, phrases and sentences. As a result, as themes emerged within the data, the researcher checked back with a co-researcher and an advisor for comments and verification because member checks were utilized to allow the researcher to confirm, refute, or revise the finalized data.

**Pilot Study**

As a pilot study, data from five days of newspapers were coded by using the code sheets. All newspapers were the *Tuscaloosa News*, a regional newspaper. Texts and photographs were focused on all NCAA sports from the newspapers because there was no photograph or article on
athletes with disabilities and disability sport during the 2008 Beijing Paralympic Games. For completion of the reliability, intra-coder reliability was conducted, and 97.5% for content analysis and 98.3% for photographs were confirmed by using the Holsti’s coefficient reliability. From this pilot study, findings were followings. Unfortunately, there was no disability sports coverage. In addition, men’s sports (75%) have been more presented than women’s sports (25%) for the content analysis and men’s athletes (10.58%) have been more portrayed than women’s athletes for the photographs.
CHAPTER III:

RESULTS

This study examined and analyzed the newspaper texts and photographs from two countries, the U.S. and Korea during the 2008 Beijing Paralympic Games.

First of all, the primary focus was to examine the number of texts and photographic images that include frequency, gender, race, type of disability, type of sport, page placement, and type of text in the newspaper coverage of the 2008 Beijing Paralympic Games. In addition, through the interpretive textual analysis on the newspaper coverage, socio-cultural stereotypes of disability sports and athletes with disabilities as sport hegemony have analyzed. Lastly, similarities and differences in describing and portraying athletes with disabilities from the newspaper texts and photographs during the Paralympic Games have analyzed.

This study was involved in the 14 days of newspapers from September 3rd to 22nd, 2008, in USA Today and 15 days of newspapers from September 3rd to 22nd, 2008 in Donga Ilbo during the 2008 Beijing Paralympic Games. The total number of articles regarding the contents related to all sports and athletes with and without disabilities in USA Today was 444 articles, whereas 178 articles were found in Donga Ilbo. In addition, the total number of 541 photographs about all athletes without disabilities and with disabilities in USA Today was found, whereas 168 photographs were found in Donga Ilbo. Meanwhile, the total number of articles with respect to the contents about athletes with disabilities and disability sports during the 2008 Beijing Paralympic Games in USA Today was only nine articles, whereas 37 articles were found in Donga Ilbo. In addition, the total number of photographs about all athletes with disabilities in
USA Today was five photographs, whereas 45 photographs were found in Donga Ilbo. Content analysis and interpretive textual analysis were performed to address and examine the research questions.

Content Analysis

Textual Coverage

The results of frequency on the content by gender from USA Today and Donga Ilbo are shown in Table 1. The total number of articles in USA Today was 444 articles. Three hundred sixty articles (81.0%) were related to male athletes, whereas 23 articles (5.2%) were on female athletes. On the other hand, 178 articles were found in the Donga Ilbo. One hundred two articles (57.3%) were on male athletes, whereas 43 articles (24.1%) were related to female athletes.

Table 1

Frequency of Content by Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>360</td>
<td>81.0</td>
</tr>
<tr>
<td>Female</td>
<td>23</td>
<td>5.2</td>
</tr>
<tr>
<td>Both</td>
<td>3</td>
<td>0.7</td>
</tr>
<tr>
<td>Unspecified</td>
<td>58</td>
<td>13.1</td>
</tr>
<tr>
<td>Total</td>
<td>444</td>
<td>100.0</td>
</tr>
</tbody>
</table>

As Table 2 indicates, the total number of 444 articles on the frequency of content by gender in USA Today was found. Thirty articles (6.7%) were related to black athletes, whereas 71 articles (15.9%) were on Caucasian athletes. On the other hand, 178 articles were found in the Donga Ilbo as the total of texts. Four articles (2.2%) were on black athletes, whereas three articles (1.8%) were only related to Caucasian athletes. In addition, only one article in USA
Today was on Asian athletes, whereas about 130 articles (73%) were regarding Asian athletes in Donga Ilbo.

Table 2

Frequency of Content by Race

<table>
<thead>
<tr>
<th>Race</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Black</td>
<td>30</td>
<td>6.7</td>
</tr>
<tr>
<td>Caucasian</td>
<td>71</td>
<td>15.9</td>
</tr>
<tr>
<td>Asian</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Other</td>
<td>342</td>
<td>77.2</td>
</tr>
<tr>
<td>Total</td>
<td>444</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 3 shows that only 6 articles (1.4%) regarding the frequency of the content by type of disability were shown on obviously disabled, whereas 438 articles (98.6%) were unspecified about athletes in USA Today. On the other hand, 12 articles (6.7%) were found on obviously disabled about athletes, whereas two articles (1.1%) were related to able bodied in Donga Ilbo.

In addition, only one article (0.6%) in Donga Ilbo was on both able bodied and obviously disabled, respectively.

Table 3

Frequency of Content by Type of Disability

<table>
<thead>
<tr>
<th>Type of Disability</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Able bodied</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Obviously disabled</td>
<td>6</td>
<td>1.4</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unspecified</td>
<td>438</td>
<td>98.6</td>
</tr>
<tr>
<td>Total</td>
<td>444</td>
<td>100.0</td>
</tr>
</tbody>
</table>
As Table 4 illustrates, 312 articles (70.2%) on the content by type of sport were related to team sport, whereas 103 articles (23.2%) were on individual sport in USA Today. On the other hand, 70 articles (39.3%) were related to individual sport, whereas 71 articles (39.9%) were regarding team sport in Donga Ilbo.

Table 4

*Frequency of Content by Type of Sport*

<table>
<thead>
<tr>
<th>Type of Sport</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Individual</td>
<td>103</td>
<td>23.2</td>
</tr>
<tr>
<td>Team</td>
<td>312</td>
<td>70.2</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unspecified</td>
<td>29</td>
<td>6.6</td>
</tr>
<tr>
<td>Total</td>
<td>444</td>
<td>100.0</td>
</tr>
</tbody>
</table>

In addition, frequency of individual sport event is shown in Table 5. Among the 103 articles on individual sport, 32 articles (31.1%) on motor sport such as car racing, or motor cycle and thirty one articles (30.1%) on golf were the highest frequency in USA Today, whereas 28 articles (28.6%) on golf, nine articles (12.9%) on track and field, and eight articles (11.4%) on tennis in Donga Ilbo were the highest frequency, respectively.
Table 5

*Frequency of Individual Sport Events in Content*

<table>
<thead>
<tr>
<th>Individual Sport</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Motor Sport</td>
<td>32</td>
<td>31.1</td>
</tr>
<tr>
<td>Golf</td>
<td>31</td>
<td>30.1</td>
</tr>
<tr>
<td>Tennis</td>
<td>18</td>
<td>17.5</td>
</tr>
<tr>
<td>Bicycle</td>
<td>5</td>
<td>4.9</td>
</tr>
<tr>
<td>Boxing</td>
<td>3</td>
<td>2.9</td>
</tr>
<tr>
<td>Track and Field</td>
<td>3</td>
<td>2.9</td>
</tr>
<tr>
<td>Ultimate Fighting Championship</td>
<td>3</td>
<td>2.9</td>
</tr>
<tr>
<td>Wheelchair Tennis</td>
<td>2</td>
<td>1.9</td>
</tr>
<tr>
<td>Boccia</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>5.8</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Frequency of team sport event is shown in Table 6. Among the 312 articles on team sport in *USA Today*, football (211 articles, 67.6%) was dominated in *USA Today*, whereas 39 articles (55.0%) on baseball were the highest frequency in *Donga Ilbo* among the total number of 71 articles.
Table 6

*Frequency of Team Sport Events in Content*

<table>
<thead>
<tr>
<th>Team Sport</th>
<th>USA Today</th>
<th></th>
<th></th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Football</td>
<td>211</td>
<td>67.6</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Baseball</td>
<td>71</td>
<td>22.7</td>
<td>39</td>
<td>55.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Basketball</td>
<td>12</td>
<td>3.9</td>
<td>19</td>
<td>26.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Soccer</td>
<td>8</td>
<td>2.6</td>
<td>7</td>
<td>9.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Ice Hockey</td>
<td>8</td>
<td>2.6</td>
<td>1</td>
<td>1.4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Volleyball</td>
<td>1</td>
<td>0.3</td>
<td>2</td>
<td>2.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Handball</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>4.2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Wheelchair Rugby</td>
<td>1</td>
<td>0.3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>312</td>
<td>100.0</td>
<td>71</td>
<td>100.0</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

As Table 7 indicates, 393 articles (88.5%) on the frequency of the content by page placement were shown on the remainder of page of sport section, whereas 47 articles (10.6%) were on the front page of sport section in *USA Today*. On the other hand, 84 articles (47.2%) were on the front page of the sport section and 76 articles (42.7%) were on the remainder of page of the sport section in *Donga Ilbo*.

Table 7

*Frequency of Content by Page Placement*

<table>
<thead>
<tr>
<th>Page placement</th>
<th>USA Today</th>
<th></th>
<th></th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>FPN</td>
<td>1</td>
<td>0.2</td>
<td>5</td>
<td>2.8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FPSS</td>
<td>47</td>
<td>10.6</td>
<td>84</td>
<td>47.2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>RPN</td>
<td>393</td>
<td>88.5</td>
<td>76</td>
<td>42.7</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>IPN</td>
<td>3</td>
<td>0.7</td>
<td>13</td>
<td>7.3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>444</td>
<td>100</td>
<td>178</td>
<td>100</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Note. FPN: On the Front Page of the Newspaper FPSS: On the Front page of the sport section. RPSS: On the remainder of page of the sport section. IPN: Inside page of the newspaper
The results of frequency on the content by type of text from *USA Today* and *Donga Ilbo* are shown in Table 8. Two hundred thirty six articles (53.2%) were about a team story, whereas 184 articles (41.4%) were on a personal story in *USA Today*. In addition, only two articles (0.5%) were regarding a Paralympic story. On the other hand, 85 articles (47.7%) were on a personal story, 42 articles (23.6%) were about a nation’s story, and 22 articles (12.4%) were regarding a Paralympic story in *Donga Ilbo*.

Table 8

| Type of Text          | USA Today | |                  | Donga Ilbo | |
|-----------------------|-----------|--------|-----------------|------------|
|                       | N | %  | N   | %  | |
| A Personal Story      | 184 | 41.4 | 85  | 47.7 | |
| A Team Story          | 236 | 53.2 | 29  | 16.3 | |
| A Nation’s Story      | 22  | 4.9  | 42  | 23.6 | |
| A Paralympic Story   | 2   | 0.5  | 22  | 12.4 | |
| Total                | 444 | 100  | 178 | 100  | |

Photographic Coverage

Table 9 reveals that frequency of photographs by gender was the total number of 541 photographs in *USA Today*, whereas 168 photographs were found in *Donga Ilbo*. Among 541 photographs in *USA Today*, 459 photographs (84.8%) were related to the male athletes, whereas only 53 photographs (9.8%) were on female athletes. On the other hand, 124 photographs (73.8%) in *Donga Ilbo* were on male athletes, whereas 29 photographs (17.3%) were about female athletes among 168 photographs as the total number of photographs.
Table 9

*Frequency of Photographs by Gender*

<table>
<thead>
<tr>
<th>Gender</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Male</td>
<td>459</td>
<td>84.8</td>
</tr>
<tr>
<td>Female</td>
<td>53</td>
<td>9.8</td>
</tr>
<tr>
<td>Both</td>
<td>6</td>
<td>1.1</td>
</tr>
<tr>
<td>Unspecified</td>
<td>23</td>
<td>4.3</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
</tr>
</tbody>
</table>

As Table 10 indicates among 541 photographs, 153 photographs (28.3%) were related to black athletes, whereas 257 photographs (47.5%) were on Caucasian athletes. Only seven photographs (1.3%) were on Asian athletes in *USA Today*. On the other hand, 131 photographs (78.0%) in *Donga Ilbo* were on Asian athletes, whereas 18 photographs (10.7%) and six photographs (3.6%) were about Caucasian and black athletes, respectively.

Table 10

*Frequency of Photographs by Race*

<table>
<thead>
<tr>
<th>Race</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Black</td>
<td>153</td>
<td>28.3</td>
</tr>
<tr>
<td>Caucasian</td>
<td>257</td>
<td>47.5</td>
</tr>
<tr>
<td>Asian</td>
<td>7</td>
<td>1.3</td>
</tr>
<tr>
<td>Other</td>
<td>124</td>
<td>22.9</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
</tr>
</tbody>
</table>

As Table 11 indicates, only four photographs (0.7%) on the frequency of photographs by type of disability in *USA Today* were shown about obviously disabled, whereas 536 photographs
(99.1%) were unspecified. On the other hand, 23 photographs (13.7%) in *Donga Ilbo* were on obviously disabled, whereas 138 photographs (82.1%) were unspecified.

Table 11

*Frequency of Photographs by Type of Disability*

<table>
<thead>
<tr>
<th>Type of Disability</th>
<th>USA Today</th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Able bodied</td>
<td>1</td>
<td>0.2</td>
<td>3</td>
<td>1.8</td>
</tr>
<tr>
<td>Obviously disabled</td>
<td>4</td>
<td>0.7</td>
<td>23</td>
<td>13.7</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td>Unspecified</td>
<td>536</td>
<td>99.1</td>
<td>138</td>
<td>82.1</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
<td>168</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 12 reports that among 541 photographs on the frequency of photograph by type of sport, 118 photographs (21.8%) were related to individual sports, whereas 411 photographs (76.0%) were on team sports in *USA Today*. On the other hand, 80 photographs (47.6%) about individual sports and 71 photographs (42.3%) on team sports in *Donga Ilbo* were shown among the total number of 168 photographs.

Table 12

*Frequency of Photographs by Type of Sport*

<table>
<thead>
<tr>
<th>Type of Sport</th>
<th>USA Today</th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Individual</td>
<td>118</td>
<td>21.8</td>
<td>80</td>
<td>47.6</td>
</tr>
<tr>
<td>Team</td>
<td>411</td>
<td>76.0</td>
<td>71</td>
<td>42.3</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1.2</td>
</tr>
<tr>
<td>Unspecified</td>
<td>12</td>
<td>2.2</td>
<td>15</td>
<td>8.9</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
<td>168</td>
<td>100</td>
</tr>
</tbody>
</table>
In addition, frequency of individual sport event in photographs is shown in table 13. 35 photographs (29.7%), 30 photographs (25.5%), and 21 photographs (17.8%) were taken on golf, motor sport, and tennis in USA Today, respectively. On the other hand, 15 photographs (18.8%), 12 photographs (15.0%), and 11 photographs (13.8%) in Donga Ilbo were taken on track and field, golf, and tennis, respectively.

Table 13

Frequency of Individual Sport Events in Photographs

<table>
<thead>
<tr>
<th>Individual Sport</th>
<th>USA Today</th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Golf</td>
<td>35</td>
<td>29.7</td>
<td>12</td>
<td>15.0</td>
</tr>
<tr>
<td>Motor Sport</td>
<td>30</td>
<td>25.5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Tennis</td>
<td>21</td>
<td>17.8</td>
<td>11</td>
<td>13.8</td>
</tr>
<tr>
<td>Track and Field</td>
<td>7</td>
<td>5.9</td>
<td>15</td>
<td>18.8</td>
</tr>
<tr>
<td>Bicycle</td>
<td>6</td>
<td>5.1</td>
<td>2</td>
<td>2.5</td>
</tr>
<tr>
<td>Swimming</td>
<td>5</td>
<td>4.2</td>
<td>7</td>
<td>8.7</td>
</tr>
<tr>
<td>Ultimate Fighting Championship</td>
<td>3</td>
<td>2.5</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Horsing</td>
<td>3</td>
<td>2.5</td>
<td>2</td>
<td>2.5</td>
</tr>
<tr>
<td>Boccia</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>5.0</td>
</tr>
<tr>
<td>Others</td>
<td>8</td>
<td>6.8</td>
<td>27</td>
<td>33.7</td>
</tr>
<tr>
<td>Total</td>
<td>118</td>
<td>100</td>
<td>80</td>
<td>100</td>
</tr>
</tbody>
</table>

Thus, frequency of team sport events in the photographs is shown in table 14. Among 411 photographs, 267 photographs (65.0%) and 100 photographs (24.3%) were taken on football and baseball in USA Today, respectively. On the other hand, 45 photographs (63.4%) and 13 photographs (18.4%) were taken on baseball and soccer among 71 photographs in Donga Ilbo.
Table 14

*Frequency of Team Sport Events in Photo*

<table>
<thead>
<tr>
<th>Team Sport</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Football</td>
<td>267</td>
<td>65.0</td>
</tr>
<tr>
<td>Baseball</td>
<td>100</td>
<td>24.3</td>
</tr>
<tr>
<td>Basketball</td>
<td>18</td>
<td>4.4</td>
</tr>
<tr>
<td>Soccer</td>
<td>12</td>
<td>2.9</td>
</tr>
<tr>
<td>Ice Hockey</td>
<td>9</td>
<td>2.2</td>
</tr>
<tr>
<td>Volleyball</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Softball</td>
<td>2</td>
<td>0.5</td>
</tr>
<tr>
<td>Handball</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Wheelchair Rugby</td>
<td>2</td>
<td>0.5</td>
</tr>
<tr>
<td>Total</td>
<td>411</td>
<td>100</td>
</tr>
</tbody>
</table>

The results of frequency on the photographs by page placement from *USA Today* and *Donga Ilbo* are shown in Table 15. As Table 15 indicates, 450 photographs (83.1%) were shown on the remainder of page of the sport section, whereas 68 photographs (12.6%) were on the front page of the sport section in *USA Today*. On the other hand, 92 photographs (54.7%) were on the front page of the sport section and 66 photographs (39.3%) were on the remainder of page of the sport section in *Donga Ilbo*. 
Table 15

*Frequency of Photographs by Page of Placement*

<table>
<thead>
<tr>
<th>Page placement</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>FPN</td>
<td>15</td>
<td>2.8</td>
</tr>
<tr>
<td>FPSS</td>
<td>68</td>
<td>12.6</td>
</tr>
<tr>
<td>RPN</td>
<td>450</td>
<td>83.1</td>
</tr>
<tr>
<td>IPN</td>
<td>8</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
</tr>
</tbody>
</table>

Note. FPN: On the Front Page of the Newspaper FPSS: On the Front page of the sport section RPSS: On the remainder of page of the sport section IPN: Inside page of the newspaper

Table 16 shows that 335 photographs (61.9%) about frequency of the photographs by photo shot were taken on upper body shots, whereas 130 photographs (24.0%) were shown on full body shots in *USA Today*. On the other hand, 54 photographs (32.2%), 56 photographs (33.3%), and 52 photographs (30.9%) were taken on head shots, upper body shots, and full body shots in *Donga Ilbo*, respectively.

Table 16

*Frequency of Photographs by Photo Shot*

<table>
<thead>
<tr>
<th>Photo Shot</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Head shot</td>
<td>52</td>
<td>9.6</td>
</tr>
<tr>
<td>Upper body shot</td>
<td>335</td>
<td>61.9</td>
</tr>
<tr>
<td>Full body shot</td>
<td>130</td>
<td>24.0</td>
</tr>
<tr>
<td>Unspecified</td>
<td>24</td>
<td>4.5</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
</tr>
</tbody>
</table>
Visibility of Disability

The results of frequency on the photographs by visibility of disability from *USA Today* and *Donga Ilbo* are reported in Table 17. Among 541 photographs, 537 photographs (99.3%) were unspecified, whereas three photographs (0.5%) and one photograph (0.2%) included athletes in the wheelchairs and athletes wearing prosthetics in *USA Today*, respectively. On the other hand, 150 photographs (89.3%) were unspecified, whereas 12 photographs (7.1%), four photographs (2.4%), and two photographs (1.2%) included users of wheelchair, amputee, and users of prosthetics in *Donga Ilbo*, respectively.

Table 17

*Frequency of Photographs by Visibility of Disability*

<table>
<thead>
<tr>
<th>Visibility of Disability</th>
<th><em>USA Today</em></th>
<th></th>
<th><em>Donga Ilbo</em></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Wheelchair</td>
<td>3</td>
<td>0.5</td>
<td>12</td>
<td>7.1</td>
</tr>
<tr>
<td>Amputee</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td>Prosthetics</td>
<td>1</td>
<td>0.2</td>
<td>2</td>
<td>1.2</td>
</tr>
<tr>
<td>Unspecified</td>
<td>537</td>
<td>99.3</td>
<td>150</td>
<td>89.3</td>
</tr>
<tr>
<td>Total</td>
<td>541</td>
<td>100</td>
<td>168</td>
<td>100</td>
</tr>
</tbody>
</table>

Coverage on Athletes with Disability

The results of frequency of newspaper coverage on athletes with disability are reported in table 18. The total number of contents in *USA Today* was nine articles on athletes with disabilities, whereas five photographs were taken on athletes with disabilities and disability sport. On the other hand, 37 articles in *Donga Ilbo* were found as content coverage, whereas 45 photographs were the total number of photographic coverage on athletes with disabilities. Among 9 articles in *USA Today*, only two articles (22.2%) were covered before Paralympic
Games, whereas seven articles (77.8%) were covered during the Paralympic Games. Thus, one photograph (20.0%) was covered before Paralympic Games, whereas four photographs (80.0%) were covered during the Paralympic Games in *USA Today*. Unfortunately, no article or photograph was reported after the Paralympic Games in *USA Today*.

Meanwhile, the total number of contents in *Donga Ilbo* was 37 articles on athletes with disabilities, whereas 45 photographs were the total number of photographic coverage. Three articles (8.1%) and three photographs (6.7%) have covered before the Paralympic games. In addition, 26 photographs (70.3%) and 33 photographs (73.3%) were covered during the Paralympic Games, whereas eight articles (21.6%) and nine photographs (20.0%) were covered after the Paralympic Games.

Table 18

*Frequency of Content and Photographs on Athletes with Disabilities*

<table>
<thead>
<tr>
<th>Athletes with disabilities</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Content</td>
<td>Photo</td>
</tr>
<tr>
<td>Before 3 days</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>22.2</td>
</tr>
<tr>
<td>During Paralympic Games</td>
<td>7</td>
<td>77.8</td>
</tr>
<tr>
<td>After 3 days</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: Before three days: September 3, 4, 5, 2008; During Paralympic Games: September 6 thru 17, 2008; After three days: September 18, 19, 22, 2008 in *USA Today*; September 18, 19, 20, 2008 in *Donga Ilbo*
Textual Coverage on Athletes with Disabilities

Gender

The results of frequency on the textual coverage with respect to athletes with disabilities and the Paralympic Games by gender in *USA Today* and *Donga Ilbo* are reported in Table 19. The total number of articles on athletes with disabilities in *USA Today* was nine articles. Four articles (44.5%) were related to male athletes with disabilities, whereas two articles (22.2%) were on female athletes with disabilities. On the other hand, 37 articles were found in *Donga Ilbo*. Sixteen articles (43.2%) were on male athletes with disabilities, whereas seven articles (19.0%) were related to female athletes with disabilities.

Table 19

*Frequency of Content on Athletes with Disabilities by Gender*

<table>
<thead>
<tr>
<th>Gender</th>
<th><em>USA Today</em></th>
<th></th>
<th></th>
<th><em>Donga Ilbo</em></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>4</td>
<td>44.5</td>
<td>16</td>
<td>43.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>22.2</td>
<td>7</td>
<td>19.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both</td>
<td></td>
<td>-</td>
<td>5</td>
<td>13.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unspecified</td>
<td>3</td>
<td>33.3</td>
<td>9</td>
<td>24.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
<td>37</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Race

As Table 20 indicates, the results of frequency on the contents regarding athletes with disabilities and the Paralympic Games by race in *USA Today* and *Donga Ilbo* are shown in Table 20. Unfortunately, no article about black athletes with disabilities in both newspapers was found.
in both newspapers. Thus, three articles (33.3%) were related to Caucasian athletes among the total number of nine articles in *USA Today*, whereas 27 articles (73.0%) were on Asians from the total number of 37 articles in *Donga Ilbo*. In addition, only two articles (5.4%) were related to Caucasian in *Donga Ilbo*.

Table 20

*Frequency of Content on Athletes with Disabilities by Race*

<table>
<thead>
<tr>
<th>Race</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Black</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Caucasian</td>
<td>3</td>
<td>33.3</td>
</tr>
<tr>
<td>Asian</td>
<td>1</td>
<td>11.1</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>55.6</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
</tr>
</tbody>
</table>

*Type of Disability*

The results of frequency on the contents regarding athletes with disabilities and the Paralympic Games by type of disability in *USA Today* and *Donga Ilbo* are reported in Table 21. As Table 21 indicates, six articles (66.7%) were reported on obviously disabled, whereas three articles (33.3%) were unspecified about athletes in *USA Today*. On the other hand, 12 articles (32.4%) were found regarding obviously disabled, whereas two articles (5.4%) were related to able bodied in *Donga Ilbo*. In addition, only one article in *Donga Ilbo* was on both able bodied and obviously disabled athletes.
Table 21

*Frequency of Content on Athletes with Disabilities by Type of Disability*

<table>
<thead>
<tr>
<th>Type of Disability</th>
<th>USA Today</th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Able bodied</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>5.4</td>
</tr>
<tr>
<td>Obviously disabled</td>
<td>6</td>
<td>66.7</td>
<td>12</td>
<td>32.4</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2.7</td>
</tr>
<tr>
<td>Unspecified</td>
<td>3</td>
<td>33.3</td>
<td>22</td>
<td>59.4</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
<td>37</td>
<td>100</td>
</tr>
</tbody>
</table>

*Type of Sport*

Table 22 reports that six articles (66.7%) on the frequency of the content by type of sport were related to team sports, whereas two articles (22.2%) were on individual sports in *USA Today*. On the other hand, 19 articles (51.4%) were related to individual sport, whereas two articles (5.4%) were regarding both individual and team sport in *Donga Ilbo*. Sixteen articles (43.2%) in *Donga Ilbo* were unspecified.

Table 22

*Frequency of Content on Athletes with Disabilities by Type of Sport*

<table>
<thead>
<tr>
<th>Type of Sport</th>
<th>USA Today</th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Individual</td>
<td>6</td>
<td>66.7</td>
<td>19</td>
<td>51.4</td>
</tr>
<tr>
<td>Team</td>
<td>2</td>
<td>22.2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>5.4</td>
</tr>
<tr>
<td>Unspecified</td>
<td>1</td>
<td>11.1</td>
<td>16</td>
<td>43.2</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
<td>37</td>
<td>100</td>
</tr>
</tbody>
</table>
In particular, frequency of individual sport events regarding athletes with disabilities is reported in Table 23. Among 6 articles on individual sports, three articles (50.0%) were on track and field and two articles (33.3%) were on swimming in *USA Today*. Meanwhile, six articles (31.6%) were on shooting, three articles (15.8%) were on track and field, and archery in *Donga Ilbo*. In addition, the result showed that only one article was on the team sport event, wheelchair rugby, in *USA Today*.

Table 23

*Frequency of Individual Sport Events on Athletes with Disabilities in Content*

<table>
<thead>
<tr>
<th>Individual Sport</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Track and Field</td>
<td>3</td>
<td>50.0</td>
</tr>
<tr>
<td>Wheelchair Tennis</td>
<td>1</td>
<td>16.7</td>
</tr>
<tr>
<td>Swimming</td>
<td>2</td>
<td>33.3</td>
</tr>
<tr>
<td>Shooting</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Archery</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Boccia</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Table Tennis</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cycling</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

*Page Placement*

The results of frequency on the contents regarding athletes with disabilities by page placement in *USA Today* and *Donga Ilbo* are reported in Table 24. Six articles (66.7%) were shown on the remainder of page of sport section, whereas two articles (22.2%) were inside page of the newspaper in *USA Today*. On the other hand, 16 articles (43.2%) were on the front page of sport section, whereas nine articles (24.3%) were inside of the newspaper in *Donga Ilbo*.
Table 24

*Frequency of Content by Page Placement*

<table>
<thead>
<tr>
<th>Page Placement</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>FPN</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FPSS</td>
<td>1</td>
<td>11.1</td>
</tr>
<tr>
<td>RPN</td>
<td>6</td>
<td>66.7</td>
</tr>
<tr>
<td>IPN</td>
<td>2</td>
<td>22.2</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
</tr>
</tbody>
</table>

Note. FPN: On the Front Page of the Newspaper; FPSS: On the Front page of the sport section; RPSS: On the remainder of page of sport section; IPN: Inside page of the newspaper

*Type of Text*

As Table 25 indicates, six articles (66.7%) on the frequency of the contents regarding athletes with disabilities by type of text were about a personal story, whereas two articles (22.2%) were on a Paralympic story in *USA Today*. In addition, only one article (11.1%) was on a team story. On the other hand, 22 articles (59.5%) were on a Paralympic story, whereas 10 articles (27.0%) were about a personal story. Lastly, five articles (13.5%) were regarding a nation’s story in *Donga Ilbo*.

Table 25

*Frequency of Content by Type of Text*

<table>
<thead>
<tr>
<th>Type of Text</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>A Personal Story</td>
<td>6</td>
<td>66.7</td>
</tr>
<tr>
<td>A Team Story</td>
<td>1</td>
<td>11.1</td>
</tr>
<tr>
<td>A Nation’s Story</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>A Paralympic Story</td>
<td>2</td>
<td>22.2</td>
</tr>
<tr>
<td>Total</td>
<td>9</td>
<td>100</td>
</tr>
</tbody>
</table>
Photographic Coverage on Athletes with Disabilities

*Gender*

The results of frequency on the photographic coverage regarding athletes with disabilities and the Paralympic Games by gender in *USA Today* and *Donga Ilbo* are reported in Table 26. The total number of photographs in *USA Today* was five photographs. Two photographs (40.0%) were related to male athletes with disabilities, whereas only one photograph (20.0%) was taken on a female athlete with a disability. On the other hand, 45 photographs as the total number of photographic coverage were found in *Donga Ilbo*. Twenty seven photographs (60.0%) were taken on male athletes with disabilities, whereas eight photographs (17.8%) were related to female athletes with disabilities. Thus, nine photographs (20.0%) were taken on both male and female athletes with disabilities.

Table 26

*Frequency of Photographs on Athletes with Disabilities by Gender*

<table>
<thead>
<tr>
<th>Gender</th>
<th><em>USA Today</em></th>
<th></th>
<th></th>
<th><em>Donga Ilbo</em></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>2</td>
<td>40.0</td>
<td>27</td>
<td>60.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>1</td>
<td>20.0</td>
<td>8</td>
<td>17.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Both</td>
<td>2</td>
<td>40.0</td>
<td>9</td>
<td>20.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unspecified</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>2.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
<td>45</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Race*

The results of frequency on the photographs regarding athletes with disabilities and the Paralympic Games by race in *USA Today* and *Donga Ilbo* are reported in Table 27. Unfortunately, no photograph about a black athlete with a disability was found in *USA Today*. 
Among the total number of five photographs, two photographs (40.0%) were related to Asian athletes with disabilities, whereas three photographs (60.0%) were taken on Caucasian athletes with disabilities. On the other hand, 33 photographs (73.3%) were taken on Asian from the total number of 45 photographs in Donga Ilbo, whereas seven (15.6%) photographs were taken on Caucasian athletes with disabilities. Only two photographs (4.4%) were taken on black athletes with disabilities in Donga Ilbo.

Table 27

*Frequency of Photographs on Athletes with Disabilities by Race*

<table>
<thead>
<tr>
<th>Race</th>
<th>USA Today</th>
<th></th>
<th>Donga Ilbo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Black</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>4.4</td>
</tr>
<tr>
<td>Caucasian</td>
<td>3</td>
<td>60.0</td>
<td>7</td>
<td>15.6</td>
</tr>
<tr>
<td>Asian</td>
<td>2</td>
<td>40.0</td>
<td>33</td>
<td>73.3</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>6.7</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
<td>45</td>
<td>100</td>
</tr>
</tbody>
</table>

*Type of Disability*

The results of frequency on the photographs regarding athletes with disabilities and the Paralympic Games by type of disability in USA Today and Donga Ilbo are reported in Table 28. Four photographs (80.0%) were shown with obviously disabled in USA Today, whereas 23 photographs (51.1%) were taken on obviously disabilities in Donga Ilbo. In addition, 15 photographs (33.3%) in the Donga Ilbo were unspecified.
Table 28

Frequency of Photographs on Athletes with Disabilities by Type of Disability

<table>
<thead>
<tr>
<th>Type of Disability</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Able bodied</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Obviously disabled</td>
<td>4</td>
<td>80.0</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unspecified</td>
<td>1</td>
<td>20.0</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>

Type of Sport

As Table 29 indicates, on the frequency of the photographic coverage by type of sport in *USA Today*, two photographs (40.0%) were related to individual sport, including track and field and swimming as individual sports, whereas two photographs (40.0%) were taken on wheelchair rugby. Lastly, one photograph (20.0%) was unspecified. On the other hand, 30 photographs (66.7%) were related to individual sports, whereas two photographs (4.4%) were about team sport, wheelchair basketball, in *Donga Ilbo*. 10 photographs (22.2%) in *Donga Ilbo* were unspecified.

Table 29

Frequency of Photographs on Athletes with Disabilities by Type of Sport

<table>
<thead>
<tr>
<th>Type of Sport</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Individual</td>
<td>2</td>
<td>40.0</td>
</tr>
<tr>
<td>Team</td>
<td>2</td>
<td>40.0</td>
</tr>
<tr>
<td>Both</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Unspecified</td>
<td>1</td>
<td>20.0</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>
As Table 30 indicates, track and field was reported as the highest frequency in Donga Ilbo. Among 30 photographs on individual sport events, 10 photographs (33.3%) were taken on track and field, whereas one photograph (50%) among two photographs on track and field and swimming in USA Today was taken, respectively. On the other hand, five photographs of swimming (16.8%), four photographs of shooting (13.3%) and four photographs of boccia (13.3%) were depicted as the second highest frequency of photographic coverage in Donga Ilbo.

Table 30

<table>
<thead>
<tr>
<th>Individual Sport</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Track and Field</td>
<td>1</td>
<td>50.0</td>
</tr>
<tr>
<td>Wheelchair Tennis</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Swimming</td>
<td>1</td>
<td>50.0</td>
</tr>
<tr>
<td>Shooting</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Archery</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Boccia</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Table Tennis</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cycling</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>2</td>
<td>100</td>
</tr>
</tbody>
</table>

Page Placement

Table 31 shows that three photographs (60.0%) on the frequency of the photographic coverage regarding athletes with disabilities by page placement were on the inside of the newspaper, whereas two photographs (40.0%) were on the remainder of page of sport section in USA Today. On the other hand, 25 photographs (55.5%) were on the front page of sport section,
whereas 12 photographs (26.7%) were on the remainder of page of sport section in *Donga Ilbo*.

Only five photographs (11.1%) were on the front page of the newspaper.

Table 31

*Frequency of Photographs by Page Placement*

<table>
<thead>
<tr>
<th>Page placement</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>FPN</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>FPSS</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>RPN</td>
<td>2</td>
<td>40.0</td>
</tr>
<tr>
<td>IPN</td>
<td>3</td>
<td>60.0</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>

Note. FPN: On the Front Page of the Newspaper; FPSS: On the Front page of the sport section; RPSS: On the remainder of page of the sport section; IPN: Inside page of the newspaper

*Photo Shot*

The results of frequency on the photographic coverage regarding athletes with disabilities by photo shot from *USA Today* and *Donga Ilbo* are reported in Table 31. Four photographs (80.0%) were portrayed as full body shots, whereas one photograph (20.0%) was portrayed as head shot in *USA Today*. On the other hand, 21 photographs (46.7%) were on full body shot, whereas 14 photographs (31.1%) and 10 photographs (22.2%) were on upper body shots and head shots in *Donga Ilbo*, respectively. In this regard, it seemed that *Donga Ilbo* tended to hide athletes’ disabilities and impairments under their lower body.
Table 32

*Frequency of Photographs by Photo Shot*

<table>
<thead>
<tr>
<th>Photo shot</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Head shot</td>
<td>1</td>
<td>20.0</td>
</tr>
<tr>
<td>Upper body shot</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Full body shot</td>
<td>4</td>
<td>80.0</td>
</tr>
<tr>
<td>Unspecified</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>

*Visibility of Disability*

The results of frequency on the photographic coverage by visibility of disability in *USA Today* and *Donga Ilbo* are reported in Table 33. As Table 33 indicates, among five photographs on athletes with disabilities in *USA Today*, three photographs (60.0%) were taken on athletes with disabilities in the wheelchair, whereas one photograph (20.0%) was taken on an athlete wearing prosthetics. On the other hand, 45 photographs on athletes with disabilities were found in *Donga Ilbo*. Twelve photographs (26.7%) were taken on athletes with disabilities in the wheelchair, whereas four photographs (8.9%) were taken on athletes having amputee. Lastly, two photographs (4.4%) were taken on athletes wearing prosthetics, whereas 27 photographs (60.0) were unspecified in *Donga Ilbo.*
Table 33

Frequency of Photographs by Visibility of Disability

<table>
<thead>
<tr>
<th>Visibility of Disability</th>
<th>USA Today</th>
<th>Donga Ilbo</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Wheelchair</td>
<td>3</td>
<td>60.0</td>
</tr>
<tr>
<td>Amputee</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Prosthetics</td>
<td>1</td>
<td>20.0</td>
</tr>
<tr>
<td>Unspecified</td>
<td>1</td>
<td>20.0</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>100</td>
</tr>
</tbody>
</table>

Interpretive Textual Analysis

For the completion of interpretive textual analysis, socio-cultural stereotypes of disability sports and athletes with disabilities as sport hegemony have been analyzed. Then, similarities and differences in describing and portraying athletes with disabilities from the newspaper texts and photographs during the Paralympic Games have been analyzed.

The total number of 444 articles and 541 photographs with respect to all types of athletes and sports were found in USA Today. On the other hand, 178 articles and 168 photographs were reported in Donga Ilbo. In addition, only nine articles and five photographs about athletes with disabilities and disability sports during the 2008 Beijing Paralympic Games in USA Today were covered, whereas 37 articles and 45 photographs were reported in Donga Ilbo. This chapter provides an overview of how two newspapers have reported and described athletes with disabilities and Paralympic Games during 2008 Beijing Paralympic Games.

As the researcher mentioned, Koreans are socio-culturally more conservative about people with disabilities and female athletes due to Confucian tradition. Before data were analyzed about the newspaper coverage from the U.S. and Korea, it has been expected that the
total number of articles and photographs in *USA Today* would have reported more articles and photographs than those of *Donga Ilbo* because of the socio-cultural perspective on people with disabilities and female athletes. However, the results have been much more different than what has been expected.

*Treatment of Gender on Athletes with Disabilities*

Both *USA Today* and *Donga Ilbo* have reported much more articles on male athletes than on female athletes during the 2008 Beijing Paralympic Games. In particular, *Donga Ilbo* has covered 102 articles (57.3%) on male athletes, whereas *USA Today* has reported 360 articles (82.0%) on male athletes. Meanwhile, newspaper coverage on athletes with disabilities has shown male athletes with disabilities more articles and photographs than that of female athletes with disabilities in both newspapers. In *USA Today*, female athletes with disabilities have been reported about their performance results. Specifically, Erin Popovich, swimmer of the U.S., has focused on her performance result twice, whereas Esther Vergeer, wheelchair tennis player of Germany, has reported once about her performance result on the 349th consecutive winning game in Women’s wheelchair tennis. On the other hand, Oscar Pistorius of South Africa track and field player has covered twice because he took three gold medals and broke world record in the 400 meters.

In *Donga Ilbo*, seven articles (19.0%) on female athletes with disabilities have been reported. Kim, Im-Yeon of Korea, participated in the shooting, has demonstrated as not ‘an athletes’ but ‘a mother’. The article showed that she wanted to give gold medal to her daughter, who was just born. However, she finished on seventh place. In addition, Moon, Ae-Kyung, a shooter of Korea, has been reported that she made a mistake, then failed to win gold medal. Kim, Ji-Eun of Korea, a swimmer, has been described as Ul-Zzang - the most beautiful woman - and
emphasized on her appearance although the article covered little about her performance. Thus, Lee, Yoon-Li, a shooter of Korea, has been described as ‘a daughter who has strong love for her parents’. The article emphasized not on her ‘performance’ but on her ‘love for parents’, although she won the gold medal.

On the other hand, 16 articles (43.2%) have reported on male athletes with disabilities. Among the 16 articles, three articles (18.7%) have described Oscar Pistorius of South Africa as ‘blade runner’ because of his appearance, wearing prosthetics on his legs. In addition, Park, Kun-Woo, a Boccia player of Korea, has been described three times because he not only won two gold medals in boccia, but was the youngest player in Korea national team.

In the photographs, there was no treatment on female athletes with disabilities in USA Today. However, among 45 photographs in Donga Ilbo only two photographs (4.4%) on female athletes with disabilities have been described as their ‘competition images’. The rest of photographs has described female athletes with disabilities as expressing the pleasure on their face. On the other hand, among 27 photographs (60.0%) regarding male athletes with disabilities, 11 photographs (40.7%) have been portrayed athletes with disabilities as their ‘competition images’. In addition, six photographs (22.2%) have described athletes with disabilities as ‘winners’ or ‘gold medal players’.

*Report of Race on Athletes with Disabilities*

Specifically, on newspaper reports of race on athletes with disabilities, Asian athletes have dominated in the articles and photographs in Donga Ilbo.

First of all, there was no article on black athletes with disabilities in USA Today and Donga Ilbo, whereas there were only two photographs (4.4%) regarding black athletes with disabilities in Donga Ilbo. In addition, three articles (33.3%) in USA Today and two articles
(5.4%) in Donga Ilbo have been reported with respect to Caucasian athletes with disabilities. In particular, among the total number of five photographs, two photographs (40.0%) in USA Today, and 33 photographs (73.3%) among the total number of 45 photographs in Donga Ilbo have been portrayed with Asian athletes with disabilities much more than Caucasian and black athletes with disabilities because of not only host city, Beijing, China, located in Asia, but also Korea players who represent Korea’s national team. One photograph has been described Oscar Pistorius as ‘blade runner’, whereas another photograph has been taken on Erin Popovich.

Five photographs (71.4%) on Caucasian among the total number of seven photographs in Donga Ilbo have been portrayed as their ‘competition’, whereas two photographs (28.6%) have been described as their preparation pose and break time scene. Meanwhile, three photographs (9.1%) among the total number of 45 photographs in Donga Ilbo have been portrayed on Chinese athletes with disabilities. One photograph has been taken on a Chinese athlete with a disability in the wheelchair as a final torchbearer. This photograph has shown that he tried to go up to the torchere by holding the string to fire on the Paralympic torchere. Hence, this photographic image leads to super crip image due to his appearance and his performance over his disability.

Report by Type of Disability on Athletes with Disabilities

Six articles (66.7%) among the total number of nine articles on type of disability have been described on obviously disabled in USA Today, whereas 12 articles (32.4%) among 37 articles in Donga Ilbo have reported on obviously disabled. In particular, Ma Xinyu in USA Today has been called ‘blind’ and ‘not an able bodied son’. In addition, Zhang Wenli has demonstrated himself as an ‘independent athlete’, ‘not patients or victims’ in USA Today. Donga Ilbo has reported that Kim, Im-Yeon, a shooter of Korea, Kim, Ji-Eun, a swimmer of Korea and
Hong, Seok-Man, a track and field player of Korea, have cerebral palsy, whereas Park, Kun-Woo, a boccia player of Korea has profound disability.

Meanwhile, on the type of disability by photographs, four photographs (80.0%) in USA Today and 23 photographs (51.1%) in Donga Ilbo have reported on obviously disabled. In particular, Oscar Pistorius have been shown with his legs wearing prosthetics in both newspapers. In Donga Ilbo, two female swimmers of Poland, having left leg amputation and left arm amputation have been described as images of 2008 Paralympic Games coming soon. Nick Taylor, wheelchair tennis player of the U.S. has been portrayed as the image of ‘nothing is impossible’ in Donga Ilbo.

Report of Type of Sport on Athletes with Disabilities

Oscar Pistorius, a track and field player of South Africa, has been reported more than any other athlete with disability in USA Today. Three articles (50%) among six articles as the total number of individual sport events have reported his performance and his game record, whereas two articles (33.3%) have reported Erin Popovich, a swimmer of the U.S. regarding individual sport events. In addition, as team sport, wheelchair rugby team’s practice and game result of USA wheelchair basketball team have been reported in two articles. On the other hand, six articles (31.6%) in Donga Ilbo have reported on shooting more than any other sport events about individual sport events. In addition, the rest articles were treated with various sport events such as three articles (15.8%) on archery and track and field, and two articles (10.5%) on swimming, boccia, and table tennis, respectively.

On report about type of sport by photographs, only four photographs have been described in USA Today. Two photographs have been taken on athletes with disabilities as individual sport events. One was on Oscar Pistorius, a track and field player of South Africa, whereas the other
one was on Erin Popovich, a swimmer of the U.S. as individual sport events. In addition, two wheelchair rugby photographs have been portrayed as team sport. In Donga Ilbo, 10 photographs (33.3%) among the total number of 30 photographs have been dominantly portrayed as individual sports. In particular, three photographs (10.0%) have been described about wheelchair racing as track and field event. These photographs showed the ‘dynamic performance’ and ‘competition images’ about athletes with disabilities. Among five photographs (16.8%), two photographs have been depicted swimmers with disabilities as ‘challengers of overcoming their disabilities’. One photograph has been taken on a swimmer who has no arms, holding a towel in his mouth for balance as ‘a challenger’. Another photograph has portrayed a swimmer who needs other’s help because it showed that he was blind. As a result, it provides us with cue that athletes with visual impairments need assistant when male or female athletes perform swimming. On the other hand, two photographs have reported on wheelchair basketball as team sport events in Donga Ilbo.

In addition, Donga Ilbo has reported more articles and photographs regarding athletes with disabilities of Korea who won the silver or gold medal than athletes with disabilities of other countries. Accordingly, Park, Gun-Woo, a boccia player of Korea and Lee, Yoon-Li, a woman’s shooter of Korea, have been dominantly reported and portrayed in the articles and photographs. They all won the gold medal. On the other hand, only two athletes with disabilities of other countries have been reported in the articles. These two athletes were on Oscar Pistorius, a track and field player of South Africa, and Natalie Du Toit, swimmer of South Africa. They also won the gold medal.

_Treatment of Page Placement_
Location of articles and photographs in the newspaper is critical since it reflects one of
cultural aspects of the present time. Consequently, an article or photograph on the front page of
the newspapers is the most significantly important issue and event of the time. However,
unfortunately, in USA Today there was no article or photograph about athletes with disabilities
and the 2008 Beijing Paralympic Games on the front page of the newspaper. On the other hand,
five articles and five photographs have been shown on the front page of the newspaper in Donga
Ilbo. In particular, both articles and photographs about opening and closing ceremony during the
2008 Beijing Paralympic Games have included on the front page of the newspaper in Donga Ilbo.
Although the 2008 Beijing Paralympic Game finished, the articles and photographs about stories
on a coach and administer related to Korea Paralympic Association, have been reported on the
sport section. Meanwhile, two articles (22.2%) and three photographs (60.0%) about the 2008
Beijing Paralympic Games have been reported inside page of the newspaper in USA Today,
whereas the rest of articles and photographs have been on the remainder of page of sport section.

As a result, newspaper coverage of articles and photographs in Donga Ilbo regarding
athletes with disabilities and disability sports has more attention than that of articles and
photographs in USA Today.

Report of Type of Text

Among the total number of nine articles in USA Today, six articles (66.7%) have reported
on personal stories, whereas one article (11.1%) has covered on a team story. In particular,
because the 2008 Paralympic Games was held in Beijing, China, two Paralympic stories have
been reported on the prejudice and challenge in China society regarding people with disabilities
by interviewing Maxin Yu, radio show host, and Tian Yue, director of a new center for people
with disabilities in Beijing, China. In addition, Zhang Wenli, China wheelchair rugby player and
Wen Yen, China wheelchair rugby coach stated that Beijing Paralympic Games provide not only all people with disabilities with encouragement and bright smiling, but also people without disabilities with equal viewpoint and treatment regarding people with disabilities. In view of that, two articles have been covered on Oscar Pistorius, a track and field player with prosthetics of South Africa about his performance, winning 100 meter and 400 meter.

On the other hand, in Donga Ilbo, 22 articles on Paralympic story have been reported. In particular, 6 articles were related on editorial. They included interview with Kim, Sung-II, a head of Korea Paralympic Team, and Deng Fu Fang, a head of China People with Disabilities Association. Thus, two editorials were on the issues that people with disabilities must have equal rights during their lives as people without disabilities do. Also, two articles have been reported on the effective administration for sport events for athletes with disabilities such as Paralympic Games. It showed that having financial donation and support provided by companies and state government is significant to execute mega sport event such as Paralympic Games. In the meantime, two articles have been covered on opening and closing day stories. Opening day story was on participation size, the number of countries, Korea national team history about former Paralympic Games, and Paralympic Games athletes with disabilities such as Natalie De Toit, a swimmer of South Africa and Natalia Partyka, a table tennis player of Poland who has one arm. Closing day story was on total medal ranking, Korea national team success, and medal lists including Lee, Yoon-Li, woman’s shooter of Korea, Park, Kun-Woo, a boccia player of Korea, and Lee, Wha-Sook, an archery player of Korea have been reported. As personal stories, 10 articles have been reported. It included ‘most beautiful woman’ in Korea, Kim, Ji-Eun, a swimmer of Korea, and Lee, Yoon-Li, a woman’s shooter of Korea, and Lee, Ji-Seok, man’s shooter of Korea about their personal love stories. Lastly, there was one article related to
nation’s story which was regarding entering event into athletes’ village for Korea national team. It was an important event because it was first time to enter into the athletes’ village for Korea national team since Korea national team began to participate in Paralympic Games for last 40 years.

Treatment of Photo Shot

Among five photographs in USA Today, four photographs (80.0%) were on full body shots. Specifically, they included a Chinese torchbearer, China Wheelchair Rugby team practice, and America wheelchair rugby player, named as Mark Zupan. Additionally, Oscar Pistorius’s performance has been described as ‘blade runner’. Importantly, all of those photographs have described athletes with disabilities as ‘acting poses and active images’.

Meanwhile, the total number of 45 photographs has reported in Donga Ilbo. Twenty-one photographs (46.7%) have described on full body shots. Four photographs have covered on track and field, wheelchair racing with dynamic runners’ racing. In particular, seven photographs (15.6%) have reported on Caucasian athletes with disabilities which were on full body shots. 10 photographs (22.2%) have portrayed on head shots. On the other hand, 14 photographs (31.1%) have covered on upper body shots. Among 14 photographs, 10 photographs have portrayed on smiling, being touched, and pleasure.

More importantly, the total number of 28 photographs on athletes with disabilities of Korea in Donga Ilbo have been hidden their disabilities. Eighteen photographs have pictured upper body shot. It is assumed that the media coverage on athletes with disabilities in Korea have been marginalized on their body more than foreign athletes with disabilities in Korea society. Five photographs have pictured head shots, whereas five photographs have portrayed full body shots. In addition, two photographs on Korean athletes have reported same photographs on Hong,
Seok-Man, a men’s track and field player of Korea, which has been portrayed as a talented racing athlete on wheelchair. On the other hand, among 13 photographs on foreign athletes with disabilities, 10 photographs have portrayed with their full body shots, whereas three photographs have pictured upper body shots. It showed that athletes with disabilities of Korea in Donga Ilbo have tended to hide their impairment body more than that of foreign athletes with disabilities.

*Report by Visibility of Disability*

It would be critical for newspaper readers to see athletes’ type of disability via photographs because of visual effect. It enables people without disabilities, specifically children, to realize difference between people with disabilities and people without disabilities in appearance, shape and size. Through the total number of five photographs in USA Today, three photographs have been taken on athletes in the wheelchair, whereas one photograph on Oscar Pistorius, has described him with prosthetics. On the other hand, 21 photographs (46.7%) in Donga Ilbo have been taken on athletes in the wheelchairs. They included four photographs on wheelchair racing, an event of track and field; two photographs on women’s wheelchair basketball; one photograph on wheelchair table tennis. In addition, five photographs (11.1%) have portrayed athletes without their arms or legs. They included a swimmer of Poland who was amputated one arm and the other swimmer of Poland who was amputated one leg, and Natalie Du Toit, a swimmer of South Africa, who was amputated left leg. More importantly, one player of track and field who has only upper body has shown his performance, Discus Throw, on the fixed chair. Another photograph has shown on full body of a player who has no left leg, but he wears prosthetics in his left leg. However, there has been no article and photo on athletes with cerebral palsy in USA Today, whereas three photographs have covered on athletes with cerebral palsy in Donga Ilbo. In particular, one photograph have depicted on boccia in Donga Ilbo.
However, most photographs on athletes with disabilities of Korea have been hidden their disabilities in *Donga Ilbo*. As mentioned above, this finding is somewhat critical because *Donga Ilbo* has not showed impairment or amputation of athletes with disabilities of Korea. It means that prejudice on athletes with disabilities in Korea society still exists.
CHAPTER IV:
DISCUSSION

The purpose of this study was to examine and explore how athletes with disabilities have been recorded in the newspaper coverage and how the socio-cultural perspectives and ideals, and athletes with disabilities have been described and portrayed similarly and differently during 2008 Beijing Paralympic Games from the two newspapers; USA Today in the U.S. and Donga Ilbo in Korea. As Grey-Thomson (2002) has stated that “the press can be useful in helping to raise the profile of disability sport and the wider issue of disabled rights” (p. 11); it is important to examine the coverage of mass media, specifically newspaper in this study, on how newspapers reported and described athletes with disabilities due to media effect and media impact. Specifically, this study was designed to make use of both qualitative and quantitative research method on the newspaper coverage of contents and photographs about athletes with disabilities and disability sports during the 2008 Beijing Paralympic Games.

Findings from data on the frequency of the number on gender, race, type of disability, type of sport, page placement and type of text for contents are first discussed. At the same time, to be discussed next are the findings from data on the frequency of the number of on gender, race, type of disability, type of sport, page placement, photo shot, and visibility of disability for photos. In addition, socio-cultural perspective and ideals about athletes with disabilities and disability sport are discussed. Lastly, differences and similarities on athletes with disabilities and disability sports between USA Today and Donga Ilbo from two countries are discussed.
Lack of the Newsworthiness on the Athletes with Disabilities in *USA Today*

Since 1960, first Paralympic Games were held in Rome, the number of participants and countries has highly increased. During 2008 Beijing Paralympic Games, 4,011 athletes from 156 countries matched in 20 sports. However, Buysse and Borcherding (2010) stated that media coverage on elite athletes with disabilities has not increased in the mass media when compared to other mega sport events such as Olympic Games and World Cup Soccer Games. According to Chang (2009), he examined to compare the coverage of a Canadian newspaper during the 2008 Beijing Summer Olympic and Paralympic Games. He found that the coverage on athletes with disabilities during the Paralympic Games was less coverage and narratives than that of athletes with disabilities during the Olympic Games.

In fact, Paralympic Games in the U.S. is not famous sports event. Especially, during the 2008 Paralympic Game period, not only NFL (National Football League) kicked off the regular season, but MLB post season was also about to begin. As a result, most articles and photographs have reported on NFL and MLB in *USA Today* during the 2008 Beijing Paralympic Games.

In addition, the number of the newspaper coverage on athletes with disabilities from two specific countries has been examined in this study. The result showed that both *USA Today* and *Donga Ilbo* have reported little coverage in contents on athletes with disabilities and disability sport when compared to other sport events. Particularly, 444 articles in *USA Today* have reported, whereas 178 articles in *Donga Ilbo* have found during the 2008 Beijing Paralympic Games. It means that sports in American are more popular than those of Korea. However, only nine articles (2.0%) of the total number of 444 articles in *USA Today* and 37 articles (20.8%) of the total number of 178 articles in *Donga Ilbo* have reported.
As mentioned earlier, *USA Today* is one of famous national newspapers and representative newspapers in the U.S, this finding, unfortunately is somewhat unique because of the number of articles during the 2008 Beijing Paralympic Games when compared to that of Korea.

Interestingly, some contents of *USA Today* were focused on the game results and several issues that were about violation of regulations. In addition, Oscar Pistorius of South Africa, a track and field player and Erin Popovich, a swimmer of the U.S. have reported little more contents than other athletes. In *Donga Ilbo*, 21 articles (56.7%) have reported on medal winners. This result has been coincidence with Schantz and Gilbert (2001) that analyzed newspaper coverage by French and German press.

Although sports provides people with unexpected outcome and athletes’ dynamic and energetic performance, there have not reported newsworthiness enough on athletes with disabilities in *USA Today*. On the other hand, another important issue has been reported on taking drug such as steroid, whereas there has not reported on taking drug and violation of regulations in *Donga Ilbo*.

Lastly, *USA Today* has reported only two articles and one photograph, whereas three articles and three photographs had covered in *Donga Ilbo* for three days before the 2008 Beijing Paralympic Games opened. Meanwhile, eight articles and nine photographs have reported in *Donga Ilbo*, whereas *USA Today* have not covered any article and photograph for three days after the 2008 Beijing Paralympic Games finished. As Hardin and Hardin (2003) indicated, this finding is deemed “courtesy and token coverage” (p. 254). That is, athletes with disabilities want media coverage that treats athletes with disabilities and disability sport with athletes’ roles not the pitiful existence.
Marginalization on Female Athletes with Disabilities

More and more women’s power has increased in the every field of society. Without doubt, in the field of sport areas, lots of female athletes participate in their sport events. As a result, many studies focused on gender issue of the media coverage. However, the results of previous studies on female athletes have little attention in the media coverage (Cuneen & Sidwell, 1998; Hardin, Lynn, & Walsdorf, 2005; Hardin & Hardin, 2005; Kane & Parks, 1992; Pedersen, 2002; Buysse & Borcherding, 2010). Chang and Crossman (2009) indicated that male athletes have covered more textual and photographic coverage than female athletes in the newspaper.

In addition, as Deegan (1985) noted that female with disabilities have experienced discrimination in the current society women with disabilities have had little attention on the mass media. Thus, Sherill (1997) indicated that female paralympians faced more discrimination than male counterparts. This study showed that female athletes with disabilities have reported few articles in both newspapers. In *USA Today* among the total number of nine articles with respect to athletes with disabilities, only two articles (22.2%) have reported on female athletes with disabilities, whereas only one photograph (20.0%) has portrayed on female athlete with disability among five photographs. Regrettably, there has been no active image in the photograph on female athletes with disability. However, one photograph has included and described a female as a leader of China Wheelchair Rugby Team.

On the other hand, among the total number of 37 articles on athletes with disabilities, only seven articles (19.0%) have covered with respect to female athletes with disabilities in *Donga Ilbo*. Meanwhile, eight photographs (17.8%) have been taken on female athletes with disabilities among the total number of 45 photographs. In addition, all photographs have described female athletes with disabilities as passive posed that seemed not “an athlete,” but “a
normal woman” such as mother or daughter. Unfortunately, only one photograph has portrayed a female athlete with a disability as active pose in *Donga Ilbo*. Thus, some studies found that female athletes with disabilities suffered from two negative experiences, including sexism and disability discrimination (Thomas & Smith, 1993).

In addition, one photograph with an article in *Donga Ilbo* has described a swimmer as ‘the most beautiful woman’ in Korea as it was emphasized by her appearance. In this regard, it was the same finding as Thomas and Smith (2009) noted that female athletes with disabilities comprised of three photographs (20%) when compared to male athletes with disabilities in 12 photographs (80%) among the total number of 15 photographs. In fact, this finding has not been expected because, as mentioned earlier, the Confucian tradition in many Asian countries including Korea, has dominated in their society. However, *Donga Ilbo* has more attention on female athletes with disabilities than those of *USA Today*. Accordingly, further research should keep focusing on gender bias in order of decreasing gender discrimination with respect to, specifically female athlete with disabilities in the mass media for equity.

Difference on Race on Athletes with Disabilities

The 2008 Beijing Paralympic Games was held in China, one of Asia countries. Consequently, the 2008 Beijing Paralympic Games helped to inform other people such as North American, European or African, of Asians’ tradition and culture. It is highly important to understand and know how other people live and what stereotypes they have due to peace and globalization in the world. From two newspapers there has been no article and photo on black athletes with disabilities except two photographs (4.4%) in *Donga Ilbo*. These two photographs have been described athletes with disabilities as active poses. However, the result of lack of black athletes’ image is a coincidence of the result that Caucasian athletes (235 images) were
higher image in number than black athletes (61 images) were in *Sports Illustrated* 2004 thru 2008 (Wade, 2008). On the other hand, Caucasian athletes with disabilities have reported much more articles and photographs in *USA Today*. In *USA Today*, although five articles were on other race, three articles (33.3%) of the total number of nine articles were on Caucasian athletes with disabilities. Furthermore, three photographs (60.0%) of five photographs have been taken regarding Caucasian athletes with disabilities, whereas two articles (5.4%) among 37 articles and seven photographs (15.6%) of the total number of 45 photographs have covered in *Donga Ilbo*. In particular, because Oscar Pistorius, a track and field player of South Africa and Natalie Du Toit, a swimmer of South Africa who won the gold medals, have more covered in the media, most articles on Caucasian athletes with disabilities have covered on those two athletes in the newspapers. Additionally, in *Donga Ilbo*, one photograph was on a wheelchair tennis player playing in the electric wheelchair, whereas one photograph was on a long jump that an athlete had prosthetic in his left leg. Thus, an athlete with only upper body in the fixed chair tried to play discus throw in one photograph in *Donga Ilbo*. According to Wade (2008), black athletes’ images were focused on their powerful, strong, speedy images and low IQ, whereas Caucasian athletes were related to hard, skillful, intelligent worker. Consequently, this finding seems that black athletes with disabilities have been trivialized and marginalized such as female athletes without disabilities.

Lastly, as mentioned earlier that the 2008 Paralympic Games were held in China, most articles and photographs have covered on Asian athletes with disabilities in *Donga Ilbo*. One article (11.1%) and two photographs (40.0%) in *USA Today* have covered on Asian athletes. On the other hand, in *Donga Ilbo*, 27 articles (73.0%) and 33 photographs (73.3%) have highly covered on Asian athletes with disabilities who included various sport events such as track and
field, table tennis, shooting, swimming and boccia. It is deemed that because of host city, Beijing, China it might be easier for correspondents to visit China and collect news on Paralympic Games. In this regard, further research is required to examine the newspaper coverage from the Paralympic Games held by a different country located not in Asia.

Descriptions on Athletes with Disabilities

As mentioned above, athletes with disabilities have been described as “victim,” “patient,” and “independent athletes” in the previous research. In this study, athletes with disabilities are likely to evade the image of the “victim” and “patient”. In this regard, it is a significant finding that athletes with disabilities have been depicted as “victim” or “courageous” people suffering from “personal tragedies” (Thomas & Smith, 2003, p.172) because both newspapers and athletes with disabilities themselves have recognized the same perspective on athlete with disabilities. In addition, Schell and Duncan (1999) noted that most athletes with disabilities avoid describing them as a supercri p or a pitiful athlete. However, according to Donga Ilbo during the 2008 Beijing Paralympic Games, athletes with disabilities have depicted as “a super crip” who challenges a beautiful competition and “a film maker” who provides pleasure, pity, and humanism to people through their performance and achievements. Meanwhile, in USA Today, no description on athletes with disabilities was shown, but the article on Chinese’s perspective and expectation about the Paralympic Games indicates that people with disabilities in China have been alienated and depicted as people who can’t play any physical activity. Additionally, they have been called as “canfei - defective and useless people”. It seems that there are still prejudice and discrimination on people with disabilities in China.

In addition, both newspapers have been depicted Oscar Pistorius as “blade runner” due to his appearance with his prosthetics worn. It is deemed that not only prosthetics look like blade,
but he also runs fast although he wears prosthetics in his two legs. Thus, in Donga Ilbo, a female swimmer of Korea has been depicted as “the most beautiful woman,” which means same word, “Ul-Zzang” in Korea due to her appearance in the photograph. In this regard, all female athletes with disabilities in the photographic coverage in Donga Ilbo have been hidden their impairment on their body. Instead, female athletes with disabilities have been depicted as passive pose and able bodied people.

Thus, two shooters of Korea have been portrayed as “a mother” and “a daughter who has strong love for her parents.” It is deemed that female athletes with disabilities have been focused on not their performances, but their personal stories in the newspaper. In this regard, Hardin and Hardin (2005) indicated that the most photographic images of disability in a magazine have been depicted as ‘sports competitors, whereas female athletes with disabilities have been depicted as “non-sporting competitors.”

Medalist Centered Coverage on Athletes with Disabilities

In both USA Today and Donga Ilbo, athletes with disabilities who won the gold medal have more covered than other athletes with disabilities and other people relate to the Paralympic Games. On the one hand, Erin Popovich, a swimmer of the U.S, has recorded in three articles in USA Today, whereas Oscar Pistorius, a track and field player of South Africa, have covered in two articles and one photograph. In addition, among five photographs, two photographs (40.0%) have been taken on both athletes who won the gold medal in USA Today.

On the other hand, 21 articles (56.7%) among the total number of 37 articles in Donga Ilbo have reported on athletes with disabilities who won the gold medal meanwhile two articles were on foreign athletes with disabilities who won the gold medal including Natalie Du Toit, a swimmer of South Africa and Oscar Pistorius, a track and field player of South Africa. Thus,
among the total number of 45 photographs in Donga Ilbo, 23 photographs (51.1%) have focused on athletes with disabilities who won the gold medalist of Korea whereas two photographs were on foreign athletes with disabilities who won the gold medal. In addition, among the total number of 37 articles, 20 articles (54.1%) were on the gold medalists, meanwhile two articles (5.4%) were on foreign athletes who won the gold medal.

According to Schantz and Gilbert (2001), nationalism in the Paralympic Games exists in the media coverage. The result showed that only one foreign athlete was informed in French newspaper, meanwhile a French newspaper has focused on French success. The result of this study showed that nation’s success has more dominated in the newspaper coverage about athletes with disabilities during the Beijing Paralympic Games. Another finding by Buysse and Borcherding (2010) indicated that photographs on athleticism and triumph have dominated in the newspaper coverage from five countries. In Donga Ilbo, 23 photographs (92.0%) among the total number of 25 photographs on gold medalists focused on triumph, whereas two photographs were on athleticism. It is critical that newspaper coverage tends to focus on nation’s success by reporting gold medalists more than any other athletes. Specifically, Donga Ilbo tended to focus on the nation’s success by reporting and describing gold medalists.
CHAPTER V:
SUMMARY AND CONCLUSION

Summary

This study examined and analyzed the newspaper texts and photographs from two countries, U.S. and Korea during the 2008 Beijing Paralympic Games. The primary focus was to examine the number of texts and photographic coverage that include frequency, gender, race, type of disability, type of sport, page placement, and type of texts in the newspaper coverage of the 2008 Beijing Paralympic Games.

The results and findings from most previous studies indicated that there has been the existence of the marginalization, trivialization, and discrimination with respect to athletes with disabilities and female athletes in the mass media. In addition, belief about sport is normal and pervasive in the world. That is, sport is male and able bodied athletes dominated, whereas female athletes and athletes with disabilities receive little attention in the mass media. As Paulseen (2000) noted that the print media play a significant role in perpetuating this situation, the role of the current media, in this study newspaper, requires removing this belief that female athletes and athletes with disabilities has trivialized and marginalized in the media.

Thus, socio-cultural difference between North America and Asia has existed. In Asian countries including Korea, they are still conservative about female under the Confucian tradition. On the other hand, specifically, many Americans traditionally like sports and enjoy playing sports. As a result, the number of the mass media in the U.S. that treat with sports or physical activities is much more than that of Korea. A sport impact in the U.S. is one of the most powerful
areas that dominated a male and able bodied strength or power from the sport events. However, Hardin and Hardin (2005) noted that there are two groups ignored and marginalized from the sport events. They are women and people with disabilities. As a result, many gender bias and hierarchy issues on minority groups such as people with disabilities have reported in the mass media research.

Therefore, this study was to exam and explore the newspaper coverage involved in the 14 days’ newspapers from September 3rd to 22nd, 2008, in *USA Today* and 15 days of newspapers from September 3rd to 22nd, 2008, in *Donga Ilbo* during the 2008 Beijing Paralympic Games. Total of articles regarding the contents in *USA Today* was 444 articles, whereas 178 articles were found in the *Donga Ilbo*. In addition, a total of photographs about athletes with and without disability in *USA Today* were 541 photographs, whereas 168 photographs were found in *Donga Ilbo*. Content analysis and interpretive textual analysis were performed to address and examine the treatment and report with respect to athletes with disabilities and disability sport.

Gender and race issue were discussed in this study. These two issues are important domains because of implication and importance on sport events. In fact, all people with or without disabilities, and races are qualified as athletes in the sport areas. As Hardin and Hardin (2003) stated that the pattern of social discrimination and inequality in sport creates social discrimination and inequalities. In spite, this study has reported marginalization on athletes with disabilities and female athletes. In addition, these two newspapers have still treated them as not a main athlete or outsider. It perpetually constructs masculinity and femininity.

Hargreaves and Hardin (2009) noted that sport media still lack coverage on athletes with disabilities and female athletes. This study indicates that the amount of articles and photographs have been less attentive to athletes with disabilities than athletes without disabilities.
The contents of text coverage on athletes with disabilities were focused on the personal stories and physical appearance. In the same way, photographic coverage in newspapers indicates the value or perspectives on what is important and acceptable from the photographs. However, this study suggested that female athletes with disabilities are depicted as inferior such as mother or daughter. Males are featured in active roles.

Meanwhile, the coverage on race was totally different finding. Unfortunately, most texts and photographs reported on Caucasian and Asian athletes. On the other hand, black or Latin America athletes have little coverage on athletes with disabilities in the newspaper. Only two photographs have depicted black athletes with disabilities as active poses. Most coverage on female sports in newspapers was hidden, but focused on the medal winners and game results.

The report about type of sports and texts was discussed in the study. The whole coverage of these newspapers on type of sport has covered more football and baseball in USA Today, and baseball and soccer in Donga Ilbo. However, the coverage on type of sport about athletes with disabilities and disability sport has dominated individual sports. Track and field, shooting, and swimming were covered more in newspapers. In particular, most individual sports were about use of wheelchair. A track and field athlete was depicted as ‘a blade runner.’ Thus, most male athletes with disabilities have portrayed their bodies as active, whereas females are pictured in smiling and posed position.

Treatment on page location was another topic in the study. Most coverage on disabilities sports has reported on the front page of the sport section, and the remainder of page of sport section in newspapers. However, specifically, over half of the photographs in Donga Ilbo have covered on the front page of the sport section. This finding was important because the front page of the sport section would be treated as the most important issue or event in the world. That is,
*Donga Ilbo* has described athletes with disabilities and disability sport as more significant issues during the 2008 Beijing Paralympic Games than any favorite sports in Korea.

Report on type of text was discussed in the study. A personal story was dominant in *USA Today*, whereas a Paralympic story has covered more articles in *Donga Ilbo*. In particular, some stories included Asian athletes and a head person of association related to China and Korean government. Thus, opening and closing reports have covered in *Donga Ilbo* as well.

Lastly, photo shots and visibility of disability pictured by photographs provide readers with more meanings and images of athletes with disabilities. Fortunately, full body shot of athlete with disabilities have reported in newspapers. In addition, almost half photographs of visibility of disability in the newspapers coverage was on wheelchair. It means that most photographs have paid attention to athletes in the wheelchair such as shooting, archery, and wheelchair basketball or wheelchair tennis players. However, most athletes with disabilities in the wheelchair in photographs were male dominated. It means that the bodies of females with disabilities have been hidden their disabilities and impairments in the coverage of photographs.

**Conclusion**

This study focused on newspaper coverage on athletes with disability and disability sports. The conclusions of this study were based on the findings of the study. Two newspapers were used to examine and analyze the coverage on athletes with disabilities and disability sports.

There are obviously significant differences between *USA Today* and *Donga Ilbo*. However, a race issue in both newspapers is still present. Thus, the images of female athletes with disabilities will be required to change in newspapers. The followings are conclusions in this study.
1. Hegemony of able bodied and male athletes exists in the newspaper coverage in *USA Today* and *Donga Ilbo*;

2. Athletes with disabilities and female athletes have been received less attention in newspaper coverage than able bodied and male athletes;

3. The coverage of *USA Today* on athletes with disabilities and disability sport during the 2008 Beijing Paralympic Games was trivialized and marginalized;

4. The treatment of female athletes with disabilities have depicted as passive image in *Donga Ilbo*, whereas no treatment in *USA Today*;

5. Lack of newsworthiness on athletes with disabilities in *USA Today* was found; and

6. Gender and race issues in the newspaper coverage in *USA Today* and *Donga Ilbo* are still present.

As mentioned above, the social values and beliefs on sport derive from the media impact. We gain useful information and dominant ideology through the mass media. Therefore, the treatment and report on athletes with disabilities and disability sport in the newspaper coverage provide us with the great opportunity to realize and change their biased images and values with respect to athletes with disabilities and disability sport. In this regard, all researchers continue on confirming what is wrong and important in the newspaper coverage about athletes with disabilities. For further research, the newspaper coverage from other countries during the Paralympic Games will be helpful to confirm the treatment and description on athletes with disabilities and disability sports. In addition, the study that examines and analyzes the coverage on athletes with disabilities through the Internet site which is dominated in current period will be required because of impact of technological current period.
REFERENCES


APPENDICES
APPENDIX A  
A Content Analysis Code Sheet

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Issue _____________  
Date _____________  

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Date _____________

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APPENDIX C
Photo Code Sheet

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Issue ______________
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Paralympics aim to change Chinese prejudices

By Gail Kelly
USA TODAY

BEIJING — When a radio show caller complained that her ned kid who was a blind and opti-
ized her prospects for mar-
riage last Monday, a caller
said, "Why isn't her sighted?
It's not a threat to her 15.
She never heard her name.
You're a blind kid, and you look up, you're, he said.
So I can't leave this kid.
"The issue of prejudiced names is eventually a "taboo that's a major goal for the Paralympic Games that begin here Saturday.

Despite progress in recent years, traditional attitudes about people with disabilities remain entrenched in Chinese society, and at least 10 million people with disabilities, nearly the equivalent of the population of Germany.

The Paralympics will bring together 340 athletes from 40 countries competing in 20 sports (each of which will have 9/5/2008)

Promising participation from China: The first Paralympic Games were held 2004 Paralympics in Athens and at the recently concluded Summer Games — people working with China's disabled hope for a to become a bread-
maker and narrates stories for blind people.

"I want to treat the limits on employment is for blind people, who are often told they can only "blind people can be broadcasters like Ma, they can do anything. They can be lawyers, they say. People should give them the right conditions," says Yang. "Beijing has spent 340 million since 2005 to improve access for the city's nearly 1 million di-
methed people, says Zhang Chang-

Disability A Chinese broadcast for the 2008 Beijing Paralympic Games celebrates in 9:00 a.m. The Paralympic Games feature 400 athletes from 40 countries to showcase ancient and modern China.

Beijing A Chinese broadcast for the 2008 Beijing Paralympic Games celebrates in 9:00 a.m. The Paralympic Games feature 400 athletes from 40 countries to showcase ancient and modern China.

Improvements include 2,800 homes with wheelchair access, 500 bus stops with ramps and "blind paths" — raised grooves along sidewalks that the blind can use as they walk.

"There are many blind person, says Zhang. "They are not standardized, and they were not built or designed by blind people. Some of them are like setting a trap (with obstructions)." We did one radio program where a blind person walked along the path, then bang, the maniacs into something, but what it was, then confused — bang, into something else."

"China's broadcast center is a new cort that provides services for people with disabilities in central Beijing, says Yang. "This center is a new cort that provides services for people with disabilities in central

The nation does have famous people who use a wheelchair: Liu Yang, son of former leader Li Peng; Yang Chuanjing, who was raised during the Cultural Revolution and is head of China's disabled foundation; and others.

"I'm a swirl to our show, and she changed her mind," says Yang. "She was not a swirl to our show, and she changed her mind," says Yang. "She was worried her boyfriend's family would reject her if they knew her father was blind. We talked, and we became friends. And now they are married."
Armbruster is named Paralympic flag bearer

By Janice Lloyd
and Vicki Michaelis
USA TODAY

Five-time Paralympian Jennifer Armbruster will lead the U.S. contingent into Saturday’s opening ceremonies of the Beijing Paralympics.

Armbruster was chosen Thursday as flag bearer by the captains of the 213-member team. She is captain of the goalball team.

“At first I was shocked, but most of all it is an honor to be chosen by my peers,” Armbruster said. “I am honored to represent my sport (goalball), my country, my Paralympic family and my team.”

The Paralympics has competitions for athletes from six disability groups in 20 sports through Sept. 17. More than 4,000 athletes from 148 nations are expected to compete.

Armbruster, 33, of Birmingham, Ala., is coached by her father Ken Armbruster. “Being selected as the flag bearer is a pretty big honor for me and my daughter,” said Ken Armbruster, an Air Force veteran. “I am just proud of her.”

After graduating from high school in 1989, Jennifer Armbruster started to lose her vision and gave up her scholarship to play college basketball. She took up goalball in 1999, a sport for the visually impaired. It is a fast-moving game in which three-person teams are positioned at opposite ends of the court in front of goals that are 29½ feet wide. Players guard their goal and complete throws to score. The game — 20 minutes with a halftime — is played with a ball that has bells inside allowing players to determine its whereabouts.

Pool time: U.S. athletesfigure to make the biggest splash in swimming. The team is led by Erin Popovich, who won seven gold medals at the 2004 Paralympics, and Jessica Long, who won nine golds at the 2006 world championships.

With women’s relays no longer a part of the program, Popovich won’t be able to match or surpass her feat from 2004. She added an individual event to her schedule, for a potential six golds. “I’m just going to do what I can with those events that I do have,” says the Montana native, 23. “And hopefully be just as successful in Beijing — 6-for-6 is the same as 7-for-7, percentage wise.”

Born with a genetic disorder that resulted in shorter arms and feet, Popovich competes in a different classification than Long, whose two legs were amputated below the knee when she was 18 months old. Long, 16, from Baltimore, is entered in seven events and holds 15 world records.

Coverage: Universal Sports begins its coverage Saturday with opening ceremonies at 7:55 a.m. ET. See universal-sports.com for complete listings.
Paralympian runs 11.16 in 100

Oscar Pistorius of South Africa began his bid for three gold medals in the Beijing Paralympics on Monday by finishing in 11.16 seconds for the fastest time in the 100-meter heats and a personal best. Pistorius, a double amputee, races with prosthetic legs and is known as the “Blade Runner.”
Pistorius wins 100-meter gold in Paralympics

Despite a slow start on a wet track, Oscar Pistorius won the most difficult of his three races in the Beijing Paralympics, clocking 11.17 seconds Tuesday to take gold in the 100 meters. Americans Jerome Singleton trailed in 11.20 and Brian Frasure in 11.50. In the pool, American Erin Popovich won her third gold medal, taking the 100 breaststroke for her disability class. She also won gold in the 200 individual medley and 100 freestyle. The Paralympics saw its first athlete banned for failing a doping test. Pakistani powerlifter Naveed Ahmed Butt tested positive for a steroid, the International Paralympic Committee said in a statement. He received a two-year ban.
Murderball muscles into Paralympics

Chinese take to rowdy sport of wheelchair rugby and face athletes from U.S. film

By Calum MacLeod
USA TODAY

BEIJING — Zhang Wenli hit rock bottom, quite literally, in 1994. Diving into shallow water, she broke her neck and became a quadriplegic, unable to walk and with reduced use of her arms. For the next 12 years, the former sports teacher felt trapped at home in eastern China — and useless.

That is, until a violent sport — and its gutsy American stars — changed her life.

Today, Zhang lines up against her heroes as Team China plays Team USA, the gold-medal favorites, in the opening battle of Murderball, aka wheelchair rugby, a clashing contact sport to take the Paralympic Games by storm — and smash stereotypes about people with disabilities.

The sport, invented in Canada in the late 1970s by a group of quadriplegic athletes who wanted an alternative to wheelchair basketball, hit the headlines with the 2005 U.S. documentary Murderball.

The award-winner at the Sundance Film Festival showed audiences what wheelchair users can do and helped push the game globally into the fast-growing wheelchair sport. Men and women can play on the same team in the game, which shows how sport and cinema can transcend language barriers. Nineteen countries field national teams.

China is among the newcomers to the sport. When the country started to build a team from scratch in 2006, scouts in Zhang's eastern province of Shandong asked her to try out.

"I doubted I could play, the game seemed so fierce," she remembers. Then she watched Murderball. And again, and again.

"I've seen it dozens of times. I don't understand what they are saying, as my English is poor, but I can feel the atmosphere and understand the lead athlete's situation," says Zhang, 40, speaking in Mandarin. "They are saying, 'We are not patients or victims, we are independent athletes. And now I am representing my country.'

China has screened the film for its squad multiple times, team official Xin Yue says. "They love it. Many of our athletes did not think they could ever be independent and so strong in their bodies," he says.

Coach Wen Yan, 37, who sports a long ponytail and a longer history as a soldier and basketball coach to the military, says wheelchair rugby has been key to rebuilding the spirits and lives of her players.

"In just a few seconds, these people became disabled by serious accidents," she says. "Afterward, they felt depressed. They often underrate themselves and feel inferior. But now, after training, they have recovered and wear a bright smile. We expect to come in last of the eight teams at this tournament, but we will show our spirit and enjoy the experience."


ci Maoshan was deafened and hospitalized in southwest Yunnan province when officials from China's federation for disabled people visited him last year. He broke his neck in 2006 in a fall at a building site. He had never heard of rugby, known as "olive ball" in China, let alone the wheelchair version.

Cui will play for his country in today's game after a year of full-time training. "I am not depressed now, but feel great and proud," he says. His only regret is that his wife and two children, back in their home village, have never seen him play. The cost of traveling to Beijing is too high, but he expects them to watch on television.

Mark Zupan, the U.S. team captain, battled progression of an illness, including his love life, is documented in Murderball, is delighted with the response to the film.

U.S. athletes: Rugby players Mark Zupan, right, and Scott Hoggett.

Murderball "bridges so many gaps that it doesn't matter what language you speak. The film brings disability to the forefront," says Zupan, 32, of Austin, who was disabled from an auto accident at 13. "Ten minutes into the film, you don't see the wheelchairs, you just see athletes."

Beijing student Zhang Peng, a volunteer at the wheelchair rugby training venue, agrees. "I used to think disabled people were a bit mysterious, and I had little contact with them. But once I saw them playing, I didn't think they were disabled at all. The game is so exciting. They are just like able-bodied people. I realize they are just like us and want equal treatment, not sympathy," he says.

Zhang, the only female player on Team China's 12-person roster, wants a photo with Zupan after today's game. "I worship him," she says.

Zupan warns that she waits no ten- eency on the court because she's a woman. "Girl or guy, if you're in my way, get out, or I'll move you out of the way," he says. There'll be trash-talking, too, he warns.

Zhang is unfazed. "I won't understand if any foreign player insults me. On the court, no one considers me a woman. The intensity and excitement is the charm of rugby," she says. "It will shock people that quadriplegics can play such an exciting game. That's what I hope the Paralympics will bring to China."
Swimmers pile up gold in Paralympics

Erin Popovich of the USA and Natalie Du Toit of South Africa keep winning swimming gold medals in the Beijing Paralympics. Du Toit captured her third gold medal of the Paralympics on Thursday, setting a world record for her disability class in the 200-meter individual medley. She finished in 2 minutes, 27.83 seconds, breaking her mark by more than two seconds. Popovich, the American team captain, won her fourth Paralympics gold, taking the 400 freestyle.

Two power lifters were banned for two years, bringing to four the number of athletes caught using illegal substances leading to the Beijing Paralympics. Facourou Sissoko of Mali and Liudmyla Osmanova of Ukraine had positive tests for steroids in out-of-competition tests, the International Paralympic Committee said Thursday. . . . An Irish soccer player with cerebral palsy was expelled because he was ruled not to be sufficiently disabled. Derek Malone was ruled ineligible for seven-per-team soccer. Malone said he had trained to limit his impairment and was being penalized for working hard.
Paralympian wins gold, 349th match in a row

Esther Vergeer won her 349th consecutive match Sunday in Beijing, capturing the Paralympic gold medal in women’s wheelchair tennis with a victory against Dutch teammate Korie Howman. Vergeer won 6-2, 4-6, 7-6 (7-5) to extend a streak that has lasted 5½ years.

American swimmers Erin Popovich and Jessica Long each finished with four gold medals. Both, however, failed to win a fifth gold Sunday. Popovich was second to teammate Cortney Jordan in the 50-meter freestyle. Long finished fifth in another 50 freestyle. In women’s sitting volleyball, China beat the USA 25-14, 25-19, 25-15 for the gold.

► Sanya Richards beat Olympic 400-meter champion Christine Ohuruogu on Sunday at the World Athletics Final in Stuttgart, Germany. Richards won in 50.41 seconds to Ohuruogu’s 50.83. In the 100 meters, Shelly-Ann Fraser (10.94) beat Jamaican countrywoman Kerron Stewart.
Dutch doubles team wins at Paralympics

Korè Homan and Sharon Walraven won gold in wheelchair tennis at the Paralympics on Monday in Beijing, defeating Dutch compatriots Jiske Griffioen and Esther Vergeer 2-6, 7-6 (6-4), 6-4. The Paralympics wind down today with the final day Wednesday.

Swimmer Kelley Becherer of Sheboygan, Wis., claimed gold Monday in the women’s 50-meter freestyle with a time of 27.85 seconds. In wheelchair rugby, the USA beat Great Britain 35-32 to earn a berth in the gold-medal game. The Americans play Australia today. The U.S. women’s wheelchair basketball team beat Germany 50-38 to claim gold. Christina Ripp led the USA with 16 points. In the men’s shot put, Iraq war veteran Scott Winkler of Grovetown, Ga., finished in fifth place, setting a personal best — 11.27 meters and 995 points.
Double-amputee Oscar Pistorius broke his world record and took a third gold medal as he won the 400 meters at the Paralympic Games in Beijing today (Tuesday night ET). The South African, 21, finished in 47.49 seconds, taking almost half a second off the previous mark.
베이징 장애인올림픽 3일 앞으로 2일 중국 베이징 국가아마추어선수대표팀 워터큐브에서 장애인 수영 선수들이 훈련 도중 출발대에 모여 아이기를 나누고 있다. 이들이 출전하는 2008 베이징 장애인올림픽은 9월 개막해 17일까지 열린다.
장애인 선수들 운동에만 전념하게 지원 늘였으면...

“전력 다하는 선수들 보면 뭔가”

김성일 베이징 장애인올림픽 선수단장

“장애인 선수도 일반 선수처럼 운동에만 전념하게 해주는 것이 가장 큰 포부입니다.”

김성일(전 공군참모총장·사진) 베이징(北京) 장애인 올림픽 선수단장은 8일 베이징에서 간담회를 갖고 장애인 선수들의 애로를 강조했다.

김 단장은 “각 국가 장애인들은 대표선수 소집 혼란을 받기 전날 까지도 언마로 생업을 이어가던 사람들”이라며 “국가대표 훈련에 소집되면 받는 하루 일당(3만 원)으로는 가족 생계가 끝나지 않다”고 말했다.

대표팀은 장애인을 지속적으로 모집하고 국가 명예도 높이고 싶지만 현실적 문제 때문에 운동에만 전념하지 못한다는 것.

그는 “장애인 선수들 양성하고 싶은 지방자치단체도 있지만 (지자체) 소속 선수가 되면 공무원 총원에 포함되므로 공무원 자리를 줄여야 하기 때문에 어려움이 있다”고 강조했다.

이어 “지난해 4월 전에 후 장애인체육공정처에 이어 올 5월부터 올림픽 선수단을 맡은 뒤 장애인이 비장애인보다 세상을 볼 다른 사람들을 보는 사람들이라는 것을 알았다”고 말했다.

이번 올림픽부터는 은혜달 포상금이 일반 선수와 같아져 전력과 연습에 몰두하는 선수들을 보며 가슴이 푹OldData 현장에 입촌식을 했다. 제 18회 장애인 올림픽은 6일부터 17일까지 열렸다.

베이징=구자룡 특파원

bonhong@donga.com
장애인 인간승리에 더 큰 격려와 박수를

6~12일 중국 베이징에서 열리는 13회 장애인 올림픽 참가 선수들의 삶은 하나나가 계약과 한계에 대한 무한 도전을 보여주는 감동의 드라마다. 세 살 때 소아마비로 하반신 장애인이 된 황혜리 라이서 동족단(33·제주도청) 선수는 2004년 아테네 장애인 올림픽에서 금메달 2개와 은메달 1개를 받아 이어 이번 대회에도 출전한다. 그는 200m 세계기록(38조31)을 갖고 있다. 지체장애 3급으로 몸에 대한 공포를 이기기 위해 수영을 배운 허영현(23·서울시청어관수영연맹) 선수는 배영 50m 세계기록(49조94) 보유자다.

선천적 장애인도 있지만 후천적 장애인도 많다. 비(非) 장애인도 잠재적 장애인이다. 장애를 닮고 있어선 많은 이의 질변과 욕기기는 60여 지구인에게 흥미와 매력을 끌었다. 전도유명한 유도선수로 활약하다 대학 2학년 때 사고를 말한 박정민(33) 선수는 "신체적 장애보다 더 무서운 것은 자신감을 잃는 마음의 장애었다"고 말했다. 최근 영국사회를 감동시킨 외국 모델 캐리 뉴스(23) 씨가 떠오르다. 그녀는 '할 수 없다는 생각만 하지 않는다. 면 뭐든 이뤄 봤을 수 있음을 증명하고 삶이 모범대회에 출전했고 마침내 유명 패션잡지 '마리 콜레르' 영국판 9월호의 표지를 장식했다.

지난 베이징 하계 올림픽에서 콜로라도 야구팀구단수 파리타가(19)는 발목이 아파서 없는 오른발 땃줄로 공을 던져서 브레이크를 넣었다. 남아프리카공화국 여자 수영대표 나필리 둥투이(24)는 왼편으로 10km를 해 yılı았다. 아들 뤼호는 '주 의력결핍과행증후군(ADHD)'을 이기내고 수영의 전설이 된 미국의 마이클 헬프스 못지 않게 갈취를 받았다.

148개국에서 참가한, 경주 및 기타 장애, 뇌성마비, 시각장애를 가진 선수 4,669명이 참가하는 이번 대회에 한국은 13개 종목 78명의 선수로 보남. 모두 자신과의 외로운 싸움에서 역경에 굽하지 않고 기량을 낳은 선수다. 한승수 국무총리도 한국 출전리와는 처음으로 장애인 올림픽 개막식에 참석하고 선수들을 격려한다. 온 국민이 승부를 놓고 참전 아름다운 아들의 도전에 더 큰 박수와 공감을 보내자. 그리고 일상 속에서 장애인 차별을 벌어내자.
초인들 12일간 아름다운 도전

140여개국 7000여명 참가... 한국 '팀 코리아' 종합 14위 사냥

제3회 뮤직 동아울림픽 1일 개최식을 시작으로 12일간의 열매가 놓인다. 중-east 아울림픽은 세계의 전Whats의 국내선 초인들을 대상으로 놀리는 소프트 스포츠이다.

* 금 13개·종합 14위 달성

사상 최대 규모의 이번 장애인올림픽에는 모두 14개국에서 선수 4000여 명 중 7000여 명의 참가자가 참가한다. 역대 수 الشريف 중 30개 종목에서 모두 265개의 금 메달이 알려졌다.

한국 선수단은 '팀 코리아'라는 명칭으로 나가게 된다. 선수와 매표는 물론이고 종합 단패까지 한의사라는 개념이다.

한국은 전체 50개 종 중 30개 종 상당 중 12개 종목에 선수 77명 중 모두 132명의 선수단이 참가한다.

한국은 금메달 13개로 종합 14위를 달성하는 기록이다. 1998년 서울대회에서 금메달 4개중 4위를 차지한 적이 최고 성적이다.

* 백합대 이기는 장착 않으세요

한국선수단은 장애인이 소프트 스포츠에 참여하게 된다. 2004년 아테네한에서 통해 육상 100m, 200m, 400m, 800m 종주 등 높은 응원을 받는 선수 40여 명이 우승한 성과이다. 1998년 밴쿠버로 개최된 3회 놀링 종목에선 5개 종목에서 금메달 3개를 획득하여 5위를 차지하였다.


한국은 당면에서 금 4개, 실내에서 금 2개를 획득하는 등 모든 종목에서 탁월한 성과를 달성하였다.

한국 선수단은 12일간 아름다운 도전을 위한 준비를 하고 있다.
베이징의 함성 다시 한번! 장애인 올림픽 오늘 개막

5일 중국 베이징 원진호텔에서 열린 장애인 올림픽 코리아하우스 개관식 때 참석한 여러 장애인 올림픽 위원장들 등이 테이프 자물개를 하고 있다. 장애인 올림픽에서 코리아하우스가 마련되기는 이번이 처음이다. 베이징=영한뉴스

5일 개막해 19일간의 열린 대회가 끝나는 장애인 올림픽 기간에 한국 선수단의 공식 인터뷰를 포함한 국가 이미지 홍보와 스폰서의 지원의 많은 기자들에 의한 신문과 잡지의 홍보가 중국 베이징(北京)에 분을 끌였다.

대한장애인체육회는 이날 베이징 원진호텔에서 펼쳐진 대한장애인 올림픽 홍보와 지원금 캠페인과 선수단 등이 참석한 가운데 코리아하우스 개관식을 가졌다.


개막식 참석을 위해 중국을 방문한 참석한 참가자들이 6일 코리아하우스에서 공식 기자회견을 갖고, 사진작가 조직하에 써진 대회 기간 장애인 선수들의 역량적인 모습을 담은 사진을 이곳에서 전시할 예정이다.

장 위장관은 “장애인 올림픽에 참가한 40년 만에 코리아하우스를 갖게 됐 놀랄게도 저렇게도”며 “장애인 소포츠 발전을 위한 좋은 계기가 되기를 바란다”고 말했다. 이동식 기자 wing@donga.com
베이징 장애인올림픽 '감동의 드라마' 개막

한국 선수단 입장

제13회 베이징 장애인 올림픽이 6일 베이징 대회장에서 개회식을 올리고 12일간의 열전에 들어갔다. 중국이 간세자로 표기한 각국 경영의 첫 글자 화투에 따라 중국은 148개국 가운데 126번째로 입장했다. 기수를 맡은 약 90kg급 복종철(일)을 선두로 김성일 단장(일회 모자 담 대사) 등 한국 선수단 '팀 코리아'가 관중의 환영을 받고 있다. 베이징=EPA 연합뉴스
활체어 탄재 공중 30m 빗줄타고 성화 점화

'초인들의 드라마' 148개국 7383명 참가 12일간 열전

1884년 중국에서는 처음으로 장애인용자재로서 근체를 담당한 시점이 있었으며 선비인 성기구가 장애인의 활동을 위해 만들어져 사용하였다. 이는 장애인의 권리를 해방시키기 위한 시도로 보아도 좋을 수 있다. 이는 장애인의 복지에 대한 인식을 높이는 데 큰 역할을 한 것으로 평가된다. 

사이클 3000m 진용식 은빛 질주 

한국은 제3회 아시안 게임에서 실적을 얻고자 한 해를 맞이하였다. 이번 대회는 인천에서 열리며, 각 경기는 열띤 경쟁을 펼치고 있었다. 사이클 3000m 경기는 조건에 따라 다양한 방식으로 진행되었다. 

6주간 올림픽 급경주를 준비하는 사이클 선수들은 전력과 집중력을 높이기 위한 특별한 훈련을 받고 있었다. 6주간의 훈련은 선수들의 실력을 높이는데 큰 도움이 되었다.

Name of Newspaper: Donga Ilbo
Issued Date: 9/8/2008
6월 총회 베이징과 물동적 추진기간에서 개최한 장애인물동적 개최시에서 받은 동기 선수인 하우스비가 성화 전화를 통해 전화를 통해 발화할 수 있도록 하여있기 철학적 발화를 올리고 있다. 베어링 고정에서 보는 모습.
“한국총리 첫 참석”
조직위 회보 소개
베이징 정부에 맞서 계획에 맞서 날수 없게 하려는 한총리의
남경섭 장관이 장례식에 참석한 후에
 결국 허락받아야 하는데
 범죄자라는 이유로

“17개월 아가에게
‘금’ 주고 싶었는데…”
김인연. 사격 여섯번째 흉목도었습니다.
남의 두경기 천선... 선수위원도 노려

마지막으로 총 탄환은 9.8쪽을
기록했다. 총 100.3쪽을 보내
총점 483.3쪽.
성우 박희나가 봉고대비(서로 백기바라)
补充되어 8.5쪽이 됐다.
2000년 시드니 장애인올림픽에서
자신이 세웠던 세계기록 291.1점
에는 10점 이상 못했던 1992년
바르셀로나에서 2000년 시드니
대회까지 여자 사격 3연패를 달성
했던 김인연이 41, 41, 41번의
여섯 번째 금메달은 쉽지 않았다.

“지난해 때마침 아가에게 적 금
메달을 선물해 주고 싶었는데...”
김인연은 베이징 장애인올림픽
경기 3일간인 7일 베이징 사격장에
서 열린 여자사격 10m 흉목도 3연패를 이루는
이 날 7위에 그쳤지만

원래 메달을 따기 힘들지만
배트종사의 실력이 있었다. 결심을
마지고 이번 대회 첫 금메달의 주
인공이 된 봉고대비에게 얻으며
약수를 견디는 데는 필요하다. 그
한편 경기장 내는 그녀 눈에
서는 눈물이 흘렀다.
4개국 소아마비를 앓은 김인연
은 장애인 사격계의 독보적인 존재
이었다. 역대 장애인올림픽에서 금
5, 은 9, 동메달 1개를 획득했다.
2004년 아테네 대회에서는 은
메달에 머물렀던 그는 이로 인해 경
참경기 사격대회에서 유산의 아
품을 얻었다. 이렇게 다시 가진 아

7일 베이징 장애인올림픽 사격 여자 10m
공기소총에 출전한 김인연. 이미 육리학
3연패를 이룬 그는 이날 7위에 그쳤지만
마소를 풀고 있다. 베이징=연합뉴스

이가 세상 빛을 본 것은 지난해
4월. 하지만 육리학 준비를 위해
합숙훈련을 시작하면서 아이들을
보는 건 주말에만 가능했다.
“한국선수들 너무 잘했다. 최
상을 달성하기 때문에 만들지 않지만
작업에 이상을 주지 못한 기원에게
계 금메달로 마친 마을을 풀고 싶었다.

김인연은 9일 50m 스탠드소
총 37매, 111매 공기 소총 복
사 경기를 남겨두고 있다.

한국이란 하나의 척목처럼
남아. 국제장애인올림픽위
회(IPC) 선수위원에 당선되는 것
14명의 후보자 가운데 6위 안에
걸린 선수위원이 된다.

이승관 기자 why@donga.com
스포트라이트

끝나지 않은 감동

박태환이나 이종대처럼 잘 알려진 스타는 없다. 하지만 그들도 독감이 4년을 기다리며 꽃은 떨어짐을 줄이기 위해 준비하고 있다. 그리고 이제 세계 최고의 선수들이 결합해 새로운 캐나다를 다룬다. 알려진 사람들을 많지 않아도 그들은 이미 국내 최고다. 제13회 베이징 장애인올림픽에 출전한 한국 선수 77명이 보여 주는 감동의 명승부는 17일까지 계속된다.

최성진 remin@donga.com
아! 실수... 사격 문애경 눈물의 銀
여자 10m 공기권총에서 4.5점차 2위... 탕구 이해곤 준결 진출 6연속 금 노려

최소득부 보칙에도 소향
사격의 대상에는 한국의 두
번 째 오리가 있었다.
문화대는 오 베이지가 사격터에
서 열린 국내 10m 공기권총 결선
에서 총 48.2점을 기록해 4위,
3위를 놓고 3위의 45.1점을 놓고
이었다. 오 베이지는 자신의
머리아이국과 같은 45.1점을 사
간 50거리를 놓고 모두 완벽하게
전시한 것을 눈물로 짓고 나서
길이 6점으로 놓기 위해 보복을
할 때에는 놓기.

“당신은 베이지가 아닐 뿐만 아니라, 리카도에요.”
당시 원화대의 보첩이 되는 사
명을 한 베이지의 아버지인
소향에 이르게 되었다. 바로
자신이 한국의 대표로도 메달
이 나오고 하려는 상황에 서술한
사건을 했다. 그
리다던 베이지의
로드타임에 이어
이 놓기로 놓기
하는 LIST 방송의
형식으로 놓기
하는 공개행사
在于의 자신이 놓기
하는 방송의 형식으로
이 놓기로 놓기
하는 공개행사
在于의 자신이 놓기
하는 방송의 형식으로

“박태환만큼 훌륭... 마음속 메달 도전”

말하신 안녕... 박태환의 메달 도전은
박태환의 메달 도전은
박태환의 메달 도전은

"말 vọng은 김지는 자유형 10m 5위 역량"

"말 vọng은 김지는 자유형 10m 5위 역량"

"말 vọng은 김지는 자유형 10m 5위 역량"

"말 vọng은 김지는 자유형 10m 5위 역량"

"말 vọng은 김지는 자유형 10m 5위 역량"

"말 vọng은 김지는 자유형 10m 5위 역량"

"말 vọng은 김지는 자유형 10m 5위 역량"
치 성의 장애인들의 목표로 400m T54에서 출발한의 참가자들이 필승기를 앞두고 힘든 경주를 하고 있다. 경주를 내내 높은 응원을 실시한다. (자료수록)
장애인올림픽 금메달 - 베이징의 감동 다시 한번

가다란 금메달의 한계뿐이 3개나 올려졌다. 한국 선수들은 9일 베이징 장애인올림픽 사격에서 2개, 보수아에서
서 1개 동 세 번이나 사상대 한 위에 올렸다. 사격 여자 50m 첮층 3차전 결승에서 한국에 첫 금메달을 안겨준 이수리(오른쪽 사진)와 오은형은 은메달을 만 김영민이 함께 태극기를 들고
기뻐하고 있다. 보수아에서 우승한 한국 해태팀 '팀 코리아'의 박진범(오른쪽 사진)이 시상식을 마친 뒤 환하게 웃고 있다. 베이징=신화 연합뉴스

A13면에 관련기사
사랑'을 장전해 장애 너머로 쓴다

남녀의 손이 합쳐져 장애가 아닌 사랑으로 비춰지는 이 장애인 소식 "사랑"이라는 제목의 장애인 소식 중 하나로, 장애인이 없는 세상을 바라보는 독특한 시각을 보여준다.

사랑'을 장전해 장애 너머로 쓴다는 제목의 장애인 소식은, 장애인의 삶을 바라보는 새로운 시각을 제공한다. 장애인의 삶을 장애인이 아닌 사랑으로 무대로 메세지가 전달되며, 장애인이 없는 세상을 실현하기 위한 철학과 에너지가 풍부하게 담겨 있다.

사랑'을 장전해 장애 너머로 쓴다는 제목의 장애인 소식은, 장애인의 삶을 바라보는 새로운 시각을 제공한다. 장애인의 삶을 장애인이 아닌 사랑으로 무대로 메세지가 전달되며, 장애인이 없는 세상을 실현하기 위한 철학과 에너지가 풍부하게 담겨 있다.
보치아 손 박건우
1급장애 대표팀 막내 '1급투혼'

대표팀 막내 박건우는 대여날 때
난 높은 곳의 재배 안에 1급
장애를 겪지 않으나。

비행대장(전)은 장애인
아동센터에 정기
로 출근해 장애인
아동의 교육을
수행한다.

박건우는 장애인
아동센터에 정기
로 출근해 장애인
아동의 교육을
수행한다.

보치아 손 박건우
1급장애 대표팀 막내 '1급투혼'

"장애인의 한계 도전 스포츠 활동
자신뿐 아니라 사회도 변화시켜"

"장애인의 한계도 스포츠 활동
장려하는 자선단체나 사회를
변화시켰다."}

"장애인의 한계도 스포츠 활동
장려하는 자선단체나 사회를
변화시켰다."}

"장애인의 한계도 스포츠 활동
장려하는 자선단체나 사회를
변화시켰다."
스포트라이트

효심의 금빛 총성

제13회 베이징 장애인올림픽 사격 소총 50m 3차에서 출전한 이윤리 (34)가 한국 천수단에 첫 금메달을 안겼다. 1996년에 당한 교통사고로 혈체이에 의지하게 된 이윤리는 가슴 아픈 부모님을 위해 2006년 1월 20일을 잡았다. 사격 입문 2년여 만에 이뤄낸 올림픽 금메달과 그녀의 깊은 효심에 아낌없는 박수를...
문성혜, 첫 출전 여자탁구서 "예

100m 금 볼로프로우스
축구 전개자 3경기 모전

문성혜(36) 충북 충주 출신의 축구 전개자로 2008년 9월 1일
부산에서 열린 축구 전개자 3경기 모전에 출전하여 좋은 성적을
시도해 팀의 승리에 기여하고 있다. 부역사를 향하여 부전
위의 대표팀을 이끌어낸 문성혜는 이번 대회에서도 좋은
성적을 기대하고 있다.

문성혜는 부산 출신으로서 지역 축구에서의 경력을 통해
부상 경험이 적고, 팀의 리더십을 발휘하는 자질을 갖춘
여자축구 선수로 평가받고 있다. 축구 전개자로서의 역할
는 공격과 수비에 중점을 둔 태도가 그에게 이르렀다.

문성혜는 2008년 부산 축구대회에서 우승을 차지하며
부산 축구의 미래를 주목받게 되었다. 이후로는 여러 대회
에서의 활약으로 인해 부산 축구의 대표로 부상위의 대표팀
을 이끌어내고 있다.

문성혜는 부산 축구대회에서의 활약을 통해 부산 축구
의 미래를 주목받게 되었다. 이후로는 여러 대회에서의
활약으로 인해 부산 축구의 대표로 부상위의 대표팀을
이끌어내고 있다.

문성혜는 부산 축구대회에서의 활약을 통해 부산 축구의
미래를 주목받게 되었다. 이후로는 여러 대회에서의 활약
으로 인해 부산 축구의 대표로 부상위의 대표팀을
이끌어내고 있다.

문성혜는 부산 축구대회에서의 활약을 통해 부산 축구의
미래를 주목받게 되었다. 이후로는 여러 대회에서의 활약
으로 인해 부산 축구의 대표로 부상위의 대표팀을
이끌어내고 있다.
사격 이지석 한국 첫 2관왕

‘월체어 육상 황제’ 홍석만(33) 제주장애인체육회 장애인 육상 선수로 400m 분야에서 세계 신기록을 세우며 한국에 다섯 번째 금메달을 안았다.

홍석만은 11일 베이징 장애인 육상장에 참가한 제주장애인체육회 장애인 육상 선수로 400m 경기에서 5분 22초로 세계 최고 기록을 세우며 3위를 차지하였다. 이는 홍석만이 장애인 육상 400m 경기에서 세 번째로 뛰었으며, 이번 경기는 그의 첫 경기로, 이전 경기에서는 5분 23초로 4위를 차지하였다.

9일 사격 혼성 10m 공기소총 부사에서 홍석만은 5위로 뛰어난 성과를 보여주었다. 이는 그의 첫 경기로, 이전 경기에서는 5위로 뛰어난 성과를 보여주었다.

이승건 기자 why@donga.com
타고난 ‘절주본능’ 막을 자 없었다

홍석만 400m 47.867 속… 자신 기록 1초19나 당겨 2004년 아베에 100~200m 2관왕 이어 다관왕 시동

사격 3번째 금… “최고 메달발”
박세균 사격 세계신 금
박건우 보치아 2관왕

사격의 박세균(37·청주시장·사진)이 세계신기록으로 한국의 7번째 금메달을 명중시켰다.

박세균은 12일 베이징 사격장에서 열린 사격 혼성 50m 권총 결승에서 합계 644.9점을 (552+92.9점)을 쓰고 우승했다. 같은 종목 이주희(36)는 630.1점으로 은메달을 따 2위를 모두 한국 선수가 차지했다.

박세균은 예선에서 기존 세계기록보다 4점을 많은 560점을 쓰고 앞서가며 본선 우승을 예약했다.

보치아에 출전한 한국선수단 '팀 코리아'의 박건우(18·인천은행학교)는 전날 사격 이지시(34)에 이어 두 번째로 2관왕에 올랐다.

이승건 기자 why@donga.com
“첫 출전 싸기뿐만 고생한 동료들에 죄송”

한국사력 4번째 싸 패배군 ‘이젠 청춘해야’
2000년 대회에서 농구로 출전- 중독 먹튀 꼭 이뤄

함께 출전 이주호는 은메달

“함께를 손의 동료들과의 학습에 처음 출전을 했으며, 그때에 키가 낮아서 당황했습니다. 본인의 몸무게가 55kg정도로, 키는 167cm정도이기 때문에, 출전 시에 상대와의 체격차가 유리한 상황을 막고, 본인의 키가 작아서 몸무게로 상대와의 체격차가 커질 수밖에 없었습니다. 그러나 이주호가 본인의 몸무게를 보다 낮추는 것이 필요하다고 생각했습니다. 그래서 본인의 몸무게를 53kg정도로, 키를 168cm정도로 하기로 했습니다. 그리고 이주호가 본인의 몸무게를 낮추기 위해서는, 몸무게를 53kg정도로 하기로 했습니다. 이런 방법으로, 본인의 몸무게를 낮추고, 키를 168cm정도로 하기로 했습니다.

감사합니다 이주호의 헌신적인 노력에 감사드립니다.

박건우-정호원 보해 2인조 우승- 사이를 전용식

한국사력 4번째 싸 패배군 ‘이젠 청춘해야’

바이징 장애인올림픽 종합 순위 2위

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</tbody>
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사상자는 홍우영

감사합니다 이주호의 헌신적인 노력에 감사드립니다. 이주호가 본인의 몸무게를 낮추기 위해서는, 몸무게를 53kg정도로, 키를 168cm정도로 하기로 했습니다. 농구 경기에서 팀의 화합을 통해 우승을 차지하고, 팀의 경기를 보다 흥미로운 경기로 바라보기로 합니다.
황설수설

100미터 11초17 義足

9일 베이징 장애인올림픽 육상 100m에서 남아프리카공화국 오스카 피스토리우스(22)가 두 다리 왜곡(義足)으로 뛰어 11초17을 기록하며 우승했다. 준
족이 둘째는 축구 선수의 100m 기록이 11초40으로 '체계적体育'으로서 나머지 참
다나한 베이징 올림픽 베이징에서 세계
신기록을 남 유인 볼트(9초69·저메이
카)보다 1초88, 여자 육상 100m 금메달
(10초78)보다는 둘째 0.38초 뒤지는 기록
이었다.

피스토리우스가 외치고 있는 제
어(J) 도양의 체양 왜곡은 탄소섬유로 제
작된 무릎과 엉덩이 중격을 흡수하고 탄
력도 있다. 발바닥에는 축구화처럼 스판
이크가 박혀 있다. 아일랜드 오스트랄리아
(AS) 제품으로 만든 장인 육상 선수가
사용한다. 그러나 미국 마이애미 의대
로버트 재료 교수는 '정상적인 다리는
평균 뒤 떼 박람을 빠르게 예언해 인터넷을
240%까지 사용하지만 왜곡은 평균 뒤
의 예언지 중 80% 정도만 다시 뛰어
으르는 데 사용할 수 있다'는 데이터를
내놓았다. 그만큼 현재하게 빠질 수밖
에 없다.

피스토리우스는 테라널 때부터
두 다리 편리가 없었고 생후 11
개월 때 무릎 아래를 절단했다. 어렸을 때부터 왜곡을 재현하며
라인등 장애인 몸茁해 보이고 있다. 누구나 뛰어난 무릎을 낳지만 피스토리우스가 다시 한 번 인류에게 입
줄을 이어나갔다.

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양궁 남자단체 - 여개인 이화숙

베이징 장애인올림픽

한국이 남자양궁에서 베이징 장애인올림픽의 9번째 금메달을 수확했다. 양궁 남자단체는 15일 단체전 리커브 결승전에서 중국을 209-206으로 꺾고 금메달을 봤다.

■ A20면에 관련기사

이홍구 올림픽 경영주로 구성된 남자팀은 1엔드 54-53의 근소한 차로 앞서간 뒤 2엔드에서 6점 차로 앞서며 승리를 차지했다. 이로 앞서 열린 여자단체전에서는 이화숙 김기희 김란숙으로 구성된 한국팀이 중국에 177-205로 7번째 메달에 머물렀다. 한편 이화숙은 13일 여자 개인 리커브 스탠딩 결승에서 중국의 가오양 103-92로 여유 있게 누르고 한국팀에 양궁 첫 금메달을 안겼다.

한국 장애인수영계의 '마린 보이' 민병은 남자 50m 배영 S3 결선에서 자신의 최고 기록인 44초80을 세우며 본전했으나 중국의 두철평 (44초31)에게 밀려 은메달에 그쳤다.

육상 훈디만은 남자 800m T53 결선에서 동메달을 추가했고, 탃�구 남자대표팀 단체전에서 동메달을 따냈다. 황인찬 기자 hicdonga.com
“여왕궁 육지 마라, 오빠가 있다”

단체 결승 나란히 뛰며 결투 - 여전히 1시간 후 끝 3점차 성과
배경 50m 반면 2세계적으로 25이 높고 중속 800m

중국 양구의 성공 도전은 천안의 승리하기도 했다.

15일 베이징 장관일의 물에 남가 단체 결승 결정 단체 결승으로부터 천안의 승리하기도 했다.

 앞에 둔 마마단. 베이징 단체 결승 경기로 구성된 경기장은 경기장이다. 성공으로 큰 욕심을 넣었다. 전국 제2의 결승 경기로 하며 경기장에 앞서 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장 하며 경기장하
男탁구단체 中 꺾고 10번째 金

벤태 장애인올림픽 오늘 폐막
남자탁구가 개최국 중국을 꺾고 한국에 10번째 금메달을 안겼다. ▶A21면에 관련기사
한국은 16일 벤태대 체육관에서 열린 제13회 장애인올림픽(패럴림픽) 남자 단체전 M 4~5등급 결승에서 최정식(41), 정은정(39), 김병영(39)이 출전해 중국을 3-1로 놓았다. 한국은 금 10, 은 8, 동메달 13개로 종합 13위를 달았다.
6일 개최한 패럴림픽은 17일 오후 9시 폐회식을 끝으로 12일에 걸친 인간 승리 드라마의 막을 내린다.

이승건 기자 why@donga.com
2시간 21분 혈투… ‘붉은 벽’ 넘었다

남자부대 단체 체육 점검 ‘금빛 마무리’ 사격·집업 전 IPC 선수권 선수 과정

양근에 쌓인 집중력을 끼워차득한 한국 선수들의 모습은 전 세계에 놀라움을 줬다. 그들의 힘은 이미 무게를 넘어, 도전의 한 횟물에 이르렀다.

한국 남자부대가 끝내 우승에 성공하고, 이들의 도전은 성공적이었다.

특히, 이번 대회는 한국 선수들의 끈기와 태도에 기대를 모았던 대회였고, 선수들의 열정은 참가자들의 마음을 사로잡았다.

대회는 공식적으로 10월 1일에 시작되어 21일에 종료되며, 이들 선수들의 성과는 전 세계의 관심을 끌었다.

사격과 집업 두 부분에서 각 선수들이 경쟁해온 결과를 살펴보면, 한국 선수들은 끝까지도 끈기와 열정을 품고 우승을 기록한 데에 성공하였다.

이번 대회는 한국 선수들의 힘과 도전정신을 보여주는 좋은 기회였고, 앞으로도 이러한 열정이 계속되길 기대하고 있다.
‘아름다운 도전’ 베이징 장애인올림픽 폐막

제13회 베이징 장애인올림픽이 17일 폐막식을 끝으로 19일간의 열정을 마쳤다. 한국은 10, 은 8, 동메달 13개로 총 21개에 올랐다. ▶A14-25면에 관련기사

재판 공적과 역사적 가치가 있는 장애인올림픽은 2012년에 열린다. 이는 2004년 아테네 대회에 이어 2연패를 달성했다. 다음 대회는 2012년 런던에서 열린다.

한국 선수단 본진은 19일 오후 8시 30분 인천공항으로 입국해
한국에서 기자회견을 한 뒤 해산한다. 이승건 기자 why@donga.com
인간승리 드라마 쓴 영웅들 수고했습니다

여사의 이순신 콜로키 목사구피와 제한판 혼인의 혼은 선수 77명에 국인들 박수 장례

“기업-지자체, 장애인 더 도와주길”

문화재성 장애인정책과장을

문재인 대통령의 저작권에서의

문재인 대통령의 저작권에서의
스포트라이트

막 내린 '감동 드라마'

제13회 베이징 장애인올림픽이 17일 폐회식을 끝으로 열전 12일간의 막을 내렸다. 한국은 금메달 10개, 은메달 8개, 동메달 18개로 총합 38위를 차지했다. 신체의 한계를 뛰어넘어 최선을 다하는 선수들의 모습은 감동의 드라마였다. 장애인들에게 '나도 할 수 있다'는 꿈과 희망의 메시지를 전해 준 장애인올림픽은 2012년 런던에서 다시 열린다.
“허기 달래며 허름한 식당서 훈련… 김판 선수들에 감사”

스포츠화제/이사람

패밀립픽2관왕 보치아 김진한 코치

김지민, 김진한, 김태호, 김세훈 등은 김진한 코치의 지도로 2관왕에 올랐다.

자원봉사하다 장애인 체육과 인연

훈련장 지하층 후원자 나타났으면

"2000계기의 김지민이 8비기 공부한 사람을 기를 펼치고도 못할 정도로 강한 기가 있다. 이들 뒤에 따라가 요리와 직업을 배우시다." 김지민은 2004년 박진우의 재능을 발견한 후 팀의 규범이 뒤집히는 "

동감대가 단단한 평범한 문 ابن고 코치는 큰 폭발적인 악

김코치가 코치로 시작했을 때 팀은 2관왕

김지민은 "보석의 아기"라고 불리며

동감대가 단단한 평범한 문

김코치가 코치로 시작했을 때 팀은 2관왕

김지민은 "보석의 아기"라고 불리며

동감대가 단단한 평범한 문

김코치가 코치로 시작했을 때 팀은 2관왕
시장

오무영
인재대 의장 소아청소년과 교수

제13회 베이징 장애인올림픽(패럴림픽)에서 한국이 금메달 10개, 은메달 8개, 동메달 10개로 종합 13위에 오르고 대회는 17일 막을 내렸다. 장애인올림픽 소속은 세계 금메달의 대화로 인해 소외하였던 음악치료가 다시 주목받기 시작하였다.

'장애인올림픽'은 장애인의 생활 환경 개선을 위해 시작된 국제적인 여름 스포츠 대회로, 1976년에 캐나다 몬트리올에서 최초로 열렸다. 이는 장애인의 역동성과 일상 생활의 중요성을 알리기 위한 국제적인 스포츠 대회로, 장애인의 존중과 이해를 돕기 위해 설립되었다.

'장애인올림픽'의 목표는 장애인의 생활 환경 개선을 위해 시작된 국제적인 여름 스포츠 대회로, 1976년에 캐나다 몬트리올에서 최초로 열렸다. 이는 장애인의 역동성과 일상 생활의 중요성을 알리기 위한 국제적인 스포츠 대회로, 장애인의 존중과 이해를 돕기 위해 설립되었다.

장애인올림픽은 장애인의 생활 환경 개선을 위해 시작된 국제적인 여름 스포츠 대회로, 1976년에 캐나다 몬트리올에서 최초로 열렸다. 이는 장애인의 역동성과 일상 생활의 중요성을 알리기 위한 국제적인 스포츠 대회로, 장애인의 존중과 이해를 돕기 위해 설립되었다.

반합 관심 대신 해야 할 일은

베이징 장애인올림픽에 뛰어난 한국 선수들은 역습할 만한 반감시가 없어도 모르겠다. 15위에 올라 우리 대한민국의 대회를 정점으로 이어져 장애인을 대상으로 하는 국제적인 프로그램이 필요하다. 장애인수는 전 세계 1억 2천만명으로, 흔히 '장애인'이라 지칭하는 만큼, 장애인의 존중과 이해를 돕기 위한 국제적인 프로그램이 필요하다.

장애인수는 전 세계 1억 2천만명으로, 흔히 '장애인'이라 지칭하는 만큼, 장애인의 존중과 이해를 돕기 위한 국제적인 프로그램이 필요하다. 장애인수는 전 세계 1억 2천만명으로, 흔히 '장애인'이라 지칭하는 만큼, 장애인의 존중과 이해를 돕기 위한 국제적인 프로그램이 필요하다.