Media Framing of Thai Paralympics and Paralympians

Parichart Sthapitanonda[a]*, Kitt Wongarsa[b] and Chayanit Vivatthanavanich[c]

[a,c]Chulalongkorn University, Bangkok, Thailand, [b]Royal Thai Government, Bangkok, Thailand

ABSTRACT

The objective of this study is to find out how local newspapers in Thailand reported the Paralympic Games and the Thai Paralympians during the period of 2012 London Paralympics. As an empirical study, we applied the framing methodology to analyze the 2012 London Paralympics news of the top three newspapers in Thailand: Bangkok Post-the leading English newspaper, Thairath-the most popular Thai newspaper, and Siam Sport News-the biggest sport newspaper. The quantitative results showed that Thai newspapers paid most attention in reporting news of Paralympics after the games were over. The most popular frame was about rewards given to the Paralympic winners. By applying Thai dramatic frames to analyze the stories of Thai Paralympians, orphan characteristic was most framed as an image of Thai Paralympians.

Introduction

"The media may not only tell us what to think about, they also may tell us how and what to think about it, and perhaps even what to do about it."

Maxwell McCombs (1994)

This quotation, from a book chapter on "News influence on our pictures of the world," in Bryant and Zillmann's *Media Effects*, reflects an important role of media in the society. Especially, it emphasizes on the powerful role of media in setting social agenda. McCombs and Shaw (1972) had previously argued that media play an important role as they proposed in "the agenda setting theory," saying that "mass media" has the ability to transfer the salience of items on their news agenda to public agenda.

The McCombs and Shaw's agenda setting theory has challenged the limited-effects approach of the media since the theory was strongly supported by a number of empirical studies that the press has a power toward the audiences while the audiences are freely to choose the content that match them (Griffin, 2012). These studies were mainly inspired by the quantitative research of McCombs and Shaw (1972), which monitored the election campaigns and analyzed the cause-effect relationship between media content and voter perception. The result of their study showed a match between the media agenda and the public agenda.

CONTACT
Parichart Sthapitanonda (Ph.D., Ohio University, USA.) is a professor of public relations and Vice-president for academic affairs and social outreach, Chulalongkorn University, Bangkok, Thailand.
Kitt Wongarsa (Ph.D., Chulalongkorn University, Thailand) is a public service executive, Royal Thai Government, Bangkok, Thailand.
Chayanit Vivatthanavanich (Ph.D., Chulalongkorn University, Thailand) is a communication professional, Chulalongkorn University, Bangkok, Thailand.
*Corresponding author's email: sparicha@chula.ac.th

During the 1970s and 1990s, hundreds of empirical studies using a quantitative research method brought about the results to confirm the hypotheses that the press has an important power in setting media agenda on various issues. Also, these studies indicated that media agendas are correlated with the public agenda, helping McCombs (1994) reconfirmed the link between media and public agenda. He also explained it in a less academic way that "We judge as important what the media judge as important" (McCombs, 1994, p. 4).

However, looking at previous studies, we find that the study of "media" was performed by scholars in political contexts. For example, Walter Lippmann argued in his famous 1922 book, *Public Opinion* that media play a role as a mediator between "the world outside and the picture in our heads" (p. 3). He explained that people do not deal directly with their environment as much as respond to "pictures in their heads." Also, he believed the real environment is too big and too complex, and that people always act in a way that they reconstruct them on a simpler model before they can manage an issue in their environment. And media, according to Lippmann, become one of the mediators that help people reconstruct the real picture in the world.

Bernard Cohen (1963) also studied the roles of the press in foreign policy, applying Lippmann's ideas into a concrete example of media's role and claiming that, "The press is significantly more than a purveyor of information and opinion. It may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about. And it follows from this that the world looks different to different people, depending not only on their personal interests, but also on the map that is drawn for them by the writers, editors, and publishers of the papers they read" (Cohen, 1963, p. 13).

All of these literatures lead to support what McCombs and Shaw (1972) claimed in their agenda-setting theory about the role of media in shaping the society, by setting media agendas that lead to the public agendas.

Media Framing: The power of the Press

"To frame is to select some aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described."

Robert Entman (1993)

In order to clarify the process of framing, Robert Entman described it in a practical way in "Framing: Toward clarification of a fractured paradigm," in *the Journal of Communication*. This framing concept was proposed as the extension of the classical agenda setting theory. McCombs (1997) then claimed that there are two levels of agenda setting. The first level is called the object level of agendas, which is about how media coverage can influence the priority assigned to objects by telling people "what" to think about. The second level is called the attribute level of agendas, which is about how media "frame" the way of "how" to think about the issues they are proposing. Especially, it is also about the prioritization of the attributes that are important to us. These attribute agendas are what McComb called as "Frames," while the agenda setting process at the attribute level can be called as "framing process."

Journalists, according to Sikorski and Schierl (2012), apply media frames to change the complex issues and occurrences to newsworthy events. These journalists' techniques include presenting specific aspect of reality in a comprehensible news stories (Scheufele, 1999, 2000; Sikorski & Schierl, 2012; Van Gorp, Vettehen, & Beentjes, 2009). However, the concept of "frame" was also developed from the qualitative root of symbolic interactionism and social constructionism proposed by Erving Goffman (1974). Goffman's frame analysis is quite different from McComb and Shaw's media framing. On one hand, Goffman's frame analysis (1974) is a micro-level theory, which pays attention to the audience and their expectation to make sense of everyday life. On the other hand, McComb and Shaw's media framing (1972) is a macro-level theory that focuses on the media role in shaping the way people think about issues represented in the media and in the society.

By applying the concept of "framing" to analyze news coverage, a number of interesting points were found in the western media. For example, Gitlin (1980) found that news is represented in a way that ignored the ideas and humiliated the activities of the radical groups. Tuchman (1978) realized that news seeks to reinforce socially accepted views and the expected ways of seeing the social world. Gamson and Modigliani (1989) found that news is developed and promoted by individuals or groups who expected to shape the way of seeing social world, by presenting their ideological interests towards issues. This is what Gamson and Moigiani (1989) claimed that these movements have a challenging ability to develop the "frames" to share their view and persuade the press to frame it in news stories.

To sum up, the "frame" power from the micro level to the "framing" power of the macro level is in the power of advocating change. If the

movements are successfully promoted their frame in the media, it may bring about a challenging to change in social orders. It also leads to the final destination on social change, as expected by these interest groups, and promoting by the press.

From Olympic to Paralympic: The Challenging "Frames" in Making Social Change

The Olympics has frequently broken the record as the most interested sport news being seen from people around the world. In the U.S. television history, the 2008 Beijing Summer Olympic Games drew a record as the most watched TV event that reached 217 million in the United States (Billings, Angelini, & Duke, 2010). When Olympics have come to the end, it is yet not the end of this great game. It is also the sign of the opening of the Paralympics where great Paralympians from every corner of the earth join and compete in their specialized sports. The difference between these two great games is that athletes at the latter game are equipped with specially designed devices to enhance and aid their sport capabilities. Furthermore, some of the sports are named and ruled differently for instance boccia, wheelchair basketball, wheelchair tennis, etc.

Since, the creation of the Paralympics Games was first introduced as a tool for rehabilitating soldiers with spinal cord injuries following World War II. The focus of the games has shifted from a medical rehabilitation approach to emphasizing competitor's athletic achievements (International Paralympic Committee, 2008). According to the International Paralympic Committee (IPC), the goal of the Paralympic Movement is "to enable Paralympic athletes to achieve sporting excellence, in order to inspire, and to excite the world." Additionally, the Paralympics has expanded to include a wide range of impairment types. The 2008 Beijing Paralympics included people with visual impairments, amputations, cerebral palsy, spinal cord injuries, intellectual disabilities and Les Autres, which includes all athletes who do not fit into any of the aforementioned groups (International Paralympic Committee, 2008).

The first official Paralympic games were held in Rome in 1960 and consisted of 400 wheelchair athletes from 23 countries. Participation continues to grow and reached a new number at the Beijing games, at which 3,951 athletes competed from 146 countries (International Paralympic Committee, 2008). To better demonstrate the rapid growth of the Paralympic Games, the London Summer Paralympic Games grew to 4,280 athletes from 166 countries in 2012 (International Paralympic Committee, 2012).

When looking from the media framing approach, Clogston (1994) proposed that athletes with disabilities in American news are framed in two models: a traditional and a progressive model. In a traditional model, athletes with disabilities were framed as malfunctioning, focusing on the respective disabilities, and the dependency on society in terms of medical and economic issues. In a progressive model, athletes with disabilities were framed as "able" persons with disabilities, in different cultural context, and concerning with human rights issues.

It is, therefore, very interesting to apply media framing approach to understand how media in other countries frame news of athletes with disability. Especially, the Paralympic game should be one of the major concerns since they were claimed as the "spearhead" of international competitive sport for people with disabilities, and as one of the largest sport events in the world (International Paralympic Committee, 2012).

Thailand: The News and Their Challenging in Framing of Paralympic

Thailand is a developing country in Southeast Asia. Buddhism is the major religion that plays an important role in Thai people's life. Especially, the concept of "giving" their belongings to other has been a major principle practicing in every Thai family.

Practically, "Giving" in Thai society can be seen in many ways. For example, in the early morning, Thai people practice the way of giving food and money to local monks, which is one very important part of our Thai cultures. Moreover, an individual who has a higher social status is always seen as "giver" to the lower social status. Giving, accordingly, can be money, monthly expense, or donation, etc.

Historically, "giving" has rooted form Buddhist Jataka or tale, which is centralized around the idea that to donate your property or treasure to the others means to pay respect and send regard to the one you love, such as the family members and the nation's leading figures. This idea has been repeatedly reproducing across various media, including songs, poems, and the national anthem or soul-stirring song.

The imageries of "giving" have also been portrayed under the construction of able-disable persons. In some society, for example Thai society, the disabilities, around 2.25 percent of Thai population are recognized in terms of their pity, needing of supports (National Office for Empowerment of Persons with Disabilities, Ministry of Social Development and Human Security, Thailand, June 2014).

Thai's belief about karma and fate always portrayed the occurrence of disability as a consequence of bad deed or karma in the previous life. So, to say, the disability happened as the

stigmatization of the bad previous life or to pay back for it. The portrayal of this belief is usually seen from various media for example drama, song, poet, and so on. This portrayal of the disabled person is seen in a very different perspective from the Paralympics' portrait and goal where the disability and disable persons are valued as fame, dignity and the equality of mankind.

From this above controversial issue, it leads to the challenge of "mass media" especially Thai media on how to frame the Paralympics' issues in various dimensions; the atmosphere of the competition, the result of the game or even the stories of the Paralympians under the conception "what media tell or represent to us is the agenda it also brings about."

Thai newspapers always grant space available for sports. In general, sports news consists of the detail of the competition and the results. Interestingly, it leads to our first research question:

Research Question 1: How do Thai mass media portray the Paralympics issues, especially in different periods of the competition, their content, and the stories of Paralympian?

Present literature on framing has interlinked with the concept of "power" that plays roles in policy both in political and also in term of organization (Entman, 2004). It also plays more emphasis on audience, since framing works to shape and alter audience members' interpretations and preferences through priming. Frames, therefore, introduce or raise the salience or apparent importance of certain ideas, activating schemas that encourage target audiences to think, feel, and decide in a particular way (Gross & D'Ambrosio, 2004; Iyengar & Simon, 1993; Kim, Scheufele, & Shanahan, 2002; Price, Tewksbury, & Powers, 1997).

We can define framing as the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation. Fully developed frames typically perform four functions: problem definition, causal analysis, moral judgment, and remedy promotion (Entman, 1993, 2004). Framing works to shape and alter audience members' interpretations and preferences through priming. That is, frames introduce or raise the salience or apparent importance of certain ideas, activating schemas that encourage target audiences to think, feel, and decide in a particular way (e.g., Gross & D'Ambrosio, 2004; Iyengar & Simon, 1993; Price, Tewksbury, & Powers, 1997; Kim, Scheufele, & Shanahan, 2002).

In the issue of sports, the trend confirmed that the strategy of Olympics has changed since 1980s. It rather became more commerce-related. As sited from Barnard, Butler, Golding and Maguire (2006) that media/marketing/advertising/ corporate nexus is concerned and more with building markets, constructing brand awareness, and creating local/globalized consumers/identities. Accordingly, the main focus of news coverage was on medals whether it be medal-winning performances, medal contenders/winners, or medal prospects. For example, from the previous study of news frame on British athletes during Olympics, such framing often fell within a nationalistic framework, and nearly two thirds of all news media coverage were on British athletes. How about news coverage or the other countries in the London Olympic Game? Yes, it leads us to our second research question of our country-Thailand:

Research Question 2: How different types of Thai newspapers represent the issues related to Paralympics?

In modern news reporting, narration plays a big part in encouraging the audience intimacy towards the person in the story. Not only the narration, the attachment of dramatic characteristics to the person also composed for sensational story. The study showed that in marketing communication perspective, the brand archetype concept was implemented for effective brand communication in Thai cultural context. The exploration of symbolic aspects of branding through the archetype concept revealed 72 personality traits as indicators for 15 brand archetypes. Those archetypes were the hero, sage, magician, warrior, trickster, seeker, helper, mother, lover, innocent, companion, king, loner, enchantress, and rebel (Akraudom, 2009). Therefore, it is interesting that under framing theory, dramatic theory and the brand archetype in Thai cultural context as a frame, the portrayal of Paralympians is represented in what way, which leads to our last question.

Research question 3: What characteristics are represented as the image of Thai Paralympians?

Methodology

In order to gain the better understanding on how Thai media frame Paralympics and Paralympians, a quantitative approach with the content analysis technique was applied to this study. However, to make it more practical, we decide to focus our study on the 2012 London Paralympic as a study frame.

Population and Sample

The populations in this study are newspapers that were sold in Thailand. In order to recruit the samples, we have applied the multi-stage sampling technique. The steps are as follows:

1.) The First Step: Selecting the newspapers. In order to screen newspaper, our first step is to select the national newspapers that are distributed in the publishing format and online format.

2.) The Second Step: Selecting the top-hit newspapers. Our second step in screening newspaper is to select the most-read newspaper in Thailand, in terms of the English daily newspaper, the Thai daily newspaper, and the sport daily newspaper.

According to recent The Thai government's Public Relations Department detailed directory of all media in Thailand, It was found that the most-read newspapers of each selected kinds are; Thai Rath own approximately 1,000,000 circulation and it is known as Thailand's most influential newspaper, Bangkok Post is the most-read English newspaper with approximately 75,000 circulation and Siam Sport shared 90 percent of sport newspaper market with approximately 30,000 circulation.

3.) The Third Step: Selecting news of London's Paralympic related issues. During this step, we used local newspaper database called, IQ-News clip, as a search engine. We also searched news by typing the key words of Paralympics 2012 in Thai, and English. The result of these screening leads to 469 news for our study.

Content Analysis Tool

In order to conduct the content analysis, with the quantitative approach, our analysis tool was developed with the coding sheet. It includes the count on the number of news that reported before, during, and after the games. on the following topics:

- *Number of news: Before, during and after the games*

Nancy Rivenbursh (2004) has summarized the characteristic of Olympic Games in her study. She has divided into two phases according to period. For her, pre-game of Olympic represents the cost of surrounding of the games, commercialism, host global image making goal and host preparation. All these points consider as positive aspect. But negative aspect also appears as per protest, government policy and delayed construction.

During Olympic competition, media tends to pay the focus on sport competition. Bernard et al also gives a support to this evident. According to his study, he proves that 40.9% of main focus of the news stories was the actual events and 38.4 % is about sport personalities.

- *Style of news format: News stories, photos, and mixed format*

In this research, news content covered news reporting, news articles, news photos, interviews, etc. In terms of news format, the selection of news stories is involved with various factors including personal aspect, cooperate aspect and external one on the basis of framing building. In terms of sport news, these three factors also have been driven by the stake share of sport organization, broadcaster and cooperate. Sport events and news coverage tend to benefit for media publicity, credibility, profile in market place and communicate to particular issues. For the public relations aspect, the benefit of using media coverage are associated with stake shared, too.

- *News Section on Paralympics news coverage: First page, Sport page and Other pages*

Framing news or news coverage is related to main concept or outline of particular event that required to publicize and thus receiver will perceive content immediately. By selection of headlines portraying in media, theme and style are brought to gathering people attention and drawing people's comprehension in particular issue, either direct or indirect way. Media operates agenda setting and framing by employing the method of selective, emphasis, exclusion and elaboration and finally projecting through headlines, leads or paragraph (Entman, 1993).

- *Main Characters in Paralympics news coverage: Paralympians, Sponsors, Related Authorities, President of the Paralympics and Family members.*

Bernard et al. also found dominance ideas of Olympism is related to the economy basis of global sport i.e. money. This commentary illustrated the emphasis on medals in the foreground or front-page coverage. Thus, it also reflects in this study that Sponsor and Related authorities are one of important key characters appearing in this result.

Previous studies about frames in sport coverages are represented in two aspects which are traditional and progressive; Traditional presentation models depict people with disabilities as malfunctioning, strongly focusing on the respective disability regardless of the actual subject of media coverage, and displaying people with disabilities as deviating from the norm and depending on society in both medical and economic terms. In contrast, progressive presentation models rather focus on the "ableness" of persons with disabilities and aspects such as "cultural diversity"" as well as human rights relating to the subject of "disability," displaying people with disabilities in a more differentiated way and indicating social deficits when it comes to interaction with people with disabilities (Clogston, 1994).

Currently, athletes with disabilities are frequently framed "traditional" often portrayed as typical, transnational, one-sided, and stereotype

presentation (DePauw & Gavron, 1995; Schantz & Gilbert, 2001; von Sikorski & Schierl, 2011).

In framing sports, Segrave studies the seven key frames related Olympics by depicting the idea of Olympism. He pointed out the frames; educational, international understanding, equal opportunity, fair and equal competition, cultural expression, independence of sport, and excellence. Bernard et al. also further his study and add more frames to analyze to suit the current interpretation of the Olympics values. She and her fellows developed five more frames to analyze which are hope, dreams and inspiration, joy in effort, friendship, and fair play. These models of Olympism center on two sets of ideas--around the nature of sport (excellence, achievement, etc.), and the nature of participation (understanding, fair play, etc.).

In this study, we found major frames in Paralympics news coverage from three different newspapers: Readiness, Life stories, Results, Story of the winner, Champions, Money plan, Welcome parade, Equality, Rewards, Sport development and Thai related beliefs.

In doing frames analysis, we employed the dramatic frames to the study. Themes found are:

1. Readiness (the readiness of the athlete before the game)
2. Life Stories (the stories of each athlete; personal stories)
3. Results (the result of the game)
4. Story of the winner (stories related to the athlete who won the game)
5. Champion (the story of the winner during the game)
6. Money plan (future plan on money rewards)
7. Welcome parade (the welcoming ceremony organized for the winner at home country
8. Equality (the equality rights of disable person)
9. Rewards (the rewards for the winner)
10. Sport development (the development of sports related to disable athlete)
11. Thai related belief (Thai beliefs related to sports which are offering medals to the King or to related it with superstitions)

Dramatic frames in Paralympics news coverage: Orphan, Warrior, Giver and Hero were brought as the concept thematic coding in this research according to the archetype found under the above 11 themes and being grouped into 4 mains frames. In order to develop the quantitative content analysis tool, we, firstly, developed the qualitative thematic content based on the supporting literature. Then, we use that theme to develop the tool on main characters, major frames, and dramatic frame. After that we had a pre-test session with our research team, to make sure that our research frame was fitted with the news and the understanding of the terms to be coded.

Findings

Research Question 1: How Thai mass media represent Paralympics issues especially in different period, news representation format, content and the stories of Paralympian?

Table 1 provides the overall media attention of Thai newspaper towards Paralympics in 3 periods; before, during and after the games. The total of texts studied includes 469 number of news in newspapers in which 220 (47.0%) news are highest mentioned after the game, followed by 132 (28.1%) news mentioned before the game and 117 (24.9%) news mentioned during the game.

Table 1 Overall Media Attention on Paralympics News Coverage

News Coverage	Thai Rath	Bangkok Post	Siam Sport	Total
Before the beginning of the games	59	15	58	132 (28.1%)
During the games	65	15	37	117 (24.9%)
After the end of the games	126	10	84	220 (47.0%)
Total	250	40	179	469 (100.0%)

Table 2, as regards the results of Paralympics representation in Thai newspapers, it is shown that the mixed between news stories and photos are represented the most 218 numbers (46.5%) followed by news stories 189 (40.3%) and photos 62 (13.2%).

Table 2 Overall Paralympics Representation in Newspapers

Representation in Newspapers	Thai Rath	Bangkok Post	Siam Sport	Total
News reports	108	16	65	189 (40.3%)
Photos	46	1	15	62 (13.2%)
News report and photos	96	23	99	218 (46.5%)
Total	250	40	179	469 (100.0%)

Next, Table 3 reveals Paralympics news are featured in the sport section the most (88.1%). On the contrary, it is rarely featured in the first page (8.1%) and other pages (3.8%).

Table 3 Overall News Section on Paralympics News Coverage

Overall News Section	Thai Rath	Bangkok Post	Siam Sport	Total
Front Page	2	4	32	38 (8.1%)
Sport Page	246	21	146	413 (88.1%)
Other Pages	2	15	1	18 (3.8%)
Total	250	40	179	469 (100.0%)

Table 4 indicates five main characters in Thai news coverage on Paralympics. From the above data, it shows that Paralympians him/herself are represented the most (51.6%) whereas sponsors and related authorities are following by 16.4% and 16.0%. The president of the Paralympics ranked fourth (13.6%) and family members represented the least (2.4%).

Table 4 Overall Main Characters in Paralympics News Coverage

Overall Main Characters	Thai Rath	Bangkok Post	Siam Sport	Total
Paralympians	152	27	124	303 (51.6%)
Sponsors	68	3	25	96 (16.4%)
Related Authorities	47	40	7	94 (16.0%)
President of the Paralympics	35	7	38	80 (13.6%)
Family members	4	3	7	14 (2.4%)
Total	306 (52.1%)	80 (13.6%)	201 (34.2%)	587 (100.0%)

Research Question 2: How different types of Thai newspapers represent the issues related to Paralympics?

Table 5 shows that the top three media frames include rewards, award money plan to be used after winning the games, and Thai-related beliefs that the Paralympians practiced after winning the game.

Table 5 Overall Major Frames in Paralympics News Coverage

Overall Major Frames	Thai Rath	Bangkok Post	Siam Sport	Total
Readiness	17	5	16	38
Life stories	22	5	7	34
Results	18	2	13	33
Story of the winner	4	2	1	7
Champions	5	7	7	19
Money plan	12	2	9	23
Welcome parade	20	2	14	36
Equality	5	-	6	11
Rewards	66	4	52	122
Sport development	16	2	23	41
Thai related beliefs	30	6	17	53
Total	215	37	165	417

Research Question 3: What characteristics are represented as an image of Thai Paralympians?

According to Table 6, the dramatic frames are found 63 coverages in Thai newspapers. The "orphan" is featured the most (76.7%) following by the "warrior" (70.0%) and the "giver" (43.3%) while the "hero" frame ranked the last featured only (20.0%).

Table 6 Overall Dramatic Frames in Paralympics News Coverage

Overall Dramatic Frames	Thai Rath	Bangkok Post	Siam Sport	Total
Orphan	4	10	9	23 (76.7%)
Warrior	4	7	10	21 (70.0%)
Giver	6	2	5	13 (43.3%)
Hero	2	2	2	6 (20.0%)

The Analysis

Paralympics and Space for the Winners

The result of this study shows that Thai newspapers paid most attention in reporting news of Paralympics when the Games was over (47.0%). This statistic leads to a question if local media would pay most attention to the local winner. This concept was not surprising since media usually construct their frame according to the taste of audience (Walters, & Merphy, 2008; Wicks, 2005).

However, when comparing the differences between the top three local newspapers, we found out that both Thai newspapers, Thai Rath and Siam Sport News, mostly focused on reporting news about Paralympics after the 2012 London Paralympics game was over. On the other hand, Bangkok Post, the English newspaper paid more attention in reporting news before and during the Paralympics than after the game. It may lead to the future research to find out why the media in the same country, but with different languages, devote different media space for the same news.

The result of this research might also lead to the furthers the further study in terms of new assumption related how to frame the news frame of the journalists for instance the factor of audience's character, the audience's interest, and also the media's interest.

Moreover, when analyzing about representation in details; the research also found out that having space provided in the media requires victorious stories of post-game activities rather than the pre-game activities of the Paralympians. Without doubt, it is a nature of media to highlight some achievements of the winner rather than the loser. On the one hand, as seen this Paralympics takes place to foster the equality of disability related to its original goals. On the other hand, it is also seen that marginalization is still circling around when the Paralympian fail to bring victory home.

Format of Paralympics and Paralympians News

The news of Paralympics was mostly represented in a mix format of photos and news stories (46.5%). However, these news topics were mostly reported in the sport section of their newspapers (88.1%). Although the Thai Paralympians won the London medal, major Thai media treated their news as a part of sport news, instead of the major or the leading news. It implies that it needs more time to gain public acceptance about the ability of Paralympians, and athletes with disability. Also, if we believe that public agenda link with media agenda, as proposed by McCombs and Shaw (1972), we need to take time to educate, or advocate in the media about issue of people with disability, especially the athletes. It will, hopefully, lead to make media more concerns about their role in the issue of destigmatization of athletes with disables and their equality, and to present their stories in various formats and highlight to the first page.

Characters in Paralympic News

According to the data, the research found main characters in the Paralympic news were the Paralympians (54.2%), the sponsors (20.5%), the related authorities (20.0%), the president of the Paralympic association (17.1%), and the family members of the Paralympians (13.4%). Major characters in the news are the winners of the game and the stakeholders. Thus, media interest is still focusing on the triumph to receive a huge number of audience's attention.

Frames in Paralympic News

The major frames before the game were about making a public announcement that Thai Paralympians would go to 2012 London Game, and how they practiced before going to compete in the games. Only the English newspaper, Bangkok Post had published articles about life stories of Thai Paralympians, especially those who were likely to win in the 2012 London game.

The major frames during the Paralympic were about reporting the results of the game, and

the stories of Thai winners in the games. The major frames after the Paralympic were in variety. The major focuses were about the results of the competition, the Paralympians, their life stories, and how they planned to use their money given by the sponsors, their route back to Thailand, and then go to give the medal to H.M. King Bhumibol before going back to their hometown. Also, Thai news paid their attention to how the local authorities prepared the parade to celebrate the success of the winners, or how they pay a vow, or to cherish, or to surveillance, etc. Only the English newspaper, Bangkok Post, paid attention to how to strengthen the equality of the handicapped people in Thai society.

Thai media mostly seemed to pay more attention to the issue related to the winner's victory; rewards, fame, public's reception. Plus, there are also the Thai cultural beliefs in which being reported in the news to mesmerize the story and the storytelling. Paralympian's life story seems to carry on as an individualist; the result also shown some personalized after-game behaviors such as to pay a vow or how to manage his/her rewards.

However, there is also a hope for the better quality of Paralympian athletic as the data also shown some news advocating about disability sport development (8.7%) for example the government has provided the budget to build the specialized stadium for Thai disable athletes.

Portrait of the Thai Paralympians

By applying Thai dramatic frames to analyze the stories Thai Paralympians in the local newspaper, we found out that the Thai media had framed Thai Paralympians as the orphan (76.7%), the warrior (70.0%), the giver (43.3%), and the national hero (20.0%).

The portrait of Thai Paralympians is slightly scattered as the data found most media framed as orphan warrior and giver. However, "national hero" characteristic is rarely found. So, when media less repeatedly represent their stories as the hero, it caused the public praise worthies of Paralympian disappear from Thai society.

While international newspaper, Bangkok Post, focused on the orphan; persevering, industrious, inferior, down to earth and hard working. This evidence revealed the harsh condition of their lives. Moreover, hope and hard-working, these leads to their victory equally. Thai Rath, the most popular Thai tabloid always represented the topics about Thai culture and belief. Most contents seen in Thai Rath are "giver" which can be described as good will, dedicated, compassionated, warm, family-oriented person. This evidence supports the Thai culture which giving is a sign of showing love, respect and gratitude to the love one.

Last, Siam Sport, the sport newspaper portrayed Paralympians as warrior; strong, fearless, well-trained, self-disciplined, valiant and decisive. This newspaper emphasized on the sportsmanship of the athlete then "warrior" is raised the most on the coverage.

To be concluded, it takes time to make a big "change." The research findings on news framing of Paralympic and Paralympians of London's 2012 act like a light of the new move. It is about the movement on the media, the public, and the policy, especially about the way athletes with disability are treated in the media. This treatment leads to a big hope for the better understanding and acceptance of the people with disability as human being as others.

Conclusion

Regarding the Paralympics and Paralympians, a number of topics need to be explored in the future. Based on Social Construction approach and the media power, a further study is needed to understand the roles of media in shaping public perceptions on the constructive process, whether the media propose the conforming, resisting, or negotiating actions should be explored. Especially, the changing media landscape leads to the challenge in re-exploring the role of media and the Paralympians--to what extent they reproduce the old stereotypes, or empower them in the changing world.

ORCID ID

Parichart Sthapitanonda: http://orcid.org/0000-0002-3988-3037

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