

## THEORETICAL AND PRACTICAL ASPECTS OF MASS COMMUNICATIONS

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### **Features of television interview with disabled persons**

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**Дроздовська О. Особливості телевізійного інтерв'ю з людьми з обмеженими можливостями.** Стаття присвячена особливостям інтерв'ю з людьми з особливими потребами як проблемі журналістського професіоналізму. Проаналізовані причини некомпетентного зображення людей з інвалідністю на телебаченні та запропоновані практичні шляхи усунення професійних лакун. Особлива роль у компетентному зображені людів з особливими потребами відводиться оператору.

*Ключові слова:* люди з інвалідністю, журналіст, повага.

**Дроздовская О. Особенности телевизионного интервью с людьми с ограниченными возможностями.** Статья посвящена особенностям интервью с людьми с особыми потребностями как проблеме журналистского професионализма. Проанализированы причины некомпетентного изображения людей с инвалидностью на телевидении и предложены практические пути устранения профессиональных лакун. Особая роль в компетентном изображении людей с особыми потребностями отводится оператору.

*Ключевые слова:* люди с инвалидностью, журналист, уважение.

**Drozdovska O. Features of television interview with disabled persons.** The article features interviews with people with special needs as a problem of journalistic professionalism. The causes of incompetent image of people with disabilities on television are analyzed and practical ways to address professional gaps are suggested. A special role in the competent image of people with special needs is given to the operator.

*Keywords:* disabled persons, journalist, respect.

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The problem of tolerant view of persons with disabilities in the mass media agenda is topical in many countries, even in developed countries. The stereotype of the «cripples» is widely spread in society because of the created image in the mass media. Most problematic disclosure we can see on TV. The lack of professionalism of the journalist causes disgust, fear and repulsion towards the disabled person during the interview with him.

The existence of the problem images of people with special needs and features interviews with them has several reasons. First, many journalists are not even aware that they should behave in a special way with this group of people. Secondly, the weak development of social journalism in the aspect of communication with people with disabilities. Thirdly, interviews with people with disabilities requires the journalist to the psychological and moral preparation. L. Bayda [2] says that the lives of people with special needs show in the media is extremely small, despite the vastness of the audi-

ence. M. Lukin [3] says that journalists should talk about people with special needs as equal members of society.

This article was created for journalists to teach them how they should write and shoot the disabled.

In my article I use the experience of the journalist A. Drozdovska TV shows "Let's believe in ourselves. You can!" Zaporizhzhya regional state TV and radio company for six years.

A. Shmilovich said that not all journalists can write about people with disabilities [1]. Journalists who do this should have four important qualities: talent in journalism, a sense of belonging and empathy, competence in the topic and high professional responsibility. First, the journalist must use appropriate vocabulary. It is unacceptable to use abusive and demeaning words, like "sick", "crippled", "disabled", "retard", "retarded", "mentally disabled people", "misery", "madman", "crazy", "stupid", "deaf and dumb". A journalist should use such words and phrases: "people with special

needs", "people with disabilities", "person with psychiatric problems", "hard of hearing", "a child with down syndrome" and others.

The website "Leidmedien" ("Media pains") in Germany was created for journalists to teach them how they should talk about disabled [4]. The founder of the German site for the disabled "Leidmedien" A. Weiland says that journalists often offend and humiliate people with special needs, when they talk about their physical defects.

In the media we only see two images of the disabled: "the unfortunate mistake of nature" or "character" [3]. People who have special needs are equal members of society, so the journalist must inform the audience.

In our opinion, the worst journalistic materials about persons with disabilities we can see on TV. Interviews with people who have limited abilities, is the most difficult task for many journalists, because they don't know how this happens.

We think that the main rule of this interview is to treat people with disabilities as equal members of society. So the journalist must respect a person with special needs in a conversation with him. Journalist should focus on the inner world, which is often more interesting and colorful than in healthy people. A journalist should create a comfortable atmosphere for people with special needs to access his or her inner world in front of a TV camera. Journalist needs to look reserved. Do not use expensive jewelry and full makeup. The disabled person may feel inadequate, and this may negatively affect the conversation.

Features shooting TV interviews with people with disabilities depend on the goals of the conversation. If the TV journalist says about the disease, right right to show special restrictions. If the material on the creativity of people with special needs, journalists should not focus on the physical problems. If a journalist says about the sports achievements of persons with disabilities (Paralympic or Deaflympic games), the hero of the story must be depicted in motion, showing off their physical achievements. This underlines his or her active lifestyle.

We see a few disabled people on TV [2:43]. I think this is due to their unattractive appearance. But, in my opinion, the appearance of people with special needs depends on the operator. There are a few rules how to remove disabled. First, this person should have neat hair and clothes. Secondly, if a person has a defect on the face, the videographer needs to shoot the person in a better perspective. Thirdly, physical problems are the most important

aspect for distance selection.

If a person has a serious disability, you should use a close-up shooting. In this case, the TV audience will not see unpleasant things. If a person has minor damage, the operator may change the angle of the more distant.

The most important objective camera work during the interviews is the view of this man in the most correct and attractive position. If a person is low or sit in the stroller, the camera should be at eye level of a person. View more th height demean the person.

People who have hyperkinesis or disease of cerebral palsy have characteristic involuntary movements of the limbs. In this case, the operator must remove the person to hide this physical feature.

Persons with hearing problems, communicate using sign language. It is right to remove the sign language interpreter. In the future, the journalist should combine the sound with a video of a person with hearing problems. The best option for this is medium shot or long shot. A close-up view focuses on the physical lack.

People who have problems with speech, it is very difficult to interview because their language sounds very unattractive. I think a journalist can duplicate a person's voice and connect it with the video. But if the material is devoted to the physical problem, the journalist should show the person's speech as it is.

While shooting the interview the operator uses the middle in order to diversify video. But in an interview with the disabled is acceptable only if the eyes or the hands are not affected from illness. Otherwise it will accentuate the fault and shows it in exaggerated form.

I think it's right to remove disabled people with healthy people, because then the difference in physical condition becomes invisible. It is very important for the disabled person feel worse than healthy people.

In my opinion, the journalist can be given to read the material man with the features before publishing. If a journalist could be in error, the error can be corrected. Persons with disabilities are very vulnerable, so journalists can injure easily due to their unprofessional approach to the material.

Indeed, the image of people with disabilities is a very important problem for TV-journalists in many countries. This is due to the lack of practical knowledge of the journalist, how to work with disabled people. The main rule of working with this category of people is the realization that they are

equal members of society. But they have different physical problems, so they should be considered a journalist in the preparation of materials. TV interviews with people with disabilities requires a special approach cameramen, ability to remove such people more attractive.

People with disabilities make up a significant

part of society, so journalists must improve their professional quality, to create the necessary psychological and practical skills for effective and responsible work with people with disabilities, and materials on the social problems of people with disabilities.

### **Literature**

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### **PR in Ukrainian NGOs – in the search for an optimal balance between fundraising and ensuring public awareness of their mission, goals and objectives**

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**Фоменко В. К. ПР в українських НУО – у пошуках оптимального балансу між фандрайзінгом та забезпеченням розуміння суспільством їх місій, мети та завдань.** Багато українських НУО стикаються з проблемою дисбалансу фандрайзінгу та забезпечення розуміння суспільством їх місій, мети та завдань. Автор аналізує досвід роботи благодійного фонду ДАР, який використовує оптимальну модель функціонування. Фонд успішно реалізує актуальні соціальні проекти, залучаючи багатьох партнерів.

**Ключові слова:** паблік рилейшнз (PR), фандрайзинг, неурядові організації (НУО), ПР НУО.

**Фоменко В. К. ПР в украинских НГО – в поисках оптимального баланса между фандрайзингом и обеспечением понимания обществом из миссий, целей и задач.** Многие украинские НГО сталкиваются с проблемой дисбаланса фандрайзинга и обеспечения понимания обществом их миссий, целей и задач. Автор анализирует опыт работы благотворительного фонда ДАР, который использует оптимальную модель функционирования. Фонд успешно реализует актуальные социальные проекты, привлекая многих партнеров.

**Ключевые слова:** паблик рилейшнз (PR), фандрайзинг, неправительственные организации (НГО), ПР НГО.

**Fomenko V. PR in Ukrainian NGOs – in the search for an optimal balance between fundraising and ensuring public awareness of their mission, goals and objectives.** Many Ukrainian NGOs are faced with the problem of imbalance of fundraising and to ensure awareness of their mission, goals and objectives. The author analyzes the experience of Charitable Foundation DAR, which uses the optimal model of functioning. The Fund has successfully implements topical social projects, involving many partners.

**Keywords:** public relations (PR), fundraising, Non-Government Organization (NGO), public relations in Non-Governmental Organization.

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One of the most important changes in Ukraine after the Revolution of the Dignity is increasing

activity of the society, which in particular has led to the fast development of the political and