FUNCTIONAL INTEGRATION OF THE "THREE TS" THEORY IN COVERING THE SOCIAL IMAGE OF PERSONS WITH VISUAL IMPAIRMENTS IN MASS MEDIA (ON THE EXAMPLE OF TYPHLOJOURNALISM MATERIALS)

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Annotation. *This article examines the implementation of the traditional "Three Ts" theory (Representation, Analysis, Impact), which defines the fundamental social functions of journalism, within the specialized field of typhlojournalism. The portrayal of the lives and systemic challenges of persons with visual impairments in mass media is critically analyzed through the prisms of the medical and social models of disability. Utilizing an empirical framework that includes media content analysis (television, online press, and print media) and a case-study survey of media practitioners, this study evaluates the current state of professional ethics, terminological precision, and inclusive communication skills among journalists in Uzbekistan. The findings reveal a persistent dominance of the medical and patronizing models over the social model. Finally, the paper provides actionable, structural recommendations for cultivating a rights-based, inclusive media image of persons with disabilities.*

Key words: *typhlojournalism, "Three Ts" theory, representation, analysis, impact, social model, medical model, inclusivity, stereotype, communication skills.*

INTRODUCTION

When examining media content dedicated to the interpretation of issues concerning persons with visual impairments as an integral component of typhlojournalism, it becomes methodologically essential to establish the precise criteria that classify such content within this specialized domain. Not every media product addressing disability can be automatically categorized as authentic typhlojournalism. To build a robust theoretical framework for these criteria, it is highly effective to draw upon the established social functions of the press.

In national journalism scholarship, Professor Mukhtor Khudoyqulov advances a seminal theory regarding these core social functions, positing that [1]:

"The primary mission of journalism is to reflect social life—that is, to gather and disseminate social information to the public. Journalism outlets and mass media continuously perform the functions of portraying society, analyzing its underlying dynamics, and subsequently exerting an impact on it. We conventionally categorize these components as Representation (Tasvir), Analysis (Tahlil), and Impact (Ta'sir)".

This "Three Ts" framework carries profound significance for journalists covering disability issues. In constructing such narratives, journalists inevitably represent visually impaired individuals and their realities from their own professional standpoints, analyze these phenomena based on their cognitive frameworks and

worldviews, and inherently exert a socio-psychological impact through their framing choices. This functional mechanism plays a decisive role in determining whether the integration of visually impaired individuals into wider society is steered in a progressive or regressive direction.

METHODS

This study utilizes a multi-methodological approach combining structural-functional analysis, media content analysis, comparative evaluation, and empirical sociological research (specifically, a case-study questionnaire). The traditional "Three Ts" theory was functionally integrated into the evaluation parameters of typhlojournalism according to the following specific metrics:

• ***The Representation Function:*** Media depictions of visually impaired individuals were assessed against the core tenets of the social model of disability. The social model posits that physiological variations or functional limitations within an individual's body should not inherently constitute barriers to education, employment, or social interaction; rather, disability is produced by disabling social structures.

• ***The Analysis Function:*** The depth of media inquiry into systemic barriers was evaluated across three dimensions:

- Structural barriers: Infrastructure deficiencies and urban inaccessibility.

- Environmental/Institutional barriers: Access to inclusive education and assistive information technologies.

- Attitudinal barriers: Pervasive social stereotypes, stigmas, and dogmatic approaches.

• ***The Impact Function:*** The socio-psychological direction of the media material was categorized into three distinct paradigms based on public perception outcomes: pity-evoking (charity-based), inspiration-exploiting (supercrip stereotype), or philanthropy-centered.

Data Collection and Sample

The empirical dataset comprises targeted media monitoring of prominent national outlets between 2021 and 2022, including television broadcasting (Sevimli TV), mainstream online media (Kun.uz), and official print press (Yangi O‘zbekiston newspaper). Additionally, to assess contemporary journalistic competencies, a case-study survey was conducted in March 2023 during a specialized seminar-training, involving 10 practicing young journalists and bloggers.

RESULTS

The content analysis demonstrated that a substantial portion of local media coverage directly contradicts the social model, heavily relying on the outdated

medical model, which frames disability as a personal tragedy, biological deficit, or medical pathology.

Media Case Studies

• ***Television Case Study (Sevimli TV, "Zamon" News Program, 2021):*** A video report focusing on a visually impaired student who successfully achieved a high score on the international IELTS English proficiency exam opened with structurally flawed and ethically compromised phrasing: "...despite being blind, he completely mastered several languages... his birth brought both joy and grief to his family" [2]. The imposition of a melancholic background score further manipulated the audience's response, prioritizing emotional pity over a rational, rights-based presentation of the individual's intellectual achievements.

• ***Online Media Case Study (Kun.uz, 2021):*** An article titled "The Story of a Blind Girl Who Styles Hair and Knits Clothes" sensationalized routine, everyday domestic activities, elevating them to the status of extraordinary, miraculous feats (pathos) [3]. By overemphasizing these superficial elements, the journalist entirely neglected the subject's critical structural challenges, such as her explicit desire for higher education and her pressing need for accessible housing solutions.

• ***Print Media Case Study (Yangi O‘zbekiston Newspaper, 2022):*** While the representation and analysis within the article were generally positive and progressive, the final section compromised its own conceptual integrity by utilizing the legally obsolete and discriminatory term "imkoniyati cheklangan" (persons with limited possibilities/abilities) [4], illustrating a systemic disconnect in terminology.

Empirical Survey Findings

The case-study survey conducted during the March 2023 workshop titled "Developing Communication Skills for Inclusivity" presented the aforementioned Kun.uz article to 10 media practitioners. The empirical feedback revealed the following attitudinal distribution:

Participant Cohort	Percentage	Diagnostic Attitude / Response
5 Participants	**50%**	Fully endorsed the journalistic framing; expressed uncritical amazement at the subject's domestic skills.
2 Participants	**20%**	Raised no ethical or linguistic objections; admitted they had never critically considered the discriminatory undertones of the phrase "imkoniyati cheklangan".
3 Participants	**30%**	Demonstrated complete professional indifference, stating the material evoked neither interest nor critique.

DISCUSSION

In alignment with Khudoyqulov's theoretical framework, the impact function of journalism operates in strict lockstep with its representation and analysis components [1]. In a balanced typhlojournalistic model, these elements function synergistically. However, our empirical diagnostics demonstrate that unprofessional or conceptually flawed representation inevitably skews the impact vector into regressive social paradigms. These distorted outcomes can be classified into three problematic categories:

• ***Pity-Evoking (Charity-Based) Content:*** Journalists deploy highly sentimental visual framing, manipulative close-ups, and somber audio tracks to deliberately trigger basic patronizing pity within the consumer.

• ***Inspiration-Exploiting ("Supercrip") Content:*** The subject is utilized merely as a tool for motivational lecturing to non-disabled audiences (e.g., forcing audiences to feel grateful for their own health by showing a person with a disability surviving adversity), or is presented as an unrealistic "superhero," which detaches the individual from normal social reality.

• ***Seasonal Philanthropy Content:*** Media coverage is strictly confined to international commemorative dates (primarily December 3 — the International Day of Persons with Disabilities), reducing systemic human rights issues to superficial reports on corporate charity events and holiday banquets.

Furthermore, the tendency of surveyed young journalists to dismiss structural terminological guidelines as a form of "editorial censorship" underlines a profound systemic gap. It highlights an urgent need to re-educate media creators on inclusive communication paradigms, shifting their understanding from superficial compliance to genuine human rights advocacy.

CONCLUSION

To foster high-quality, professional media content within typhlojournalism that cultivates a progressive and healthy social attitude toward disability, the media industry must transition to the following foundational principles:

1. Primacy of the Social Model: Media narratives must definitively transition from framing visual impairment as a medical deficit to representing the individual as an autonomous, equal social agent with full civil rights. Physical or physiological attributes must not be used as primary narrative devices or sensationalized angles.

2. Terminological Precision and Ethical Compliance: In strict adherence to national legislation (such as the Law "On the Rights of Persons with Disabilities") and ratified international frameworks (UNCRPD), the derogatory, ableist euphemism

"imkoniyati cheklangan" (person with limited capabilities) must be completely eliminated from professional discourse. It must be systematically replaced with the legally sound, rights-respecting term "nogironligi bo‘lgan shaxs" (person with a disability).

3. Analytical Depth Over Emotional Pathos: Journalists must reject superficial domestic sensationalism and emotional pathos. Instead, media analysis should focus on investigating institutional barriers, including the shortage of specialized braille and audio textbooks, urban infrastructural inaccessibility, digital exclusion, and gaps in inclusive education implementation, thereby holding relevant authorities accountable.

4. Strategic Media Image Cultivation: Higher education institutions specializing in journalism and media organizations should implement continuous, institutionalized training seminars and workshops for young reporters, editors, and digital content creators focused on the ethics of disability representation and inclusive communication strategies.

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