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## THE LANGUAGE OF INCLUSION IN THE MODERN MEDIA SPACE: CHALLENGES AND PROSPECTS

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Mialkovska L. M., Sadova L. O.

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### INTRODUCTION

Ukrainian society in the early twenty-first century has undergone many cultural, mental and value changes, due to both the significant impact of globalisation processes and the reorientation of Ukrainian society from post-Soviet values and narratives to European and global values, among which the idea of respect for every human being is a leading one. This reorientation of Ukrainian society has had a significant impact on attitudes towards people with disabilities, with significant changes in the implementation of inclusiveness and the increased participation of all citizens in society.

Inclusion implies the development and application of specific solutions that will allow everyone to participate equally in social and academic life, as well as the active participation of all stakeholders in achieving the desired result. Ukrainian society has become interested in becoming inclusive and getting rid of segregation that is a type of discrimination that consists in the actual or legal separation within a society of those social groups that differ on racial, gender, social, religious or other grounds, and the subsequent legislative restriction of their rights. We see significant achievements of Ukrainian society in the direction of inclusiveness in the introduction of inclusive education (according to the *Ukrainska Pravda*, the number of children with disabilities studying in general education institutions has increased from 4,000 in 2017 to 40,000 in 2024<sup>1</sup>), as well as other reforms that contribute to a real increase in the participation of all citizens in public life.

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<sup>1</sup> Шульська Н. М., Зінчук Р. С., Гундерук О. О. Образ людини з інвалідністю в українському медіапросторі: особливості номінації і журналістська етика. Вчені записки Таврійського національного університету імені В.І. Вернадського. Серія «Філологія. Журналістика». 2024. Т. 35 (74). № 2. Ч. 2. С. 217–222.

## 1. Researchers of inclusion in the media space: main approaches and theories

Such changes in society have posed new tasks and challenges for modern media, which include the creation of high-quality material in compliance with professional standards, including the use of verified facts, objectivity, accuracy and completeness of information, impartiality and unbiased reporting of news, including sensitive content. In this regard, it is important to remember that a person is always at the centre of a journalistic text. Today, media materials often record stories about people's fates, inform about personal values and problems of vulnerable groups, which requires the author to be able to empathise, be guided by the norms of public morality, and try not to cause harm and psychological trauma to both the reader and the person being discussed in the article. It is important not to go beyond the limits of journalistic tolerance in the struggle for sensationalism and vividness<sup>2</sup>.

The peculiarities of a journalist's work with socially sensitive topics in the media during the war (on the example of people with hearing impairments) were analysed by M. A. Rozhylo and P. S. Zabolotna. According to the researchers, sensitive journalism is based on the basic principles of tolerant, ethical and public areas of work, but also acquires new features that depend on the specific social category of people in the material. Most often, the heroes of social journalism are people belonging to vulnerable or sensitive groups<sup>3</sup>.

Researchers O. Holub and E. Kuzmenko examined the problem of coverage of social rights and vulnerable groups in the Ukrainian media. In their work, they interpret disability as a social phenomenon, not a medical problem. This approach is recognised by the international community and enshrined in the Convention on the Rights of Persons with Disabilities, as well as the European Social Charter and the conclusions of the European Committee of Social Rights. The social model of disability is based not on a person's physiology or health impairment, but on social barriers. People with disabilities are disadvantaged by economic, social, cultural and environmental barriers. According to Principle 15 of the European Social Charter, persons with disabilities have the right to autonomy, social

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<sup>2</sup> Шульська Н. М., Зінчук Р. С., Гундерук О. О. Образ людини з інвалідністю в українському медіапросторі: особливості номінації і журналістська етика. Вчені записки Таврійського національного університету імені В. І. Вернадського. Серія «Філологія. Журналістика». 2024. Т. 35 (74). № 2. Ч. 2. С. 217.

<sup>3</sup> Рожило М. А., Заболотна П. С. Особливості роботи журналіста з соціально-чутливими темами в медіа під час війни (на прикладі людей із порушенням слуху). Вчені записки Таврійського національного університету імені В. І. Вернадського. Серія «Філологія. Журналістика». 2023. Т. 34 (73). № 2. Ч. 2. С. 141–145.

integration and participation in society<sup>4</sup>. According to the researchers, the media should use its potential to change attitudes towards people with disabilities and to promote positive perceptions of them. This can be done by breaking down and not spreading stereotypical ideas about people with disabilities<sup>5</sup>.

Solovyova analyses the role of the media in shaping public opinion, noting that the media are responsible for establishing relationships between people and building a democratic society, their task includes an objective representation of different communities in society, as well as promoting respect for diversity related to ethnicity, religious beliefs or other differences between people. The value judgements that appear in the media from time to time can lead to the perception of people with disabilities as dependent, unable to take care of themselves, and “different” from everyone else. These evaluative barriers usually shape the attitude towards people with disabilities as objects of pity or charity. According to O. Solovyova, barriers make people “disabled”: stereotypes and judgements about people with disabilities (mental barrier), economic barriers and institutional barriers related to laws and policies, and environmental barriers such as physical inaccessibility, restrictions on information and communication.

Barriers create discrimination, exclude persons with disabilities from public life and place them in a position of humiliation<sup>6</sup>.

S. Baranova, D. Mishchenko study political correctness, the main strategies of which are to avoid tactlessness, phrases, words that can offend people by pointing to their age, health, material wealth, sexual orientation, gender, and to prevent expressions that can be interpreted as offensive, as a manifestation of prejudice against different groups of the population<sup>7</sup>.

Practical advice for journalists on how to write about people with disabilities is offered by I. Vyrtosu<sup>8</sup>, Y. Mashkov<sup>9</sup>, L. Petrunkina<sup>10</sup>.

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<sup>4</sup> Голуб О., Кузьменко Є. *Порядник висвітлення соціальних прав та вразливих груп в українських медіа*. Рада Європи, 2020. 20 с.

<sup>5</sup> Там само, С.4 – 15.

<sup>6</sup> Соловійова О. В. Геройзація чи жалість до людей з інвалідністю в журналістських матеріалах. Засоби масової інформації та комунікації: історія, сьогодення, перспективи розвитку : матеріали міжнародної науково-практичної конференції. Київ : Міленіум, 2019. С. 83–85.

<sup>7</sup> Баранова С., Міщенко Д. Стилістичні засоби позначення політкоректності в масмедійному дискурсі. *Проблеми гуманітарних наук : збірник наукових праць Дрогобицького державного педагогічного університету імені Івана Франка. Серія «Філологія»*. 2022. № 49. С. 11–16.

<sup>8</sup> Виртосу І. Як розповідати про людей з інвалідністю : поради для журналістів. *Детектор медіа* : сайт. URL : <https://ms.detector.media/profstandarti/post/14167/2015-09-11-yak-rozpovidaty-pro-lyudey-z-invalidnistyu-porady-dlya-zhurnalistiv/>.

<sup>9</sup> Машкова Я. Інвалідність та ексклюзивність по-українськи. Як провалити тест на толерантність. Інститут масової інформації : сайт. URL : <https://imi.org.ua/monitorings/invalidnist-ta-inklyuzyvnist-poukrayinsky-yak-provalyty-test-na-tolerantn-ist-i58901>

**The purpose of the study** is to analyse the materials of modern Volyn media on the topic of inclusion and the formation of an inclusive society; to outline the main thematic groups of these materials; to find out the role of the media in shaping public opinion and attitudes towards people with disabilities.

**The research is based** on publications of the Volyn media outlets Rayon.in.ua, Konkurent, Volynski Novyny, Insider Media, Misto.media, Volynpost in 2024 and January 2025, as well as publications about people with disabilities in the Volyn media in 2018-2024.

## 2. The role of the media in shaping inclusive discourse: key aspects

The media play a special role in covering the topic of inclusion, as they shape public opinion and can change the way society views people with disabilities and other vulnerable groups, which is why it is important to understand how regional media cover the topic of inclusion in society.

The role of the media in covering the topic of inclusion can be outlined in the following key aspects:

1. Supporting campaigns and initiatives aimed at promoting inclusion in society. Journalistic materials of this kind cover the activities of local authorities, NGOs, and civil society representatives, and inform readers about innovations and projects.

The analysed publications show a number of materials that are significant in terms of quantity and aim to promote campaigns to support inclusion and to tell about events that took place in Volyn communities (“A day care centre for children with disabilities is being created in Volyn”, Insider Media, 04.02.2025; “More than 6,500 patients turned to the rehabilitation centre in Lutsk last year”, Misto. media, 24.01.2025; “Barrier-Free Council Established in Lutsk Community”, Misto.media, 16.01.2025; “Medical Rehabilitation and Palliative Care Centre for Children to be Reconstructed in Lutsk for 30 Million”, Volynpost, 14.01.2025; “Kovel is the First in Volyn to Introduce a New Social Service for Inclusive Education of Children”, Volynski Novyny, 24.01.2025.

A number of publications highlighted new initiatives that can be used by people with disabilities (“A gait laboratory will be purchased for the rehabilitation centre in Lutsk”, Misto.media, 27.01.2025; “A veteran space has been opened in Lutsk. Opening hours”, Misto.media, 24.01.2025; “Veterans of the war with Russia created a football club in Volyn”, Insider Media, 23.01.2025; “Veterans can get money from the state to pay for

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<sup>10</sup> Петрунькіна Л. Інвалід чи людина з інвалідністю : нова мовленнєва етика, яку слід пам'ятати. Діпо. ua : сайт. URL : <https://www.depo.ua/ukr/life/invalid-chi-lyudina-z-invalidnistyu-nova-movlenneva-etika-yakuslid-zapamyatati-202201271411626/>.

gyms”, Misto.media, 23.01.2025; “How to get prostheses, crutches and special shoes free of charge from the state”, Misto.media, 21.01.2025; “Help from Sweden: how to get it for people with disabilities in Volyn”, Insider Media, 17.01.2025; “A unique project for children is being implemented in Volyn”, Insider Media, 14.01.2025; “A free taxi for veterans has started working in Lutsk. How to call it”, Misto.media, 17.01.2025; “In Lutsk, “Sewing Company” creates adaptive clothing for the military”, Misto.media, 17.01.2025; “An adaptive veteran space for sports has been launched in a community in Volyn”, Volynpost, 24.01.2025; “Women and children from Ukraine can have free prosthetics in Poland. Details”, Misto.media, 30.12.2024; “Reform of the MSEC: the Ministry of Health told whether free examinations for people with disabilities will be cancelled”, Konkurent, 07.12.2024.

Some of the materials in this group inform about events, activities, and actions that have already taken place and were initiated by NGOs that advocate for the rights of people with disabilities (“Visually impaired residents of Lutsk ask to improve the sound in transport”, Misto.media, 04.01.2025; “In Lutsk, people with visual impairments staged a rally near the CityCard centre”, Volynpost, 14.01.2025; “In Lutsk, a rally on barrier-free access was held near the Sport Life sports club”, Misto.media, 08.01.2025).

It should be noted that it would be relevant to publish announcements of the relevant actions, which would allow those who are not indifferent to join these events. The authors of the publications emphasise that the events were attended by a small number of participants, which creates a false impression that such actions are interesting only to a few people, and therefore are unimportant and irrelevant to the majority. The article “In Lutsk, people with visual impairments staged a rally near the CityCard centre” (Volynpost, 14.01.2025) states “about 20 people came to the rally”.

In our opinion, the title of the article “Visually impaired residents of Lutsk ask for better voice guidance in public transport” (Misto.media, 04.01.2025) is unfortunate, as the wording “visually impaired residents of Lutsk ask” / “лучани з порушенням зору *просять*” creates a stereotypical impression of people with disabilities as unhappy, incapable, and a burden. At the same time, the author of the material does not mention that the availability of voice instructions in transport is necessary not only for people with visual impairments, but is relevant for everyone, for example, for people travelling this route for the first time, tourists, in the dark, and in many other cases, which creates a stereotypical impression that creating a barrier-free environment is necessary only for people with disabilities, which promotes segregation rather than inclusion.

2. The media should cover the problems and challenges faced by people with disabilities, including the lack of barrier-free conditions, discrimination at work, prejudice, stereotypes, etc.

Often, inclusion and the implementation of inclusive education in schools are narrowed down to the concept of barrier-free access. However, barrier-free access is only one of the components of inclusion. While barrier-free focuses on creating an accessible physical environment, inclusion covers a range of social, cultural and educational processes. Inclusion as a phenomenon is about creating conditions for all people to have equal opportunities to participate in all aspects of society. It is not only about making the environment accessible, but also about creating an environment where everyone feels accepted, valued and able to fulfil his or her potential. Inclusion covers educational, work, cultural and social spheres, focusing on ensuring equal rights and opportunities.

The concept of barrier-free accessibility is often mistakenly associated exclusively with people with disabilities, although this statement is false, as everyone needs barrier-free accessibility in certain life situations: ramps, convenient transport stops, lifts are necessary for everyone when carrying a stroller, bicycle and heavy loads and for a comfortable life in general.

A small part of the analysed materials highlight the problem of creating a barrier-free environment that will allow people with disabilities to ensure their right to education, medical care, movement, etc. (“In Lutsk, less than half of the stops are barrier-free”, Misto.media, 27.01.2025; “5 minutes of your time for ramps, stairs, thresholds and doorways”, Misto.media, 03.01.2025.)

A few stories in Volyn media addressed the issue of prejudice against people with disabilities. The articles “This is not a rehabilitation centre”: Lutsk “Inter Athletics” apologised” (Insider Media, 30.01.2025); “Lutsk “Inter Athletics” apologised for insulting people with disabilities who wanted to get into the gym” (Konkurent, 30.01.2025) contain news reports that the management of a Lutsk gym apologised for the offensive words of its employee against a person with a disability.

Among the analysed materials, there was a publication about a soldier with a disability who needs better living conditions (“Heartbreaking: a bedridden defender from Lutsk was left alone with his misfortune (video)” Konkurent, 18.09.2024 The author of this material uses images that convey suffering, isolation and passivity, and this form of presentation is incorrect in relation to persons with disabilities. *“Raisa Ivanivna simply cannot hold back her tears. The distraught mother tells us about her son’s condition with painful eyes.” “Despite all the efforts, doctors have not been able to put the seriously wounded soldier Valeriy Kovtun back on his feet. Now the family is left face to face with their grief.” “The mother is crying, because*

*she says the problem now is the complete absence of at least some conditions to take her son outside for a little while – to the fresh air.” / “Раїса Іванівна просто не може стримати сліз. Згорьована мати з боєм очак розповідає про стан сина”. “Попри усі зусилля, медики поставити на ноги тяжко пораненого воїна Валерія Ковтуна не змогли. Зараз сім’я залишається віч-на-віч зі своїм горем”. “Матір плаче, адже каже, проблемою зараз є повна відсутність бодай хоч якихось умов, аби навіть на трохи вивезти сина на вулицю – на свіже повітря”.* The article also contains wording that should be avoided, as such constructions are associated with a person as a victim: a bedridden defender. According to I. Vyrtyos, demonstrating the despair and tears of people with disabilities and trying to evoke feelings of pity does not contribute to the involvement of these people in society<sup>11</sup>.

According to our observations, there are not enough materials covering the difficulties and challenges in the lives of people with disabilities, and most of the materials in this group relate to the accessibility of locations in Lutsk, while there are no materials covering the difficulties and challenges faced by people with disabilities in the workplace, during education, employment, job search, self-realisation, etc.

3. The media covering the topic of inclusion should raise in their materials the problem of negative stereotypes that have developed regarding people with disabilities, and try to dispel such stereotypes by forming an unbiased image of a person with a disability. The media can create materials that raise the issue of building a tolerant society based on the laws of respect for human dignity.

It is interesting that among the materials studied in the Volyn media, no publications were found that would raise the issue of negative stereotypes of persons with disabilities. Despite the recommendations of modern media researchers who note that materials about negative stereotypes of people with disabilities should appear not only on the International Day of Persons with Disabilities, even the Day of Disability did not become an occasion for Volyn media to raise this topic. On 3 December, the website Rayon.in.ua published an article titled “How the state supports children and adults with disabilities”, which contained information on the amounts of disability pensions, state social assistance to persons with disabilities, persons with disabilities since childhood and children with disabilities, as well as the procedure for their calculation. Such material can form a stereotypical view of people with disabilities as incapable or a burden.

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<sup>11</sup> Виртосу І. Як розповідати про людей з інвалідністю : поради для журналістів. Детектор медіа : сайт. URL : <https://ms.detector.media/profstandarti/post/14167/2015-09-11-yak-rozpovidaty-pro-lyudey-z-invalidnistyu-porady-dlya-zhurnalistiv/>.

The article “Love cannot be abandoned: stories of animals with disabilities and seriously ill pets from Mukachevo” (Rayon.in.ua, 01.12.2024) contains negative stereotypes about people with disabilities. From the statement *“In today’s world, when even a person faces such challenges, it often becomes a real challenge for him or her, because a disability or serious illness requires many changes in the usual way of life. However, in most cases, there are those who will support a person and help them through the difficulties – relatives, friends, family”* / *“У сучасному світі, коли навіть людина стикається з такими випробуваннями, це нерідко стає для неї справжнім викликом, бо інвалідність чи важка хвороба вимагає чимало змін у звичному способі життя. Однак у більшості випадків поруч із людиною є ті, хто підтримує й допоможе пережити труднощі, – близькі, друзі, родина”* suggests that disability is a sentence, and a person with a disability becomes a burden to others and cannot live without assistance. In addition, although the material refers to animals “with disabilities”, negative stereotypes about disability and people with disabilities are found throughout the text. In our opinion, the phrase “animals with disabilities” is inappropriate and should be replaced with one that is not so close to the commonly used phrase “person with a disability”

In the studied materials of the Volyn media, there were no publications that debunked negative stereotypes about people with disabilities, while there were numerous materials that broadcast such stereotypes. The article “Free taxi for veterans has started working in Lutsk. How to call it” (Misto.media, 17.01.2025) contains the following sentences: *“A taxi for veterans who cannot move on their own has been launched in the Lutsk community”*; *“Veterans who have lost the ability to move on their own due to amputation can be given a ride to the hospital, ASC, shop, bank, train station or just for a walk in the park”* / *“У Луцькій громаді запрацювало таксі для ветеранів, які не можуть пересуватися самостійно”*; *“Ветеранів, які втратили здатність самотужки пересуватися через ампутацію, можуть підвезти у лікарню, ЦНАП, магазин, банк, вокзал чи просто на прогулянку в парку”*. In a short news item of a few sentences, the stereotypical statement about people with disabilities as incapable or a burden is twice highlighted. When writing such materials, it is worth avoiding passive words and words associated with a person as a victim, and using words that show respect for people with disabilities as active citizens who control their own lives<sup>12</sup>.

4. The media play an important role in raising awareness of inclusion issues, and the media should broadcast accurate and complete information

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<sup>12</sup> Виртос І. Як розповідати про людей з інвалідністю : поради для журналістів. Детектор медіа : сайт. URL : <https://ms.detector.media/profstandarti/post/14167/2015-09-11-yak-rozpovidaty-pro-lyudey-z-invalidnistyu-porady-dlya-zhurnalistiv/>.



about inclusion as a process of ensuring equal opportunities for all people. Among the publications of the Volyn media in 2018-2024, only two stories were found that inform about what inclusion is and what language constructions are appropriate for referring to people with disabilities (“Who invented “wheelchair” and why not “with special needs”? 10 tips on how to talk about inclusion’, Misto.media, 21.08.2024; “Inclusion is more than ramps: what you need to know about respect and accessibility”, Konkurent, 29.10.2024).

In our opinion, the almost complete absence of publications in the Volyn media on the importance of the inclusion process, as well as materials that debunk negative stereotypes about people with disabilities, indicates that journalists are poorly informed about sensitive journalism, as well as a one-sided approach to creating materials about people with disabilities, whereby such materials are only informative and event-based, i.e. contain information about initiatives and projects, and occasionally such materials tend to be sensationalistic and resonant. At the same time, the analysed materials portrayed people with disabilities either as victims or heroes, which also contradicts the principles of sensitive journalism.

The role of the media in covering the topic of inclusion cannot be limited to informing about public or state projects and initiatives or raising the issue of barrier-free access to individual institutions or the city as a whole, but rather to constantly and expertly convey the idea that inclusion is a process that should involve society as a whole. Among the barriers that cause discrimination, exclude people with disabilities from public life and put them in a position of humiliation are not only institutional barriers related to laws and policies, environmental barriers, physical inaccessibility of certain facilities, but above all, a mental barrier, i.e. a number of false stereotypes and judgements about people with disabilities, which the media can debunk.

5. The media should report on positive examples of inclusion, as well as success stories of people with disabilities. It is worth focusing on the successes of people with disabilities in various fields: sports, culture, education, business, etc. This helps to break down stereotypes and demonstrates that inclusion benefits not only people with disabilities, but also the whole society. In this type of material, it is better to portray people with disabilities as people who contribute to society, rather than as people who need to be cared for by others.

There are few publications in the Volyn media that cover the success stories of people with disabilities (“Winning gold medals and running a veteran’s hub in Lutsk: the story of a soldier who lost his legs in the war”, Volynpost, 24.10.2024; “After amputation of his leg, he moved to Volyn and found a job: the story of a fighter from Zaporizhzhia”, Volynpost,

17.10.2024; “From Harry Potter to bus stop announcements: how Vitalii Tkachuk, a blind resident of Lutsk, is changing our city”, Volynpost, 23.09.2024; “And let one door close in front of you – another one opens. Disability is not a reason to stop,” – a needlewoman-confectioner from Volyn”, Volynski Novyny, 13.05.2024; “God gave talent: embroidered paintings by a Volyn woman went around the world”, Volynski Novyny, 10. 07.2024; “A 25-year-old Volyn resident with a disability set a national record”, Konkurent, 14.07.2024; “Two residents of Lutsk became champions of Ukraine among Special Olympics athletes”, Volynpost, 17.12.2024). Good examples of such publications are “In Lutsk, volunteer Larysa Novosad and athlete with Down syndrome Valentyn Novosad told about their lives”, Rayon.in.ua, 24.01.2025, “Volyn resident won a taekwondo tournament in Slovakia”, Rayon.in.ua, 23.05.2023. The materials of this thematic group are represented by single publications, which indicates insufficient attention of Volyn journalists. It is publications about successful people with disabilities that can have a positive impact on the destruction of negative stereotypes about people with disabilities, so journalists should focus on preparing materials that could tell about many Volyn residents with disabilities who have achieved success.

In the world of journalism, authors of publications often resort to writing about the success stories of people with disabilities, demonstrating the world of their interests, creativity, and hobbies through the prism of self-realisation, the search for their own interests, and the person’s awareness of their own uniqueness, self-sufficiency, and creativity. In Ukrainian texts about persons with disabilities, journalists often resort to either over-heroising a person with a disability who, in their opinion, must persevere in overcoming difficulties or creating an image of an unfortunate or incapable victim.

There were no articles in the Volyn media that included people with disabilities as experts on a particular topic, although this approach is one of the most successful ways of covering disability. People with disabilities can become experts on various topics. For example, they can comment on the economic crisis in Ukraine, politics in the east, or how to grow peonies. A person with a disability can be an expert not only on the topic of disability. The media should show people with disabilities as active participants in family, community and political life and explain (and emphasise!) that removing barriers and meeting the needs of people with disabilities serves the interests of the whole society<sup>13</sup>.

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<sup>13</sup> Виртосю І. Як розповідати про людей з інвалідністю : поради для журналістів. Детектор медіа : сайт. URL : <https://ms.detector.media/profstandarti/post/14167/2015-09-11-yak-rozpovidaty-pro-lyudey-z-invalidnistyu-porady-dlya-zhurnalistiv/>.

In our opinion, it is also significant that only two news reports on inclusive education were found (“Kovel is the first in Volyn to introduce a new social service for inclusive education of children”, Volynski Novyny, 24.01.2025; “Inclusive classes opened in a school near Lutsk. VIDEO”, Volynpost, 05.11.2019). One of these messages contains negative stereotypes about people with disabilities, according to which a child with a disability is different from other children: “We see that these children are the same that they have the same rights and some of them set the same goals as other children. And this shows a good effect, and we see a positive effect not only on children with inclusive education, but also on other children,” says the school psychologist. / ““Ми бачимо, що ці дітки, вони однакові, що вони мають рінні права і дехто із них ставить ті ж цілі, що й інші діти. І це показує хороший ефект і бачимо позитивний ефект не тільки на дітей з інклюзивною освітою, а й на інших дітей”, – розповідає психолог школи” (“Inclusive classes opened in a school near Lutsk. VIDEO”, Volynpost, 05.11.2019).

This information silence indicates that the topic of inclusive education is not sufficiently covered in the Volyn media, and thus the media do not contribute to the formation of a positive public attitude towards inclusive education. Since the regional media, outdated stereotypes about children with disabilities and the idea that children with disabilities should study only in specialised educational institutions do not cover this topic may prevail in the field of inclusive education. We see a positive impact of the media in writing materials that could tell about how inclusive education is being implemented in the world, what positive impact it has on all participants in the educational process (students, parents, teachers), as well as on society as a whole, and about the successes and development of inclusive education in Volyn communities.

A significant number of news articles in the Volyn media contained references to the rights of persons with disabilities in the context of obtaining a deferral from mobilisation, innovations in obtaining a disability, as well as in articles that informed about illegal border crossings by people with forged disability documents. The presence of such publications generates a number of new prejudices about people with disabilities.

For example, between 1 May 2024 and 31 January 2025, the Volynpost website published 97 stories that included references to people with disabilities. Among these materials, 27 publications did not directly refer to persons with disabilities, but only mentioned persons with disabilities in the text, 26 materials were short news reports about new projects and government initiatives aimed at creating an inclusive space and society, and 5 publications dealt with other topics related to the problems of persons with disabilities.

The dominant part of publications (39 stories) concerned the reform of commissions that established disability, as well as informing the public about cases of falsification of disability documents, illegal border crossing by concluding a fictitious marriage with a person with disabilities, etc. (“14 thousand dollars for going to Moldova: Volyn police officer smuggled conscripts abroad”, Volynpost, 22. 01.2025; “A mother who bought a “disability” to take her son abroad was tried in Volyn”, Volynpost, 13.10. 2024; “She forged documents about disability to go abroad with her husband: how a Volyn woman was punished”, Volynpost, 14.09.2024; “In Volyn, a woman with disabilities was fined for a fictitious marriage with a fugitive”, Volynpost, 04.12.2024).

Journalists from other Volyn media also often mentioned persons with disabilities in the context of mobilisation evasion (“In Volyn, a law enforcement officer and a border guard let evaders go abroad”, Konkurent, 12. 06.2024; “Men with disabilities will be checked: who will be affected”, Konkurent, 28.05.2024; “Disability or “The Way”: a Volyn resident and his accomplices organised the departure of evaders abroad”, Konkurent, 28. 05.2024; “Disability and deferral from mobilisation: who really needs to undergo re-examination in the new assessment system”, Rayon.in.ua, 27.12.2024; “In Rivne region, the legality of establishing disability for men of military age is being checked”, Rayon.in.ua, 01.11.2024; Disability for money: law enforcement officers exposed the head of the MSEC who “sold” false conclusions”, Rayon.in.ua, 12.09.2024).

A significant number of publications contain references to persons with disabilities in the context of court proceedings, news reports on road accidents, etc. At the same time, even such references present the image of a person with a disability as a victim, a person who cannot do without assistance (“A man took advantage of the helpless state of the victim, who is a person with a group 2 disability due to a neurological disease” (“In Ternopil region, a pensioner raped a child with a disability”, Konkurent, 10.09. 2024); “How a single mother with 4 children lives, to whom Yulianna Druzhynina from Lutsk gave a house (video)”, Konkurent, 07.08. 2024; “When sentencing, the court took into account as a mitigating circumstance the fact that the Volyn woman sincerely repented, is a young person and has a disability of group III.” (“Volyn woman who starved her 2-month-old daughter to death escaped punishment”, Konkurent, 04.07.2024). “During the court hearing, the accused admitted that he was driven to such activities by financial difficulties and the duty to care for his sick wife. During the court hearing, the accused explained his actions by his difficult financial situation and the need to treat his wife, who has a disability”, “Earning money for his wife’s treatment: in Lutsk, a man was sentenced to 6 years for drug trafficking”, Volynpost, 25.11.2024;

“Eleventh in the dock: a Volyn resident robbed a man in a wheelchair”, Volynpost, 25.11.2024).

The image of a person with a disability in Volyn media is represented differently. The Volynpost website has the most publications about people with disabilities, with 97 publications mentioning people with disabilities or covering initiatives, problems and challenges faced by people with disabilities between May 2024 and 31 January 2025. Most of the materials on this information resource cover the issue of MSEC reform, mobilisation and evasion, litigation and liability for attempts to illegally cross the border (39 publications). 26 publications inform about legislative initiatives for people with disabilities, new opportunities for rehabilitation, and 5 publications tell the stories of people with disabilities.

A significant number of publications contain references to persons with disabilities in the text of the material (27 publications), and a large number of publications in this group relate to reports on trials and high-profile crimes involving persons with disabilities. Often, the fact that the defendant or victim has a disability is included in the title of the story, which, in our opinion, indicates that journalists are inclined to clickbait elements (“Eleventh to the dock: Volyn resident robbed a man in a wheelchair”, Volynpost, 25.11.2024; “In Lutsk district, a woman burned her husband with a disability alive”, Volynpost, 09.05.2024; “In Volyn, a drunk driver hit a man with a disability in a wheelchair and challenged the arrest of the car in court”, Volynpost, 26.11.2024).

The Volynski Novyny website published 62 stories in 2024–2025 that contained references to persons with disabilities. Among the certified materials, publications related to mobilisation, mobilisation evasion and the reform of the MSEC dominate (40 materials), while 8 materials contain indirect references to persons with disabilities in the context of high-profile trials or crimes. The disability of one of the participants in the trial is often mentioned in the title of the material, which we see as elements of clickbait (“He put scissors to her neck: a resident of Lutsk with a disability beat his mother and threatened to kill her”, Volynski Novyny, 22.04.2024). A small number of publications (8 stories) inform readers about projects and initiatives aimed at empowering people with disabilities, 6 stories tell about people with disabilities, their lives, interests, hobbies, careers (“And even if one door closes in front of you, another one opens. Disability is not a reason to stop” a needlewoman and confectioner from Volyn, Volynski Novyny, 13.05.2024).

The publication Konkurent contains 45 publications about persons with disabilities, among which there are mostly materials informing about initiatives and projects aimed at empowering persons with disabilities (17 publications), 7 publications cover the difficulties faced by persons with

disabilities, their employment, and their implementation in society. 14 materials of the publication relate to the reform of the MSEC, mobilisation and evasion, 7 publications contain references to persons with disabilities in the context of lawsuits and criminal proceedings, and references to persons with disabilities in the titles of these materials are considered an element of clickbait (“In Ternopil region, a pensioner raped a child with a disability”, Konkurent, 10.09.2024).

In 2024–2025, Misto.media published 18 stories that included references to persons with disabilities, with the majority of them informing about new opportunities and projects (8 stories), 4 stories about the phenomenon of inclusion and the lives of people with disabilities, 5 stories about the issue of the MSEC reform, and 1 story that included a reference to a person with a disability.

In 2024–2025, Rayon.in.ua published 18 stories that contained references to persons with disabilities. The publication’s materials are dominated by publications on the reform of the MSEC, evasion of mobilisation by obtaining false disability documents or creating a fictitious marriage (9 materials). The topic of civic initiatives and benefits for people with disabilities was raised in 4 publications, and 5 publications contained references to people with disabilities in the text.

Thus, the Volyn media actively address the image of a person with a disability. The dominant part of the publications that contain references to persons with disabilities relates to the reform of the MSEC, mobilisation and evasion. A significant number of publications contain references to persons with disabilities who are involved in criminal cases and court proceedings. These publications form negative stereotypes about persons with disabilities.

Among the publications that have a positive impact on the implementation of inclusion in society, we distinguish a group of materials related to new projects, initiatives, and barrier-free issues. A small number of publications contain information about the successes of people with disabilities in career, sports, creativity, self-realisation, etc. (“Winning gold medals and managing a veteran’s hub in Lutsk: the story of a warrior who lost his legs in the war”, Volynpost, 24.10. 2024; “After amputation of his leg, he moved to Volyn and found a job: the story of a fighter from Zaporizhzhia”, Volynpost, 17.10.2024; “From Harry Potter to bus stop announcements: how Vitalii Tkachuk, a blind resident of Lutsk, is changing our city”, Volynpost, 23.09.2024; “And let one door close in front of you – another one opens. Disability is not a reason to stop,” – a needlewoman-confectioner from Volyn”, Volynski Novyny, 13.05.2024; “God gave talent: embroidered paintings by a Volyn woman went around the world”, Volynski Novyny, 10. 07.2024; “A 25-year-old Volyn resident with a

disability set a national record”, Konkurent, 14.07.2024; “Two residents of Lutsk became champions of Ukraine among Special Olympics athletes”, Volynpost, 17.12.2024).

The materials of the Volyn media show a one-sided approach to covering the phenomenon of inclusion. The Volyn media show a small number of publications that contain positive examples of successful and accomplished persons with disabilities (17 publications out of 240), a significant number of publications that mention persons with disabilities in the context of illegal actions, and a large group of materials about projects and initiatives. This approach to the selection of materials for publication generates a number of negative stereotypes about all persons with disabilities as prone to uncontrolled criminal acts, as persons incapable of self-defence, and as persons incapable of self-realisation and material support. This approach to the selection of materials forms an incomplete one-sided image of a person with a disability in the Volyn media, according to which a person with a disability is presented as a victim or a hero who overcomes spatial or social barriers.

Thus, among the publications of the Volyn media that address the problems of people with disabilities, materials aimed at informing readers about new projects and initiatives that may be relevant to people with disabilities predominate. There are a number of publications that highlight the problems and challenges faced by people with disabilities. Some of the publications contain materials that tell about the successes of people with disabilities, as well as inform the society about the phenomenon of inclusion, its key points, and debunk negative stereotypes about people with disabilities. Among the certified publications of the Volyn media, news items dominate, with the aim of informing the reader about facts, events, projects initiated by representatives of city or regional state organisations; there are no analytical or feature articles covering the phenomenon of inclusion. The format of the news material does not allow journalists to cover the essence of the phenomenon of inclusion, its positive role and the difficulties of its implementation, and the lack of analytical materials indicates that journalists are superficial in understanding the importance of the problem of inclusion, which has significantly increased after the full-scale invasion and the emergence of people with disabilities caused by the hostilities.

Journalists do not distinguish between the phenomena of inclusion and barrier-free access, as most of the issues raised in the publications are related only to barrier-free access. It would be a mistake to reduce inclusion to barrier-free access and the creation of accessible space, as inclusion is a profound change in society that involves equality, acceptance, support and real opportunities for full participation in various aspects of life.

The interpretation of the concept of barrier-free accessibility in many publications reflects the stereotypical view that only people with disabilities need barrier-free accessibility, although accessible space is useful for everyone. The creation of accessible locations should not be tied only to the needs of people with disabilities, as non-slip floors and convenient transport are useful and can be needed by every member of society.

The lack of analytical materials on inclusion in the Volyn media does not allow breaking down negative stereotypes and fighting stigma, as people with disabilities are often perceived as objects of pity or as people who cannot do without the help of others. Inclusion is also about social support, so it is important to purposefully foster positive attitudes towards diversity.

### 3. Problems of representation: common mistakes and incorrect vocabulary in the media

The media play a key role in shaping public perceptions of people with disabilities. The media influences the way society perceives people with disabilities. The use of stereotypical or derogatory language about people with disabilities can contribute to discrimination, incorrect language reinforces stereotypes and creates a distorted view of people with disabilities, while correct language helps to break down prejudice and contributes to an inclusive society. The use of tolerant language demonstrates respect for people with disabilities by defining their personality, not just their health condition.

The UN Convention on the Rights of Persons with Disabilities declares a non-discriminatory approach to communication. Media that use tolerant vocabulary and correct terminology contribute to the creation of an inclusive society where all people feel equal participants in public life.

The materials of Volyn media that contain references to people with disabilities show a significant number of incorrect wording that contribute to the perpetuation of negative stereotypes about people with disabilities.

A significant number of publications create a false impression that people with disabilities are incapable of having a so-called “full” life, which conveys a negative stereotype of the victim, as reflected in such wording:

“The number of people *who need special conditions for a full and comfortable life is growing every day*. Especially among defenders. Many of them come back with serious injuries or amputations, so very often it takes a lot of effort for them to even leave the house. Recently, journalists told the story of Valeriy Kovtun, a soldier who became disabled while defending Ukraine and now *has to be looked after by his elderly parents*. And there are dozens or even hundreds of such cases. / “Щодня зростає кількість людей, які потребують спеціальних умов для повноцінного та



комфортного життя. Особливо серед захисників та захисниць. Багато з них повертаються з тяжкими пораненнями або ампутаціями кінцівок, тому дуже часто їм навіть вийти з дому вартує значних зусиль. Нещодавно журналісти розповідали історію Валерія Ковтуна – військового, який захищаючи Україну отримав інвалідність і тепер його змушені доглядати старенькі батьки. А таких випадків десятки, а то й сотні”. (“How the Mayor of Lutsk wants to promote assistance for people with disabilities (video)”, Konkurent, 26.09.2024).

“Returning to the gym after prosthetics, Taras says, was a *return to a full life* for him” / “Повернення до тренажерки після протезування, каже Тарас, стало для нього поверненням до *повноцінного життя*” (“Winning gold medals and running a veterans” hub in Lutsk: the story of a warrior who lost his legs in the war”, Volynpost, 24.10.2024).

“It’s not often that you meet a person who was in a coma but survived, recovered and lives a full life.” “And even if one door closes in front of you, another one opens. Disability is not a reason to stop” / «Нечасто зустрінеш людину, яка була в комі, але вижила, відновилася і живе *повноцінним життям*». «І нехай перед тобою зачиняються одні двері – відчиняються інші. Інвалідність – не привід зупинитися», a needlwoman and confectioner from Volyn, Volynski Novyny, 13.05.2024.

“*To return to life*: where in Lutsk military men who lost their limbs can learn to drive”, Konkurent, 28.05.2024.

“The purpose of the activity is to support war veterans and their families, family members of deceased war veterans, and their return to an active and fulfilling life in society” / “Мета діяльності – підтримка ветеранів війни та членів їхніх сімей, членів сімей загиблих (померлих) ветеранів війни, їх повернення до активного *повноцінного життя* у суспільстві” (“A veteran space has been opened in Lutsk. Opening hours”, Misto.media, 24.01.2025).

“In addition, there are plans to replace Bohdan buses on city routes with newer models that are adapted to transport people with disabilities. However, this will be the responsibility of the carriers, not the city” / “Крім того, у планах – замінити автобуси типу “Богдан” на міських маршрутах на новіші моделі, які пристосовані для перевезення осіб з інвалідністю. Утім, це буде клопіт не міста, а перевізників” (In Lutsk, less than half of the stops are barrier-free, Misto.media, 27.01.2025). In the above quote, the concept of barrier-free accessibility is narrowed down to the misconception that comfortable, convenient transport is supposedly needed only because of the needs of people with disabilities, so they are perceived as a burden on society rather than as an integral part of it. The unfortunate and incorrect wording in the second sentence of the quote confirms this view, as attention to the needs of people with disabilities, as

well as the convenience of all passengers, can be a *burden* for the city or carriers, or it can become their *concern*. In our opinion, it would be more appropriate to voice information about the positive changes that have taken place in the city, as accessibility of transport has increased significantly after many buses were replaced with more comfortable and spacious ones.

Portraying a person with a disability as a victim or focusing on the fact that they cannot do without the help of others creates and reinforces the stereotype that all people with disabilities are dependent on the help of others. The absence of materials in the Volyn media featuring a person with a disability who is successful and independent of the help of others reinforces this negative stereotype.

The materials of the Volyn media show a number of incorrect lexemes, which, according to contemporary scholars I. Vyrtyos<sup>14</sup> [3], I. Mashkova<sup>15</sup> [5], L. Petrunkina<sup>16</sup> [6], are intolerant and offensive.

The lexemes *disabled*, *paralysed*, *wheelchair-bound* / *інвалід*, *паралізований*, *прикутий до інвалідного візка* are unacceptable in modern media texts, but such constructions are evidenced in the materials of the Volyn media.

“In Volyn, law enforcement officers smuggled men abroad under the guise of *disabled people*”, Volynpost, 12.06.2024.

“A heartfelt poem and video about a veteran of the Russian-Ukrainian war who is *confined to a wheelchair*, has PTSD and lost his beloved was filmed in Lutsk.” “The protagonist, Valentyn, tells his experiences in poetic form after his *legs were taken away*.” “The *paralysed* defender is surprised and despises officials, unscrupulous volunteers who hid humanitarian aid or imported new foreign cars under the guise of “humanitarian aid”.” (“This stigma will always hurt me”: a heartbreaking video about a disabled soldier was filmed in Lutsk”, Konkurent, 02.01.2025).

“When her body was *chained to an intensive care bed*, her relatives could not find a place for themselves.” (“And even if one door closes in front of you, another one opens. Disability is not a reason to stop,” – a needlewoman-confectioner from Volyn”, Volynski Novyny, 13.05.2024).

“In the village of Tsuman, Lutsk district, a drunk driver hit a person with a disability *in an electric wheelchair* on the road, and the driver was tried.”

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<sup>14</sup> Виртос І. Як розповідати про людей з інвалідністю : поради для журналістів. Детектор медіа : сайт. URL : <https://ms.detector.media/profstandarti/post/14167/2015-09-11-yak-rozpovidaty-pro-lyudey-z-invalidnistyu-porady-dlya-zhurnalistiv/>.

<sup>15</sup> Машкова Я. Інвалідність та ексклюзивність по-українськи. Як провалити тест на толерантність. Інститут масової інформації : сайт. URL : <https://imi.org.ua/monitorings/invalidnist-ta-inklyuzyvnist-poukrayinsky-yak-provalyty-test-na-tolerantn-ist-i58901>

<sup>16</sup> Петрунькіна Л. Інвалід чи людина з інвалідністю : нова мовленнєва етика, яку слід пам'ятати. Депо. ua : сайт. URL : <https://www.depo.ua/ukr/life/invalid-chi-lyudina-z-invalidnistyu-nova-movlenneva-etika-yakuslid-zapamyatati-202201271411626/>.

(“In Volyn, a drunk driver hit a person with a disability in a wheelchair and challenged the car’s arrest in court”, Volynpost, 26.11.2024).

“With the maximum speed limit in the settlement being 50 km/h, the latter was travelling at a speed of at least 94 km/h, which resulted in a collision with an electric wheelchair driven by a person with a disability.” (“In Volyn, a drunk driver hit a *person with a disability in a wheelchair* and challenged the car’s arrest in court”, Volynpost, 26.11.2024).

We consider the form *low-mobility groups of the population* incorrect, as there is no lexeme for *multimobility people*, and there is no indicator to determine whether a particular person is low- or “multimobility”. “They explored every nook and cranny to find out whether Lutsk is adapted for *people with reduced mobility*. / “Вони досліджували кожен потаємний закуток та шпарину, щоб врешті-решт дізнатися, чи адаптований Луцьк до маломобільних людей” (“5 minutes of your time for ramps, stairs, thresholds and doorways”, Misto.media, 03.01.2025).

“Now it is a large team of like-minded people whose main goal is to protect the rights and freedoms of *people with reduced mobility*. The low-mobility groups include: people with disabilities; pregnant women; children under 7; people with temporary functional impairments; the elderly; and military personnel undergoing rehabilitation. / «Зараз це велика команда однодумців, основною метою яких є захист прав та свобод маломобільних груп населення. До маломобільних груп населення належать: люди з інвалідністю; вагітні жінки; діти до 7 років; люди з тимчасовими функціональними порушеннями; люди похилого віку; військовослужбовці, які проходять реабілітацію». (“How a group of like-minded people develops barrier-free access in their city”, Volynpost, 19.09.2024).

There are also cases of incorrect use of the lexeme *special people*.

“Why *special clothes* are needed. / “Чому потрібен *особливий одяг*”. (“In Lutsk, “Sewing Company” creates adaptive clothes for the military”, Misto.media, 17.01.2025); “A holiday for special children was organised in Lutsk”, Volynski Novyny, 21.03.2015. “He says: by his example, Volyn resident Oleksandr Vashchuk demonstrates that disability is not a sentence for achieving a dream, even for people with special needs” / “Говорить: своїм прикладом волинянин Олександр Ващук демонструє, що інвалідність – не вирок для досягнення мрії, навіть для людей з *особливими потребами*” (“25-year-old Volyn resident with disabilities set a national record”, Konkurent, 14.07.2024).

Volyn journalists often resort to inappropriate imagery and euphemisms, calling people with Down syndrome *sunny people*. Over the past few years, the phrase *sunny children* has been used in 23 publications about people with Down syndrome in the titles of articles alone:

“For the first time in Ukraine: in Lutsk, *“sunny children”* set a record by dancing sports dances”, Volynski Novyny, 23.01.2024; “*Beauty with sunny eyes*”: a photo exhibition of children with Down syndrome was presented in Lutsk”, Volynski Novyny, 19.02.2023; “A photo exhibition with the participation of famous Volyn residents and *“sunny children”* in Lutsk. Photo, Volynski Novyny, 16.02.2023; “In Lutsk, *sunny children* were congratulated with sweet New Year’s gifts”, Volynski Novyny, 27.12.2017; “In Lutsk, *“sunny children”* set a record for Ukraine by dancing sports dances”, Volynpost, 23.01.2024; “People in the hall stood up and cried: *sunny children* from Volyn won the international festival”. VIDEO, Volynpost, 10.03.2020; “For the first time in Ukraine, *sunny children* from Lutsk took part in equestrian competitions. PHOTOS”, Volynpost, 24.05.2021.

The phrase *sunny children* is also used in the texts of the above materials: “Famous Volynians and *sunny children* took part in a photo session dedicated to the history of ancient Luchesk” / «У фотосесії, присвяченій історії древнього Лучеська, узяли участь відомі волиняни та “сонячні дітки”» (“Photo exhibition with the participation of famous Volynians and “sunny children” in Lutsk. Photo”, Volynski Novyny, 16.02.2023); “In the regional centre of Volyn, “154 sunny children” today set a national record for Ukraine in the nomination: “The largest number of people with Down syndrome who dance sports dances”. This is the first time in our country. “The choreographer and lecturer at Lesya Ukrainka National University Oleksandr Kashevskiy helped the “sunny athletes” to do this.”/ «В обласному центрі Волині 154 “сонячні дитини” сьогодні встановили національний рекорд України в номінації: «Найбільша кількість людей з синдромом Дауна, які танцюють спортивні танці». Це вперше у нашій державі». «Допоміг у цьому “сонячним спортсменам” хореограф, викладач ВНУ імені Лесі Українки Олександр Кашевський». (“In Lutsk, “sunny children” set a record for Ukraine by dancing sports dances”, Volynpost, 23.01.2024).

There are isolated cases of incorrect naming of diseases and diagnoses of a person, in particular, diseases are called *defects*, *problems*, when the lexeme *lesion* should be used. (“The gait laboratory will be used for rehabilitation of *patients with neurological and orthopedic problems, geriatric patients*” / («Лабораторію ходи використовуватимуть для реабілітації пацієнтів з *неврологічними та ортопедичними проблемами, геріатричних пацієнтів*» (“A gait laboratory will be purchased for a rehabilitation centre in Lutsk”, Misto.media, 27.01. 2025); “A man took advantage of the helpless state of the victim, who is a person with a group 2 disability due to a *neurological disease*” / «Чоловік скористався безпорадним станом потерпілої, яка є особою з інвалідністю 2 групи

внаслідок *неврологічної хвороби*» (“In Ternopil region, a pensioner raped a child with a disability”, Konkurent, 10.09. 2024); “We are looking for interested people with musculoskeletal disorders, hearing and visual impairments, mental and physical development disorders to engage in physical culture and sports and participate in rehabilitation and recreational activities” / «Ми шукаємо зацікавлених людей з ураженнями опорно-рухового апарату, порушеннями слуху, зору, *вадами розумово-фізичного розвитку*, для занять фізичною культурою і спортом та участі в реабілітаційно-оздоровчих заходах», – reports Invasport (‘Invasport announces recruitment of children and adults for sports’, Volynski Novyny, 06.08.2018)).

The term *neurodivergent person* should be used to describe people with intellectual disabilities and brain damage, as opposed to the term *neurotypical person*, as both terms are correct and widely used in the world media.

## CONCLUSIONS

The analysis of the media space shows that despite the gradual introduction of inclusive discourse, a significant part of Volyn media materials contains typical mistakes that negatively affect the perception of people with disabilities. One of the key problems is the use of incorrect vocabulary, which can be both overtly discriminatory and covertly stigmatising. The coverage of the image of a person with a disability is evidenced by the use of such lexical items as *disabled*, *chained to a ...*, *paralysed*, *wheelchair*, although ethical standards recommend avoiding such constructions.

There are cases of sensationalist and pity language in publications that create a distorted view of people with disabilities. This is especially evident in the coverage of success stories, where persons with disabilities are glorified, and their differences are emphasised rather than equality with others. Such narratives create artificial barriers and perpetuate stereotypes.

Often, journalists use language that emphasises otherness rather than normalising diversity, which often leads to a false impression of a diagnosis as a tragedy rather than a feature.

To improve the quality of media content, it is necessary to raise awareness among journalists about correct vocabulary and ethical standards. The introduction of clear editorial guidelines, cooperation with experts and representatives of inclusive communities, and regular monitoring of publications can contribute to more accurate, ethical and inclusive media coverage of social issues.

The study of the image of inclusion in the modern media space shows that the media play a key role in shaping public attitudes towards diversity

and equality. Thanks to the media, society gains knowledge about people with disabilities, but the quality of this representation remains low. Despite positive trends in the coverage of inclusive topics, there are numerous problems, including the use of incorrect vocabulary, superficial coverage, and stereotypical statements.

An important step towards creating high quality inclusive content is the introduction of ethical standards in journalism, raising the level of media literacy and cooperation with experts in the field of human rights and social inclusion. The media's responsibility is not limited to providing information; they should help break down discriminatory barriers, change public consciousness and contribute to building a tolerant information space.

Thus, inclusive media discourse should be based on accuracy, respect and a commitment to equal representation of all social groups. Only under these conditions will the media be able to fulfil their social mission of not only informing but also changing the world for the better.

## SUMMARY

The article analyses the image of inclusion in the contemporary Volyn media, traces how the media shape the attitude of society to the phenomenon of inclusion. Attention is focused on the problem of ethics of inclusion in the media, on the responsibility of journalists for the formation of a tolerant society. It is established that the media space has a significant impact on social integration. The key trends in the representation of people with disabilities in the Volyn media are considered. Positive practices, challenges and manipulative strategies that influence the formation of inclusive discourse are analysed. Special attention is paid to the impact of public initiatives on changing media content and developing a more tolerant information environment.

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#### **Information about the authors:**

**Mialkovska Liudmyla Mykolaivna,**

Doctor of Philological Sciences, Professor,  
Professor at the Foreign and Ukrainian Philology Department  
Lutsk National Technical University  
75, Lvivska street, Lutsk, 43018, Ukraine

**Sadova Larysa Oleksandrivna,**

Candidate of Philological Sciences,  
Associate Professor at the Department  
of Foreign and Ukrainian Philology  
Lutsk National Technical University  
75, Lvivska street, Lutsk, 43018, Ukraine