

Original Article

Framing of the theme of the inclusion of people with disabilities at work by a wide-circulation newspaper in Parana state since 1991 until 2006

Enquadramento da temática da inclusão de pessoas com deficiência no trabalho em Jornal de grande circulação do estado do paraná de 1991 a 2006

Angela Paula Simonelli^a , José Marçal Jackson Filho^b , Araiê Carolina Teixeira^a ,
Beliza Andréia de Oliveira^a , Emanuele Caroline de Lima Friebe^a , Raquel Del Canali^a ,
Tarciana Maria Bordignon^a , Vanderléia Pontes Marques de Oliveira^a 

^aUniversidade Federal do Paraná – UFPR, Curitiba, Paraná, Brasil.

^bFundação Jorge Duprat Figueiredo de Segurança e Medicina do Trabalho do Paraná – FUNDACENTRO, Curitiba, Paraná, Brasil.

How to cite: Simonelli, A. P., Jackson Filho, J. M., Teixeira, A. C., Oliveira, B. A., Friebe, E. C. L., Canali, R., Bordignon, T. M., & Oliveira, V. P. M. (2020). Framing of the theme of the inclusion of people with disabilities at work by a wide-circulation newspaper in Parana state since 1991 until 2006. *Cadernos Brasileiros de Terapia Ocupacional*, 28(2), 452-466. <https://doi.org/10.4322/2526-8910.ctoAO1988>

Abstract

Introduction: The inclusion of people with disabilities (PWDs) in a job is a long process, resulting from social movements initiated in the eighties, whose regulatory framework was the enactment of the Law 8213/91. **Objective:** To analyze the framing of the phenomenon of inclusion of people with disabilities in the workplace in the twenty-five years following the enactment of the law, in the main press media of the state of Paraná. **Method:** Documentary research was conducted based on news related to the inclusion of people with disabilities in the workplace, published in the newspaper from 1991 to 2016. The texts were read by two researchers, being excluded those whose content was about reports and job offers. To characterize the framing of the newspaper, an analysis of the discursive content of the texts was carried out, organized by themes. **Results:** Ninety-eight journalistic texts were found in the newspaper that met the inclusion criteria, being nine in 1999, the year with the highest number of publications. The analysis of the discursive content shows that the newspaper framed the issue of inclusion more as a problem for companies, adopting a discourse that points to the lack of

Received: July 19, 2019. 1st Review: Sept. 30, 2019. 2nd Review: Nov. 7, 2019. Accepted: Nov. 26, 2019.



This is an Open Access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

qualification of people as a major barrier to inclusion. **Conclusion:** The newspaper considers inclusion neither as a social right nor as a public policy that would aim to favor the achievement of full rights by people with disabilities.

Keywords: Video-audio Media, Disabled Persons, Inclusion, Employment.

Resumo

Introdução: A inclusão de pessoas com deficiência (PCDs) no trabalho é um processo longo, sendo resultado de movimentos sociais iniciados nos anos de 1980, cujo marco regulatório foi a Lei n. 8.213/91. **Objetivo:** Analisar o enquadramento do fenômeno da inclusão de PCDs no trabalho nos 25 anos subsequentes à promulgação da lei, na principal mídia impressa (jornal) do estado do Paraná. **Método:** Pesquisa documental foi realizada com textos publicados no jornal, de 1991 a 2016. Os textos foram lidos por dois pesquisadores, sendo excluídos aqueles cujo conteúdo se tratava de informes e ofertas de emprego. Para caracterizar o enquadramento do jornal, foi realizada análise de conteúdo discursivo dos textos, organizada por temas. **Resultados:** Foram encontrados 98 textos que atendiam aos critérios de inclusão, sendo nove em 1999, ano de maior número de publicações. A análise do conteúdo discursivo mostra que o jornal enquadra a questão da inclusão mais como problema para as empresas, adotando discurso que aponta a falta de qualificação das pessoas como maior barreira à inclusão. **Conclusão:** O jornal não trata a inclusão como um direito social, ou seja, enquanto objeto de política pública que visaria a favorecer o alcance dos plenos direitos pelas PCDs.

Palavras-chave: Mídia Audiovisual, Pessoas com deficiência, Inclusão, Emprego.

1 Introduction

The inclusion of people with disabilities (PWDs) in a job is a long process coming from the social movement since the eighties and presupposes a bilateral process, in which the PWDs must develop and society must seek to reduce the barriers of their social participation.

According to Sasaki (1998, p. 29), the inclusion does not require that the participation falls only on the PWDs but that shared with society. “The inclusion requires fundamental changes in the common systems of society, in such a way that all people, disabled or not, are first together, included, to then do everything - rehabilitate, study, play, work, receive medical care, travel, etc.”

Law 8,213/91, (Brasil, 1991) known as Quota Law, requires companies with more than 100 employees to reserve 2 to 5% of vacancies for people with disabilities. The primary objective of Brasil (2016) is to guarantee the hiring of these people through legal means.

According to Garcia & Maia (2014), Violante & Leite (2011), Pereira & Passerino (2012), Law 8.213/91 fulfills the role of inducing the process of including people with disabilities in the jobs, but it is not enough to ensure that inclusion. In Garcia's analysis (2014), based on the 2010 IBGE demographic census, only a small portion of people with disabilities had been included in the labor market. However, according to

Vasconcelos (2010), Paiva et al. (2015), the law has played an important role for the PWDs included in the jobs, giving meaning to their lives.

However, as a secondary objective and based on its effectiveness, we believed that the Quotas Law could precipitate a paradigm shift through coexistence and the experiences it provides, that is, a change in the view of disability and an understanding of the meaning of the word “inclusion”.

However, in general, hiring in Brazil has been carried out through this mandatory law and inspection by the Ministry of Labor and Employment (Hammes & Nuernberg, 2015). Most companies are looking for ways to comply with the law and to avoid punishment (Vio-lante & Leite, 2011), with some exceptions, as shown by Ávila-Vitor & Carvalho-Freitas (2012) in their study. Companies explain that full compliance with the law is not possible, especially in those whose number of employees is very large, as they reported that they do not find hiring people with disabilities trained to perform the available functions (Monteiro et al., 2011), or that architectural adaptations are difficult to achieve or very expensive (Violante & Leite, 2011). Anyway, many companies have disrespected the law or have complied with it to achieve only their economic objectives (Souza et al., 2019).

Thus, a vision persists, especially in the business environment, in which what matters is strict compliance with the law, hiring the recommended number of people with disabilities. In this view, a series of impediments or barriers, outside its scopes, such as the lack of qualification or the difficulties of urban access, have served to justify the difficulties of complying with the law. Thus, part of its responsibility is transferred to the State, which requires training workers, implementing accessibility policies, among other measures, but it has not done its part.

From another point of view, all spheres of society are responsible for the inclusion, being processes to fully include those who are marginalized due to their limitations. Thus, inclusion is necessarily a social issue.

A job is extremely important for the life of each individual, as it is a fundamental activity for personal fulfillment, develops self-esteem, social interaction, feeling of belonging and capacity, and the construction of identity and autonomy (Toldrá et al., 2010). Given the importance of work for people's lives, inclusion in the labor market can ensure new perspectives and projects for those who have achieved it.

However, including is not only the effort of “people who have overcome”, but a set of actions by different actors and institutions that enables them to participate in a job decently. Specialized institutions that prepare and monitor the actual inclusion, policies and programs that make local actions feasible by integrating inspection and approach with companies, structured corporate programs to hire people with disabilities that invest in internal accessibility and the design of work, in training, among other aspects are important. Public policies are necessary for the scope of education, accessibility, and urbanization, overcoming the main barriers to inclusion (Simonelli & Jackson Filho, 2017).

Another regulatory reference, recent and fundamental for inclusion in a job is the Statute for People with Disabilities (*EPD*), that is, the Brazilian Law for the Inclusion of People with Disabilities (*LBI*), Law no. 13,146, of 2015, implemented in 2018, which established that disability assessments for the recognition of rights must be based on a biopsychosocial perspective, going beyond the International Classification of

Functionality, Disability, and Health (ICF). According to the *EPD*, it is necessary to start from the perspective of the functionality on the barriers and facilitators to social participation, having defined six types of barriers - urban, architectural, transportation, communications, attitudinal and technological - that must be considered for characterization of disability as a restriction on social participation (Santos, 2016).

Occupational therapy, both in its practice and in the search for knowledge, has the work and the inclusion of PWDs in society as its central objects. Occupational therapists study and intervene with people and their daily activities, whether through institutional practices (Toldrá et al., 2010), rehabilitation and/or habilitation processes, accessibility studies (Neves-Silva et al., 2015), the elaboration of public policies, and working with companies (Simonelli & Camarotto, 2011) to minimize the existing barriers, monitoring the PWD for their adaptation and training in the job activities, effecting their inclusion.

The state of Paraná, especially its capital Curitiba, is a reference of urbanization and urban accessibility policies, and in other policies (for example, the minimum wage is higher than the national one). In this sense, it is expected that it has developed an effective inclusion policy. The issue to answer this question is to make an analysis based on the printed media. The media has a great influence on the development of public policies. Although it does not represent public opinion, it influences the view of the population when choosing themes and issues that feed the social debate (Penteado & Fortunato, 2015).

Thus, using its techniques and culture, the media can stimulate and sustain certain associated social and political issues, or it can oppose the movements, just not putting such issues on its agenda. Thus, it can be in favor of social domination, weakening certain themes and sectors of society, or it can “[...] encourage resistance and the struggle against the ruling classes [...]” (Cruz & Moura, 2012, p. 97), hence the interest in producing knowledge about the behavior of the media in the face of current social issues.

Thus, this study aims to analyze the framing of the main print media on the phenomenon of the inclusion of people with disabilities in a job in the twenty-five years after the enactment of Law no. 8.213/91, in the state of Paraná, and to verify if the inclusion surpassed, in that state, the instrumental rationality of the norm according to its look.

2 Method

This study used the qualitative methodology to highlight the framing (Mendonça & Simões, 2012) of the theme “inclusion of people with disabilities at work” and its main contents throughout the period researched in the regional print media.

Therefore, we carried out documentary research regarding the inclusion of people with disabilities in a job, analyzing journalistic texts published in a newspaper of great circulation in Paraná, from July 1991 to July 2016. This media vehicle print was chosen because it is the most widely circulated and impacted written communication medium in the State of Paraná, and because it is considered a newspaper concerned with regional and national issues (Santos, 2011), presenting a satisfactory database for an exploratory study.

We searched for texts related to the inclusion of people with disabilities at work, through the association of the keywords: “people with disabilities”, “disabled people”, “people with disabilities”, “inclusion”, “law 8213/91”, “reservation of vacancies”, and “work”.

The cut was from July 1991 to July 2016 to contemplate the first twenty-five years of the enactment of Law no. 8.213, a historic reference for the inclusion of these people in the labor activity and to guarantee the reservation of vacancies for their hiring.

Data collection was carried out from August to November 2016, at the Paraná Public Library, which has the collection of newspapers, available on paper or in microfilming. The texts were copied for reading and analysis.

After a complete reading by two researchers, we applied the inclusion criteria - journalistic and editorial texts that addressed topics related to people with disabilities, work and inclusion - and the exclusion criteria - reports on job offers, events or courses.

The texts were then distributed by year of publication and then proceeded to analyze the discursive content.

According to Vergara (2014), the analysis of the discourse verifies what is being argued on a given theme in addition to what is said or written. It investigates how content is used to achieve a certain effect of meaning. Discourse analysis comprises different approaches and requires researcher sensitivity to capture and interpret implicit subjectivities in a discourse about what or who is researched.

We opted in this research to analyze the “[...] statements and speeches of a varied nature, capturing the way reality is framed [...]” by the newspaper (Mendonça & Simões, 2012, p. 193). To capture the “specific perspectives of interpreting reality”, in the case of including PWDs in the work, we focused on the content of the texts, because “[...] it is in the content that the picture is sought, seen as a kind of angle, which allows understanding the interpretation to the detriment of others” (Mendonça & Simões, 2012, p. 194).

After analyzing the discursive content, we organized the material collected according to the recurring themes found: terminologies adopted by the media, modalities for hiring PWDs at work, indices for hiring people with disabilities in the private and public sector, support materials, projects and/or programs for inclusion, cases of overcoming and barriers for inclusion.

3 Results

We found 185 texts, of which 87 were excluded from the study. The research had an empirical base of 98 journalistic texts that met the inclusion criteria.

In 98 texts published in the period, we highlight the years 1998, 2014 and 2016 no journalistic texts on this theme were published; 1999 was the year with the highest index of publications on the subject, and 9 texts were published (please see figure 1).

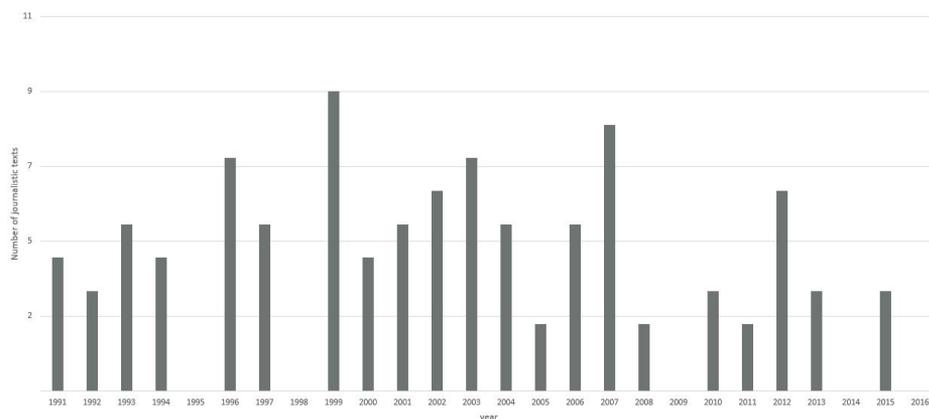


Figure 1. Number of journalistic texts per year of publication.

Law no. 8,213/91 was cited in its content for the first time in this media outlet in 1996.

The framing by the newspaper under the question of inclusion will be presented below through the recurring themes found in our analysis.

3.1 Terminologies adopted by the media

The social movement for inclusion adopted the term “person with a disability”, which aims to keep the focus on the person regardless of their disability, assuming disability as a condition (Simonelli, 2009). Therefore, it is an expression linked to a central assumption for the development of social inclusion.

Although the term “disabled person” has been used in newspaper articles since 1993, other terms have been used throughout the study period, such as “disabled”, “disabled people”, “people with disabilities”, “exceptional” and “people with special needs”. The most frequently used terms were “disabled”, “disabled person” and “disabled people”.

3.2 Modalities for hiring PWDs in a job

According to the published texts, the State of Paraná registered PWDs and institutions that offered professional training for these people in 1991. Ways of contracting through the intermediation of institutions were discussed, called “selective placement”, a type of contracting similar to outsourcing.

The contracting forms commonly carried out in 1992 were through workshops and services provided by the institutions, the maintenance of which depended on the amounts received for the services provided by the PWD.

In 1996, job vacancies were offered through agreements between companies and PWD institutions, which intermediated hiring.

The main issue addressed in 2000 was the creation of rules for hiring and securing PWDs in private companies, and competitive contracting that met the requirements of labor legislation. In the published articles, selective hiring was defended, which should run when special procedures were required for inclusion and self-employment through autonomous, cooperative or family-economy work. In this way, charities and PWD

institutions could mediate the outsourcing of services to public and private companies and commercialize services.

In 2012, an article presented a rehabilitation institution that maintained a bookbinding workshop, in which wheelchair users and people with physical disabilities did the bookbinding work, and the profit was reverted to pay employees and to maintain the institution.

Also, journalistic texts were found over the years (1996, 1997, 2000, 2002 and 2011), showing questions regarding the reservation of vacancies for PWD in public tenders in the State of Paraná. In 1992, an article addressed the non-compliance with the reserve of 5% of vacancies in public tenders for the positions of the City Hall of the city of Curitiba (percentage stipulated by the Municipal Organic Law and the Federal Constitution). In 1994, texts dealt with the reactivation of the State Council for Education, Qualification, Rehabilitation, and Social Integration of People with Disabilities, created by Law 7,875/84 and deactivated since 1986. This Council had the objective of guaranteeing the nomination of those approved in the competition, eliminating architectural tonic barriers in buildings and urban environments.

In 2003 and later in 2010, the main topic was related to issues raised by the Public Ministry of Labor (*MPT*) about the positions held by PWD in the state government of Paraná. These were positions originating from outsourcing, without competing, which contradicted the current regulation, in which the government should have 5% of PWD in its staff via reserve of a vacancy in public tenders.

PWDs contracting programs from the state's auto manufacturers were presented in 2006. Among them, there was the Renault company that provided a course in Brazilian Sign Language (*Libras*) to employees after contracting auditory PWD. Structural changes were said to be underway and investments in awareness-raising courses were helping to support cultural changes, reported as the most difficult to achieve. Other texts also presented PWD working in vehicle manufacturers in Paraná, characterizing new possibilities of jobs in the assembly lines, but revealed that the contracts, in general, occurred for administrative functions. The automakers had a large number of employees and sought to comply with Law 8.213/91; however, without success for failing to reach the quota of PWD as prescribed by it. According to the Regional Labor Office, hiring started more intensively from 2013, after the intensification of inspection actions.

3.3 Employment rates for people with disabilities in the private and public sectors

In 2010, a text pointed out that the country had not managed until that year to comply with Law 8213/91. According to data from the Ministry of Labor and Employment (*MTE*), Roraima, Paraíba, Santa Catarina, and Paraná were the states that contracted the least. Only 3.6% of vacancies for PWD were occupied in Paraná, in which prejudice was the greatest barrier to inclusion. In Brazil, 28% of the vacancies were filled, according to the *MTE*.

An analysis published in 1997 of the Paraná Rehabilitation Association (*APR*) on the hiring of PWD in Paraná pointed out that the private initiative rarely hired, despite Law 8.213/91. The association, through agreements, employed 432 PWDs that provided services to municipal and state institutions. However, PWDs were hired by the association and not by institutions or companies.

Research published in 2001 revealed that 10 years after the enactment of Law 8,213/91, the participation of the PWD in the labor market had increased; however, only 30% of the people with mental disabilities and qualified, got a job.

In 2003, an article reported that only 15% of the PWDs in Paraná got jobs, according to the State Department of Labor, and the wages of the PWDs were lower than people without disabilities. According to a 2004 article, the figures of the Support Program for People with Disabilities (*PPD*), from the Worker's Agency, showed an increase of 56% in the placement of PWD at a job in the state of Paraná and an increase in the offer of vacancies, after actions by Justice against companies with more than 100 employees. However, in 2005, the journalistic texts pointed to the permanence of the difficulty of hiring PWDs in the state.

Besides the barriers of inclusion, another problem mentioned in 2011 referred to the permanence of the PWDs in the job. The text showed that those who managed to get into work had difficulties in staying.

3.4 Projects and/or programs for inclusion

Texts related to the orientation for the inclusion were published in 1994, showing the launch of two booklets, prepared by the International Labor Organization (ILO) and launched by the National Coordination for the Integration of People with Disabilities (*CORDE*), intended to guide workers 'and employers' organizations to hire PWDs.

In 2002, the Ethos Institute of Business and Social Responsibility in Curitiba published the manual entitled "What can companies do for the inclusion of people with disabilities", whose content highlighted the situation of PWDs in Brazil, the inclusion as corporate social responsibility, the benefits for the organization and the steps to be taken for the inclusion.

Regarding the publication of projects and programs focused on the inclusion of PWDs in the workplace in 1997, a text was published on the program of the Secretariat for Employment and Labor Relations called "Placing the Disabled Person in the Labor Market" created in Curitiba, which aimed at qualifying the PWDs.

In 1999, the "Program for the Insertion of People with Disabilities in the Labor Market", developed by the Public Employment System, in partnership with the West State University, intermediated the hiring of 69 PWDs.

In 2004, the newspaper published an article about the project, launched by the company Electrolux for the creation of the "Free University for Human Efficiency (*UNILEHU*)", whose objective was to train manpower capable of meeting the demands of companies, since this company and other companies were not able to comply with Law 8,213/91.

Finally, a report published in 2012 presented a project by SENAI together with the companies' human resources sectors that sought to know the type of professional they needed, to then carry out the training process and, finally, to introduce adaptations in workplaces, based on the needs and specificities of students' disabilities.

3.5 Overcoming cases

Overcoming cases, that is, reports on the history of PWDs that due to individual merit overcame their limitations and were exercising work activities were published over the 25 years surveyed. The years 1997, 1999, 2007 and 2015 presented a greater number of texts.

In 2012, the newspaper published an article that stated that many PWDs had built a career after being hired, with training playing a fundamental role. However, the process was not effective, both for the PWDs, who relied on disability to be treated differently and for companies, which hired only to comply with the law. Only companies that had understood the social transformation advocated by the Law were contributing to the development of these professionals.

3.6 Barriers for the inclusion

The low professional qualification was pointed out as the greatest difficulty for hiring PWDs by the newspaper over the period.

In 1999, eight articles addressed issues related to low professional qualification and preconceptions as to the main barriers to hiring, and the difficulties presented by the visual and auditory PWDs in finding employment. Criticisms were addressed to schools and institutions, because, for entrepreneurs, the training did not meet the demands of the market, being mainly focused on the development of manual skills. The criticism regarding training was found largely in the texts published in 1996, 2000, 2001, 2006, 2010 and 2012.

Publication in 2002 reported that the companies were unable to contract the required number of PWDs under Law 8213/91; the non-hiring was justified by the insufficiency of candidates.

According to an article published in 2015, companies did not intend to make major investments with adaptations in the environment, seeking to hire people with little apparent disability, with high school education level, computer skills, and administrative profile. In the same year, the newspaper published a text about a private company fined in the State for distinguishing job candidates, according to the type of disability, and flaws related to accessibility at the company's facilities.

4 Discussion

For several authors, the biggest impediments for the inclusion of PWDs in the labor market were the representation about disability and work capacity, and the pre-concept that arises from this representation and the view about the very nature of the process, that is, whether it is a social problem or a problem of the individuals (Sasaki, 1998; Maciel, 2000; Brunello et al., 2010; Violante & Leite, 2011).

The inclusion in the work depends on the dissemination of a comprehensive view on the nature of the process, in which the PWDs as anyone, can work if the barriers to their participation are eliminated (Santos, 2016). This is a larger social issue with the confrontation of which depends on the engagement of different social actors and

institutions (not just the individual effort and overcoming of people with disabilities) (Ávila-Vitor & Carvalho-Freitas, 2012; Neves-Silva et al., 2015; Silva & Oliver, 2019).

In this sense, the media has/would have a fundamental role in spreading this view for “[...] the promotion of positive attitudes towards inclusion [...]” (Maciel, 2000, p. 55), as shown by Rios et al. (2015), regarding the role of the print media in the issue of autism, supporting that:

[...] socially shared conceptions about autism in Brazil, not only because it conveys scientific information on the subject. In its most dramatic dimension, the media narrative also sensitizes the reader to political causes (Rios et al., 2015, p. 333).

Our results showed the opposite: the articles published by the newspaper over these 25 years are based on a reduced view of the inclusion. How to accept the fact that the newspaper uses a denomination, highly criticized and in disuse as “exceptional” or “disabled”, different from the adopted by social movements?

The terms reflect concepts, perceptions, and values. Therefore, the discussion of the choice of terms used by the authors when addressing inclusion is very important, as the terminology is changed according to the paradigms in force in society at a given moment (Carvalho-Freitas et al., 2019).

By the lack of definition adopted in the texts, the newspaper demonstrated that it was not concerned with a fundamental assumption for the inclusion movement.

The inclusion of people is not seen as a major social problem, but, above all, a problem for companies, which are forced to comply with the law. There is an even prevalence of texts on the topic of selective hiring and/or services provided by the institutions, which constitute precarious forms of hiring, leading to “special”, second-class inclusion.

In this same perspective, the main barrier to hiring people with disabilities present in the materials is the lack of professional qualification, that is, the blame is allocated to the PWDs. Interestingly, the newspaper does not address one of the main barriers for many authors: the lack of urban accessibility and in public and private buildings and facilities. Also, no news evoked the controversy surrounding the benefit of continued provision. Such issues have been widely debated in the academic area (Vasconcelos, 2010; Neves-Silva et al., 2015).

On the other hand, according to the articles published in the newspaper, overcoming does not depend on the collective and social effort to eliminate barriers to inclusion, but only on the personal overcoming of some people. This form is often perverse, used in companies to take advantage of workers with disabilities, which is, according to Vasconcelos (2010), a form of the irony of inclusion.

Given this position, the newspaper did not open enough space for diffusion and discussion on the professional practices necessary for the difficult inclusion process, as in the experience of Simonelli & Camarotto (2011), or the analysis by Brunello et al. (2010).

The law and its impacts appear very little on the newspaper's pages. Not even the low rate of hiring people in the reported state is treated as a problem to be faced in the scope of public policies when compared to the rest of the country. Only a few supporting

materials were disseminated locally, and most of them were national and distributed to the states. Also, only three projects and/or programs for inclusion developed in the state were broadcast.

As for the public sector, the position of the newspaper is a little different since some articles pointed out controversies generated by the non-hiring via the reservation of vacancies in public tenders.

If in the academic debate the scope of the Quota Law and its inducing role, its effectiveness at the heart of public policies is the object of attention (Garcia, 2014; Hammes & Nuernberg, 2015), in the newspaper, none of this is highlighted. Public policies are not treated, criticized, debated, and do not seem to deserve space on their pages.

This position of the newspaper, which might seem contradictory at first, can be justified that the newspaper is also a company, inserted in the economic environment, which depends on the publicity (Cruz & Moura, 2012). What is published in the newspapers, or not published, is associated with their interests and the worldview they defend. Thus, according to Penteadó & Fortunato (2015, p. 138):

[...] most PP (public policies) do not have space (visibility) in the media and, when they do, they must meet the criteria of news of the media or meet the interests of groups that act politically around specific themes.

Our analysis corroborated this perspective, contradicting the position in which the newspaper is a well-reputed information vehicle in Paraná due to the identity relationships it establishes with society through its publications and the topics it addresses (Santos, 2011). Our analysis on the topic of inclusion of PWDs in a job shows that the newspaper contributes little to the development of public policy, and, consequently, favors the reach of social rights by the PWDs.

It is according to the developments of Cruz & Moura (2012) when they affirm that when dealing with the issue of human rights, the media often acts in the sense of misinforming to gain an audience and or to serve their interests and those of their partners, leaving to bring out the precariousness of the situation of the less fortunate and to place debates on the public agenda aiming to overcome them.

The proposed analysis is focused on highlighting the newspaper's framing on the theme of inclusion, that is, which themes and aspects of the phenomenon were selected and most prominent on the newspaper's pages (Porto, 2004), which influenced, according to the analysis of the articles published, certain interpretations regarding inclusion (seen more as a problem for private companies) and proposals for change (in general, solutions focused on individuals to solve the problems of companies).

Although the analysis in this text especially shows a critical view on the role of this media for social inclusion at work, the fact that it deals with the theme is a positive thing. The media discourse depends on what are the sources of the journalists - specialists, activists, social actors (Penteadó & Fortunato, 2015) - and, therefore, in the case of this article, the discourse on the inclusion of PWDs may be influenced by the participation of people and movements in defense of social inclusion (Silva & Oliver, 2019), like the treatment of print media on the problem of autism (Rios et al., 2015).

Another positive aspect was to show the importance of campaigns, programs, and action by public bodies to ensure that the Law is accomplished and the right to work for the PWDs respected, as exemplified by what Hammes & Nuernberg (2015) in the action for inclusion in the PWDs labor market in Florianópolis. However, given the tendency to decrease the action of the State and its protection organs at work (Patrui Filho, 2019), the role of organizations in defense of the social inclusion of the PWDs (Silva & Oliver, 2019) and the media becomes determinant to keep the issue on the political agenda and influence the effectiveness of public policies, especially in the current political context.

It is also expected that the recent Statute of People with Disabilities, based on the assumption of inclusion as a social process, can expand the social debate and its repercussion with the big media, favoring the social participation and work of the PWDs (Santos, 2016).

5 Final Considerations

In the newspaper's framing, first of all, inclusion is a problem for companies, forced to hire people with disabilities through the Quota Law. The newspaper supported their speech by emphasizing that the lack of professional qualification is the main barrier to hiring. In this way, it holds the interested parties responsible for their failure.

On the other hand, valuing cases of overcoming, it attributes the individual merit of some people with disabilities to succeed in entering the labor market. In this way, the newspaper dispenses with the need for the law, which barely appears on its pages, and its role as an inducer of inclusion. Therefore, as the law is not a journalistic issue, the newspaper is also not concerned with its instrumental rationality, that is, it is not interested in knowing whether the predicted quotas are being achieved or not in Paraná.

We can conclude that inclusion is not a major social problem for this media outlet. The newspaper gave little information to society in Paraná about the quota law and its importance, as well as the public policies implemented to promote access to the labor market for people with disabilities in the last 25 years. However, it is important to emphasize that, by publishing articles on the topic, the newspaper opens space for social debate around the issue of including PWDs at work.

At the current juncture, the mainstream media together with organizations in defense of social inclusion can assume a fundamental role in keeping the topic on the political agenda, given the weakening of the actions of the Brazilian State in favor of social policies. Having the media discourse on social inclusion as an object of research is fundamental to understand the barriers and possibilities for the promotion of the rights of people with disabilities in Brazil today and in the coming years.

Acknowledgements

We thank the Paraná Public Library.

References

- Ávila-Vitor, M. R. C., & Carvalho-Freitas, M. N. (2012). Valores organizacionais e concepções de deficiência: a percepção de pessoas incluídas. *Psicol. Cienc. Prof.*, 32(4), 792-807. Recuperado em 25 de junho de 2019, de script=sci_arttext&pid=S1414-98932012000400003&lng=pt&nrm=iso
- Brasil. (1991, 24 de Julho). Lei nº 8.213, de 24 de julho de 1991. Dispõe sobre os Planos de Benefícios da Previdência Social e dá outras providências. *Diário Oficial [da] República Federativa do Brasil*, Brasília. Recuperado em 23 de novembro de 2019, de http://www.planalto.gov.br/Ccivil_03/LEIS/L8213cons.htm
- Brasil. Ministério da Economia. Secretaria de Trabalho. (2016). *Pessoas com deficiência conquistam cada vez mais espaço no mercado de trabalho*. Brasília: Ministério da Economia. Recuperado em 23 de novembro de 2019, de <http://trabalho.gov.br/noticias/3836-pessoas-com-deficiencia-conquistam-cada-vez-mais-espaco-no-mercado-de-trabalho>
- Brunello, M. I. B., Marque, C. B., & Toldrá, R. C. (2010). Desafios para a inclusão no mercado de trabalho de pessoas com deficiência intelectual: experiências em construção. *Revista de Terapia Ocupacional da Universidade de São Paulo*, 21(2), 158-165. Recuperado em 25 de junho de 2019, de <http://www.revistas.usp.br/rto/article/viewFile/14099/15917>
- Carvalho-Freitas, M. N., Tondin, C. F., Santos, L. M. M., & Guimarães, A. C. (2019). Inclusão-exclusão de pessoas com deficiência: contribuições do PPGPSI e possibilidades de novas agendas de pesquisa. In M. N. Carvalho-Freitas, L. C. Freitas, L. Cordeiro & T. C. Pollo (Orgs.), *Instituições, saúde e sociedade: contribuições da Psicologia* (pp. 100-123). Belo Horizonte: EdUEMG.
- Cruz, F. S., & Moura, M. O. (2012). Os direitos humanos como produto: reflexões sobre a informação e a cultura da mídia. *Sequência*, 33(65), 79-102. <http://dx.doi.org/10.5007/2177-7055.2012v33n65p79>.
- Garcia, V. G. (2014). Panorama da inclusão das pessoas com deficiência no mercado de trabalho no Brasil. *Trabalho, Educação e Saúde*, 12(1), 165-187.
- Garcia, V. G., & Maia, A. G. (2014). Características da participação das pessoas com deficiência e/ou limitação funcional no mercado de trabalho brasileiro. *Revista Brasileira de Estudos de População*, 31(2), 395-418. Recuperado em 25 de junho de 2019, de http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0102-30982014000200008&lng=pt&nrm=iso
- Hammes, I. C., & Nuernberg, A. H. (2015). A inclusão de pessoas com deficiência no contexto do trabalho em Florianópolis: relato de experiência no Sistema Nacional de Emprego. *Psicologia*, 35(3), 768-780. Recuperado em 25 de junho de 2019, de http://www.scielo.br/scielo.php?script=sci_arttext&pid=S1414-98932015000300768&lng=pt&nrm=iso
- Maciel, M. R. C. (2000). Portadores de deficiência: a questão da inclusão social. *São Paulo em Perspectiva*, 14(2), 51-56.
- Mendonça, R. F., & Simões, P. (2012). Enquadramento: diferentes operacionalizações analíticas de um conceito. *Revista Brasileira de Ciências Sociais*, 27(79), 117-235.
- Monteiro, L. G., Oliveira, S. M. Q., Rodrigues, S. M., & Dias, C. A. (2011). Responsabilidade social empresarial: inclusão de pessoas com deficiência no mercado de trabalho. *Revista Brasileira de Educação Especial*, 17(3), 459-480.
- Neves-Silva, P., Prais, F. G., & Silveira, A. M. (2015). Inclusão de pessoas com deficiência no mercado de trabalho em Belo Horizonte, Brasil: cenário e perspectiva. *Ciência & Saúde Coletiva*, 20(8), 2549-2558.
- Paiva, J. C. M., Bendassolli, P. F., & Torres, C. C. (2015). Sentidos e significados do trabalho: dos impedimentos às possibilidades do trabalho de pessoas com deficiência. *Estudos e Pesquisas em Psicologia*, 15(1), 218-239.
- Patrui Filho, R. (2019). *Regulação do trabalho como política pública: O caso da intervenção da inspeção do trabalho no porto de Paranaquá* (Dissertação de mestrado). Fundacentro, São Paulo.

- Penteado, C. C., & Fortunato, I. (2015). Mídia e políticas públicas: possíveis campos exploratórios. *Revista Brasileira de Ciências Sociais*, 30(87), 129-142.
- Pereira, A. C. C., & Passerino, L. (2012). Um estudo sobre o perfil dos empregados com deficiência em uma organização. *Revista Brasileira de Educação Especial*, 18(2), 245-264. Recuperado em 25 de junho de 2019, de http://www.scielo.br/scielo.php?script=sci_arttext&pid=S1413-65382012000200006&lng=pt&nrm=iso
- Porto, M. P. (2004). Enquadramentos da mídia e política. In A. A. C. Rubim. *Comunicação e política: conceitos e abordagens* (pp. 73 - 104). Salvador: Edufba, São Paulo: Unesp.
- Rios, C., Ortega, F., Zorzaneli, R., & Nascimento, L. F. (2015). Da invisibilidade à epidemia: a construção narrativa do autismo na mídia impressa brasileira. *Interface - Comunicação, Saúde, Educação*, 19(53), 325-335.
- Santos, A. C. (2011). O jornalismo de região em consonância com a história do seu povo: um breve estudo da trajetória da Gazeta do Povo. *Revista Brasileira de Ensino de Jornalismo*, 1(8), 19-47.
- Santos, W. (2016). Deficiência como restrição de participação social: desafios para avaliação a partir da Lei Brasileira de Inclusão. *Ciência & Saúde Coletiva*, 21(10), 3007-3015.
- Sassaki, R. K. (1998). Inclusão, o paradigma da próxima década. *Mensagem*, 34(83), 19-23.
- Silva, A. C. C., & Oliver, F. C. (2019). Pessoas com deficiência no caminho da democracia participativa. *Cad. Bras. Ter. Ocup*, 27(2), 279-292. Recuperado em 21 de outubro de 2019, de http://www.scielo.br/scielo.php?script=sci_arttext&pid=S2526-89102019000200279&lng=pt&nrm=iso
- Simonelli, A. P. (2009). *Contribuições da análise da atividade e do modelo social para a inclusão no trabalho de pessoas com deficiência* (Tese de doutorado). Universidade Federal de São Carlos, São Carlos.
- Simonelli, A. P., & Camarotto, J. A. (2011). Análise de atividades para a inclusão de pessoas com deficiência no trabalho: uma proposta de modelo. *Gestão & Produção*, 18(1), 13-26.
- Simonelli, A. P., & Jackson Filho, J. M. (2017). Análise da inclusão de pessoas com deficiência no trabalho após 25 anos da lei de cotas: uma revisão da literatura. *Cadernos Brasileiros de Terapia Ocupacional*, 25(4), 855-867. Recuperado em 25 de junho de 2019, de http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0104-530X2011000100002&lng=pt&nrm=iso
- Souza, A. A. A., Palhares, J. V., Santos, T. L. B., & Rosa, M. E. A. (2019). Empresa inclusiva? Uma análise comparativa entre os discursos de trabalhadores com deficiência e os de gestores de uma empresa cooperativa. *Revista Gestão e Planejamento*, 20, 218-238. Recuperado em 21 de outubro de 2019, de <http://www.revistas.unifacs.br/index.php/rgb>
- Toldrá, R. C., Marque, C. B., & Brunello, M. I. B. (2010). Desafios para a inclusão no mercado de trabalho de pessoas com deficiência intelectual: experiências em construção. *Revista de Terapia Ocupacional da Universidade de São Paulo*, 21(2), 158-165.
- Vasconcelos, F. D. (2010). O trabalhador com deficiência e as práticas de inclusão no mercado de trabalho de Salvador, Bahia. *Revista Brasileira de Saúde Ocupacional*, 35(121), 41-52. Recuperado em 25 de junho de 2019, de http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572010000100006&lng=pt&nrm=iso
- Vergara, S. C. (2014). *Projetos e relatórios de pesquisa em administração*. São Paulo: Atlas.
- Violante, R. R., & Leite, L. P. (2011). A empregabilidade das pessoas com deficiência: uma análise da inclusão social no mercado de trabalho do município de Bauru, SP. *Cadernos de Psicologia Social do Trabalho*, 14(1), 73-91. Recuperado em 25 de junho de 2019, de <http://www.revistas.usp.br/cpst/article/view/25717>

Author's Contributions

Angela Paula Simonelli and José Marçal Jackson Filho: They are responsible for the research design, research orientation, data collection, literature review, data treatment and discussion, text writing and final review. Araié Caroline da Silva Teixeira; Beliza Andréia de Oliveira; Emanuele Caroline de Lima Friebe; Raquel Del Canali; Tarciana Maria Bordignon; Vanderléia Pontes Marques de Oliveira: They are students of the eighth period of the UFPR Occupational Therapy Course. They performed data collection and classification, literature review, text writing, and formatting. All authors approved the final version of the article.

Corresponding author

Angela Paula Simonelli
E-mail: angelapaulasimonelli@gmail.com