

Research on the Integrated Development of Disability Services in the Greater Bay Area From the Perspective of Media Functions

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As the main window for the public to understand the outside world, mass media has an undeniable influence on economic and social development. The way in which the media reports on issues related to people with disabilities not only affects the voice of the disabled community, which determines the public image of the “disappearing” disabled community, but also affects the public awareness and recognition of the disability cause. To further explore the current status of mainstream media’s coverage of the disability cause, this article combines relevant concepts from media function theory and analyzes reports related to the integrated development of the disability cause in the Guangdong-Hong Kong-Macao Greater Bay Area by using the examples of the *Zhuhai Special Zone Daily*, *Southern Metropolis Daily*, and *Shenzhen Special Zone Daily* since the release of the Development Plan Outline for the Guangdong-Hong Kong-Macao Greater Bay Area in 2019. The results show that the “Integrated Development of the Disability Cause in the Bay Area” presented in the reports has the characteristics of service-oriented and cooperation-based, which is in line with the overall trend of the development of China’s disability cause. However, due to factors such as a small overall quantity of related reports, a relatively single style of reporting and information sources, and a strong promotional tone, there still exists a certain difference between the “media reality” and objective reality constructed by these reports. Therefore, this article suggests that institutional media should fully strengthen their coverage of relevant topics, while enhancing the timeliness and readability of reports by enriching various reporting elements. By further enhancing the effectiveness of reporting and communication, the integrated development of the disability cause in the Bay Area can be effectively promoted.

Keywords: disability services, Greater Bay Area, media function

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Introduction

The Guangdong-Hong Kong-Macao Greater Bay Area is located in the Pearl River Delta of China, including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, Zhaoqing in Guangdong Province, and the two special administrative regions of Hong Kong and Macao. According to publicly available data from the yearbooks of the nine Guangdong cities, disability organizations, and relevant statistics from the Hong Kong Census and Statistics Department and the Macao Social Work Bureau, as of 2020, the number of disabled persons in the Guangdong-Hong Kong-Macao Greater Bay Area is about 1.57 million, accounting for 1.82% of the total population. Although the proportion of disabled persons in the total population is not large, the number is not to be underestimated. Currently, the three regions have begun to cooperate in specific areas such as entrepreneurship and transportation for persons with disabilities. The Guangdong Provincial “14th Five-Year Plan” for the protection and development of persons with disabilities has also made relevant statements regarding exchanges and cooperation in the field of disability services among the three regions. However, due to the lack of a systematic and comprehensive work plan, the integrated development of disability services in the three regions is still in its infancy.

In 2019, the “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area” was proposed to adhere to the people-centered development concept, actively expand cooperation in education, culture, tourism, social security, and other fields in the Greater Bay Area, and jointly create a high-quality living circle with good public services, livability, business environment, and tourist attraction (State Council, 2019). Overall, as the degree of integration and development of the Greater Bay Area deepens, the integrated development of disability services in the Greater Bay Area is becoming increasingly important, and the media is playing an increasingly important role in the process of integration and development.

Zhuhai is adjacent to Macao, Shenzhen is adjacent to Hong Kong, and as the capital city of Guangdong Province, Guangzhou’s media construction also has a demonstrative effect on the development of the Guangdong-Hong Kong-Macao Greater Bay Area. *Southern Metropolis Daily*, *Shenzhen Special Zone Daily*, and *Zhuhai Special Zone Daily* are authoritative newspapers in Guangzhou, Shenzhen, and Zhuhai, respectively, and have strong influence in the Greater Bay Area. Their reports on disability services are representative. The high-quality development of disability services still faces many difficulties today. Media coverage can play a role in guiding the public to correctly understand persons with disabilities, conveying positive energy, and so on. Therefore, the study of how the media can assist in the integrated development of disability services in the Guangdong-Hong Kong-Macao Greater Bay Area has become an important issue of this era and has significant implications for the integrated development of disability services in China.

Literature Review and Theoretical Basis

Literature Review

According to the relevant provisions of China’s “Law on the Protection of Persons with Disabilities”, “persons with disabilities” are defined as “persons who have lost or have abnormalities in certain tissues or functions in terms of psychology, physiology, or body structure, and have lost all or part of their ability to engage in certain activities in a normal way” (Jun & Lu, 2021). This includes visual disabilities, hearing disabilities, speech disabilities, physical disabilities, intellectual disabilities, mental disabilities, multiple disabilities, and so on (Law of the People’s Republic of China on the Protection of Disabled Persons, 2008).

In China, early scholars studying the nature and functions of newspapers pointed out that only by combining “producing newspapers to sell” and “buying newspapers to read” could the publicity role of newspapers be brought into play, that is, highlighting the dual nature of newspapers as publicity and commodities. However, overall, due to objective environmental influences, the “throat theory” has long deeply influenced the academic positioning of the functions of mass media. Since the reform and opening up, with changes in the social environment and the introduction of research results from Western scholars, the academic community’s understanding of media functions has also undergone corresponding changes. Some scholars have pointed out that the media’s information dissemination function has expanded from a single publicity function to multiple information dissemination functions; the media’s opinion function has evolved from guiding public opinion to guiding and supervising public opinion; the media’s cultural function has extended from disseminating knowledge and cultural education to providing cultural entertainment; and the penetration of advertising into the media has enabled the media’s economic function to be recognized and developed (Dai & You, 2007). Other scholars believe that the functions of news media include communicating information, providing situations, conducting publicity, integrating society, implementing public opinion supervision, disseminating knowledge, providing entertainment, and being profitable for businesses (Li, 2013).

Since the founding of New China, the rights and dignity of persons with disabilities have been further protected, and the cause of persons with disabilities has gradually developed from social welfare work mainly focused on relief at the beginning of the reform and opening up to a comprehensive social cause in fields such as rehabilitation, education, employment, poverty alleviation, social security, rights protection, culture, sports, barrier-free environment construction, disability prevention, etc. (People’s Daily, 2019). With the further advancement of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area in recent years, research on the cause of persons with disabilities in the three regions of Guangdong, Hong Kong, and Macao has also gradually received attention. In terms of employment for persons with disabilities, scholars have compared and analyzed relevant policies in the mainland, Hong Kong, and Macao and found that in Hong Kong and Macao, while the government subsidizes and dominates the assistance to persons with disabilities, it also promotes the development of non-governmental organizations for disability services, which, in turn, promotes the progress of government assistance to persons with disabilities. In the mainland, the assistance to persons with disabilities is primarily driven by the government, and the promotion of non-governmental disability assistance organizations lags behind (Dong, Cai, & Weng, 2019). In terms of barrier-free construction, scholars have found through surveys that although the supply of barrier-free facilities in the three regions of Guangdong, Hong Kong, and Macao differs only slightly, and the regional differences are not significant, the completeness of barrier-free facilities in the mainland is relatively low, and there is a lack of supervision in the later stage (Li, Mao, & Guo, 2022).

Overall, with the development of the times and social progress, the cause of persons with disabilities in the Greater Bay Area has achieved some achievements, but there are still differences between the regions. Therefore, conducting research on media coverage of the cause of persons with disabilities in the Greater Bay Area is of great significance to the integrated development of the cause of persons with disabilities.

Theoretical Basis

Media function theory. Lazarsfeld was first person proposed three functions of communication in his work “The Structure and Function of Communication in Society”, namely, environmental monitoring, social

coordination, and cultural transmission, which correspond to the understanding of the external world through information provided by the media, the coordination between subsystems within society, and the inheritance of social experience, knowledge, and other products (Lasswell, 1948). Specifically, the mass media coordinates and connects social members by controlling the dissemination of information, thereby influencing their cognition and action in response to changes in the social environment (Lasswell, 2013).

Schramm and Porter (2010) summarized media functions as radar, control, education, and entertainment. Some scholars have also pointed out that for existing information and social events, the mass media has the function of defining and interpreting them, which not only has a profound impact on the public's understanding of the importance of different social events but also shapes the basic concepts and understanding of the public towards social reality, laying an important foundation for the public's interpretation of specific social events (Holz & Wright, 1979).

To further explore the current situation of mainstream institutional media coverage of the development of the cause of people with disabilities, this paper selects *Southern Metropolis Daily*, *Shenzhen Special Zone Daily*, and *Zhuhai Special Zone Daily* as samples, and conducts text analysis of their reports related to the integrated development of the cause of people with disabilities in the Guangdong-Hong Kong-Macao Greater Bay Area since the release of the Development Plan Outline of the Guangdong-Hong Kong-Macao Greater Bay Area in 2019 to 2022, using media function theory to summarize the functions and characteristics of the reports, and analyzing the characteristics of the times reflected in the reports based on their discourse features.

Sample Sources and Research Methods

Sample Sources

Southern Metropolis Daily has deep roots in the Pearl River Delta region and has a strong influence within the Guangdong-Hong Kong-Macao Greater Bay Area, making it worthy of analysis and research as a representative of the media in the area. At the same time, Zhuhai is adjacent to Macao, and Shenzhen is close to Hong Kong, both of which have important representativeness in the Guangdong-Hong Kong-Macao Greater Bay Area, and their media construction is also exemplary for the development of the area. *Shenzhen Special Zone Daily* and *Zhuhai Special Zone Daily* are the most authoritative institutional media in Shenzhen and Zhuhai, respectively, and also have some influence within the Guangdong-Hong Kong-Macao Greater Bay Area, making them worthy of further study. These three newspapers have considerable influence on the mainland cities of the Greater Bay Area as well as the special administrative regions of Hong Kong and Macao, and thus the scope of this study is limited to these three newspapers.

According to statistics from CNKI, *Shenzhen Special Zone Daily* and *Zhuhai Special Zone Daily* have published a total of 108 articles containing both the keywords “people with disabilities” and “bay area” since the release of the Development Plan Outline of the Guangdong-Hong Kong-Macao Greater Bay Area on February 18, 2019, until September 30, 2022, with 46 articles from *Shenzhen Special Zone Daily* and 62 articles from *Zhuhai Special Zone Daily*. After excluding non-news report contents such as government work reports and legal and regulatory bulletins and removing invalid contents such as reports with a focus on non-local areas, a total of 79 articles remained, with 29 articles from *Shenzhen Special Zone Daily* and 50 articles from *Zhuhai Special Zone Daily*.

As CNKI does not include the report data of *Southern Metropolis Daily*, this paper uses the “NanDu Search” tool of *Southern Metropolis Daily* to search for a total of 67 articles.

Research Methods

This article employs the method of literature analysis and, in conjunction with the theory of media perspective, analyzes eligible samples of coverage from *Southern Metropolis Daily*, *Shenzhen Special Zone Daily*, and *Zhuhai Special Zone Daily*. Through this analysis, the current media characteristics of these newspapers are summarized, as well as their role in promoting the integrated development of the cause of the disabled. Finally, recommendations are provided based on the research findings.

Analysis of Reports on the Integration and Development of Disability Services in the Greater Bay Area by Three Media Outlets in Recent Years

Based on the discussion of media functions by various scholars, this article analyzes the reports on the integration and development of disability services in the Greater Bay Area made by *Southern Metropolis Daily*, *Shenzhen Special Zone Daily*, and *Zhuhai Special Zone Daily* in recent years, from the perspectives of providing information and constructing images, in light of the actual situation.

Providing Information

Providing information to the public is the most basic function of mass media. In China, an important mission of the media is to act as the “mouthpiece” of the Party and the government. This role runs through the media’s own historical memory, the control of the media by the current reality, and the media’s own considerations of interests, which profoundly affect the behavior of the media in disseminating information (Shao & Qiu, 2005). Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to the cause of persons with disabilities. Naturally, media coverage of the cause of persons with disabilities presents a distinctive feature of the interweaving of publicity and news attributes.

Frequency of Coverage

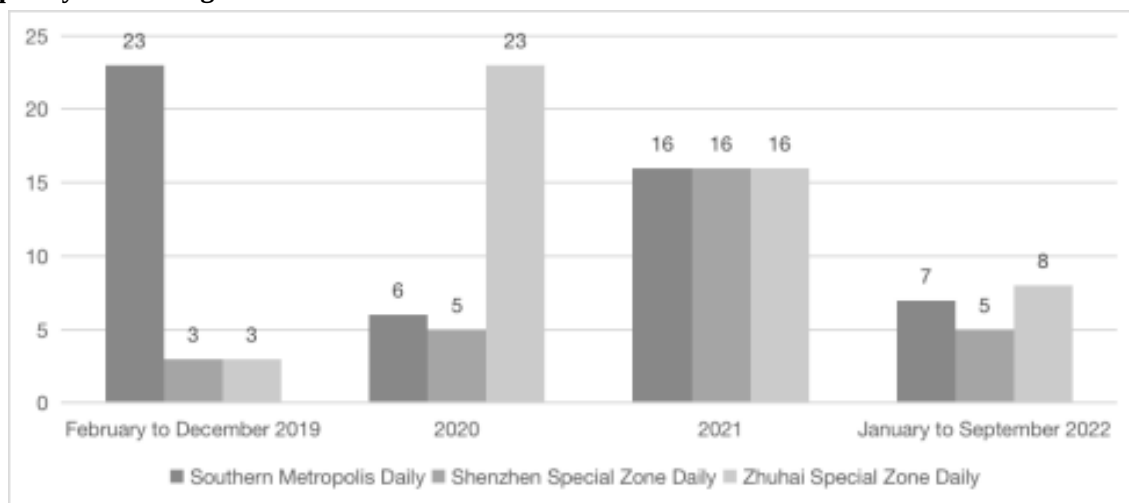


Figure 1. Distribution of published years of sample reports (Unit: Articles).

According to the statistics, the 131 articles from the three media outlets show an increasing trend year by year, with the highest number of reports in 2021 at 48 articles, accounting for 36.64% of the total. The second highest was in 2020, with 34 articles, accounting for 25.95% of the total. This indicates that the society of the Guangdong-Hong Kong-Macao Greater Bay Area has gradually increased its attention to the cause of disabled persons.

The special nature of the time period has to some extent affected the distribution of reports from each media outlet. 2019 was the year when the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area was launched, which was related to the development of the three places. As a provincial-level media outlet deeply rooted in Guangdong, *Southern Metropolis Daily* had relatively prominent coverage that year. In 2020, it was the 40th anniversary of the establishment of the Shenzhen Special Economic Zone and the Zhuhai Special Economic Zone. *Shenzhen Special Zone Daily* and *Zhuhai Special Zone Daily* needed to promote achievements and inspire people with corresponding news reports, so the number of reports increased compared to previous years. In 2021, Shenzhen and Zhuhai respectively welcomed the *Comprehensive Reform and Opening-up Plan for Qianhai Shekou Free Trade Port Area* and the Overall Plan for the *Construction of Hengqin Guangdong-Macao Deep Cooperation Zone*. The interconnectivity in various fields within the Bay Area has further attracted attention from society, and the three media outlets have made corresponding reports.

The Theme of the Report

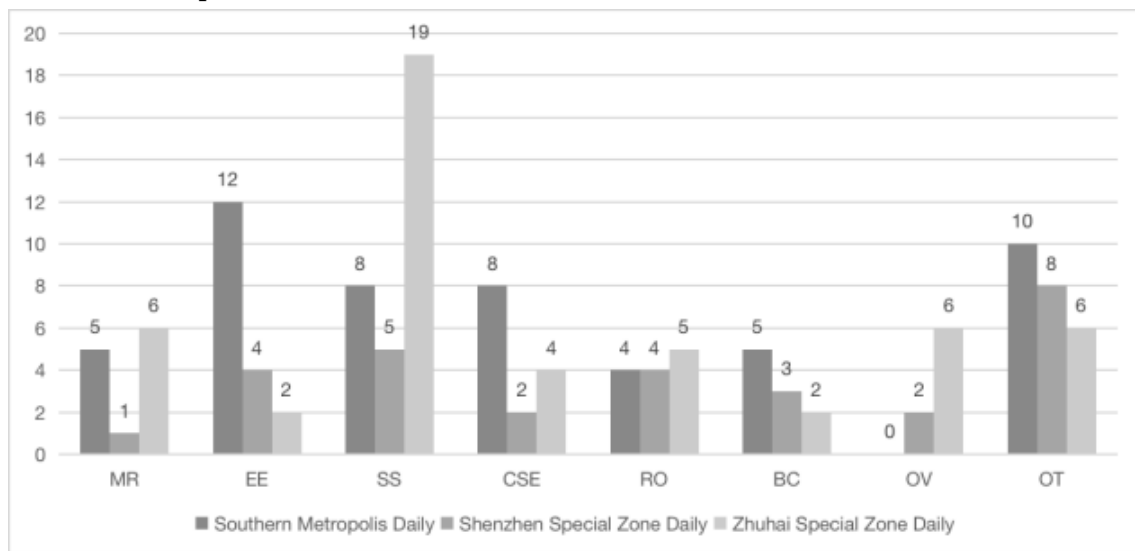


Figure 2. Distribution of sample reports by category of disability services (Unit: Articles).

Based on the statements regarding the 70-year protection of the rights and interests of persons with disabilities in China published by the State Council Information Office in “Equality, Participation, and Sharing: 70 Years of Protection of the Rights and Interests of Persons with Disabilities in New China”, this article divides the specific categories of the disability industry into eight categories: medical care and rehabilitation (MR), employment and entrepreneurship (EE), social security (SS), culture, sports, and education (CSE), rights protection and organizational development (RO), barrier-free construction (BC), and overview (OV), and other (OT) categories. Additionally, it classifies 131 reports from three media outlets.

After statistical analysis of 131 reports from three media outlets, excluding the “other” category, the top three categories are social security with 32 reports, employment and entrepreneurship with 18 reports, and culture, sports, and education with 14 reports, accounting for 24.43%, 13.74%, and 10.69% of the total number of reports, respectively. Among them, the bias towards specific issues is more apparent in the relevant reports of *Southern Metropolis Daily* and *Zhuhai Special Zone Daily*.

Overall, in carrying out relevant publicity and reports, the three media outlets not only presented the help and support provided by the government, disability organizations, and others to people with disabilities in terms

of material life, but also demonstrated the importance and care of relevant departments for the disabled community. Furthermore, by presenting the employment, entrepreneurship, and participation of people with disabilities in various cultural and sports activities from multiple perspectives, a comprehensive and multi-faceted image of people with disabilities integrating into social life and striving for self-reliance is presented.

Genre of Reporting

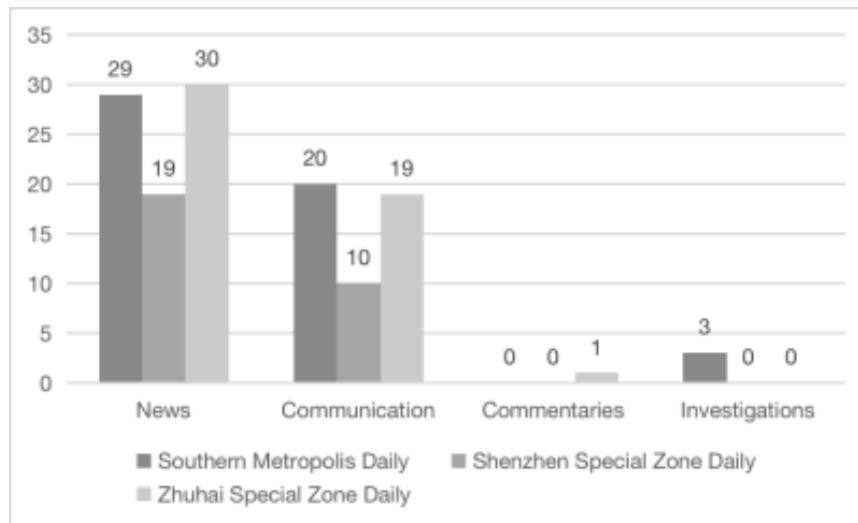


Figure 3. Distribution of sampled report genres (Unit: Articles).

The media's choice of reporting genre to some extent reflects the media's reporting strategy. Among the 131 reports from the three media outlets, the vast majority of the reports were presented in the form of news and communication, with 73 and 54 reports respectively, accounting for 55.73% and 41.22% of the total number of reports.

News is intended to reflect the basic surface facts of the news. Analysis shows that the 73 news reports exhibit a similar trend in writing structure, almost all of which are straightforward descriptions of the implementation of relevant policies by functional departments and group organizations, and the content related to the integrated development of the disabled industry in the Bay Area is not significant in each individual news report.

Communication, on the other hand, relies mainly on narration and description to vividly reflect news events or typical individuals. Similar to the situation of news reports in the sample, the themes of the 54 communication reports are not entirely centered on the development of the disabled industry, but are discussed as a part of the overall development of a specific area in a certain field, with a similarly small proportion of relevant content in each individual report. In addition, commentaries and investigations, which are more common genres, are relatively rare in the sample, accounting for a total of only 3.05% of the total number of reports.

Information Source

The source of information is the cornerstone of media's news reporting. The attributes of information sources have a significant impact on the tone of the report. According to statistics, among 131 reports from three media outlets, 98 chose government departments as the main source of information, listing details of disability policies or the achievements of the disability cause. In addition, 33 reports chose disability organizations, service agencies, and other social organizations (DSO) as information sources, while only 10 reports used the speech of people with disabilities as the source of information.

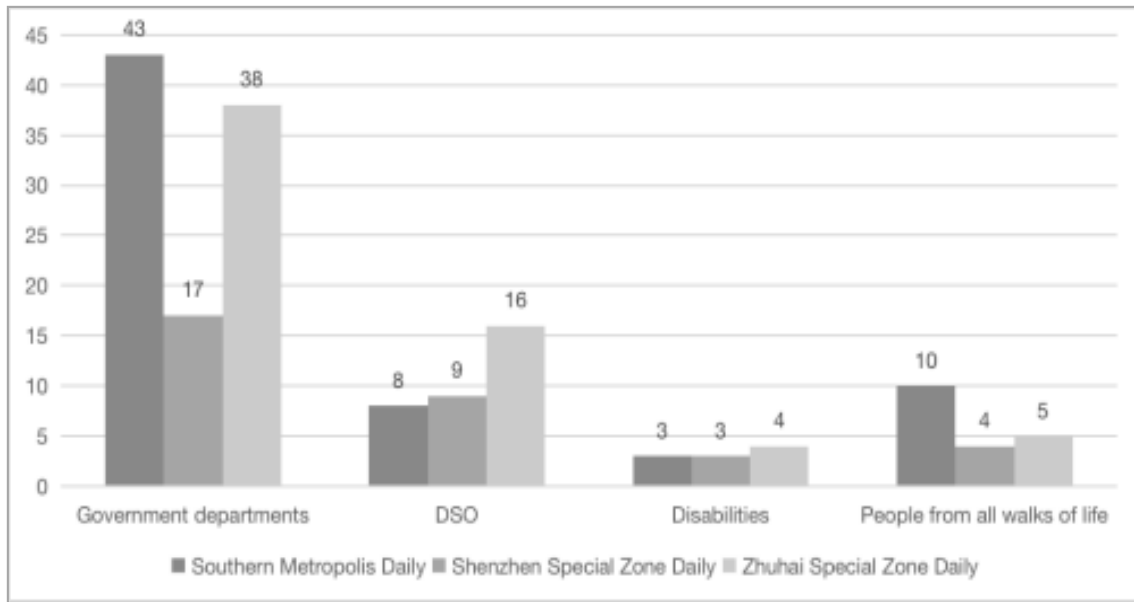


Figure 4. Distribution of sample report sources (Unit: Pieces).

Note. Since each report may have more than one news source, the total number of articles in the table is greater than the actual total number of articles.

Emotional Tone

Studying the emotional tones of news reports can reveal the basic stance of media on a particular issue. Through statistical analysis, it was found that among the 131 reports from the three media outlets, the vast majority had a positive stance, mainly introducing the progress and achievements of relevant policies, and the assistance provided by relevant organizations for people with disabilities, reflecting concern for them. Reports with a neutral stance mainly introduced upcoming policies or plans, with only one report from the *Southern Metropolis Daily* presenting a negative stance.

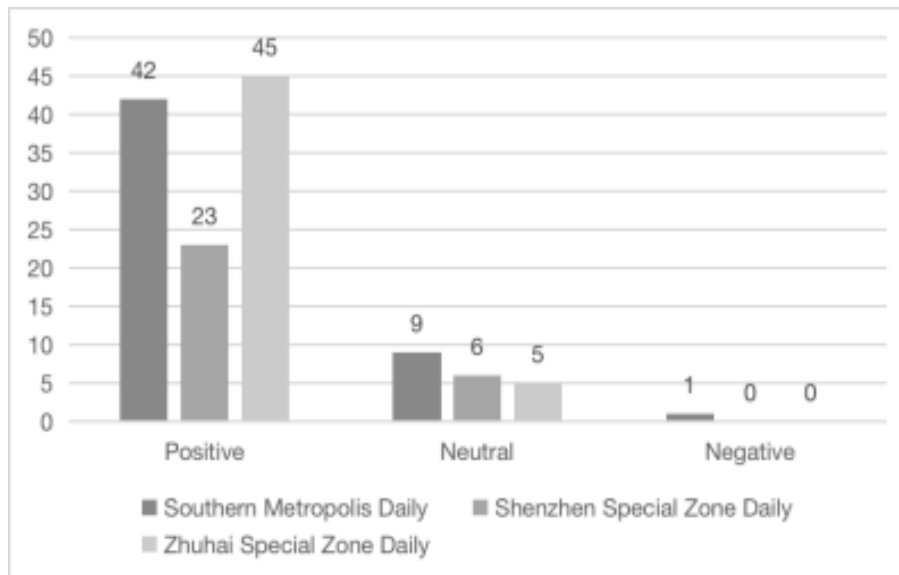


Figure 5. Distribution of emotional tones in sample reports (Unit: Articles).

Image Construction

The media plays an undeniable role in influencing public cognition, opinions, and attitudes, and this role also affects the public's understanding of the group of people with disabilities and the cause of disabilities. Although the number of people with disabilities in China is large, due to physical defects, mobility barriers, and other reasons, people with disabilities are either actively or passively excluded from the mainstream society and are in a “disappeared” state (Cao, 2020). Therefore, the way in which the media reports on disability-related content not only affects the discourse power of people with disabilities, determining the public image of the “disappeared” group of people with disabilities, but also affects the public's awareness and recognition of the cause of disabilities.

Out of 131 articles published by three media outlets, only 10 articles provided concrete descriptions of individual disabled persons, and most of them used disabled persons as cases to support the main themes of the articles, without going into detail. The media presented two types of images of the disabled group.

A positive image. For example, an article titled “Leading Disabled People to Achieve Common Prosperity” was published in the *Zhuhai Special Zone Daily* on August 26, 2020. It briefly introduced the story of Yu Yuhua, a model worker and outstanding disabled person from Guangdong Province, who participated in employment training after being laid off and unemployed. Her story highlighted her positive and optimistic attitude, and her desire to make more contributions to society (Yuan, 2020). On May 4, 2022, the *Shenzhen Special Zone Daily* published an article titled “Shenzhen's Youthful Answer Sheet”, which introduced the story of Zhang Yingying, a disabled person who helped organize the “Longhua IC Love Creation Space” with the Longhua District Disabled Persons' Federation to provide assistance to disabled people who intend to start their own businesses, further highlighting the positive aspects of the disabled group (Han, Cui, & Huang, 2022).

A helpless image. For example, an article titled “Putting People First is the Core of Construction, Despite Imperfect Functionality”, was published in the *Southern Metropolis Daily* on August 11, 2021. It interviewed a group of disabled persons living in Zhuhai City, reflecting their personal experiences of inconvenience caused by the lack of barrier-free facilities in their daily lives, thereby drawing attention to this group and related issues (Wang, 2021).

The Integrated Development of Disability Services in the Greater Bay Area of Guangdong, Hong Kong, and Macau

To facilitate further research on the media image of the “Integrated Development of the Disabled Industry in the Guangdong-Hong Kong-Macau Greater Bay Area”, this article defines “involving the integration of the disabled industry in the Bay Area” as referring to the cooperation between Zhuhai and Hong Kong, Macau in the field of disability. This cooperation can be either at the macro level of policy support or at the level of actual action by the public. Based on this definition, the article further screened the samples and found a total of 11 reports related to the integration of the disabled industry in the Bay Area.

By summarizing the relevant paragraphs in the 11 reports, this article conducted a frequency analysis and found that the top five action verbs were “service”, “construction”, “development”, “cooperation”, and “work”, with frequencies of 25, 16, 15, 12, and 12, respectively. This shows that the integration of the disabled industry in the Bay Area is in line with the trend of China's disabled industry shifting from simple social welfare work to comprehensive social undertakings, presenting the characteristics of being service-oriented and using cooperation as a means. Disabled individuals have gradually become an important force in actively participating in economic and social development, moving from being passive beneficiaries to active participants.

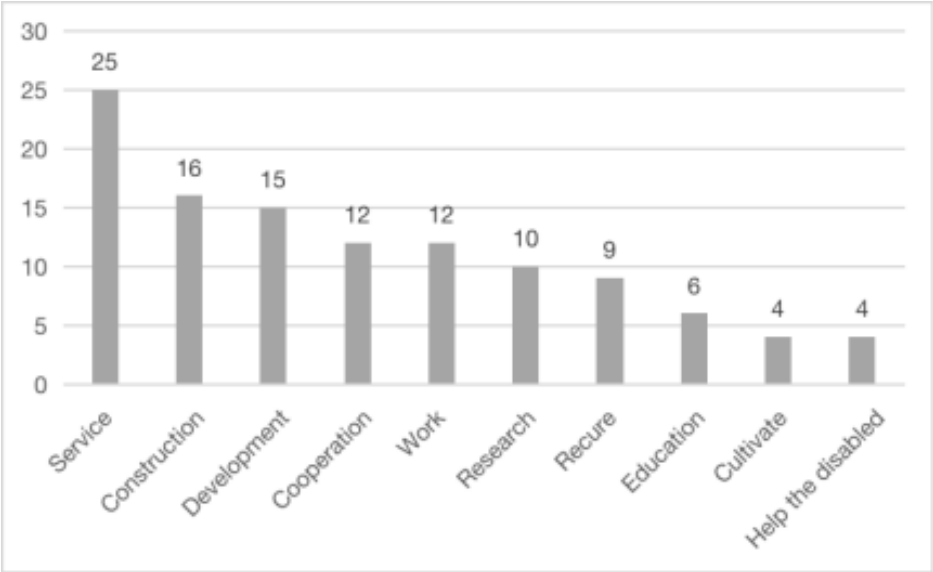


Figure 6. Top 10 action verbs in terms of frequency of occurrence in the relevant paragraphs (Unit: Occurrences).

At the same time, the top five most frequent adjectives in the relevant paragraphs are “advanced”, “vast”, “significant”, “accurate”, and “enormous”. Upon tracing the location of these words in the content, it is found that the relevant content repeatedly states phrases such as “based on the Guangdong-Hong Kong-Macau Greater Bay Area, benchmarking against international advanced cities” (Zhou, Yuan, & Zhang, 2019), “seeking a broader platform for the development of the cause of persons with disabilities” (Yuan, 2020), “actively seizing the significant opportunities for the construction of the Guangdong-Hong Kong-Macau Greater Bay Area” (Yuan, 2020), etc. The high frequency of these relevant words further reinforces the public’s understanding of the advanced nature and importance of disability issues, and constructs a relatively unified media image facing the public.

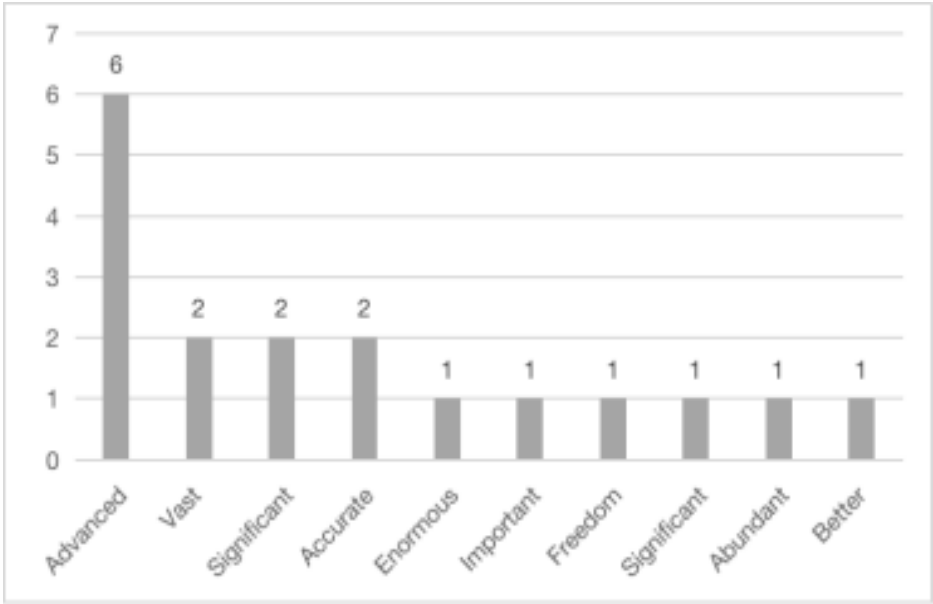


Figure 7. Top 10 adjectives by frequency in the relevant paragraphs (Unit: Occurrences).

Conclusion

Characteristics

Through the analysis above, it was found that the media in the Guangdong-Hong Kong-Macao Greater Bay Area has the following characteristics in presenting the integrated development of the Bay Area's disability industry.

The Overall Number of Reports Is Relatively Small, and There Is a Lack of Regular Reporting

According to the data from the China National Knowledge Infrastructure, between February 18, 2019, and September 30, 2022, the *Shenzhen Special Zone Daily* and the *Zhuhai Special Zone Daily* published a total of 3,723 and 1,712 reports, respectively. If we calculate the proportion of reports that include both “disabled people” and “Bay Area” as keywords, the corresponding proportions for the two media outlets are 0.78% and 2.92%, respectively. As the China National Knowledge Infrastructure does not completely collect all the reports from the two media outlets, the actual proportion may be even lower.

The *Southern Metropolis Daily* also faces a similar situation. As a provincial-level media organization, it has a larger total number of reports than municipal-level media outlets, so the situation of a small proportion of related reports is even more apparent: according to “Nandu Search” data, between February 18, 2019, and September 30, 2022, the *Southern Metropolis Daily* published a total of 54,911 reports. If we calculate the proportion of reports that include both “disabled people” and “Bay Area” as keywords, the proportion of such reports to the total number of reports is less than 0.1%.

At the same time, as shown in the previous analysis, the publication time of reports is closely related to significant time nodes. By the midpoint of 2022, the number of reports by the three media outlets has not exceeded half of the number of reports in 2021, indicating a lack of regular reporting on the relevant topics by the three media outlets.

Mainly Through Publicity and Reporting, the Content Is Relatively Single

Through the statistics in the previous section, it can be seen that the relevant news sources of the three media outlets are relatively few, and they tend to rely on government departments as the main sources of information. Therefore, the information they provide must have a corresponding official color. At the same time, the choice of reporting style further highlights the three media's inclination towards playing the role of “mouthpiece” rather than expressing their own opinions, conveying the official voice to society. This is conducive to ensuring the authority of the information, but it also makes the relevant reports relatively single in terms of information presentation. On the one hand, it lacks diverse discourse, and on the other hand, it fails to highlight the subject status of disabled people in the corresponding issues, resulting in a deviation between media reality and objective reality.

It should be noted that since the reports in the sample are not necessarily centered on the theme of inclusive development of disabled people in the Bay Area, the actual presentation of this issue in the media may tend to be more uniform. This point is also reflected in the image construction analysis in the previous section. In addition, only one negative report appeared in the sample, which was from the *Southern Metropolis Daily*, indicating that the supervision of public opinion on the relevant issues still needs to be strengthened.

Recommendations

As the main window for the public to understand the outside world, the mass media has an undeniable impact on economic and social development. To further assist institutional media in making more contributions to the

integrated development of the disabled in the Greater Bay Area, based on the above analysis, this article summarizes the following recommendations.

Strengthen the Coverage of Reports

From the analysis in the previous section, it can be seen that the three media outlets have a relatively small amount of coverage on the integrated development of the disabled in the Greater Bay Area, and the distribution of publication times is not evenly distributed. The way in which the media presents specific issues directly affects the public's perception of those issues. As a social public instrument, institutional media should further demonstrate its social coordination function and fully realize its public welfare value. Therefore, institutional media should strengthen the coverage of disabled affairs, including the integrated development of the disabled in the Greater Bay Area, for example, by increasing the frequency of daily reports or adding corresponding columns to the layout, and by enhancing the total amount of coverage or highlighting the arrangement of the layout to draw attention from the public to relevant issues and achieve maximum dissemination effect.

Enrich the Elements of Reports to Enhance Timeliness and Readability

The “media reality” constructed by the mass media is objectively a reflection of objective reality. Therefore, the media's coverage of related issues can also reflect the characteristics of those issues over a certain period of time. However, the “reality” constructed by the mass media is essentially only a manifestation of objective things, inevitably with certain deviations, so the “media reality” cannot be equated directly with objective reality.

From the analysis in the previous section, although the three media outlets' construction of the media reality for the integrated development of the disabled in the Greater Bay Area basically conforms to the overall trend of the development of the disabled in China, there are still some differences between the constructed media reality and the objective reality, which are influenced by factors such as the theme of coverage, the format of the report, and the source of information. To further reduce this difference, institutional media should maintain their position as a “voice” while further enriching information sources, fully exploring news clues, and enriching the format of coverage and emotional tone, in order to bring content that is more timely and readable to the public. This will effectively promote the integrated development of the disabled in the Greater Bay Area while further enhancing the dissemination effect of the coverage.

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