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Abstract

The way the media portray people with disabilities and participation of disabled people in sport can have a big impact on how able-bodied part of the population will perceive disability in general. Social perception and way of representing the sport in the media, in turn, has a significant impact on other activities in the area of action for the promotion of sport for the disabled. The undoubted increase in interest and a change in the presentation of sporting activities and successes of people with disabilities occurred in the last ten or fifteen years, but much is still to be done in this field. Especially if you take into account the disparity in the amount of materials, forms and ways of portraying sport full of people and the disabled. Tendentiousness of presenting images and content in the field of sport for the disabled appears firmly entrenched ways of presenting disability in the media in general. Analysis of previous studies on the image of disability sport can be argued that it is represented in the basis of functioning in society stereotypes.