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Spanish Language Representation in Illinois Media

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Oral Presentation O4.3

SPANISH LANGUAGE REPRESENTATION IN ILLINOIS MEDIA

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This study is a replication of Knauer (2005) and explores how Spanish language is represented in the media in Bloomington and Palatine, IL and the possible effect that its presence or lack thereof has on the maintenance of the Spanish language in the United States. The research question is if a strong presence of Spanish media correlates with the maintenance of identity and language while living in the United States. The study also explores if there is a difference in the amount of Spanish media available based on location- a semi-rural town versus a large suburb of Chicago. Information will be collected in a variety of forms including data from the 2010 U.S. Census, observation from examples of Spanish media (radio, television, and newspaper), and interviews with native Spanish-speakers. In the 2005 study, Knauer concluded that the media does contribute to Spanish language maintenance in the United States. However, culturally, Knauer concludes that the media combines Hispanic and American images and symbols. As a result, Hispanic identity is being maintained, but with a North American influence. Similar to Knauer's results, I hope to find that the presence of Spanish media aids Spanish-speakers in language maintenance. I also hope to investigate and take notice of the American influence on Spanish media and determine if this identity combination encourages Spanish-speakers to maintain their distinctive Hispanic identity or assimilate to "United States culture".

Knauer, G. (2005). Lengua y medios de comunicación étnicos: El caso del español de EE. UU. In V. Noll, K. Zimmermann, I. Nuemann-Holzschuh (Eds.), *El español en América: Aspectos teóricos, particularidades, contactos* (pp. 133-150). Madrid: Iberoamericana.