

THE PERCEIVED ROLE OF SPANISH-LANGUAGE JOURNALISTS IN ONE NEWSPAPER IN THE U.S. SOUTH: A CASE STUDY

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ABSTRACT

The overall goal of this study was to learn about the function that Spanish-language journalists in the U.S. want to perform. The study adds to a limited body of research on Spanish-language media in the U.S., and an even more limited body of research on Spanish-language journalists.

Interviews with two journalists in a metropolitan city in the South of the United States, observation of four editorial meetings and a text analysis of the publication's stories during a four month period indicated that these journalists believe they do a service to a sector of the Hispanic community, the recently arrived immigrants, to help them assimilate into the U.S. These journalists consider their publication a 'navigation guide.'

The study offered support for the theory of agenda building, as these journalists are choosing stories that will help new immigrants assimilate into U.S. culture. Changes in immigration patterns and law, however, are changing the types of subjects and stories these journalists cover, while also changing their own profile as journalists.