

Public Abstract

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Title:A Study of the Portrayal of Female On-Air Talent on Spanish Language Television News

Research on Hispanics in the media reveal they are shown in stereotypical roles, wearing tight, sexy clothing and excessive accessories. This research was conducted from a cultural position and used feminism as a theoretical frame. The purpose of this study is to examine how Hispanic females on Spanish language television news are portrayed based on the clothes they wear and if they play into the stereotypes by the media or if they are trying to serve the growing Hispanic population in the United States that is not foreign born.

In this study, thirty-four female presenters were evaluated during three weeks of May, a television ratings period where advertising dollars are set for television stations. The study looked at the Spanish language news shows *Despierta América* (Univision) and *Un Nuevo Día* (Telemundo). The data determined many of the on-air talent dressed as if they were going to a party rather than to a professional place of employment. Analysis and future research are discussed in the study.