

**A Study of the Portrayal of Female On-Air Talent  
on  
Spanish Language Television News.**

A Thesis presented to the faculty of the Graduate  
School at the University of Missouri-Columbia

In partial fulfillment of the requirements  
for the degree

Master of Arts

by

ELIZABETH SANCHEZ DENTON

Dr. Cynthia Frisby, Thesis Supervisor

DECEMBER 2017

© Copyright by Elizabeth Sanchez Denton 2017  
All Rights Reserved

The undersigned, appointed by the dean of the Graduate School, have examined the thesis entitled

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

presented by Elizabeth Sanchez Denton, a candidate for the degree of Masters of Journalism, and hereby certify that, in their opinion, it is worthy of acceptance.

Professor Cynthia M. Frisby

---

Professor James D. Flink

---

Professor Guadalupe Pérez-Anzaldo

---

Professor Amy B. Simons

---

## Acknowledgements

I would like to thank my thesis committee members who assisted and guided me through this process: Dr. Cynthia M. Frisby, James D. Flink, Dr. Guadalupe Pérez-Anzaldo, and Amy B. Simons. Their knowledge and guidance helped see me through this project. I especially thank Dr. Frisby, my committee chair, who worked with me through many months guiding me through this process.

I would also like to thank my family Chuck, Julia, and Jenna Denton for their understanding in the time commitment involved for such a project. My mother and mother-in-law were immensely helpful in assisting with family commitments. This project would not have been possible without my family, and for that I am grateful.

Table of Contents:

ACKNOWLEDGEMENTS.....ii

ABSTRACT.....v

Chapter

1. Introduction.....1

2. Theoretical Framework.....8

3. Review of Subject Literature.....10

4. Method.....24

5. Results .....29

6. Discussion.....39

7. Conclusion.....43

REFERENCES.....46

List of Tables:

1. Table 1	.....	29
2. Table 2	.....	31
3. Table 3	.....	32
4. Table 4	.....	33
5. Table 5	.....	34
6. Table 6 & 7	.....	36
7. Table 8 & 9	.....	37
8. Table 10 & 11	.....	38

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

**Abstract**

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.

## Chapter 1

### Introduction

The largest ethnic minority group in the United States is Hispanic, with a population of more than 58 million people in 2016. Although the growth of the Hispanic population leveled off from 2016 to 2017 (Pew Research Center, 2017), the number of Hispanics is expected to continue to grow and reach more than 100 million by 2060, resulting in more than a quarter of the nation's population (Census, 2016). The growth of this minority population can be credited to births of Hispanics in America and not from immigrants arriving into the U.S. (Census, 2015). This is significant because these Hispanics are first, second, or third generation American and have adopted American attitudes of strong, confident women, not the stereotypical roles seen in the media of the Hispanic culture. In 2015 many even adopted the hashtag, #Hispanicgirlsunited, to describe what it's like to be Hispanic and live in America (takepart.com, 2015).

#### *1.1 Study Importance*

In the past, Hispanics were portrayed on prime-time television as a Casanova, grease bandit, or illegal immigrant, and came across as less professional in their attire and overuse of accessories (Mastro & Greenberg, 2000). There has been much controversy from Latinas about the way actress Sofia Vergara is portrayed on the television show *Modern Family*. Vergara has been criticized for taking the Hispanic female stereotype too far by being loud and dressing in tight, sexy clothes (Huffington Post, 2012).



This research explores the perpetuation of stereotypical Hispanic female roles on Spanish language television news as it is hypothesized that the messages about sexuality and feminism are portrayed in a stereotypical way to the females watching.

The Pew Research Center examines the media each year in its annual *State of the Media* report. It researches how the audience gets its news and argues, that although the press serves as a watchdog, “it’s also very much a business – one whose ability to serve the public is dependent on its ability to attract eyeballs and dollars” (Pew Research Center, 2017).

It is well known that society is influenced by physical appearance. Intelligence and trustworthiness, two important traits for a journalist, are often judged based on a person’s physical appearance (Cialdini, 2009). With the growing Hispanic population being born here in the United States and adopting popular American attitudes, Spanish-language news media must adapt to reach its audience, if like any news organization, it exists for the audience.

A study in Germany found a quarter of the journalists surveyed say their job depends on the audience. Journalism cannot exist without an audience to receive the information (Weischenberg et. al.cited by Loosen et. al., 2012). In order for the news to be watched, news has to be produced in such a way to entice an audience.

In 2016, the Spanish-language media audience was flat or increased slightly (Pew Research, 2017). Viewership on the Spanish-language networks has consistently lagged behind the English-language networks despite the

growing Hispanic population (Pew Research, 2015). Other media directed toward Latina millennials have emerged online, some produced in “Spanglish”, using a mixture of English and Spanish to attract a young Hispanic audience (Pew Research, 2015). This is an appropriate response to the figures presented by the Census Bureau that shows most of the Hispanic population, 62%, can speak English or are bilingual and the number is growing (2015). This doesn’t mean that Hispanics will turn more to news delivered in English because according to *The Latin Post*, those of Hispanic descent value their language and culture and insist that future generations of Hispanics will continue to speak Spanish (Minnis, 2016).

Although it appears Spanish-language news organizations are attempting to attract the audience by having the female on-air talent appear in revealing attire, Television Stylist Jane Mannfolk says each show requires a different approach depending on the audience the show is trying to draw (2017).

In a paper titled “What Not to Wear” presented at a conference of the National Communication Association, revealing clothing was described as showing too much cleavage, clothing that shows one’s bra or panty lines, micro-mini skirts and sheer clothing without a lining or cover-up (Sinberg, 2009). This study uses the same guidelines to describe revealing clothes.

For the purposes of this research, a distinction is made between natural given physical attractiveness and self-presentation of sexuality through one’s attire. Women are able to emphasize sexuality through the clothes and make-up they choose to wear. “Manipulations of sexiness of self-presentation may have a

larger impact on perceivers precisely because such self-presentations are chosen and therefore may be seen as reflecting a woman's underlying personality and values" (Glick, 2005, p. 389).

### *1.2 Why Women on Spanish language Television?*

Focusing on women is important because businessmen have a relatively uniform type of dress at work (Glick et al., 2005, p. 389). Male professionals typically wear a suit, where foregoing a jacket or wearing a tie, based on the color or style, can exhibit a man's personality. Male on-air television talent typically does not wear tight clothing or show legs and chest. Women, on the other hand, have a great deal of range when it comes to dressing for the office. Women can emphasize their sexuality with a plunging neckline or tight-fitting blouse, a skirt with a short hemline or a large slit, or a form-fitting dress. But according to Tan et al. business suits help a news anchor present herself professionally while demonstrating authority (2009).

Tan et al. (2009) found that news anchors in business suits communicate professionalism and authority to viewers. Male news presenters offer uniformity and do not draw attention to themselves so the viewer can pay attention to the news (2009).

Previous research has looked at news coverage of minorities perpetuating negative stereotypes, as well as the attire of women in low and high-paying professions. However, these studies have not focused on the attire of Hispanic women on the news, not as victims, but as presenters. Nor did these researchers ask if the clothes on women presenting the news should be considered

workplace attire? Researchers have demonstrated that dressing in clothes considered to be sexy, has a negative effect on women in high-status professions (Glick et. al., 2005). These women were not seen in managerial roles but rather in service-oriented jobs that catered to men (Glick et. al., 2005).

To address the research questions, this study draws on feminism and cultural studies using textual analysis of the morning news programs on Univisión and Telemundo. The purpose of this study is to discover how female Hispanic news presenters are portrayed on the two Spanish language news networks. By analyzing all of the female anchors and reporters presenting the news, progress can be made in increasing the audience that may find these presenters unprofessional. This is not a study involving the perceptions of the female presenters themselves, but rather insight into what is occurring on Spanish language news networks.

News organizations are always trying to keep and grow its audience. With the growth of the Hispanic population and the changing dynamics of what is contributing to the growth, Spanish-language news will need to consider the effects the presenters have on the audience. This information is also valuable to marketers trying to reach Hispanic audiences.

### *1.3 Why now?*

Not only is the Hispanic population in the United States changing but also the television news industry. Researchers are characterizing the Hispanic population in the United States differently than they did a decade ago. As Felipe Korzenny and Betty Ann Korzenny say in their book, *Hispanic Marketing*;

*Connecting with the New Latino Consumer*, “Gone will be the days in which you could target the majority of Latinos by placing ads on Spanish-language media” (2012, p. 366). Their research reveals that Hispanics are speaking English with more proficiency than ever before in the U.S. and data from the Census Bureau supports this. The Census Bureau (2016) reports that the majority of Hispanics prefer to use English at home. But Korzenny and Korzenny say the Spanish language still has a strong emotional and cultural value attached. When they looked at corporate websites, they found that in order for the sites to be successful with Hispanics, they needed to be “culturally relevant” and the information not just merely translated from English to Spanish (2012). The Spanish language television stations have a cultural advantage over English language TV stations in reaching the Hispanic audience but as the research shows it’s not just about the language spoken, it’s also about the portrayal of female on-air talent on Spanish language television news.

It is more important than ever for on-air talent on television news programs to be aware of what they’re wearing from head-to-toe. In the days of Walter Cronkite, a television news anchor was typically shown from the waist up. The audience never knew if an anchor was wearing suit pants or shorts. Currently, the camera angles vary for television news shows from waist up to full body. The trend on TV news is not just for weather anchors to stand up and present information, but also for news readers to stand in front of the camera with a wide angle to present news one moment and the next moment move before another

camera to present more information. Today, any garment from the waist up of television news talent is just as important as the shoes they wear.

For decades, women strived to be taken seriously on network news. It wasn't until 1976 that Barbara Waters became the first woman to co-anchor an evening newscast (Kettler, 2016). Despite the changing landscape of news, women continue to be a powerful force in news organizations in any language and should exude that professionalism to be trusted in the same sense as male news professionals.

## Chapter 2

### Theoretical Framework

Framing is an extension of agenda setting effects (McCombs, Shaw, and Weaver (1997). But it has more to do with the focus on how the media presents news and how the media influences the audience and the choices they make in processing the information (Scheufele, 1999). Frames are tools to organize principals that can make the audience participate in a shared experience (Rosas-Moreno et. al., 2013).

This research will be conducted from a cultural position and use feminism as a theoretical frame. John Fiske says culture consists of the meanings that we make of social experience and of social relations, and the pleasures, or displeasures, we find in them (cited by Cormack,1992).

Feminism can take on several different forms and not all women consider themselves feminists (Lorber, 2009). Simplistically, feminism is defined as advocating equal rights for women. However, feminism has evolved; first wave feminism focused on suffrage, second wave feminism had to do with social equality, third wave feminism resulted in strong and empowered women. The fourth-wave of feminism is about gender equality, such as equal pay for equal work and girl power (Rampton, 2015). Feminism has taught girls that they can do anything a man can do. Females can stand up for themselves and do not have to use their sexuality to be successful (Ulrich, cited by Meyers, 2013).

Examining the dress of the female Hispanic on-air talent as a whole will allow themes to emerge regarding the cultural relationships and sexuality of the news presenters to the audience. Using feminism and culture as a theoretical framework for my textual analysis will answer the question whether or not the Hispanic women anchors and reporters are playing to stereotypes of Hispanics.

Many of the anchors are stereotypically attractive on Univisión and Telemundo and dress in attire that accentuates their breasts and body. By applying a feminist lens, this study will allow us to see if the Spanish language newscasts perpetuate sexist stereotypes or if they empower women.

Semiotics is the study of signs or anything that represents something else (Brennen, 2013). This approach will allow me to examine the dress of the female anchors on the two Spanish language network news programs. Brennen writes, “Overall, semiotics may be seen as a type of textual analysis that helps us to interpret codes and signs in order to understand how aspects of a text work with our own cultural knowledge to make meaning in our lives” (2013, p. 197).



## **Chapter 3**

### **Review of Subject Literature**

There have been numerous qualitative studies on women in the media and on Hispanics in the media. However, studies on Hispanic women in the media appear limited.

Previous studies on Black women in the media reveal narrow minded attitudes. Stories of “crime, drug use, gang violence, and other forms of anti-social behavior” writes Gammage, “fosters a distorted public perception of African-Americans” (Balkaran, 1999 cited by Gammage, 2016, p. 6). Gammage detailed the portrayals taking place and called for action in the form of media consumption.

In the last Presidential election America witnessed then-candidate Donald Trump blame Mexicans for bringing rape, drugs, and gun violence into this country (Newsday.com, 2016). As research has shown, the public is influenced by what they see in the media (Myers, 2013) and because a presidential candidate, now the President of the United States, used stereotypes to describe Hispanics, many may perceive Hispanic woman just as they are portrayed.

Professor Marquita Gammage writes:

In the 21st century, media plays a major role in the construction and reinforcement of ideas about Blackness.

The reliance on visual images as a cultural frame for

understanding society fosters an environment of race-based assumptions about Black Women, the racist and sexist images represented in media may become integrated into the conscious and unconscious minds of viewers. Thus, misogynistic notions conveyed in this form of media give credence to the devaluation and eventual damnation of Black womanhood. (2016, p. 6 & 7)

This statement about Black women in the media can also be said about Hispanic women. However, Gammage only focuses on Black women and uses all forms of media in her analysis. The current study examines the portrayal of Hispanic women on Spanish language television broadcast news.

### *3.1 Stereotypes of Hispanics and Females*

Research shows that gender and racial stereotypes in media are common. *Cosmopolitan* listed “16 Stereotypes of Latinas That Need to Stop:”

We all have accents. We love to dance. We are all maids. Our men are crappy, but who cares, because they’re the best lovers. We always eat tacos or rice and beans and we love tequila. We love to show cleavage. We come from huge families. We are great cooks. We are immigrants/foreign. We are always loud and obnoxious. If we speak proper English, we have a nasally and annoying high-pitched voice. We have perfect café con leche skin with long wavy hair. We have a bunch of kids at a young

age. We come from dangerous and poor neighborhoods. Our mamis and abuelas are very religious and always Catholic. (Nagi, 2014, p. 1)

These types of stereotypes were the focus of a University of Southern California study which revealed exclusion of minorities and women cast in stereotypical rolls in the entertainment industry. Dr. Stacy Smith's research exposed who's being left out in movies and broadcast television shows. Some of the findings included:

Females were more likely than males to be shown in sexually-revealing clothing (34.3% vs. 7.6%) with some nudity (33.4% vs. 3.5%). "28.3% of all speaking characters were from underrepresented racial/ethnic groups, which is below (-9.6%) the proportional representation with U.S. population (37.9%). (2016, p. 3, 4)

Latinas were also shown more in sexualized attire than any other minority group (29.5%). Smith says casting directors need to encourage counter-stereotype casting (2016). The exposure brought by Smith's study was greatly needed. She included advice and recommendations for those doing the hiring and it was recently highlighted on the 2017 69 *Primetime Emmy Awards* broadcast. In Smith's research however, she did not include broadcast television news. The current study examines how Hispanic woman are portrayed on Spanish language television news.

Previously, studies focused on finding out how often minorities were represented on TV, how minorities were portrayed on television, and whether or not that representation and portrayal had an effect on racial stereotypes. Dana E. Mastro and Bradley S. Greenberg (2000) examined the portrayal of minorities on prime-time television. Using content analysis, the researchers looked at TV shows on ABC, CBS, Fox, and NBC paying particular attention to minorities and their interactions with others.

The authors found stereotypes of Hispanics and other minorities to be common and shown in a negative light. They also found that although the country's population of Hispanics at the time of the study was 11 percent, Hispanics only made up 3 percent of the population represented on television (Mastro & Greenberg, 2000). The popularity of Spanish-language networks began emerging in the 1990's, but the authors acknowledge Hispanic actors continued to be underrepresented on English language TV networks.

Mastro and Greenberg write, "Without a special effort to seek out the few series which have them as continuing characters, Latinos remain difficult to observe on broadcast television" (2000, p. 700). The current study observing the Hispanic women on-air talent on broadcast Spanish-language television news, allows one to gain better insight into how this group is portrayed.

In the last decade, the studies of females in the media have highlighted messages regarding feminism. The messages in the media have shown that women and girls of all ethnic backgrounds can be confident, competent and achieve anything. The success of the #Likeagirl ad campaign by the feminine

product company, Always, was well received by news organizations. But research shows that television continues to distort feminism and instead can create a perception of bad girl behavior. *Anti-Feminist Messages in American Television Programming for Young Girls* by Kristen Myers (2013) uses qualitative textual analysis to examine television messages marketed to young girls.

She demonstrates that the media is sending a problematic message to young girls by disguising tough, strong girl, bad-girl behavior as feminism. Myers looked at four television programs to determine the messages emerging. She concludes that shows on the Disney Channel and Nickelodeon are showing women and girls being defiant. Instead of showing “girl power”, defined as taken-for-granted feminist progress, (Baumgardner and Richards cited by Myers, 2013) Myers says it’s bad behavior masked as feminism. She says girls acting sassy with “don’t-mess-with-me” attitudes distort feminism and encourages misbehaving girls by promoting self-expression above political consciousness. Myers’ study helps give insight into the portrayal of girls through the media and influences how applying feminist theory can be used. In the current study applying feminist theory is used to determine how Hispanic adult female talent on Spanish language news are being portrayed. The content of television can influence and shape viewer’s beliefs (Bristor et. al. cited by Rubie-Davis et. al. 2010).

Rosas-Moreno et al. (2013) used qualitative textual analysis to study visual images during the war in the Middle East. They wrote that pictures offer visual reality but they wanted to find out what reality was being represented by

the photos. In their study, they were able to identify frames and connect meaning to them such as white American men appeared powerful, while minorities fight war and females were shown as mothers (Rosas-Moreno et al., 2013). The authors mention future studies applying feminist theory to gain insight into how military women are portrayed during war.

Research on the attire of on-air newscasters appears limited. However, Tan et al. (2009) looked at the dress of men and women on television business news channels from a social semiotic approach using three kinds of meaning; experiential, interpersonal, and textual. Their study focuses on retrieving qualitative meaning from the analysis of select screen shots of video clips captured from television business networks. They concluded the interpersonal meaning that emerged was a way to attract and sustain the audiences' attention. They found that those who present the news in business suits communicate professionalism and authority. The authors say newscasters should represent figures of authority who are credible and believable (Allan, 1998 cited by Tan et al., 2009).

Tan et al. (2009) study found male newscasters always wore ties on television news. This portrayed the presenter as an expert in his field. The study found that females on the same television news network wore clothing that showed more personality, operating on an interpersonal level to attract the audience. The female anchors often wore the color red and the author suggests that it may be a tool to negotiate on-screen power relations. In conclusion, they found the attire of the female news presenters to attract and sustain viewers,

functions on an interpersonal level while the male presenter's attire does not draw away from the news that is being communicated (1998).

This study is the most specific to my methodology for my research on Spanish-language news presenters but focuses solely on business correspondents. What message does the dress of the anchors and reporters on Spanish-language television say to the audience they're trying to attract?

### *3.2 Organization*

Korzenny and Korzenny's (2012) research shows that Hispanics are adopting more consumer habits from non-Hispanics creating a hybridization of culture. This supports the hypothesis that Hispanics are adopting dominant ideas of American culture and Spanish-language news programs may be discounting a large segment of Hispanics on Spanish-language television. This is important for the current study; if media owners can understand the importance of one's portrayal, they can begin making changes to adapt to a changing audience.

News organizations serve the audience. In América Rodríguez's study, *Objectivity and Ethnicity in the Production of Noticiero Univisión*, she writes that Univisión caters to its audience by requiring its anchors and correspondents to speak "accentless" Spanish (2010). The Hispanic audience in the United States are from different Latin America countries (Pew Reserch Center, 2016) and in an effort to achieve pan-ethnicity in its news programs, Univisión wants its anchors and correspondents to speak "accentless" Spanish (Rodríguez, 2010). Rodríguez also states that the network forbids the use of "Spanglish" on-air, a mixture of English and Spanish words used by many Hispanics. But the author

says during her observation she found many of them speaking “Spanglish” in the newsroom, off-camera.

For the study, Rodriguez used a combination of textual analysis and ethnography. She compared *ABC’s World News Tonight* along with *Noticiero Univisión*, two different language television news programs for its objectivity. The research method, using textual analysis, is helpful in seeing the panethnicity used on Univisión. Her research showed that Univisión uses words like “nosotros” or “ustedes” to show inclusivity of all Hispanics and continually attempts to include all Hispanics from Spain and different Latin American countries. Her research method may explain why Spanish language media is not adjusting to today’s Hispanic women living in the U.S. but falls short as to how the women are portrayed on Spanish language news.

### *3.3 Relational*

For this research, it’s important to look at studies examining how sexual and racial stereotypes are used to portray Hispanic women. Teresa Correa (2010) examined two newspapers; an English-language publication and a Spanish-language newspaper in Miami, Florida to see if a stronger identification with the audience influenced the type of frames used to portray Latinas. Correa writes that the entertainment industry has depicted Latinas as dependent on men, promiscuous and sexy. She says the framing of Hispanic women by the entertainment industry is problematic because it homogenizes the group (2010).

Correa believed that since news was closer to reality than entertainment shows, her research would show a difference in how Latinas were framed. She



also thought there would be a difference between the Spanish-language newspaper and the English language newspaper because one publication had a stronger identification with the audience. However, Correa concludes that there was not a difference in the usage of stereotypical frames calling the findings troubling and she says that self-stereotyping may be to blame. In Correa's *Framing Latinas: Hispanic women through the lenses of Spanish-language and English-Language News Media*, she writes:

The literature shows that people might apply stereotypes to perceive and depict their own community, especially if they are members of a minority group (citing Hogg and Turner, 1987; Simon and Hamilton, 1994). Hispanic journalists are part of a minority group, whose stereotypical portrayal is overly pervasive, and work under time and space constraints. (2010, p. 437)

Although the study used framing as a theoretical framework, the medium is different from the current research. Looking at Spanish-language broadcast news may offer a different perspective for how the Latinas presenting the news are portrayed.

A review of the literature confirms that today's generation of women are well aware with the culture of "sex sells" (Everbach & Mumah, 2014, p. 97). Everbach and Mumah looked at images of professional female athletes posing in magazines and interviewed college female athletes for their reactions on the photos. The responses were divided into descriptive themes based on the feelings that emerged from the participants. Such as "feelings on appearing

sexy/sexual, drawing attention to their sport, “femininity” vs. “masculinity”, appeal to the opposite sex and boosting self-esteem... or damaging self-esteem” (2014, p. 95). The researchers used a feminist framework and concluded that as long as it’s acceptable to the public for women to be portrayed as sex objects, stereotypical notions of femininity will continue to exist. They write, “This sets up some female athletes to feel degraded, marginalized and left out of the game” (2014, p.98). This research answers questions of how the women are framed in the photos to their audience and helped develop the main research question leading this study.

**RQ1: Using a feminist and cultural lens, how are the female on-air talent framed on the two morning Spanish-language news shows *Despierta América* and *Un Nuevo Día*?**

Research shows that new immigrant Hispanics living in Los Angeles say they have a strong connection to Spanish language television and news and talk shows serve as an important role in providing information to them (Wilkin et. al., 2015). Wilkin et. al.’s article on *Evaluating Health Storytelling in Spanish-Language Television from a Communication Infrastructure Theory Perspective* examines health stories on Spanish-language television. They recorded the Spanish-language morning news shows and talk shows varying in length from 30 to 60 minutes over the course of 5 months looking for health related stories.

The researchers learned that the Spanish-language networks lack a local focus of news and find this problematic for serving their public. Wilkin et. al.’s research concluded that Spanish-language news and talk shows don’t do an

adequate job in connecting its audience to health storytellers that can help Latinos with current health issues (2015). The authors note that Latinos have many health problems and often miss the traditional health communication campaigns. Journalism has always been about serving the public; this research shows that Spanish-language television news programs need improvement in serving their audience.

Although this study found a shortfall among the role Spanish-language television serves its public, they only looked at how health stories were framed within Spanish-language news and talk show programs. This study examines how Hispanic women are framed on Spanish-language newscasts. The authors' conclusion of the Spanish-language networks not serving its public audience reinforces the hypothesis of the current study.

### *3.4 Explication*

The media conveys the message that being fashionable and attractive is important (Busch, 2008). Clothes are the first impression that allows others to decide what they think about us and according to Psychologist Jennifer Baumgartner, what we wear can help people place us into a particular category. She wrote, "People read our outside to see who we are on the inside" (2012, p. 121). She says If one dresses as though she is going to a cocktail party for work, women and men may perceive her as a "trashy" or a "slut" despite the belief that we have moved into a forward-thinking era. But in the Hispanic culture, men and women often "dress to impress" and wear clothing that is specific to the social occasion one is attending (Dino Lingo, 2011).

Baumgartner research says if the message one wants to portray to the world is not that of a “sleazy” or “inappropriate” person, then the outer self needs to match with the inner self and a middle ground of appropriate dress should be chosen (2012).

Studies show that people are judged by the clothes they choose to wear and business industry articles often give advice on what to wear on a job interview in order to acquire the job. Research presented by Laura Busch as a paper at a *National Communication Association Meeting* examined the reality show *What Not to Wear*. Busch wrote, “The language of dress provides a great deal of information about a person’s identity and is used to answer the initial question, ‘Who is this person? Clothing enables others to gather cues about a person prior to and during verbal communication” (Busch citing Finkelstein, 1991, 2008, p.4). This literature is important in seeking why a particular dress is chosen by or for the Spanish language on air talent.

In Everbach and Mumah’s research, they found respondents citing “a societal double standard about women athletes’ looks and appearance” (2014, p. 95). Some respondents praised the women athletes choosing to pose in nude photos while others were conflicted by the media’s sexualized representation of them and labeled it “slutty” and “disrespectful to oneself” (2014, p. 96). This literature led to the second research question.

**RQ2: What does the dress and accentuating of attractiveness of the female on-air talent on the two morning Spanish-language news shows *Despierta América* and *Un Nuevo Día* say about them?**

As mentioned earlier, the growing Hispanic population in the United States is from first, second, and third generation Hispanics. Moran says Latinos want to stay connected to their ethnic media as a way to stay connected to what is familiar (2006). Meneses Research & Associates reported, "...many third – or - fourth generation Hispanics flip between English and Spanish stations on their televisions (as cited by Moran, 2006, p. 401). Research by Williams (1990) on Mexican-Americans supports the hypothesis that Hispanic-Americans differentiate themselves from foreign born Hispanics. Williams found that first, second and third generation Americans do not identify with the country their ancestors are from, "Although they are aware that their cultural roots have historically been grounded to a considerable degree in Mexican culture, they conceive of themselves as different from Mexicans, and they gain their national social identity, not from Mexico, but from being members of U.S. society" (Williams, 1990 as cited by Keefe and Padilla, 1987, p. 4). The same can be said regarding other Hispanics with origins in other Spanish-speaking countries.

With the majority of the Hispanics now in America speaking English (Census Bureau, 2016) research reveals that Hispanics identify more with America than the country in which their parents or grandparents were born. In an essay about cultural identity, Sophia Campos, a college student, says although she shares the same traditions as other Mexicans or Mexican-Americans, she is more connected to those around her who share a similar lifestyle, whether they be Asian, Blacks, or "American" (2015). Campos explains, "A poor Caucasian kid will have more in common with a poor Mexican kid than a rich Caucasian kid,

no matter the cultural similarities or differences between them” (p. 1). Studies show that people identify with their own socio-economic class and led to the final research question guiding this study.

**RQ3: How are dominant ideas in American culture, such as feminism, showcased in the dress on the Spanish-language female on-air talent?**

## Chapter 4

### Method

#### 4.1 Sample

This study examined the attire of the female presenters on the two Spanish language television morning news shows *Un Nuevo Día* and *Despierta América*. This research is designed to determine how Hispanic female on-air talent are portrayed on Spanish language morning news. Therefore, a qualitative research method is the best method for this approach, considering the goal of qualitative research is understanding (Brennen, 2013).

The Spanish language morning news programs are an appropriate focus to study because television morning news shows tend to consist of more than just a single anchor and this format allowed exploration as to how female on-air talent on Spanish language television news programs are presented. Univisión and Telemundo are the largest Spanish-language television groups in America respectively (Pew Research Center, 2016). *Despierta América* debuted in 1997 (Univisión, 2017) and *Un Nuevo Día* debuted in 2008 (Telemundo, 2017).

The two shows were recorded on a digital video recorder, or DVR, from May 8, 2017 to May 26, 2017. April 27 – May 24, 2017 is a sweeps rating period for television news and a station's main talent is typically not allowed to take vacation during this time. Nielsen Media Research uses set meters, people meters, and paper diaries to determine how many people and households are tuned in to what shows (Nielsen, 2017). This will give us an accurate look at the regular presenters of the news shows.

To answer the hypothesis and guiding the main research question leading the study, a textual analysis of 30 hours of *Un Nuevo Día* and *Despierta América* were analyzed. For this study, the text of what is spoken is not necessary for the analysis. Visual images are powerful and media organizations use photographs and video to take the audience to current events or historical events in the news. Visual images of the Spanish language presenters depict denotative and connotative meanings. Barthes distinguishes between the denotation and connotation of signs in his book *Elements of Semiology* saying there is a first-order meaning and a second-order meaning that requires interpretation to make sense (Houze, 2016 citing Barthes, 1957).

#### 4.2 *Presenter selection*

The unit of analysis for this study employed a hybrid of codes, pre-set and emergent, to the data collected. The coding included the female news presenters only. It did not include the newsmakers and interviewees that appeared on the Spanish language news shows. The coding was based on once per show for each presenter on the news. Codes allow compilation and organization of the data (Lofland & Lofland, 1995). Using hybrid codes allowed the codes to develop and change as information was learned (Creswell, 2014).

#### Codes

The news presenters were coded based on the color of clothes, type of clothes worn (revealing cleavage, legs or arms), accessories worn (jewelry, belt, or scarf) and style of clothes (body-hugging, professional, i.e. business suit, dress, sheath, blouse or skirt).



### 4.3 Measures

The following themes emerged from the data and were used to identify and organize framing mechanisms and construct a code system: Screaming sexy, described as seductive attire characterized by exposing the body (Rubenstein, 2001). Stereotypical feminine roles, described as dainty, soft, ruffles, and lace (Washington, 2017). Professional attire is described as “office wear” by Baumgartner: good fit, no holes, no stains, no panty lines, no cleavage (2012). Career services from the University of Oklahoma says professional attire means avoiding trendy styles, jackets, neutral colors, pants or skirts that are knee length, blouse or camisole with a jacket and no open-toed shoes or sandals. Party attire is described as clothes one would wear to a daytime or night time event, including a wedding, cocktail, or theme-inspired party. Going to the movies, described as casual dress which included jeans and trendy styles. As Kaiser notes, “...codes provide a cultural frame of reference for interpreting appearance” (1990, p.222).

Using the theoretical framework previously discussed, the data collected will help interpret the message the female on-air talent is trying to convey through their dress and deduce information about the audience the television network is trying to reach. Although this paper is interested in the ways Hispanic women are portrayed, it also seeks to understand the existing Spanish-language news audience (Brennen, 2013).

This study will be useful in determining to what degree the Spanish-language networks are serving the growing Hispanic population born here in the

United States. Results of the study will help the media and researchers better understand the messages that Univisión and Telemundo are expressing. As Greenwood wrote, textual analysis is “a toolkit for media practitioners who want to convey a certain message or try to convince audiences to think in a certain way” (2016). Considering both surface meaning and underlying intentions Kracauer maintained that the goal of textual analysis was to bring out the entire range of potential meaning (Kracauer cited by Brennen,2013).

#### 4.4 *Intracoder reliability*

Bias can end up in qualitative research projects by confirmation, culture, the order, or leading of the questions, and by the halo effect, in which an impression of a person can affect how we think about their traits (Thorndike cited by Lammers et. al, 2016). To reduce the risk of bias, it’s important for the researcher to be aware of the sources of bias and manage it (Sarniak, 2015). This research is exploratory and the researcher has no stake in the specific findings, therefore every effort was made to ensure the resulting research is unbiased.

Intracoder reliability was used on a sample of video taken from *Despierta América* and *Un Nuevo Día* and the reliability was reported. The researcher took four days of each show resulting in eight hours and re-coded the results two weeks later. Ninety percent of the coding was the same as the original analysis. Creswell cites Miles and Huberman who recommend an agreement of 80% on codes for validity (2012).

Are the two largest Spanish-language television networks keeping up with the change in the Hispanic Population in America? Or are they continuing to operate the way they always have?

News organizations are always trying to maintain and expand their audience. With the growth of the Hispanic population and the changing dynamics of what is contributing to the growth, Spanish language news will need to consider the effects the presenters have on the audience. This information is also valuable to marketers trying to reach Latino audiences.

By exploring the answers to the research questions, one may be able to conclude whether or not the Spanish-language television news programs are serving the changing Hispanic audience in the United States.

## Chapter 5

### Results

The research questions focus on examining the dress of the female Hispanic anchors in order to discover whether or not the presenters are playing to stereotypes of Hispanics.

After watching a total of 30 hours of Spanish language news shows several areas of importance were noted. In those 30 hours, the dress of 34 female presenters were evaluated resulting in 186 individual assessments. A summary of the frames is provided in Table 1.

Table 1 Frames of on-air presenters

<u>Category or Theme</u>	<u>Frequency</u>
Screaming Sexy	21 (11.2%)
Stereotypical Feminine Role	15 (8%)
Professional/Polished	45 (24.1%)
Party	69 (37%)
Movies	36 (19.3%)
Totals	186 (100%)

First we examined the frequency of the codes based on the female presenters' attire. Second, we looked at the relationship between the codes and

the emerging theme. Third, we examined the meaning between the reporting of the code and the relationship.

### *5.1 Breakdown*

*RQ1:* Using a feminist and cultural lens, how are the female on-air talent framed on the two morning Spanish-language news shows *Despierta América* and *Un Nuevo Día*?

The first research question was concerned with how the Hispanic presenters were framed on the two morning Spanish-language news shows *Despierta América* and *Un Nuevo Día*. The dressing for a party or going to the movies were the frames most prominent in the study (Table 1). For the emerging party theme, the attire was looked at based on: a daytime party, such as clothes worn to a wedding, bridal, baby shower, or other social gathering taking place before 5:00 p.m., and a night time party, such as a cocktail party or going to a nightclub with friends. For attire emerging in the movie theme, the clothing choices were more appropriate for a casual setting that included jeans, jumpsuits, rompers, leggings, and shorts.

When examining the dress on each show separately, the on-air talent on *Despierta América* wore professional or polished attire more often than the on-air talent of *Un Nuevo Día*, nearly 38% versus only 12% of the time on *Un Nuevo Día* (Table 2 and Table 3).

### *5.2 Portrayal to audience*

RQ2: What does the dress and accentuating of attractiveness of the female on-air talent on the two morning Spanish-language news shows *Despierta América* and *Un Nuevo Día* say about them?

The second research question concerned the meaning portrayed to the audience about the dress and accentuating of attractiveness of the female on-air talent on the two morning Spanish-language news shows *Despierta América* on Univision (Table 2) and *Un Nuevo Día* on Telemundo (Table 3). Looking at each show individually, the presenters on *Un Nuevo Día* dressed sexy or for a party, 58.1% of the time, more often than presenters on *Despierta América* (37.4%).

Table 2 Frames of on-air presenters

<u>Category or Theme</u>	<u>Frequency</u>
<b><i>Despierta América</i></b>	
Screaming Sexy (6.8%)	6
Party (30.6%)	27
Stereotypical Feminine Role (2.2%)	2
Professional/Polished (37.5%)	33
Movies (22.7%)	20
Totals (100%)	88

Table 3 Frames of on-air presenters

<u>Category or Theme</u>	<u>Frequency</u>
<b><i>Un Nuevo Día</i></b>	
Screaming Sexy (15.3%)	15
Party (42.8%)	42
Stereotypical Feminine Role (13.2%)	13
Professional/Polished (12.2%)	12
Movies (16.3%)	16
Totals (100%)	98

The 2016 ratings from Nielsen Media Research show that Univision viewership is slightly down in the morning news time slot, down 3%. But the ratings show Telemundo’s morning news audience increased by 15% (Nielsen Media Research, 2016, cited by Pew Research Center, 2017). However, 2016 was a presidential election year when news viewership increases and may be a factor in the ratings. The Spanish language news audience continues to be smaller than the English language news audience.

Of the 186 individual assessments, there were 36 occasions in which cleavage was shown (Table 4). There were 37 times in which a presenter wore a cold-shoulder, off-the-shoulder, one-shoulder, showed one’s bra, or wore a halter style blouse or dress, and 14 occasions in which tight, body-hugging clothes

were worn. But only 14.5% of the time wearing clothing that revealed cleavage led to a screaming sexy theme. When the on-air talent dressed in clothes revealing cleavage, shoulders or body hugging, the theme emerging the most was the party theme. Most presenters were shown in full body camera angles except for the anchor presenting hard news on *Un Nuevo Día* and the reporters in the field on both *Despierta América* and *Un Nuevo Día*. Of the presenters shown in full body camera, all of them wore high heels except for one of them, on one day. We were not able to tell whether or not the news reader on *Un Nuevo Día* was wearing heels or whether or not the on-location reporters for both shows wore heels.

Table 4

<u>Style of Attire</u>	<u>Frequency</u>
Cleavage (19.3%)	36
Cold shoulder/off shoulder/one shoulder/ Halter	37 (19.8%)
Showing Bra (0.5%)	1
Body Hugging/Tight (7.5%)	14
<hr/>	
Total wearing revealing clothes	88 (47.3%)
High heels (strappy, pumps, stilettos)	154 (82.7%)
Totals (100%)	186



As for professional clothing, the newsreaders and reporters on location wore clothes considered to be business attire or professional attire more than any other on-air presenter and it was more frequent on *Despierta América* than *Un Nuevo Día* (Table 5).

Table 5

<u>Professional clothing</u>	
<u>Frequency</u>	
Vanessa Hauc <i>Un Nuevo Día</i>	8
Ana María Canseco	1
Alexandria Rentería	1
Lori Montenegro	1
María Corina	1
Satcha Pretto <i>Despierta América</i>	13
Karla Martinez	2
Maria Eugenia Payán	12
Janet Rodríguez	2
Blanca Rosa Vilchez	1
Claudia Vceda	1
Laia Flores	1
Vimania Esperanza	1

*RQ 3: How are dominant ideas in American culture, such as feminism, showcased in the dress on the Spanish-language female on-air talent?*

The third research question concerned the dominant ideas in American culture, such as feminism, and how it is showcased in the dress on the Spanish-language female on-air talent. Nearly 47% of the time (36 occasions out of 186 showing cleavage, 37 times out of 186 in which a presenter wore a cold shoulder, off-the-shoulder, one-shoulder, showed one's bra, or wore a halter style blouse or dress, and 14 occasions in which tight, body-hugging clothes

were worn) the on-air presenters were confident enough to wear body accentuating clothing as shown in Table 4.

On 15 occasions, female presenters wore stereotypical feminine attire consisting of florals, ruffles, and matronly dresses or blouses (Table 6)

Out of the 15 occasions, 13 of the presenters on *Un Nuevo Día*: 12 by two of the main hosts and once by a reporter on location, wore feminine clothing. The other two occasions where the presenters wore feminine clothing were by hosts on *Despierta América*: once, by the main female host and another time by a former host appearing for the show's 20<sup>th</sup> anniversary. Research shows all of the main hosts wearing feminine attire are all in their forties and two of them used to be former hosts on *Despierta América* and then moved to *Un Nuevo Día* (Correa, 2014, Niurka, 2005). Research shows three of the main hosts on *Un Nuevo Día* (González, 2016; Correa, 2014; Niurka, 2005) and only one of the main hosts on *Despierta América* (*Despierta América*, 2017) are in their forties. Only one of the main hosts in her forties did not wear stereotypical attire at all during this study (Table 7).

Table 6

<u>Stereotypical Feminine Role Attire</u>	<u>Frequency</u>
Rashel Diaz/Host	0
Adamari Lopez/Host	4
Ana María Canesco/Host	8
Claudia Mendoza/Reporter	1
Karla Martinez/Host	1
Former Despierta América Host	1
Total	15

Table 7

<u>Women age 40 and up wearing stereotypical feminine attire</u>	<u>Frequency</u>
Rashel Diaz/Host	0
Adamari Lopez/Host	4
Ana María Canesco/Host	8
Karla Martinez/Host	1

On 21 occasions the female presenters wore sexy attire (Table 1), however there were only 6 occasions in which the presenters in their 40's wore clothes considered to be sexy (Table 8).

Table 8

<u>Women age 40 and up wearing sexy attire</u>	<u>Frequency</u>
Rashel Diaz/Host	4
Adamari Lopez/Host	0
Ana María Canesco/Host	0
Karla Martinez/Host	2

As shown in Table 2 above, there were 87 occasions in which cleavage, showing one’s bra, cold shoulder, off shoulder, one shoulder, or halter dresses or blouses were worn. This did not include sleeveless dresses or blouses. Out of the 87 occasions, women presenters in their 40’s wore this type of attire 23 times: The most were worn by *Un Nuevo Día* host Rashel Diaz.

Table 9

<u>Women age 40 and up showing cleavage, wearing Cold-shoulder/off-the-shoulder/one-shoulder/halter dress or blouse</u>	<u>Frequency</u>
Rashel Diaz/Host	12
Adamari Lopez/Host	2
Ana María Canesco/Host	3
Karla Martinez/Host	6

Surprisingly, the weather anchors combined only wore sexy attire on 8 occasions, 9.1%, of the time (Table 10). They did however wear cold shoulder,

off-the-shoulder, one-shoulder, revealed one's bra, or wore a halter style blouse or dress or form-fitting, tight clothes on 23 occasions out of 30 appearances, 76.6% of the time (Table 11).

Table 10

<u>Weather hosts wearing sexy attire</u>	<u>Frequency</u>
Ana Patricia Martinez	1
Janice Bencosme	7

Table 11

<u>Weather hosts wearing/cold-shoulder/off-the-shoulder/one-shoulder/showing bra/ halter blouse or dress or form fitting/tight attire</u>	<u>Frequency</u>
Ana Patricia Martinez	10
Janice Bencosme	13

## Chapter 6

### Discussion

For the data to be meaningful culture and feminism were used as the theoretical framework because it is believed that this theory will help make sense of the results that arose. The goal of this study was to examine the dress of the female on-air talent on Spanish language news to explore whether or not they depict stereotypes of Hispanics in the way they present themselves or portray the growing Hispanic population now living in the United States.

The paper analyzed the clothing worn by female Spanish language news presenters on the two popular Spanish language morning news shows, *Un Nuevo Día* on Telemundo and *Despierta América* on Univision.

The data gathered in the study revealed the majority of the clothing worn overall as being appropriate for a party or going to the movies. This finding supports the idea that the on-air talent on Spanish language television news, views the appearance on the morning news as a social occasion. The data also revealed the clothing worn by the majority of the on-air talent was not professional business attire, but rather more stereotypical sensual, social, and party attire. This correlates with the research from Dino Lingo that Hispanics dress for the occasion they are attending (2011), but in this case, the occasion is work on television. In nearly half of the 186 appearances, 47.3% (Table 4), the women wore clothing that revealed cleavage, shoulders, and form-fitting clothes. Perceptions of fun, “love to show cleavage” (Nagi, 2014), and be sexual are framed in the way many of the Spanish language female on-air talent were

dressed. This reinforces and encourages the narrow minded categorized notion that Hispanic females like to party. It's important to note though, that this was not perceived in a negative way. However, the authority persona necessary for a news presenter was not exhibited based on the way the on-air talent dressed.

The findings did not yield negative stereotypical frames seen in movies and on TV shows, such as Hispanics as criminals and illegal immigrants. But the findings did reveal stereotypical frames of being sexy and enjoying partying. As research has shown, minority groups can apply self-stereotypes to illustrate their own community (Hogg and Turner, 1987, Simon and Hamilton, 1994, cited by Correa, 2010).

This research explored the perpetuation of stereotypical Hispanic female roles on Spanish language television news and hypothesized the messages about sexuality and feminism were portrayed in a stereotypical way to the females watching. The growing Hispanic population in the U.S. is American born while many of the on-air talent found on these shows are foreign born and this may be the reason for self-stereotyping found in the data.

The literature shows that business and professional attire portray a more credible and trustworthy image (Tan et al., 2009). As shown in Table 5, the newsreaders and reporters on location wore clothes considered to be business or professional attire supporting the theory that those reading the news should present themselves in a more plausible way. The news readers on the Spanish language morning news shows dressed as businesswomen, in professional sheath dresses, a blouse and skirt, or business suit. When evaluating the

women presenting the news, they appeared as experts in their field, knowledgeable, and confident based on their clothing. This reinforces and encourages the notion that women reporting the news should communicate professionalism and authority in any language (Tan et al, 2009). This finding suggests that when the Spanish language on-air talent is reading the news, they prefer to communicate the seriousness of the news and wear professional clothing. However, when the other female on-air talent commented on news issues, it did not seem to matter whether or not they wore professional clothing.

The weather women on both shows did not always wear screaming sexy attire, but 76.6% of the time they wore a cold-shoulder, off-the-shoulder, one-shoulder, showed one's bra, or wore a halter style blouse or dress or form-fitting, tight clothes, more often appearing in the party theme. Femininity is described in different ways these days and this type of dress shows that the female on-air talent is confident in how they dress demonstrating strong, confident women.

Table 6 shows the majority of women on the Spanish language morning news shows who wore stereotypical feminine clothes are in their forties. As Rosas-Moreno et al. learned pictures, or for the purposes of this study, live television, offer visual reality. The evidence of the women over 40 years old dressing more matronly reveals that these women are mothers. This presents the perception that these particular women believe in modesty and wore more feminine attire. But it is also important to note that 12% of the time, these same women did wear revealing clothes. Thus, using theoretical framework from a cultural perspective, older Hispanic women value more modesty most of time.



But these women are also surrounded by others on the shows who wear revealing clothes which may indicate social pressure.

As research reveals women are aware that “sex sells” and in general, the women appeared confident with their figures and able to accentuate specific body parts. The confidence of the female on-air talent analyzed in the study exudes girl power and likability. Likability is what news organizations strive for with its talent. If the on-air talent is not favorably viewed by the audience, viewers won’t watch.

Nearly 20% of the time, mostly on Fridays (Table 1), the on-air talent dressed as if they were going to the movies or the mall. Most Americans employ a “casual Friday” attire in the workplace and this seems to translate for the on-air Spanish language morning news presenters. This supports the hypothesis and as Korzenny and Korzenny acknowledge, Hispanics have adopted a mixed view of American and Latino culture in every aspect of living (2012).

It is recognized that the culture of dress in the workplace is changing but many television stations still employ a style guideline for its on-air talent.

## Chapter 7

### Conclusion

In conclusion, this study identified dressing for a party as the uniform for the Spanish language morning news shows, *Un Nuevo Día* and *Despierta América*. The majority of the on-air presenters did not wear clothing that is considered to be professional. Most of the time, they dressed as if they were attending a party or going to the movies. Based on how the on-air presenters dress, one can conclude that they want their audience to join the party by watching the morning news show. However, because the on-air presenters appear confident enough to show cleavage, show off their arms and wear tight fitting clothes they demonstrate and take charge of their own femininity. Although they do not play into the stereotypes of being criminals, sex-pots, and maids, they do play into the stereotype of Hispanics wanting to party.

#### *7.1 Limitations*

Because the research used textual analysis of the on-air presenters from a semiotic approach for the morning news shows of the two largest Spanish networks, results did not include the Spanish-language talent in local television markets. The two networks selected, broadcast its morning news shows from Miami and may homogenize Hispanics living in that part of the country. The themes emerging in the study may be a representation of the Hispanics in Miami which tend to be foreign-born Hispanics versus the growing Hispanic population in the rest of the country. It is also important to note the owners of Univision and

Telemundo. Forty-nine percent of Univision is owned by a foreign company, Televisa, headquartered in Mexico, but it can only hold up to 40% of the voting interest under FCC guidelines. The other 51% is owned by a consortium of private equity firms led by the Haim Saban-owned Saban Capital Group (Villafañe, 2017). Telemundo on the other hand is owned by an American media company, NBC/Universal. This may also have an impact on how the female on-air talent are portrayed.

### *7.2 Practical Recommendations*

With the growing Hispanic population adopting American attitudes, the need to dress professional dress may be necessary to gain a changing Hispanic audience. As the head of a Spanish-language television news organization, you should take note of how your on-air talent is perceived on your network.

### *7.3 Future research*

Future analysis should look at whether or not the ownership of the networks has a role in how the on-air talent is portrayed. Future research should also look at Spanish language television news in local markets such as Los Angeles, New York, and Houston. Studying Spanish language news in local markets with large Hispanic populations may find different results. There is a need to better understand foreign born Hispanic women and Hispanic-American women who are more assimilated to the people with whom they associate.

A future study should also consist of an ethnography to get a better understanding in determining how the female on-air talent are trying to present themselves and to learn whether or not they feel they are playing into

stereotypes. There are internal and external pressures to dress in a way to attract the audience, researchers in the future should look at whether or not these pressures are warranted. A future study may also look at how the on-air talent is perceived through focus groups, since it is difficult to study if ratings are dropping because of the talent not adapting to the changing Hispanic audience or the changing media landscape.

This was not a study involving the perceptions of the female presenters themselves, but rather insight into what is occurring on Spanish language news networks. But by analyzing all of the Spanish-language female on-air talent representing the news, progress can be made toward increasing the audience.

## Notes

In this study, the terms 'Hispanic' and 'Latino' are used interchangeably. They refer to the people that live in the USA that speak Spanish and/or are of Hispanic descent.

## References

- Baumgartner, J. (2012). Your cover's blown, when you bare too much in You are what you wear: What your clothes reveal about you. Da Capo Press, Boston, MA. 115-140.
- Busch, L. I. (2008). An analysis of what not to wear as a semiotic system: Privileging women's fashionable appearance over competence in the workplace. Paper presented at the annual meeting of the NCA 4<sup>th</sup> annual convention, TBA, San Diego, CA.
- Campos, S. (2015). Guest Voz: "You're not really Mexican" – personal essay about my cultural identity crisis. *Latina Lista*. Retrieved from <http://latinalista.com/columns/guestvoz/guest-voz-youre-not-really-mexican-a-personal-essay-about-my-cultural-identity-crisis>
- Census Bureau. (2015). U.S. Department of Commerce. Retrieved from [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?\\_afrc=bkml](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?_afrc=bkml)
- Census Bureau (2016). U.S. Department of Commerce. Profile America facts for features. Retrieved from <https://www.census.gov/content/dam/Census/newsroom/facts-for-features/2016/cb16-ff16.pdf>
- Cialdini, R.B., (2009). The friendly thief. In *Influence: the psychology of persuasion* (p.126 - 156). New York: Harper Collins.
- Calogero, R.M. (2012). Objectification theory, self-objectification, and body image in *Encyclopedia of body image and human appearance* (pp. 574-580). Academic press. San Diego.
- Cormack, M. (1992). Ch. 3 Ideology in *Methods of Analysis*, (26-35), Ann Arbor, Michigan: University of Michigan Press.
- Correa, A. (2014, May). Adamari López celebró su cumpleaños comprometida. *People en Español*. Retrieved from <http://peopleenespanol.com/article/adamari-lopez-celebro-su-cumpleanos-comprometida/>

- Correa, T. (2010). Framing Latinas: Hispanic women through the lenses of Spanish-language and English-language news media. *Journalism* 11(4), 425-443.
- Creswell, J. (2012). *Research design, qualitative, quantitative and mixed methods approaches*. Los Angeles: Sage.
- Dino Lingo (2011, May). Hispanic Culture for Children-fun facts, food, music, language & more. *Dino Lingo Blog*. Retrieved from <http://dinolingo.com/blog/2011/05/04/hispanic-culture/#.WWEpnoqQxm8>
- Everbach, T., & Mumah, J. (2014). "They never do this to men": College women athletes' responses to sexualized images of professional women athletes. *Women in sport and physical activity journal*. 22(2), 92-99.
- Gammage, M., M. (2016). *Representations of Black women in the media: The damnation of black womanhood*. New York: Routledge.
- Glick, P., Larsen, S., Johnson, C., Branstier, H. (2005, December). Evaluations of Sexy Women in Low and High-status jobs. *Psychology of Women quarterly*. 29(4), 389-395.
- González, M. (2016, November). Lo que debes conocer del flamante esposo de Rashel Díaz, presentadora de *Un nuevo día*. *People en Español*. Retrieved from <http://peopleenespanol.com/article/lo-que-debes-conocer-del-flamante-esposo-de-rachel-diaz-presentadora-de-un-nuevo-dia/>
- Greenwood, B. (2016). Lecture 4: Types of analysis [Discussion]. Retrieved from University of Missouri, Qualitative research methods in journalism. Canvas: <http://missouri.infrastructure.com/courses>
- Huffington Post (2012, March 19). Sofia Vergara: Is she taking the Latino stereotype too far? *The Huffington Post*. Retrieved from [http://www.huffingtonpost.com/2012/03/19/sofia-vergara-is-she-taking-the-latino-stereotype-too-far\\_n\\_1363193.html](http://www.huffingtonpost.com/2012/03/19/sofia-vergara-is-she-taking-the-latino-stereotype-too-far_n_1363193.html)
- Kaiser, K. (1990). *The social psychology of clothing, symbolic appearances in context*. New York: Macmillan publishing company.
- Kennedy, G., & Moen, D. R., (2007). *What good is journalism? How reporters and editors are saving Americas way of life*. Columbia: University of Missouri Press.
- Kettler, S. (2016). Female broadcast pioneers; In honor of women's history month. *Biography*. Retrieved from <https://www.biography.com/news/famous-female-broadcasters>

- Klein, R. D., & Naccarato, S. (2003). Broadcast news portrayal of minorities. *American Behavioral Scientist*. 46 (12), 1611-1616.
- Korzenny, F., & Korzenn, B. A. (2012). *Hispanic Marketing, Connecting with the New Latino Consumer*. Amsterdam. Routledge.
- Lammers, W. J., Davis, S., Davidson, O. & Hogue, K. (2016, March). Impact of positive, negative, and no personality descriptors on the attractiveness halo effect. *Psi Chi Journal of Psychological Research*. 21(1), 29-34.
- Lofland, J. & Lofland, L.,H. (1995). *Analyzing social settings: A guide to qualitative observation and analysis*. Belmont, CA: Wadsworth Publishing Company.
- Loosen, W. (2012). (Re-)discovering the audience. *Information, Communication & Society*. 15:6, 867-887.
- Mannfolk, J. (Stylist) personal discussion with the author, August, 2017.
- Mastro, D. E., & Greenberg, B. S. (2000). The portrayal of racial minorities on prime time television, *Journal of broadcasting & electronic media*. 44(4), 690-703.
- Minnis, G. (2016). Young Hispanics sparking rise in English proficiency among Latinos. *Latin Post*. Retrieved from <http://www.latinpost.com/articles/119768/20160425/young-hispanics-sparking-rise-in-english-proficiency-among-latinos-says-pew-research-study.htm>
- Moran, K. (2006). Is changing the language enough? *Journal for Borderland Studies and Global Media Journal*. (7)3, 389-405.
- Nagi, A. (2014, Jan 23). 16 Stereotypes of Latinas that need to stop. *Cosmopolitan*. Retrieved from <http://www.cosmopolitan.com/entertainment/celebs/advice/a5403/latina-media-stereotypes/>
- Nielsen (2017). TV ratings. Retrieved from <http://www.nielsen.com/us/en/solutions/measurement/television.html>
- Newsday.com (2016, November 9). Donald Trump speech campaign quotes. Retrieved from <http://www.newsday.com/news/nation/donald-trump-speech-debates-and-campaign-quotes-1.11206532>

- Niurka, N. (2005, March). Ana María Canesco, La animadora de *Despierta América* (Univisión) responde sin inhibiciones a nuestras preguntas. *People en Español*. Retrieved from <https://web.archive.org/web/20100410172351/http://www.peopleenespanol.com/pespanol/articles/0,22490,1040385,00.html>
- Pew Research Center (2015). Retrieved from <http://www.journalism.org/2016/06/15/hispanic-media-fact-sheet/>
- Pew Research Center (2017). Retrieved from <http://www.journalism.org/fact-sheet/hispanic-and-african-american-news-media/>
- Rosas-Moreno, T., Harp D., Bachmann, I. (2013). Framing ideology: How Time magazine represents nationalism and identities through visual reporting. *Communication & Society*. 16(3), 1-20.
- Rubenstein, R. (2001). Dress in societal discourse in Dress codes: meanings and messages in American culture. (3-19). Westview Press, Boulder, CO.
- Sarniak, R. (2016). 9 types of research bias and how to avoid them. *Quirks*. 29 (8). Retrieved from <https://www.quirks.com/articles/9-types-of-research-bias-and-how-to-avoid-them>
- Sinberg, L. (2009, July 22). What Not to Wear to Work. *Forbes*. Retrieved from <http://www.forbes.com/2009/07/22/office-fashion-sexy-forbes-woman-style-clothes.html>
- Singh, K. (2015, September 23). 21 Stereotypes about Latino men that Latino men want to dispel. The Huffington Post. Retrieved from [http://www.huffingtonpost.com/entry/stereotypes-about-latino-men-dispelled\\_us\\_56003629e4b00310edf7db88](http://www.huffingtonpost.com/entry/stereotypes-about-latino-men-dispelled_us_56003629e4b00310edf7db88)
- Smith, S. L., Choueiti, M., Pieper, K. (2016). Inclusion or invisibility? Comprehensive Annenberg report on diversity in entertainment. *Media, diversity, & social change initiative*. 1-25.
- Takepart.com (2015). Hispanic girls united hashtag smashes ethnic stereotypes. Takepart.com. Retrieved from <http://www.takepart.com/article/2015/06/27/hispanic-girls-united>
- Tan, S., Owyong Yuet See, M. (2009). The semiotic function of clothing and gender roles on broadcast business news. *Business Communication Quarterly*, 72(3), 368-372.
- University of Oklahoma (2017). Professional attire, women and business professional. Retrieved from



<http://www.umsl.edu/depts/career/files/pdfs/Professional%20Dress%20Handout.Pdf>

- Villafaña, V. (2017). FCC clears Mexico's Televisa to own 49% of Univision. *Forbes*. Retrieved from <https://www.forbes.com/sites/veronicavillafane/2017/01/04/fcc-clears-mexicos-televisa-to-own-49-of-univision/#7c89665a2fed>
- Washington, L. (2017). 10 Super simple tips to look more feminine. Retrieved from <http://fashion.allwomenstalk.com/super-simple-tips-to-look-more-feminine>
- Wilkin, H. A., Gonzalez, C., Tannebaum, M. (2015). Evaluating health storytelling in Spanish-language television from a communication infrastructure theory perspective. *Howard journal of communications*. 26(4), 403-421.
- Williams, N. (1990). Introduction in *The Mexican American Family: Tradition and Change* (1-17). New York: Rowman & Littlefield. Dix Hills.