Latino/as Presence In Media

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Abstract:

In the United States, the Latino population is very poorly represented in the media by being both misrepresented and underrepresented in all forms of media including: newspapers, movies, television news, and radio broadcasts. When and where there is representation, it typically is a negative portrayal of a Latino character or story. This passive racism assigns these people a negative connotation regarding their ethnicity and as a result, it has a destructive effect on their population. Through the use of scholarly articles, documentations, research will show how these stereotypical portrayals negatively impact Latino lives. The misrepresentation of Latina/os in mainstream media is an issue of significance because this minority group accounts for almost a fifth of the Unites States’ populace.

Keywords: Underrepresentation, Misrepresentation, Stereotype, Latino/a
Coverage

- Largest minority in the US (has since increased)
- Out of 34,452 news stories a 6 month period only 645 were related to Latino/as
- 57 on lives of Hispanics in the US
- Typically negative stories
- Offensive terminology used
- most present in print news

Table 1
Characteristics of the U.S. Population, March 2009 by Race and Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Population in millions</th>
<th>Share of Population (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>300.5</td>
<td>65.1</td>
</tr>
<tr>
<td>Non-Hispanic Whites</td>
<td>195.5</td>
<td>65.1</td>
</tr>
<tr>
<td>Hispanics</td>
<td>47.4</td>
<td>15.8</td>
</tr>
<tr>
<td>Non-Hispanic Blacks</td>
<td>36.5</td>
<td>12.1</td>
</tr>
<tr>
<td>Non-Hispanic Asians</td>
<td>13.7</td>
<td>4.6</td>
</tr>
<tr>
<td>Non-Hispanic Others</td>
<td>6.5</td>
<td>2.2</td>
</tr>
</tbody>
</table>


Note: Estimates are for the civilian, non-institutional population. Asians includes Native Hawaiian and Pacific Islanders. Numbers may not total due to rounding.
Behind the Screens

- Few latino/as writers and directors in news rooms
- Small stations are the least likely to hire minorities
  - makes it more difficult to move up
- They cannot tell their own stories
  - Few in news rooms to find their stories important
- They are not interviewed for news stories
In Addition

- They do not get as much sports coverage
- Left out of Historical documentaries
  - Ken Burns - 16 hours of film and Latinos were completely left out
Presentation in Movies

- Negatively portrayed
- Aggressive males
- Villains
- Lack of education, poor, lazy
- Women are highly sexualized
- Creates a negative stereotype
- Kids do not see good roll models
Effects

- A negative stereotype of Latino/as is created
  - both Latino/as and non-Latinos are influenced
- Devalues culture, low-self esteem, and poor self image
- Stereotypes have lasting effects
  - Stanford study showed a correlation between stereotypes and social deviance
  - Another study showed there are lasting effects such as aggression, overeating, inability to focus, difficult decision making
  - tested poor in cognitive skills
- Sets them up for failure
Benefits of change

- improved self esteem
- good for business
  - *The Black Panther movie*
    - 2nd fastest movie to reach $400 million at the domestic box office
    - top for 5 consecutive weeks
    - Black population 12.2%
  - *CoCo*
    - nominated for many awards
- Proof this type of media can be successful and make an influence
Conclusion

- Seeking change is not just important to latino/as
- Change for them is best for everyone
- How free are we really with citizens held back by an bound to unjust stereotypes
- Liberty and justice for ALL not some
Questions?
Works Cited


