



The Center for Iberian & Latin American Studies, UCSD

Written Messages for the Hispanic Minority in the Media during the US 2012 Election: The Case of Four Spanish-language Newspapers from the US and Spain.

Thursday, October 31, 2013, 3-4:30 PM

Deutz Room in the Copley International Conference Center,
Institute of the Americas Complex, UCSD

The seminar will be in Spanish.

In the US elections the Hispanic vote is crucial for political parties and their candidates. Consequently, candidates who run for the White House must clearly obtain the Hispanic vote. The media are not indifferent to this situation and opt for one party or another. Their intention is to influence the Hispanic vote. I will analyze Spanish-language opinion articles targeting Hispanics during the 2012 election, two newspapers from Spain and two newspapers from the US. I will present current research conducted in CILAS that shows the differences between two types of journalism written in the same language. The key is the use of language in the media, sometimes it is very clear but at times it is disguised in the text.

Olga Pérez Arroyo received her PhD (cum laude) from the University Complutense of Madrid (Spain). Her dissertation examined bullfighting journalism, the first of its kind in 1998. Olga



has written various books about this topic. She wrote *Cómo Escribir Crónicas Taurinas*, a manual on how to write bullfight chronicles; it was edited by Universidad Camilo José Cela. In addition, she wrote *Palco Real*, a successful biography of Doña María de las Mercedes (mother of King Juan Carlos I of Spain) that focuses on the monarchy and bullfighting. Currently she is a professor of journalism in the School of Information Sciences at Universidad Complutense of Madrid. Furthermore, she is the Vice-President of Fundación Apoyo el Arte in Madrid Spain, a foundation that promotes the work of artists from around the world.

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