

Abstract:

Minority News: Examining the portrayals of race within Latinx focused news outlets.

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Research demonstrates that people of color are presented in highly stereotypic ways within traditional news outlets. For example, African Americans have historically been portrayed as criminals and Latinos as undocumented immigrants—thus creating an inhospitable media environment for minority audiences. However, the representation of these groups in social identity focused news (SIFN) outlets has yet to be studied and provide an alternative media source which could serve as a locus of empowerment for these audiences. To explore this potentiality, the current project investigates the portrayals of Latinos in SIFN outlets. Using an equal probability sampling procedure, a composite month was media effects theories such as the cultivation hypothesis, we argue that exposure to this content has the potential to bolster the collective self-esteem of Latino audiences.

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