

LATINOS IN THE MEDIA: THE VALUE OF CRITICAL MEDIA LITERACY

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QUESTION...

- To what extent do you think that the media reflects hidden or implicit values about Latinos?



TEACHING CML THROUGH CDA/S

Critical Media Literacy (CML)

“involves cultivating skills in analyzing media codes and conventions, abilities to criticize stereotypes, dominant values, and ideologies, and competencies to interpret the multiple meanings and messages generated by media texts” (Kellner & Share, 2007, p. 4).

Critical Discourse Analysis (CDA)

“The aim of a critical approach to discourse analysis is to help reveal some of these hidden and ‘often out of sight’ values, positions and perspectives” (Paltridge, 2012, p. 186).

Critical Discourse Studies (CDS)

“the theories, methods, analyses, applications and other practices of critical discourse analysts” (Carta & Wodak, 2015, p. 4)

REPRESENTING SOCIAL ACTORS

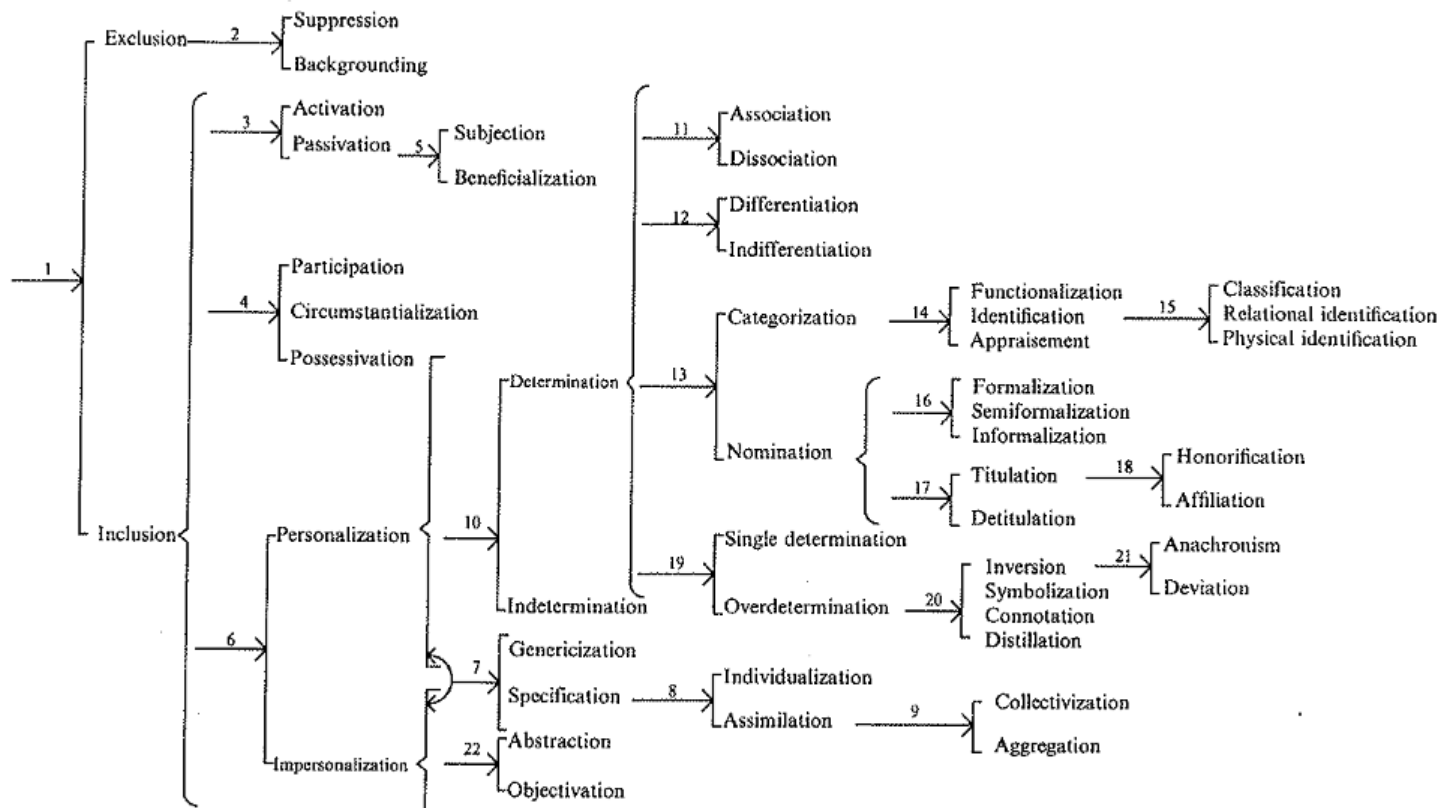


TABLE 2.4. Social Actor Network

INCLUSION

- **Activation** – social actors are represented as active, dynamic forces in an activity
- **Passivation** – social actors are represented as “undergoing” the activity, or as being “at the receiving end” of it

Example:

“**Program** trains **Latinos** in LGBT issues”

Conley, A. (2014, Nov. 24). Program trains Latinos in LGBT issues. *Omaha World-Herald* , p. 5B.

Counterexample:

Latinos engage in conversation about LGBT issues

DETERMINATION

- **Nomination** – social actors represented in terms of their unique identity
- **Categorization** – social actors represented in terms of identities and functions they share with others

Example:

“**Tony Clark, executive director of the Major League Baseball Players Association,** came away impressed Friday with **the Twins’ young Latino players** and the way the club is helping them adjust to playing in North America”

Berardino, M. (2015, March 21). Twins’ work with Latinos praised. *St. Paul Pioneer Press*, p. B10.

METAPHOR

“understanding and experiencing one kind of thing in terms of another” (Lakoff & Johnson, 1980, p. 5)

IMMIGRANTS/IMMIGRATION AS...			
ANIMALS	WEEDS	WATER	WAR

METAPHOR

“ ‘We see it as our responsibility to **weed out** illegal aliens’ (16 May 1992: A-30)” (Santa Ana, 1999, p. 204).

IMMIGRANTS/IMMIGRATION AS...			
ANIMALS	WEEDS	WATER	WAR

METAPHOR

“[Governor] Wilson said he believed public benefits are a **lure** to immigrants and his intent was to discourage illegal immigration by denying them access to health care, education and welfare programs (22 August 1993: A-1)” (Santa Ana, 1999, p. 200).

IMMIGRANTS/IMMIGRATION AS...			
ANIMALS	WEEDS	WATER	WAR

METAPHOR

“ ‘We have an **invasion** going on and it has to stop,’ said a Bakersfield man (13 August 1993: A-3)” (Santa Ana, 1999, p. 207).

IMMIGRANTS/IMMIGRATION AS...			
ANIMALS	WEEDS	WATER	WAR

METAPHOR

“The **influx** of illegal immigrants is also blamed for the country’s ‘failure to win the war on drugs’ (19 June 1993: A-3)” (Santa Ana, 1999, p. 206).

IMMIGRANTS/IMMIGRATION AS...			
ANIMALS	WEEDS	WATER	WAR

METAPHOR (CONTINUED...)

Reword the following statement to change how immigrants are portrayed. Try to focus on removing the metaphor and retaining as much of the original as possible.

Example:

- “The truth is employers **hungering** for really cheap labor **hunt out** the foreign workers” (Santa Ana, 1999, p. 201)

Counterexample:

- The truth is employers **who desire** really cheap labor **seek to hire** foreign workers.

METONYMY

Profiling or highlighting certain aspects of an event, action, or person while backgrounding other elements (Hart, 2011)

Example:

Both parties want the votes of the Hispanic population, the most rapidly growing demographic in the country. And this is the same population most sensitive to the immigration issue because most of the **illegals** within our borders are from Latin American countries.

Republicans shouldn't pander to Hispanic voters. (2014, Sep 21). *The Fulton Sun*, p. 4.

WHAT NOW?

- “In the same way that the media has been historically employed in creating normalizing practices, it can also be employed in the deconstruction of those practices” (Solomon, Portelli, Daniel, & Campbell, 2005, p. 165).
- Aware of the media’s influence, we can change the narrative!

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