

# [Australia’s language media in australia in the 21st](https://assignbuster.com/australias-language-media-in-australia-in-the-21st/)

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Australia’s Latin American and Spanishcommunities are part of a global network of Spanish-speakers. In 2016, Spanish was ranked as just the ninth most spoken languagein Australia with over 140, 000 speakers (Australian Bureau of Statistics, 2016). This currentSpanish language media market in Australia consists of 140, 818 Australian residents, representing 0. 6 percent of the Australian population, who declared in the 2016Census that they were born in Spain, or Latin America, or identified as havingHispanic/Latin American ancestry (ibid). For Sinclair (2014), the high number of Spanish-speakers in Australia reveals that the need forthe production of Spanish language media exists despite the market beingdivided by national identity or political ideologies. When discussing the ‘ pluricentric’ character of Spanish language mediain Australia in the 21st century, interview respondents mentionedadvantages and drawbacks.

Interview respondents discussed how Australia’sSpanish-speakers form a large enoughcritical mass to merit the production of Spanish language newspapers, in addition to community andinternational radio, and television news broadcasts. On this subject, thefollowing respondents commented, “ An advantage is that we asethnic media producers can cater to people from 21 Spanish-speaking countries. Many of thesecountries are those with the highest number of speakers such as Colombia, Peru, Chile, El Salvador, Spain, Argentina, and Uruguay” (Interview respondent, Silvia\*, journalist – P6-I). We have all the Spanish newspapers toprovide news and information from Australia and overseas…. Moreover, we havethe SBS news in Spanish that airs from Spain, Monday to Saturday, and then onSundays, we have Latin American News even though it comes from Chile, but theydon’t air any news about Australia and less about theSpanish-speaking community here. However, there is a good number of Spanish speakers in Australiafor SBS to consider news for Spanish-speakers (P5-I).

Other respondents also reiteratedSBS’s disadvantage, declaring that, unless television audiences are Spanish orChilean, they could not receive news from their country of origin or heritagenor in their own vernacular. Despite this fact, this revealed that an aggregationprocess has been at work, with respondents indicating that at the expense ofdiversity, the Spanish language has been used as a basis of commonality amongstindividuals of diverse ethnic or national origins. Interview respondent David\* journalist (P9-I) mentioned that community ethnic newspapers have remainedimportant to migrant and ethnic communities in the 21st century, despite the fact that many of their readers had been, by now, well establishedin the Australian way of life, and many Hispanics possessed adequate knowledgeof the English language. Thebenefit of a common language, in addition to culture, produces advantages forthe Spanish language media market, in that it can bond individualswith Spanish, Central, and South American origins (Sinclair, 2014; Albarran, 2009; Pires& Stanton, 2005). Media producers via their Spanish language publicationscan aggregate and unite the wider Hispanic community, who can bond vialanguage, shared culture (colonial past, the Catholic Church), and experiences(economic instability, military rule, political instability, and socioeconomicinequality) (Kline, Wade, & Wiarda, 2017; Graham, 2016).