

Australia's language media in australia in the 21st

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Australia's Latin American and Spanish communities are part of a global network of Spanish-speakers. In 2016, Spanish was ranked as just the ninth most spoken language in Australia with over 140,000 speakers (Australian Bureau of Statistics, 2016). This current Spanish language media market in Australia consists of 140,818 Australian residents, representing 0.6 percent of the Australian population, who declared in the 2016 Census that they were born in Spain, or Latin America, or identified as having Hispanic/Latin American ancestry (ibid). For Sinclair (2014), the high number of Spanish-speakers in Australia reveals that the need for the production of Spanish language media exists despite the market being divided by national identity or political ideologies. When discussing the 'pluricentric' character of Spanish language media in Australia in the 21st century, interview respondents mentioned advantages and drawbacks.

Interview respondents discussed how Australia's Spanish-speakers form a large enough critical mass to merit the production of Spanish language newspapers, in addition to community and international radio, and television news broadcasts. On this subject, the following respondents commented, "An advantage is that we as ethnic media producers can cater to people from 21 Spanish-speaking countries. Many of these countries 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 to provide news and information from Australia and overseas.... Moreover, we have the SBS news in Spanish that airs from Spain, Monday to Saturday, and then on Sundays, we have Latin American News even though it comes from Chile, but they don't air any

news about Australia and less about the Spanish-speaking community here. However, there is a good number of Spanish speakers in Australia for SBS to consider news for Spanish-speakers (P5-I).

Other respondents also reiterated SBS's disadvantage, declaring that, unless television audiences are Spanish or Chilean, they could not receive news from their country of origin or heritage nor in their own vernacular. Despite this fact, this revealed that an aggregation process has been at work, with respondents indicating that at the expense of diversity, the Spanish language has been used as a basis of commonality among individuals of diverse ethnic or national origins. Interview respondent David* journalist (P9-I) mentioned that community ethnic newspapers have remained important to migrant and ethnic communities in the 21st century, despite the fact that many of their readers had been, by now, well established in the Australian way of life, and many Hispanics possessed adequate knowledge of the English language. The benefit of a common language, in addition to culture, produces advantages for the Spanish language media market, in that it can bond individuals with Spanish, Central, and South American origins (Sinclair, 2014; Albarran, 2009; Pires & Stanton, 2005). Media producers via their Spanish language publications can aggregate and unite the wider Hispanic community, who can bond via language, shared culture (colonial past, the Catholic Church), and experiences (economic instability, military rule, political instability, and socioeconomic inequality) (Kline, Wade, & Wiarda, 2017; Graham, 2016).