

Modèle de mise en page

Framing Hispanics: The *Los Angeles Times*' Coverage during the 2016 Presidential Electoral Campaign

Abstract (*Résumé en anglais* → maximum 200 mots)

This work departs from the existing knowledge about how Hispanics have thus far been framed in media discourse to study how and why the Los Angeles Times, a Californian daily broadsheet newspaper, framed this community in 2016, during the ten months prior to the US presidential election. To this end, a qualitative frame analysis has been applied to the content of a sample of eight articles involving Hispanics published by the broadsheet under scrutiny during that year. Therein, it has looked mainly at the recurrent themes along with any new tendency patterns in covering Hispanics that emerged at that time and the rationale for framing. The findings show that the newspaper reinforced many common stereotypes and embraced a complex, episodic frame, as though to meet the readers' expectations, in covering the themes pertaining to demographics, votes, and immigration debate; all three of them placed Hispanics outside the mainstream prospects and norms. The work concludes by speculating that the Los Angeles Times framed this community as an alien threat of culturally inferior invaders in order for the newspaper to survive.

Keywords / Mots-clés (*Facultatifs* → maximum 5 concepts présentés comme suit :)

Framing; Hispanics; Los Angeles Times; minorities; qualitative frame analysis

Introduction

Research on framing focuses on how media catch or attract public attention to particular issues or news stories. Generally, researchers are interested either in the ways frames are created and the motivations behind their creation or in the effects of framing on opinion formation and political decision-making processes. They could also be interested in the audience frames, i.e., how the recipients make sense of the media stories and how reciprocally...

In reality, individuals possess several cultural or group identity dimensions orbiting around the *self*, as is represented in Figure 1 reflecting the size of the different identity circles. Each one of them represents a single aspect of the multidimensional individual culture....

1. Titre de section

The perusal of the available, abundant, social science literature on ethnicity reveals the latter not only. Actually, individuals possess several cultural or group identity dimensions orbiting around the *self*, as is represented in Figure 1 reflecting the size of the different identity circles. Each one of them represents a single aspect of the multidimensional individual culture.

Should ethnicity—with its objective and subjective aspects—be considered as an independent factor? Indeed, individuals possess several cultural or group identity dimensions orbiting around the *self*, as is represented in Figure 1 reflecting the size of the different identity circles. Each one of them represents a single aspect of the multidimensional individual culture.

1.1. Titre de sous-section

The term “ethnicity” derives via Latin from the Greek *ethnikos*, the adjectival form of *ethnos*, which means “nation”, but not in the sense we give to it today. The ancient word has lost much of its original significance in contemporary ...

Indeed, though the idea it conveys is old, the word “ethnicity” is of recent usage in the United States.¹ It was not commonly used before the turn of the twentieth century (Calamart 2018, 46). The then-American society witnessed the largest wave of immigration in its history ...

1.2. Titre de sous-section

Most authors take into consideration the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2016, 237), we can observe two forms of ethnicity in the American context;² both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

1.2.1. Titre de sous-sous-section

If we take into consideration the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2016, 233), we can observe two forms of ethnicity in the American context;³ both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

Generally speaking, when we take into consideration the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2018, 23),⁴ we can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

Considering the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2016, 239), we can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

1.2.2. Titre de sous-sous-section

The dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture is obvious (Damart 2018, 56). We can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

Taking into consideration the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2016, 235), we can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

2.2. Titre de sous-section

This attitude has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2016, 233); we can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group’s cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

¹ Even Wasp society can be included therein (Hogan 2016, 196).

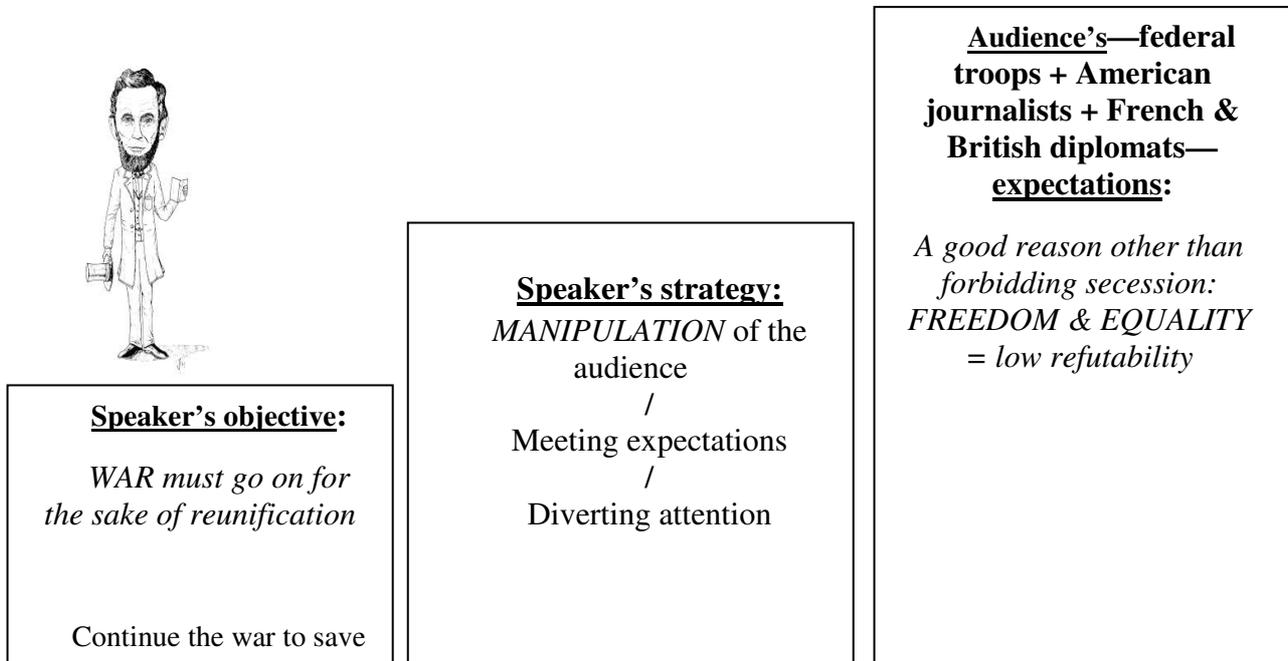
² The term “context” will be defined below.

³ We can say that “framing” is

⁴ The context reveals....

Arguably, if we take into consideration the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2018, 233), we can observe in **Figure 1** how two forms of ethnicity in the American context;⁵ both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

Figure 1: Abraham Lincoln's Persuasive Strategy



(Source: *The Cambridge Atlas of Figures*)

Figure 1 indicates that we can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

2.3. Titre de sous-section

The dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Lundberg 2007, 413) shows us two forms of ethnicity in the American context; both forms seem optional. Indeed, ethnic groups tend either (1) to conform to the dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.⁶

3. Ainsi de suite

The author takes into consideration the dichotomy that has long divided/characterized ethnic attitudes vis-à-vis assimilation to mainstream culture (Damart 2016, 233); hence, we can observe two forms of ethnicity in the American context; both forms seem optional. Indeed, **Table 1** indicates that ethnic groups tend either (1) to conform to the dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

⁵ The comment on

⁶ In this paper, the concept of ethnicity means

Table 1: Typical Spanglish semantic extensions

English	Spanglish	Spanish
To check	<u>Chequear</u>	Comprobar
To have lunch	Loncheat or Luncheat	Almorzar
To park	<u>Parquear</u>	Estacionar
To realise	<u>realizar</u>	Darse cuenta
To rent	<u>Rentar</u>	Alquilar
To have lunch	Loncheat or Luncheat	Almorzar
To park	<u>Parquear</u>	Estacionar
To have lunch	Loncheat or Luncheat	Almorzar

(Source: *Almodovar Dictionary of World Languages*)

Table 1 shows how dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather to highlight their ethnic differences from the majority culture. The dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the culture majority.

Conclusion

In the final analysis, we should take into consideration the dichotomy that had long divided/characterized ethnic attitudes vis-à-vis assimilation into mainstream culture. Therefore, we can observe two forms of ethnicity in the American context. Indeed, ethnic groups tend either (1) to conform to the dominant group's cultural values, an attitude better known as *Anglo-conformity*, or rather (2) to highlight their ethnic differences from the majority culture.

That being said, the findings show that researchers are interested either in the ways frames are created and the motivations behind their creation or in the effects of framing on opinion formation and political decision-making processes.

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[**NB**: Cette bibliographie n'est citée qu'à titre d'exemple. Elle est configurée selon les normes d' MLA. Ci-après en **vert**, il y a d'autres exemples MLA pour s'en inspirer. Il va de soi que ne doivent être incluses dans celle de l'[article remis](#) à *Recherches Universitaires* pour évaluation que les références bibliographiques qui y ont servi.]

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