Apr 15th, 1:00 PM - 2:30 PM

Cultural identity and ethnic newspapers in Las Vegas

Paul J. Traudt
University of Nevada, Las Vegas

Michele A. Ferm
University of Nevada, Las Vegas

Repository Citation
https://digitalscholarship.unlv.edu/grad_symposium/2010/april15/14

This Event is brought to you for free and open access by the Graduate Research (GCUA) at Digital Scholarship@UNLV. It has been accepted for inclusion in Graduate Research Symposium (GCUA) by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.
Cultural Identity and Ethnic Newspapers in Las Vegas

Introduction

Cultural Identity and Ethnic Newspapers in Las Vegas

Do ethnic media in Southern Nevada reinforce homeland cultural identities? Do they emphasize study considers the following questions:

1. Do ethnic media in Southern Nevada reinforce homeland cultural identities? Do they emphasize study considers the following questions:

2. Do they emphasize homeland cultural identities in at least two ways –

3. Reinforcing Cultural Identity

Discussion

We are confident in saying that local ethnic newspapers in Southern Nevada impact ethnic identity. Discussions with local newspaper staff reveal passion and belief in serving their communities, even when originally established to capitalize on business opportunities. Interviews speak freely about how local ethnic newspapers contribute to a blend of cultural influences in communities. Electronic media in Southern Nevada work within Anglo business practices and offer niche programming serving specific demographics while other demographics remain underserved (Traut & Springer, 2009). Ethnic newspaper representatives describe, unprompted, an embodiment of community. We anticipated stronger community loyalty in print media, which is supported in this research.

Reinforcing Cultural Identity

Ethnic newspapers reinforce cultural identity in at least two ways – as opportunities for intra-cultural communication spanning generations, and as trans-cultural voices and political liaisons to the larger community. If language reflects cognition and informs perception, then newspapers printing in languages other than English serve as linguistic reinforcement for newer immigrants, or counter-assimilative efforts for older immigrant groups. In some cases, reinforcing cultural identity balances with cultural pluralism efforts.

Regardless of language used, editorial and advertising content target large and diverse audiences, even when originally established to capitalize on business opportunities. Interviewees speak freely about how local ethnic newspapers contribute to a blend of cultural influences in communities. Electronic media in Southern Nevada work within Anglo business practices and offer niche programming serving specific demographics while other demographics remain underserved (Traut & Springer, 2009). Ethnic newspaper representatives describe, unprompted, an embodiment of community. We anticipated stronger community loyalty in print media, which is supported in this research.

Reinforcing Cultural Identity

Ethnic newspapers reinforce cultural identity in at least two ways – as opportunities for intra-cultural communication spanning generations, and as trans-cultural voices and political liaisons to the larger community. If language reflects cognition and informs perception, then newspapers printing in languages other than English serve as linguistic reinforcement for newer immigrants, or counter-assimilative efforts for older immigrant groups. In some cases, reinforcing cultural identity balances with cultural pluralism efforts.

Regardless of language used, editorial and advertising content target large and diverse audiences, even when originally established to capitalize on business opportunities. Interviewees speak freely about how local ethnic newspapers contribute to a blend of cultural influences in communities. Electronic media in Southern Nevada work within Anglo business practices and offer niche programming serving specific demographics while other demographics remain underserved (Traut & Springer, 2009). Ethnic newspaper representatives describe, unprompted, an embodiment of community. We anticipated stronger community loyalty in print media, which is supported in this research.

Reinforcing Cultural Identity

Ethnic newspapers reinforce cultural identity in at least two ways – as opportunities for intra-cultural communication spanning generations, and as trans-cultural voices and political liaisons to the larger community. If language reflects cognition and informs perception, then newspapers printing in languages other than English serve as linguistic reinforcement for newer immigrants, or counter-assimilative efforts for older immigrant groups. In some cases, reinforcing cultural identity balances with cultural pluralism efforts.

Regardless of language used, editorial and advertising content target large and diverse audiences, even when originally established to capitalize on business opportunities. Interviewees speak freely about how local ethnic newspapers contribute to a blend of cultural influences in communities. Electronic media in Southern Nevada work within Anglo business practices and offer niche programming serving specific demographics while other demographics remain underserved (Traut & Springer, 2009). Ethnic newspaper representatives describe, unprompted, an embodiment of community. We anticipated stronger community loyalty in print media, which is supported in this research.

Reinforcing Cultural Identity

Ethnic newspapers reinforce cultural identity in at least two ways – as opportunities for intra-cultural communication spanning generations, and as trans-cultural voices and political liaisons to the larger community. If language reflects cognition and informs perception, then newspapers printing in languages other than English serve as linguistic reinforcement for newer immigrants, or counter-assimilative efforts for older immigrant groups. In some cases, reinforcing cultural identity balances with cultural pluralism efforts.

Regardless of language used, editorial and advertising content target large and diverse audiences, even when originally established to capitalize on business opportunities. Interviewees speak freely about how local ethnic newspapers contribute to a blend of cultural influences in communities. Electronic media in Southern Nevada work within Anglo business practices and offer niche programming serving specific demographics while other demographics remain underserved (Traut & Springer, 2009). Ethnic newspaper representatives describe, unprompted, an embodiment of community. We anticipated stronger community loyalty in print media, which is supported in this research.