Abstract

Miami, Florida is unique among cities of the United States for its diverse linguistic landscape. Unlike other U.S. cities, Miami is known for its majority bilingual population which stretches across all socioeconomic statuses. At the same time, Miami is one of the largest news markets in the country, and its Spanish news outlets cater to much of Latin America as well as its local region of South Florida. I examine linguistic diversity in word connotation and word association for the Miami area. I also examine how two of Miami’s major news outlets are currently catering to their audiences via social media outlets. I then compare the outlets to one another for commonalities and differences through a journalistic and sociolinguistic lense.

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