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The Use of Spanish on US Sports Information

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The Use of Spanish on US Sports Information

Miguel Hernández Paniagua

Resumen- El artículo trata sobre la influencia del español en los EE.UU. a través de la información deportiva. Hubo un primer momento relacionado con la primera emigración, en la búsqueda de ese primer sueño americano. Hoy el día los profesionales llegan desde un entorno más globalizado. Entre los niveles, el nivel léxico-semántico juega un papel importante, con una tendencia en los últimos años hacia la nivelación. La propia información deportiva estadounidense en español ejerce una influencia actualmente sobre el resto de la sociedad.

Palabras Clave: deporte, información, deportistas, español, inglés.

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I. Introduction

The number of Spanish speakers in the United States has grown exponentially in recent years, accounting for 18.4% of the total population in 2019. Mexico has been the country that contributes the most immigration, and this has left its mark on the sports press, as part of entertainment. We are no longer talking about Hispanic communities carrying an exclusive language use, but rather a language called to be a companion to English in the coming decades, this rise being accompanied by a mix between cultures, and also by a linguistic mix.

For this reason, today the consideration of the Spanish-speaking group as an ethnic minority is becoming obsolete. Rather, the United States is on its way to becoming a nation with two strong languages during the 21st century, as is the case in Canada.

Within the lifestyle, the world of entertainment plays a very prominent role, and it is here where there is a greater capacity for global influence in the field of languages and content. Within entertainment, sport is the content that reaches the greatest diffusion, not only in the United States, but in the rest of the world. We do not enter into the discussion of whether this massive following is deserved, to the detriment of culture, we only stick to the obvious point of understanding how the fact of having television networks, radio stations and newspapers with a large audience influences language uses. and in the expansion of the language. That is why it is correct to do one diachronic study at a time.

The major media in Spanish began with force in the second part of the 20th century. There was always an early vocation to contemplate the stage as a set of conglomerates of communication blocks, as happens today, and especially in television, the medium with the greatest reach in sport.

Sport, in the information society, is playing a role similar to literary fiction in other contexts. People use this fiction to relativize and find a lighter space, even if that plane is shared with real life. That is why the influence of language is so great, as it has always been in the relationships between fictional entertainment and real life. This article works on the possibility that the American sports press in Spanish, with its international projection, is promoting the use of international Spanish, with all that that entails, in terms of the tendency to create a unified and understandable variety throughout the world, regardless of origin.

In the 1950s, this expansion based on blocks took place with chains originating in Mexico and Puerto Rico. The task was to bring together not only Spanish-speaking viewers from the United States, but also those from the rest of the Spanish-speaking countries, taking into account the precognition experienced by businessmen in the sector. The Spanish International Network and Netspan developed this career with a view to Mexico and Puerto Rico, respectively, although the first of these companies ended up being called Univisión, and the second Telemundo.

En el presente los hispanohablantes se asientan sobre todo en California, Texas, Florida, Illinois, y la ciudad de New York, además de Puerto Rico, aunque como decimos la globalización de las comunicaciones está superando cualquier clasificación. López (2010).

II. Brief History of Sports Journalism in the United States in Spanish

In the beginning, based on the last decades of the 20th century, the profile of sports journalists in the United States was based on professionals born in Spanish-speaking countries, especially in Mexico and Central American states. We can even talk about a vocation for wanting to spread the sport of soccer among the Latin-speaking population, already within the United States, as a way of recognizing features of their social education in the times of childhood and youth. They already received journalistic training on networks

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such as Televisa, in their native countries, which is why there was a concern for wanting to export a homogeneous Spanish with a vocation to address the Latin world, although international Spanish was not yet widely practiced. In the United States they also received training, in entities such as the University of California.

Although Televisa also had an international vocation, many journalists sought to leave Univisión to work in the United States in the 1980s. Some professionals achieved great success, such as Jorge Ramos or José Hernández, especially because Univisión had a great projection in states like California or in the eastern states, with a strong Latin population.

Mexico's strong heritage, related above all to the most followed sport in the Spanish-speaking world, in Europe and on other continents, was complemented by the arrival of editors and commentators from countries such as Cuba and Puerto Rico, such as Jessi Losada, working for Telemundo, and for other networks in the United States with Spanish as their language. They had a large audience in states like Florida and others on the east coast, such as New York or Massachusetts.

In the 21st century the situation has changed, something that has been parallel to the diversity in the places of origin. There are journalists who have come to the United States from Argentina, like Andrés Cantor, or from Spain, like Carlota Vizmanos. They have also contributed a mix in the entertainment society, because soccer has stopped being a sport oriented only to the Latin population, and also because this community has become interested in other sports, always rooted in the United States, such as soccer, American or basketball.

In the same way, they work not only for media based in South or Central America, but also for networks such as Fox or ESPN. Spanish in sports information tends to spread a standard use, limiting the records of each commentator or each editor in their countries of origin, something that seems key to having an influence on the entire American society, and continuing with the unifying purpose of large communicative groups.

III. Towards a Standard Language in Sports Information

Spoken Spanish has an everyday variety, practiced at home, on the street and in schools, and a variety with a tendency toward normalization. In the first case we have a language with some Anglicisms, also with a great variety of phonological features beyond the general sense, and in the second the normalization shown in the media pursues a reality of being able to speak a possible French dialect common to all. Spanish speakers in the United States, according to Moreno-Fernández (2017). This frank dialect should allow not only full communication in the United States, but also throughout the Hispanic world. We mean that in communication we must not only take into account the viability of a similar code of signs, but also the factor of recognition of one's own identity. In that sense, the implementation of a constant in sports information is vital, since as we know, entertainment has a capital influence.

If we stick to the phonological level, according to the two strongest traditional varieties attributed to Spanish in the United States in the 20th century, the Mexican variety and the Antillean variety, there were important differences between the intensity of the aspiration of the final <s> of word or syllable. There were also some phenomena of syntax such as the Antillean placement of the personal pronoun before the verb in questions, typical of the Spanish spoken in Florida and the Antilles. However, the main difference continues to be in the lexicon, with words that are not understandable or recognizable depending on the area, in addition to the use of Anglicisms.

The sports media have pursued, since the newspapers of the 20th century and since the first broadcasts of Netspan and the Spanish International Network, a discourse without Anglicisms and inspired by the varieties of Mexico or the Antilles. Let's check if this general normalization is taken into account today, erasing the differences between the two main macrodialects. It is key because a large population tends to imitate the uses that appear in the media, and an appearance of differences in the country as a whole would mean social stigmatization due to speech. Hernandez (2016).

We take into account the rise of football born in Europe at the end of the 19th century. The nation did not have a tradition for this sport at the end of the 20th century, and it was a practice more related to Latin emigration. Today the situation has changed completely, starting with the world championship in the United States in 1994, and there is no mass following sport especially related to a community of origin or ancestors, continuing with that unifying effect.

Betti (2020) points out the phenomenon of unity experienced by Hispanics in the United States together with the rest of the population, especially since 2001. They are collaborating in this environment of economic progress of the nation, in need of a language vehicle and with the attempt to have greater linguistic richness, with the use of both languages. In the near future there will be many public positions filled with people with Hispanic roots, or with a knowledge of the Spanish language in its normal use. Widespread sports audiences have prompted a downward rethinking of the English Only movement, especially as the Spanish language has brought with it a new mentality to this nation's tradition of sporting self-sufficiency in decades past. Soccer is played all over the world, and sports broadcasts and chronicles have a common language, with a tendency to equate, with linguistic features

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common to English and Spanish in relation to communication strategies, the plot thread of that discourse.

In observing local radio stations we realize that journalists want to launch their speech not only to the state, because new technologies allow them to be heard from any point. We have seen an attempt to unite, with the help of a language without too many differentiating features, and with a spiritual nuance full of values of progress not only in socioeconomic life, but in the search for a personal or family settlement, with that factor of sports entertainment as fictional support.

At first glance, a clear distinction is observed between live sports broadcasts and on-set programs. In the first case, the language is more spontaneous, and the narrators more easily resort to phrases motivated by their own origin, especially in the lexicon. It is at this lexical-semantic level where we see the greatest differences, because the temptation to resort is greater. Logically, professionals can be more united to maintain an egalitarian phonology, with the feature of seseo as the only differentiating element only with Spain. The morpho-syntactic level also has vacillations, but far below the question of lexicon.

This egalitarian tendency, despite the lexicon, occurs because the majority have received training in the communicative tasks typical of the United States, although they already had it in part in their countries of origin. This training has in many cases been university-type, with the university environment being a space in which linguistic immersion in a variety of unified Spanish has been worked on.

IV. Differences between Areas of the United States

In addition to learning the English language, which is necessary for newcomers to the United States to understand each other, another of the drawbacks noted is the need to increase the cultural level to a higher level, and in this case, current sports broadcasts. They have opened a reference, because journalists who use Spanish and English have also encountered this problem, in their younger days.

This factor has influenced the fact that there are two trends, and at the lowest cultural level the traits of each country of origin are accentuated, especially on the east coast. The trend of cultured normalization would include the use of a unified Spanish, as we have been saying, although the members of the audience relax their way of speaking on many occasions, resorting to an original phonology or lexicon, with nuances of provenance.

On the east coast there are networks with a strong Antillean tradition, for example Telemundo. Other large communication platforms, such as ESPN Deportes, based in New York, or NBC in Spanish, have frequent features in sports talk shows such as the aspiration of /s/ at the end of a syllable or word, or the relaxation of the phoneme /x/, and they are traits practiced in countries like Cuba or Puerto Rico.

At Univisión, with roots from Mexico and Central America in many professionals, we still see a strong consonantism, although there are elements of its own identity, such as the use of a lexicon that is not very extensible to the entire Hispanic world, as happens for example in “we hurt ourselves”. The same thing also happens on the Mexican and United States network TUDN.

These large chains advocate uniqueness. However, in practice there are great differences in the linguistic uses of Spanish, although they involve the same code of signs that is understandable throughout the Hispanic world. Professionals come from very varied origins today, even from the only country in which seseo is not practiced, which is Spain. However, we see that the heritage of the two great macrodialects still has a lot of weight in sports information. Above all, because following the types of sports also influences the maintenance of that identity. Soccer in the case of Mexican and Central American dialects, and sports such as baseball or American football more in the case of Antillean dialects.

V. The Phonological Level

The oral language of sports journalism has, in a differentiation with the Spanish of Spain, the seseo as a majority feature, or the pronunciation of <z, c + e, i> as /s/. This feature is combined with the distinction between /s/ and /z/ when journalists are of Spanish origin, and is a phenomenon that does not translate into a lack of acclimatization in listening.

In addition to this, there is a relevant trait in some sports journalists from countries such as Cuba, Puerto Rico or the Dominican Republic. It is the aspiration of the final <s> of a syllable or word, and is completed with the aspiration of the voiceless fricative velar consonant, represented as /x/. These two phenomena increase slightly in connections with reporters, in athletes' statements or in broadcasts. They occur above all before <t, p, d>, but not so much at the end of the word, but in forced contexts, when avoidance is difficult and in an inheritance of everyday Spanish spoken in some states, with a substratum of ancestors or emigrants from the Antilles, such as in Florida or New York. The tendency of these journalists is to prevent production in possible contexts, such as on the set, maintaining only the sense of humor. The phenomena of the Antillean macrodialect appear more in radio stations and television networks based on the east coast, such as Telemundo or ESPN, although as we say, its use belongs more to commentators, without a tradition of journalistic studies in the United States. These studies

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have advocated the equality between dialects, establishing, as we have seen, an international Spanish that can be not only understandable, but also shared.

It has always been said that River Plate rehilamiento is an accepted behavior in general Spanish, in the case of sports journalists from Argentina and Uruguay. It is possible to see commentators on Telemundo with a Buenos Aires flair, although as happens with the aspiration of consonants, they want to attenuate the features as much as possible, in a distance from everyday life'.

Radio stations, in states like California or Florida, meet the same conditions, although the personality of sports journalists is more pronounced in this medium. In Florida and New York, the aspiration of <s> at the end of a word or syllable usually occurs in sports information on radio stations in Spanish, sometimes very prominently, reaching complete disappearance in some cases.

As we say, sports broadcasts are where nuances appear that may remind us of the countries of origin, but sports journalists also have an accent that tends to be standard, depending on what is considered familiar in each sport.

If we talk about the other prominent macrodialect, the one from Mexico and Central America, we see that in Univisión there is an aspiration of /s/ especially in sports broadcasts, because this phenomenon also occurs in some regions, although the consonantism is stronger. Sports journalists sometimes aspirate the final /s/ of a syllable or word, but they take Spanish into account in the formats on the set, because this trait would not be widely accepted in international Spanish.

VI. The Morpho-Syntactical Level

In the comparison of newspapers such as La Opinión de Los Ángeles, El Nuevo Herald or El Diario NY, the printing speaks of a very similar style in the morpho-syntactic section. Sports information could be understood in all countries from this point of view, although the use of a particular lexicon, giving entry to the professional and life trajectory, is more common in the audiovisual media and on the radio.

This style is based on simple sentences mixed with other composed ones without seeking elevated rhetoric, only when necessary, and the majority structure of beginning with a subject, continuing with the verb and ending with its complements is maintained. The narrative procedure does not become boring, because there are procedures to connect the language with the main sports followed by the population, with special attention to soccer, American football, baseball and basketball. In this homogeneity, the dialectal uses of syntax do not exist here, only in broadcasts and in the testimonies of radio and television.

At the same time, this attempt at globality must always seek correctness, in addition to simplicity, without entering into a far-fetched expression, and the choice of a certain number of common words also collaborates in this.

In the United States we find the fact that the complements of the predicate never usually come first in a sentence, but we understand it as the previously described effort to create a simple style, although there may be some views towards English, with the placement of the subject in cases where it would not be necessary too much. The sports press in countries like Spain usually looks for an alternation in this sense, for example in the testimonies of athletes with text in quotation marks, also in headlines with speeches with an aesthetic value by renouncing certain subjects. In this case, coexistence with English does not translate into being a debtor element, because the advantage of achieving understandable communication is much greater, and the sports press advocates stopping being directed exclusively to the population with Hispanic roots and with a certain nostalgia for its origins.

Sometimes the article is absent from the headlines, one of the few phenomena found in the study with a link to Mexico, Central America or the Caribbean, although many sports journalists are aware of these uses and have participated in the world of work in those countries. There is no pronominal or verbal voicing in the press, only in audiovisual media interviews above all, and some common uses of verbs are observed. In the US sports press the past perfect simple is notably used. There is also a taste for the rumor conditional and the passive voice, something very typical of the Anglo-Saxon press. The past perfect simple alternates in other countries with the past imperfect, due to the fact that a change is sought from time to time. It also appears in contexts where a compound past perfect would be more appropriate, in fairly recent events. The texts do not give up their narrative value with this verb, and it is something that occurs especially in the written press. Sometimes the present is used in the sense of a narrative line, instead of a simple future or a periphrasis of the future. These small details do not represent a differentiation at a linguistic level, but they do represent a difference in style.

In audiovisual media, professionals give language greater alternation in verbal tenses. In addition to this, there is some indicative feature of not being able to be understood throughout the Hispanic world, such as the entry of after in temporal subordinate clauses, but this custom is very widespread in America, and would fall within a possible international Spanish in sports.

Sometimes there is a way to place a participle after a preposition, with a temporal value, as in a long time sold. For its part, the verb confront is not pronominal in America, which is why such a typical form

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of sport appears many times, followed by a direct object with a preposition.

VII. The Lexical-Semantic Level

The greatest concern in the lexicon section lies in creating sports chronicles and news without the presence of Anglicisms, except for the inevitable ones. Outside of the sets, there have been many Anglicisms in conversations in Spanish in the US around sports, logically in greater numbers in sports with special roots in North America or the Caribbean area, such as baseball, American football or basketball. The effort to create texts free of Anglicisms is commendable in recent years, both oral and written texts, contradicting the popular norm. The reality indicates an almost non-existent existence in the published texts. Sports information is governed by protectionism over Spanish.

Rodríguez's (2012) article points out the Anglo-Saxon origin of many popular sports today. For example, the football chronicles in Spain received many Anglicisms copied at the beginning of the 20th century, although there was also a purist reaction. In the US, this contact is total, not only because of origin, but also because of day-to-day life. In audiovisual chronicles, texts in English appear as reinforcement or emphasis for an explanation. However, football is one of the sports with the least presence of Anglicisms in the chronicles, because professionals maintain a normative tendency in countries with a connection. Sometimes there are adapted Anglicisms, to designate sets of the game or existing rules in sports.

There is an attempt to avoid, in football, even the modern Anglicisms almost copied that have triumphed in Europe in recent years, such as *goal average*. Some Anglicism may be found as a product of a total and prior adaptation to current use, such as the *trifecta* example. These words are recognized with dialectal vitality, in this case referring to Argentina, Chile and Puerto Rico. In the past, the sports press incorporated Anglicisms that were already used in the rest of the Americas, especially at the time when the volume of Anglicisms was most abundant, until the end of the 20th century. *Trifecta* was used to name a triple bet for the first three places in a horse race, but nowadays it is usually used to designate a man or woman who is very solvent in their sports practice. The trend is that of an assimilation of Anglicisms that are very adaptable to Spanish, at all levels. For its part, *jonrón* is widely used when talking about baseball. It is an Anglicism adapted to Spanish, just like what happened with *fútbol* during the 20th century, to designate the play known as a home run.

The written press in the United States as a whole has a very common lexicon, the contents could also be disseminated by the sports press in Spain without confusing readers. This level is complemented by the rest, because as we know, the narrative rigor of sports information is based on the familiarity of the plot line and the intensification of resources to create these ties, as Guerrero (2017) indicates. These ties are based on a lexicon close to the two levels of sports language; one more related to the written press and the chronicles written in advance, and another more conversational and related to the live show itself. Intensification, at the lexical level, must be achieved with words complicit with representative moments of the game, in addition to proximity. In addition to the lexicon, according to Guerrero, intensification is achieved with the headlines with procedures such as striking derivative morphemes, or with a syntax that enhances the most protagonist elements of the action.

In the audiovisual world influenced by Mexican sport, in the west of the nation, we find words that are essential to the game of soccer such as *barrida*, *cintar* or *calar*. These words have a use in Spanish, but they are not used in the context of sports with the same vitality. They refer to the acts of entering with force, moving the body before taking a shot or overcoming defenders, respectively. The problem is familiarity. Although they are words used in the Spanish language, they are not used in all areas of the Spanish-speaking world. The same thing happens with *patear*. The lexicon is of a medium level, but the global nature of sports fandom means that not all words achieve that effect of being familiar.

On the other hand, there are words used in many areas of American Spanish, and they also appear in the United States, with Spain being the only country where a strangeness could be experienced. The word *repechaje*, referring to the repechages to be able to attend a competition, is not used in Spain, however it is widely used in America. It is a word borrowed from French and created by the modern press for adapted use. This word alternates with *repesca* in the press.

Penal is also widely known. It could have been the case that American editors and commentators chose to use the word *penalty*, thanks to contact with English and continuing with the assimilation of Anglicism as occurred in the first years of the 20th century in Spain.

The appearance of the voices *arco* and *arquero* can be seen on many occasions, taking the heroic similarity from historical literature on medieval environments. In Spain it is usually taken into account as a variant of goalkeeper, however in America the voice is loaded with stylistic prestige, not only as a variant, but in the headlines. *Cobrar* can be found a lot in this variety represented by Univisión as a channel with many followers, in a new case of a word taken from conventional language, in the sense of obtaining a good prize in a play.

Regarding the leveling of the two main macrodialects with vitality in the United States, and the

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rest of the varieties that emerged with communicative globalization, a greater selection would be needed in the lexicon.

There are loans as a *coach*, although the sports press has a tendency to not let into the discourse voices that are too evident in their own assimilation of everyday language, from the street or from schools.

There are also words incorporated into the sports press not only related to the world of sports, but also to the elements that make the celebration of matches possible. For example, *luminaria* appears, to name the spotlights, or *grama* to name the grass. In Spain, for example, these words are accepted, but they only maintain vitality at a cultured level, and not in the sports press. On the other hand, they can be heard in the conventional language of Mexico, Argentina or Colombia, among other countries, also in the United States.

There was a current, which emerged in Mexico in the middle of the 20th century, that helped create a line of continuity with the incorporation of a lexicon free of Anglicisms in the field of communications, and countries like Cuba received this influence, as we see in the article by Farrés, Polo and Terry (2014). Today we see its effect in the United States. It is expected that in the future large communication groups will opt for uniformity in the lexicon.

VIII. Monitoring of Each Sport by the United States Press in Spanish

In sport, fixation on a reference often happens, to build a path with reflection in major competitions. It happened with the launch of the soccer Champions League in other confederations outside Europe, including the confederation of North America, Central America and the Caribbean. In the same way, the NBA basketball inspired rule changes in games on other continents, such as the change from two 20-minute halves to quarters. Sports journalism focuses on the references in a given sport, and sports journalists with an inclination towards soccer, in the United States, have had European soccer and soccer from the rest of America as a reference for decades, especially in the West of the country.

This happens in states like California, Texas or Arizona. In these pages the sport of soccer always occupies the front pages, and long ago it was due to the movement originating in Mexico and Central America. This is the case of the Mexican Jorge Ramos, or the Venezuelan Wilson Flórez, breaking the traditional origin of Central America or Mexico in terms of the sport most followed in other places. Today that trend is much more global. In the Los Angeles newspaper La Opinión, for example, soccer usually occupies the first places in the sports section, and the focus is not only on Mexico, but also on European leagues, or on the MSL.

We also see it in language. The form of expression, stylistically and linguistically, tends to be globalized, except for the aspect of the lexicon, which is increasingly comparable. It has also helped that in the last ten years many stars of this sport, having been known in Europe and the rest of America, have emigrated to teams in the United States. In the same way, there was a turning point in the 1994 World Cup, and with the launch of the 2026 World Cup, sharing it with Mexico and Canada.

The same thing happens in other parts of the country. Soccer is consolidated as the king of sport in El Diario de New York, or in El Planeta de Boston. This hegemony of soccer in the written press in Spanish is not so much in other areas outside of California and the east coast with its large agglomerations, as for example we see in La Prensa de Houston. The latest studies speak of a growth in the public interested in soccer, reaching the conclusion that only 53% of the public at the 2024 Copa América final were of Hispanic origin. The rest were of Anglo-Saxon or other origins. This fact is linked to the growth of the prestige of Spanish, and of the press in Spanish. Agencia Efe (2024). According to Covarrubias (1997), Hispanic journalism helps to promote and unite the language, and we also see this fact through the sports sections.

The same thing happens on television networks. Soccer is a priority sport on Univisión and TUDN. Also on Fox Deportes, and in cases like ESPN, the spotlight is shared with other sports, such as American football. We observed that in some television media there is not so much follow-up of soccer from the United States, but rather of European leagues. The radio field is much more diversified. However, here we observe that the large groups that have opted for football as a global sport, such as ESPN, also do so on the radio.

After soccer, and sometimes with an equal degree of intensity, the Spanish-language press mainly follows American soccer, including baseball. On the East Coast there is a greater appearance of news about baseball, and American football occurs more frequently, for example in California. Motor sports are also very followed. Soccer is the sport with massive following in the Hispanic world, within the United States and abroad. However, what is striking is the fact that, above all, American football has achieved great acceptance among Hispanics in many states, as we see in the Dallas newspaper Al Día, even surpassing soccer.

IX. The Influence of US Sports Journalism

Journalistic language influences society, especially in two areas. The first is related to the credibility of the news. A cohesive and homogenized language, in this case in Spanish, produces a greater strengthening of sports competitions, and because of

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the importance that this entertainment has as a driving vehicle. People also relate thanks to seeing themselves reflected in a series of similar constants, within sports monitoring. As a result, competitions such as the MSL league have developed unstoppable progress. Consultorio Ético (2016).

The second factor is related to identity, with the population seeing itself identified through the language used. This refers, as we have been talking about, to an increase in the level of prestige, thanks to being able to understand each other well at the three levels, and with a low presence of Anglicisms. English and Spanish should be two languages used independently, each at its time, and with a correct richness. However, a mixture of the two languages is inevitable in some environments, and those environments refer to oral language. In the written language, for example on social networks, content in Spanish follows the line of the sports press, with linguistic correction and the absence of Anglicisms, except those necessary. It is something that is observed in all parts of the country. This influence is explained because in the US, consumers of sports information are created from the educational stages, in the secondary stage and in the university stage, with the sports field being of vital importance at these levels. A leveling has occurred, and that has also translated into leveling in society.

There has also been influence on oral language. The level of Anglicisms spoken by the population has decreased greatly, although they are still used, and it is something that also seeks the identity of new technologies, as in the case of timing. Different accents are also factors of differentiation, for example between Mexican heritage and the Antillean heritage of the east coast, but it is not as much as it was decades ago.

The fact of the change in prestige with respect to Latin Americans influences. In the 1980s there was a strong link between newcomers and poverty. On the other hand, now the situation has completely changed, because the professionals who come to the US to work in sports information are from very varied places, including Europe. This arrival has been related to the ancient belief in achieving the American dream. In this sense, the large communication groups have collaborated by offering work, on the way to achieving success, something highly valued in the US. It is like ensuring that this American dream can be possible, also thanks to the fact that the professionals had already achieved a certain professional prestige in their countries of origin, and taking advantage of the strong American sports market. Rodríguez (2010).

This prestige of the sport, at the university stage, has been accompanied by the publication of many magazines in Spanish, in recent years. University journalists talk with athletes based in the US, and many of these journalists are not originally from the nation. It has produced the use of the same language as a vehicle, in addition to the aforementioned increase in prestige of the Spanish-speaking community, and the direct relationship with the way of speaking of students, future professionals.

The generation of young Spanish speakers works in many facets of communication and literature, counting on the great importance of translators and philologists in communication between the two languages. Spanish-speaking students have associations such as the NAHJ, with the organization of internships and orientation to encourage them to be part of the same social and communicative universe at work.

X. Conclusion

The language perceived in newspapers, radio and television significantly influences society. That is why sports information is very important, in order to achieve a leveling of society in a future scenario of two strong languages in the United States, English and Spanish.

The Spanish spoken in this nation has developed in the 20th century, based on the effect of that influence and migratory flows. Today we cannot speak of information dedicated to an ethnic minority, but rather of a bilingual reality like many of those that occur in other countries.

Spanish in the United States has always been concerned about not adhering to the currents of an assimilation of tastes and an Anglo-Saxon lexicon, something that is sometimes typical of some emigrants, being a very difficult task. Currently there is a trend towards leveling the language, although those responsible for large conglomerates have always kept it in mind as a way to achieve success. However, international Spanish is designed for a global scope, in sectors such as communication or economics. The richness of the different nuances could continue to be used in smaller or more familiar places.

As we see in this article by García (2015), the community wants to see itself reflected in the press and entertainment, having a type of expression valid for an entire group, erasing differences.

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