

Panel on Ethnic Media at Canadian Ethnic Studies Association (CESA) Annual Conference, Banff, Alberta, 9-10 October.

Session title: “Where is Ethnic Media Going? Discussing and Debating the Repositioning of Ethnic Media in Canada.”

Organizer: Luis LM Aguiar, Sociology, UBC (luis.aguiar@ubc.ca)

Abstract

Ethnic media has played a fundamental role in migrant communities in Canada across generations from providing information on jobs, to identifying pertinent services for their community members, to interpreting the implications of government legislation for community identity and growth. However, in this time of shapeshifting neoliberalism, which continues to exacerbate precarity and marginalize communities across the country, as well as disrupting the media landscape for accumulation through dispossession, what, where and how is ethnic media implicated in these changes? What now for ethnic media? What relevance does ethnic media continue play as the flattening of difference (e.g., attacks on DEI; re-sizing white supremacy) unfold at great pace? Can young people (so such maligned) turn to ethnic media for support, identity in this time of harsh economic and cultural realities? This panel, therefore, seeks to bring together ethnic media researchers or researchers of ethnic media to discuss, debate and delineate the changing forms of ethnic media and the implications of this for communities seeking to both find their footing in their communities and to develop greater frequency of interrelations and coalitions with other communities/ethnic media at the same time.

PAPERS TO BE PRESENTED:

How does ethnic media vs. social media consumption impact political and civic engagement/trust of different generations of immigrants to Canada?

Leah K. Hamilton & Ran Ju
Mount Royal University

This paper will present preliminary findings from a study exploring how first-, 1.5-, and second-generation immigrants in Canada use ethnic media and social media to obtain news and civic information, and how these patterns relate to political trust, engagement, and social integration. Ethnic media is important for connecting immigrants with their first-language communities, and these outlets are considered crucial for integration (Yu, 2018; Sanzone & Principe, 2023). Although ethnic media are a vital conduit for cultural connection and information, existing literature has not fully explored how generational differences in media channel use relate to variations in political trust and civic engagement, which is a gap this project aims to address using a longitudinal survey.

Punjabi language print media in BC and beyond.
Anne Murphy, Department of History, UBC Vancouver

This paper will present preliminary results of a research study on Punjabi-language media in Canada, through analysis of the content of three prominent print and formerly print BC

periodicals that also have – to different degrees – online presences: *Watan* (“Homeland”), a socio-literary magazine formerly called *Watano Dur* (“Far from the Homeland”), founded in 1973 in print and now active intermittently online; the Indo Canadian Times, founded in 1978, which remains in print with online mirroring; and the Punjabi Patrika, an English-Punjabi bilingual periodical founded in 1996 that is in print and online.

The future is calling: Ethnic media in Montreal mobilize for a (more) viable future. Luís LM Aguiar, History & Sociology, UBC Okanagan, Farrah Bérubé, Département de Lettres et communication | Université du Québec à Trois-Rivières, and Carlos Teixeira, Geography in Community, Culture, and Global Studies, UBC Okanagan

Having investigated Portuguese media’s own challenges in Montreal, we turned to studying ethnic media’s interface with different communities in ascertaining solidarity building and strategizing between them in bringing issues of the media to larger social forces and decision makers in the province. Our paper discusses ethnic media organizing in Montréal as an authority bloc in articulating their issues to the provincial government, for example, in this time of fracturing and uncertain media landscape. Many ethnic media in the country are at a crossroads, and building solidarity initiatives to mobilize cooperatively across ethnic media is strategically key for the future viability of this type of media. This research is based on interviews with ethnic media gatekeepers in Montréal.