Spanish-Language Television in the United States

1 Spanish-language television was first broadcast in the United States in New York City and San Antonio in the mid-1940s, at approximately the same time as English-language television. The Spanish-language programs were shown in various time slots on certain English-language channels. The first full-fledged Spanish-language station, KCOR-TV in San Antonio, began broadcasting in 1955. Among its early shows was Buscando estrellas, a talent show that brought young entertainers from Mexico to Texas.

2 Today there is a large, well-established audience for Spanish-language broadcasting in the United States. Viewers can enjoy telenovelas and other entertainment shows from Mexico, Argentina, Venezuela, and Spain, as well as from such U.S. cities as New York and Miami. International sports events are beamed by satellite from around the globe, with commentary and play-by-play coverage in Spanish.

3 Because Hispanic populations in the United States represent many different countries and cultures, it has been a challenge to create programs that will appeal to this diverse market. One major success was a telenovela entitled Angélica, mi vida, produced in Puerto Rico in the 1980s. Its subplots dealt with love, tragedy, and power among families of Puerto Rican, Cuban, and Mexican origin.

4 Today’s programs include the most-watched talk show in the world, Miami-based Cristina, and the longest-running show on Spanish-language television, Sábado gigante, which began broadcasting from Miami in 1986. Cuban-born Cristina Saralegui, who hosts her own show, engages her guests and audiences in lively debates on topical issues. Sábado gigante is hosted by Chilean-born Mario Kreutzberger, who uses the pseudonym Don Francisco on his show, which features celebrity guests, contests, games, comedy, and interviews on topics of interest to the Hispanic community. Popular programs originating from outside the United States include El show de Chespirito (Mexico), Informe semanal (Spain), and Sábados felices (Colombia).

5 English-language shows dubbed into Spanish are also shown on Spanish-language TV channels. Among the longest-running of these are cartoon series, such as The Pink Panther (La Pantera rosa) and Spiderman (El Hombre araña).
1. Where were the first full-time, regularly scheduled U.S. Spanish-language television programs broadcast from?
   A. Florida
   B. Mexico
   C. New York
   D. Texas

2. Why was *Buscando estrellas* an appropriate name for that particular show?
   F. It highlighted Mexican entertainers.
   G. It was trying to find up-and-coming young entertainers.
   H. It was one of the first shows on KCOR-TV.
   J. It was broadcast regularly.

3. What do Cristina Saralegui and Mario Kreutzberger have in common?
   A. They were both born in South America.
   B. They both broadcast from Florida.
   C. They both use pseudonyms.
   D. Neither of them invites audience participation.

4. Which one of the following statements is not true?
   F. Cultural differences can make programming for Spanish-speaking audiences difficult.
   G. Some of the most popular Spanish-language programs are broadcast from Miami.
   H. *Telenovelas* are always filmed in Puerto Rico with actors from many countries.
   J. Many English-language programs are also broadcast on Spanish-language television using a Spanish soundtrack.

5. Based on the article, in what ways would you say that Spanish-language and English-language television programs are similar? In what ways are they different?
Nombre: __________________________________________ Fecha: _______________________


4. F  G  H  J

5. READ
   THINK
   EXPLAIN

________________________________________
________________________________________
________________________________________
________________________________________
Música latina

en la televisión

¿Te gusta ver los videos musicales de Ricky Martin, Marc Anthony, Gloria Estefan, Jennifer Lopez y otros artistas latinos? Pues, la siguiente información te va a interesar.

1. **MTV Latino** es un canal de televisión por cable que empezó en 1993 y que da programas musicales las 24 horas del día. Es el canal favorito del 50 por ciento de los jóvenes latinos en los Estados Unidos. A ellos les fascina porque en este canal dan toda clase de videos musicales, noticias sobre música, artistas, bandas, conciertos y películas, y entrevistas con los artistas más populares. También los jóvenes pueden llamar por teléfono y pedir su video favorito.

Ricky Martin canta y baila al ritmo latino.

2. **MTV en Telemundo** también da programas musicales para los jóvenes. Este programa de televisión por cable, que empezó en septiembre de 1999, es una colaboración entre Telemundo, una de las compañías más grandes de programación en español, y MTV Latinoamérica. Los viernes a las once y media de la noche y los sábados a las once de la noche, los jóvenes pueden ver los diez videos musicales más populares de la semana y también los bailes más populares del mundo latino.

Gloria Estefan canta con Justin Timberlake y JC Chasez de *NSync.
1. According to the reading, which of the following statements is true?

   A. Listeners can email their requests to MTV Latino.
   B. MTV Latino offers less musical programming than MTV en Telemundo.
   C. There are online surveys for both channels.
   D. Telemundo is a major television broadcasting company.

2. Which of the following statements is not true?

   F. Both MTV Latino and MTV en Telemundo got started in the 1990s.
   G. MTV Latino is the favorite channel of half of the young Latinos in the United States.
   H. MTV en Telemundo offers musical programs for young people on Sundays only.
   J. Both MTV Latino and MTV en Telemundo are on cable.

3. According to the reading, which of the following is not one of the reasons why teens watch MTV Latino?

   A. It offers a variety of musical programming.
   B. It presents news about and interviews with their favorite recording artists.
   C. It allows them to call in and request their favorite videos.
   D. It doesn’t cost anything to receive it.

4. How does MTV en Telemundo differ from MTV Latino?

   F. It offers musical programming, but not on a 24-hour basis.
   G. It’s available on cable television.
   H. It’s older than MTV Latino.
   J. It presents music videos.

5. ¿Por qué crees que la música latina es tan popular entre los jóvenes latinos de los Estados Unidos?
Test 18

Nombre: __________________________ Fecha: ____________________

1. A B C D  
2. F G H J  
3. A B C D  
4. F G H J  
5. Read  
Think  
Explain

________________________________________________________________________
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