ESPAÑOL CON Ñ: A PASSPORT TO A GLOBALIZED WORLD

Alina Ţiţei and Silvia Maria Chireac
"Al. Ioan Cuza" University of Iaşi

Abstract: Each mid-year, the Cervantes Institute publishes a comprehensive report on the situation of Spanish language worldwide, taking into account the significant parameters related to economy and trade, communication and social media, education, culture and science. The 2015 report –"El español: una lengua viva" / "Spanish: a living language" – provided constructive information allowing for a concise analysis of the aspects that have mostly contributed to Spanish becoming a key player in today's polyphonic and highly challenging global landscape. Furthermore, we have given prominence to the growing importance of Spanish as an appreciated linguistic and identity tool in a variety of academic, professional and personal contexts, as well as its constant expansion and development both as mother and foreign tongue.

Keywords: Spanish, language, Hispanic, speaker, English

1. ¿Habla español? Spanish – A Language For The Future

According to the latest edition of *Ethnologue*, currently there are 7.102 living languages around the globe[1], though most of the inhabitants make use of a small number of them to communicate. While some languages are spoken by a very large native population, such as Chinese, Spanish, Hindi and English, others, which do not rely on such a powerful demography, like French, Arabic or Portuguese, have in exchange an extensive international distribution.

"...A culture language since at least the XIIIth century and a dialogue and embracing language as well as a crossing of races element for over five centuries since it expanded to the American continent"[2], Spanish is the second most spoken native language in the world, after Mandarin Chinese, with more than one billion speakers[3]. In total, the Cervantes Institute estimates that around 559 million people speak Spanish today, including native speakers, those with limited proficiency and students of Spanish as a foreign language. Moreover, Spanish ranks fourth in use as a working language within the European Union and third within the United Nations system[4].

[1] Lewis M. Paul, Gary F. Simons, and Charles D. Fennig (eds.), *Ethnologue: Languages of the World*, 18th edition, Dallas, Texas: SIL International, 2015. Online version: http://www.ethnologue.com [Last accessed: 02/01/2016].
[2] Carmen Caffarel, head of the Cervantes Institute. See "Spanish, world's second language in international communication and growing", in *MercoPress. South Atlantic News Agency*, June 23rd 2010. Available at: http://en.mercopress.com/2010/06/23/spanish-world-s-second-language-in-international-communication-and-growing [Last accessed: 03/01/2016].
[3] It has been updated the estimate made by Francisco Moreno Fernández and Jaime Otero Roth, *Atlas de la lengua española en el mundo*, Barcelona: Ariel; Madrid: Fundación Telefónica, 2007.
[4] David Fernández Vítores, *El español en el sistema de las Naciones Unidas*, Instituto Cervantes at FAS – Harvard University, 2014, p. 4. Available at: http://cervantesobservatorio.fas.harvard.edu/sites/default/files/004_informes_dfv_spanish_un_system_0.pdf [Last accessed: 03/01/2016].

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An analysis of the demographic evolution of the five most widely spoken languages between 1950 and 2050 – Chinese, Spanish, English, Hindi and Arabic[5] – shows that Spanish is experiencing an ongoing moderate increase in number of native speakers (approximately 470 million people), while the proportion of Chinese and English native speakers declines due to demographic reasons. In addition, *Britannica World Data* estimates that by 2030 Spanish-speakers will represent 7.5% of the world's population, which would automatically give Spanish even more global prominence and a significant edge over other influential European languages, like Russian, French and German. If the current trend holds steady, projections envisage that, within three or four generations, 10% of the planet's inhabitants will be able to communicate in Spanish[6].

Nowadays, English, French, Spanish, German, and Italian are among the most studied foreign languages in the world. Summing up the number of students who at present are learning Spanish at all levels of education in the 106 countries that do not have it as an official language, leads us to nearly 20 million foreign learners of Spanish, which places this language as the second most studied worldwide after English[7]. And the demand for Spanish has been growing in recent years: Brazil and China are by far the most welcoming academic markets. According to a government prognosis, the largest Latin American country is estimated to have about 30 million people speaking Spanish as a second language in just a decade[8]. On the other hand, the demand for Spanish language instruction in China has increased 30-fold over the last 15 years, a significant boom largely due to its multiple trade deals with Latin America and, interestingly enough, to the curiosity that Asians manifest towards Spanish culture and way of life[9]. Some experts believe that the growing global interest in Spanish is, in fact, an indicator of major geopolitical and economic shifts: "The axis of communication and, therefore, culture has shifted from the Atlantic to the Pacific where most of the world's population is concentrated. The 21st century is the era of the Pacific, that's why the Spanish language should have a prominent presence in the region", said Jesús Juan Ciro Martín Sanz, president of Plataforma del Español, a network of Spanish-speaking companies, at the inauguration of Foro Internacional del Español[10].

In the particular case of Romania, unsurprisingly, the primary foreign language taught nowadays is English. If during the communist period Russian, French and German dominated the linguistic landscape of the country, beginning with the 90s the school curriculum has undergone substantial changes. According to the results of 2012's *Key Data on Teaching Languages at School in Europe*[11], a study published by the Education, Audiovisual and Culture Executive Agency (EACEA), the second most taught language is French and the third is

[5] Lewis M. Paul, Gary F. Simons, and Charles D. Fennig (eds.), *op. cit*., Table 3. Available at: http://www.ethnologue.com/statistics/size [Last accessed: 03/01/2016].

[6] *El español: una lengua viva*. Informe 2015, Instituto Cervantes, p. 9. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 03/01/2016].

[7] *Spanish, an Expanding Universal Language*, Gobierno de España & Ministerio de Asuntos Exteriores y de Cooperación, febrero 2014. Available at: http://www.exteriores.gob.es/Portal/es/SalaDePrensa/Multimedia/Publicaciones/Documents/2014_IDIOMA_EN.pdf [Last accessed: 03/01/2016].

[8] *El español: una lengua viva*. Informe 2015, p. 11.

[9] Noelia García, "La demanda del español en China crece un 30% en los últimos 15 años", in *elEconomista.es*, 5/11/2015. Available at: http://ecoaula.eleconomista.es/primer-empleo/noticias/7125177/11/15/La-demanda-del-espanol-en-China-crece-un-30-en-los-ultimos-15-anos.html [Last accessed: 03/01/2016].

[10] *Spanish: the global language of the future*, May 25th, 2015. Available at: https://www.studyinternational.com/news/spanish-the-global-language-of-the-future [Last accessed: 03/01/2016].

[11] Available at: http://eacea.ec.europa.eu/education/eurydice/documents/key_data_series/143en.pdf [Last accessed: 03/01/2016].

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German; Italian and Spanish, though increasingly popular among the Romanian pupils and students, still occupy a back seat relative to the other languages within the framework of institutionalized teaching.

But, what has made Spanish the international language it is today? The *Atlas de la lengua española en el mundo*[12] points out several geographic, cultural and linguistic features that enabled Spanish to become a global language and an extremely helpful tool for the future:

- Spanish is a homogeneous language;
- Spanish is the language of an international culture;
- Spanish is an international language; it has an official and vehicular character in 21 countries in the world;
- Spanish is a geographically compact language: most Spanish-speaking countries occupy adjacent territories;
- Spanish is a language in expansion;
- The Hispanic territory has a very high communicability rate and a low or minimum diversity rate.

2. Spanish: An Economic Asset

From an economic perspective, language is an essential component of a community's human and social capital[13]. The economic value of a language is measured by taking into account various factors, such as the number of speakers, the geographic expansion, the number of countries where it is an official language, the inhabitants' Human Development Index, the trade capacity of the countries where it is the official language, the literary and scientific tradition or its role in multilateral diplomacy[14]. However, in the opinion of Juan Carlos Jiménez, the number of speakers, the speakers' purchasing power and the language's international character are the three fundamental elements that determine the economic power of a language over another[15].

"The enemy of Spanish is not English, but poverty" are the renowned words that Antonio Muñoz Molina – a novelist, academician, and former director of the Cervantes Institute in New York – pronounced during his inaugural speech for the "4th International Conference on the Spanish Language" and which have come to epitomize the strong and direct correlation between language and economy, so as between the foreign languages skills of a population and the economic performance of that country. The first and most important element that Spanish economic power depends on is demography: Spanish is one of the five top languages in the world in terms of number of speakers, number of countries where it is official and expansion of territory over which it is spoken[16]. Belonging to the same linguistic group undoubtedly represents a key growing factor for transaction and exchange possibilities. The second element to consider is the speakers' per capita income, since the purchasing power of the speakers is what multiplies exchanges and transactions. In this regard, we should particularly underline U.S. Hispanic community's purchasing power, which places Hispanics far ahead of all North American minority groups, even African Americans. Finally, the third element, the international character of a language, is measured considering factors such as its influence in global trade and

[12] Page 33.
[13] Francisco Moreno Fernández and Jaime Otero Roth, *op. cit.*, p. 110.
[14] Ib., p. 26.
[15] Juan Carlos Jiménez, "El poder de compra del español en el mundo", in *Revista de Occidente*, no. 335, 2009, pp. 23-25.
[16] Francisco Moreno Fernández and Jaime Otero Roth, *op. cit.*, p. 28.

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the number of people studying the language[17]. If a language is an essential determining factor for bilateral commerce then, according to Jiménez and Narbona, sharing a common language multiplies trade relations between the countries where it is spoken by 190%. Of the 51 countries under study, 11 have Spanish as their official language, which confirms Spanish as a powerful inciter of commercial exchange worldwide. Furthermore, within the large community of Spanish-speaking nations this is specifically reflected in an increase of almost 300% in bilateral trade relations between them[18].

Economists have identified at least three economic functions of language: language as a market, language as a means of communication and creation, and language as a tool for commerce[19].

The concept of *language as a market* is related to language teaching and the commercial activities associated with it, such as linguistic services, Spanish as a foreign language, publications for teaching Spanish and language technologies (development of IT resources and tools used to learn Spanish). With the number of people studying Spanish as a second language growing fast, *language tourism* is becoming more and more important. It generates more than € 500 million every year and the number of language tourists grew 140% over the last decade[20]. In 2014, for instance, 1.004.855 tourists traveled to Spain for study purposes, representing 1.5% of the total[21]. Spain is the ideal destination to learn Spanish for younger-than-average students coming mainly from France, Italy, Germany, but also from the United States, whereas Latin America arouses interest especially among Brazilian and North American youth. According to surveys, the degree of satisfaction among this type of tourists is 8.5 out of 10. Hence, it is precisely this high level of satisfaction experienced by visitors looking to study Spanish abroad and their desire to repeat the experience that make Spain the world leader in the Spanish teaching market, followed by Argentina with around 50,000 students, and Mexico, where some 35,000 students head each year[22].

Language as a *means of communication and creation* is, first and foremost, the oldest and most powerful technology of social communication that humans have relied on and the great raw material of knowledge. But it is also a pivotal element of the cultural sector that has acquired a great importance in the international economy with the development of cultural industries. The book industry is, by far, the most salient of this wide variety of intellectual and artistic manifestations as much in Spain as in Latin America. Nonetheless, Spain publishes as many titles a year as all the Latin American countries together, and its publishing sector ranks fourth in the world. A substantial part of its annual sales comes from foreign markets, with France outstanding among the European destinations and Mexico among the Latin Americans. This is of course endorsed by the 162 subsidiaries that Spanish publishing houses have in 28 different countries around the globe, with more than 80% of these in Latin America: one more

[17] See *supra*, footnote 7.
[18] Juan Carlos Jiménez and Aránzazu Narbona, *El español en los flujos económicos internacionales*, Barcelona: Ariel; Madrid: Fundación Telefónica, 2011, p. 180.
[19] Francisco Moreno Fernández and Jaime Otero Roth, *op. cit.*, pp. 110-111.
[20] *Spanish, an Expanding Universal Language*. Available at: http://www.exteriores.gob.es/Portal/es/SalaDePrensa/Multimedia/Publicaciones/Documents/2014_IDIOMA_EN.pdf [Last accessed: 08/01/2016].
[21] *El español: una lengua viva*, p. 20. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 08/01/2016].
[22] Patricia Peiro, "Trips of the tongue: Spanish language tourism on the rise", in *El País*, April 27th, 2015. Available at: http://elpais.com/elpais/2015/04/27/inenglish/1430117318_167419.html [Last accessed: 08/01/2016].

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reason that proves the importance of sharing a common language when investing in third countries[23].

Along with culture, language is also a *tool for commerce*, paving the way for international investments and business cooperation. A common language reduces transaction costs, namely training, information and negotiation, and at the same time shortens the psychological distance between economic agents[24].

However, besides the three mentioned above, there should be added a very important economic function playing a cohesive role: language as an *identity element*. Language is likewise an attribute of collective identity and a socialization factor which conditions the socioeconomic status of individuals and helps extend the bonds of trust between them[25].

3. Spanish and Cyberspace

Spanish is the third most used language on the Internet by number of users, after English and Chinese: 7.9% of more than 2.8 billion Internet users worldwide[26] communicate in Spanish. Yet, if we were to consider that Chinese is a language almost exclusively used by native speakers, then Spanish becomes the second language of communication on the Internet, after English. This boom is mainly due to the massive growth of Internet usage in Latin America over the past decade. Despite this spectacular evolution, the growth potential of Spanish-speaking users continues to be very high, since the Internet penetration level and the percentage of population using Internet are still low in Latin America[27]. Only two Spanish-speaking countries, Mexico and Spain, find themselves among the 20 with the highest number of Internet users[28].

On the other hand, if websites using multiple languages to convey their contents are analyzed, the situation of Spanish changes drastically. Although 4.6% of the multilingual websites use it, Spanish is still far behind English. This underscores the limited use of Spanish as an international language on the Internet and, by contrast, English's status as the indisputable *lingua franca*. However, according to a recent study, Spanish has been revealed as the fourth most used language after English, French and German within the European Union[29].

Lately, Spanish has likewise acquired a prominent role in social media. Thus, it is currently the second most used language in the two biggest social networks worldwide, Facebook and Twitter.

As regards Facebook, English remains far and away the main language of communication among its users. Spanish ranks second, well behind English but way ahead of Portuguese and French, which occupy the third and fourth position, respectively. Spanish also comes second on Twitter, though much closer to English, but significantly further than prestigious international languages such as French or German coming in the 14th and 16th position, severally. A noteworthy fact to mention is that, when tweeting, Japanese is the second

[23] *El español: una lengua viva*, pp. 21-22. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 08/01/2016].
[24] Francisco Moreno Fernández and Jaime Otero Roth, *op. cit*., p. 111.
[25] Juan Carlos Jiménez and Aránzazu Narbona, *op. cit*., p. 13.
[26] *Internet Live Stats*. Available at: http://www.internetlivestats.com/internet-users/ [Last accessed: 09/01/2016].
[27] *El español: una lengua viva*, p. 26. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 09/01/2016].
[28] *Internet Live Stats*. Available at: http://www.internetlivestats.com/internet-users/#byregion [Last accessed: 09/01/2016].
[29] *El español: una lengua viva*, p. 29. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 09/01/2016].

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most prevalent language, which clearly indicates that Spanish-speaking countries show less interest in this social network compared to Japan[30].

4. Spanish: A Language for Culture and Science

Despite the difficulty to accurately quantify the cultural presence of Spanish in the world through literature, theatre, cinema, music, media, scientific and intellectual production, and education, some indicators can give us an idea of how much this language is used as an instrument of cultural production, as well as dissemination of cultural products developed in Spanish and other languages.

According to the annual report of the International Publishers Association (IPA), only three Spanish-speaking countries – Spain, Mexico and Argentina – are among the top 20 book producers in the world. Producing annually 76.434 titles, Spain ranks seventh in this classification, while China, the United States and the United Kingdom are, by a great deal, the world's leading book producers. In fact, the entire Spanish-speaking book industry is annually producing a number of titles similar to the annual book production of the UK only. Regarding exports, Spain occupies the third place in a global ranking led by the UK and the US[31]. Another interesting element comes from the 2015 ranking of the world's 57 largest publishing houses: though not listed in the first 10 biggest companies, Grupo Planeta and Grupo Santillana mark however the Spanish presence in this chart on international book publishing elaborated each year by *Publishers Weekly*[32].

The volume of Spain's book exports is doubtlessly a valuable indicator of the Spanish book market's internationality. Nevertheless, the actual weight of Spanish within the global publishing sector is given analyzing the number of translations that are being done into and from this language. According to UNESCO's Index Translationum, Spanish ranks third as a target language of translation[33] and sixth as a language from which most translations have been made[34]: the works translated into Spanish clearly outnumber those translated from it. In other words, Spanish is primarily a language of translation as compared to English, for instance, which is, by far, the main language of writing original texts.

In relation to cinematography, the world's most lucrative cultural industry, statistical data indicate that Spain is the only Spanish-speaking country among the top ten film producers in the world[35]. As a language of production, Spanish still finds itself at a great distance from English, unanimously considered the language of film production by excellence.

[30] *El español: una lengua viva*, pp. 30-31. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 09/01/2016].
[31] *Annual Report October 2013 – October 2014*. Available at: http://www.internationalpublishers.org/images/reports/2014/IPA-annual-report-2014.pdf, pp. 16, 18-19 [Last accessed: 10/01/2016].
[32] "The World's 57 Largest Book Publishers, 2015", in *Publishers Weekly*. Available at: http://www.publishersweekly.com/pw/by-topic/international/international-book-news/article/67224-the-world-s-57-largest-book-publishers-2015.html [Last accessed: 10/01/2016].
[33] *Index Translationum*. Available at: http://www.unesco.org/xtrans/bsstatexp.aspx?crit1L=4&nTyp=min&topN=50 [Last accessed: 10/01/2016].
[34] *Index Translationum*. Available at: http://www.unesco.org/xtrans/bsstatexp.aspx?crit1L=3&nTyp=min&topN=50 [Last accessed: 10/01/2016].
[35] *Emerging Markets and the Digitalization of the Film Industry*. UNESCO Institute of Statistics. Available at: http://www.uis.unesco.org/culture/Documents/IP14-2013-cinema-survey-analysis-en.pdf, p. 11 [Last accessed: 10/01/2016].

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Yet, the international exposure enjoyed by Hispanic culture through literature, music, cinema, or painting is not to be found in the sphere of science[36]. This is fundamentally due to the fact that current advances in the field of scientific and technical research are first disseminated in English[37], which is the most widely used working language among the scientific community[38]. Although far from the top in international science rankings – Spain is only ranked tenth in the world for scientific production, according to data from 2013 provided by the SCImago Journal & Country Rank[39] –, scientific and technical Spanish is becoming increasingly important worldwide.

Regardless of the fact that science, especially experimental science, has adopted English as its *lingua franca*, there are some disciplines in which, because of their thematic or highly specialized nature, the exclusive use of English is not particularly recommended. We refer to the fields in which language itself is the object of study or those in which documentary sources are circumscribed within a specific linguistic framework. So is the case of studies on Hispanism or Latin America where Spanish is an essential tool for disseminating the results of research among experts in the field[40].

Latin America (Mexico, in particular) deserves special attention for the growth rate of its scientific production during the past decade or so. Still, the main actor in Spanish-language scientific dissemination remains Spain. On the other hand, though its presence as an instrument for scientific communication is minimal on a global scale, Spanish is the third language in which most journals (not only scientific) are published, however at a considerable distance from English and French. Moreover, Spain continues to occupy the first place in the Spanish-speaking countries ranking of journals included in the ISSN database with 5% of the total number, which is clearly a good indicator of Spain's great effort towards the internationalization of its domestic scientific production, most of all in the fields of experimental and social sciences, respectively[41].

5. Spanish in the United States

Hispanics are the United States' largest minority and the second fastest-growing ethnic group, after Asian Americans. According to the Census Bureau's data as of 2014, the Hispanic population topped 55 million people, representing 17.4% of the total U.S. population[42]. The great majority are Spanish native speakers – Mexicans are the nation's most sizable origin group, accounting for 65% of the Hispanic population, followed by Puerto Ricans, anchored

[36] Luis M. Plaza and María Bordons, "Proyección internacional de la ciencia española", in *Enciclopedia del español en el mundo, Anuario del Instituto Cervantes 2006-2007*, Madrid: Instituto Cervantes; Barcelona: Plaza & Janés, 2006, p. 547. Available at: http://cvc.cervantes.es/lengua/anuario/anuario_06-07/pdf/ciencia_01.pdf [Last accessed: 11/01/2016].

[37] Lucila Pagliai, *La situación del español en la ciencia y la tecnología*, I Congreso Internacional de la Lengua Española "La lengua y los medios de comunicación", Zacatecas, México, 1997. Available at: http://cvc.cervantes.es/obref/congresos/zacatecas/tecnologias/ponencias/pagliai.htm [Last accessed: 11/01/2016].

[38] Luis M. Plaza and María Bordons, *op. cit.*, p. 563.

[39] Available at: http://www.centrodeinnovacionbbva.com/en/news/spanish-universities-increase-their-granting-patents-130-10-years [Last accessed: 11/01/2016].

[40] Luis M. Plaza, Begoña Granadino and M.ª José Arias-Salgado, "Las revistas científicas editadas en lengua española: su misión actual y sus perspectivas como instrumento para la difusión internacional de la ciencia", in *El español, lengua para la ciencia y la tecnología: presente y perspectivas de futuro*, Madrid: Santillana, Instituto Cervantes, 2009. Available at: http://cvc.cervantes.es/lengua/espanol_ciencia/02.htm [Last accessed: 11/01/2016].

[41] *El español: una lengua viva*, pp. 60-61. Available at: http://eldiae.es/wp-content/uploads/2015/06/espanol_lengua-viva_20151.pdf [Last accessed: 12/01/2016].

[42] Jens Manuel Krogstad and Mark Hugo Lopez, *Hispanic population reaches record 55 million, but growth has cooled*, June 25th, 2015. Available at: http://www.pewresearch.org/fact-tank/2015/06/25/u-s-hispanic-population-growth-surge-cools/ [Last accessed: 16/01/2016].

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primarily in New York and New Jersey, and Cubans, especially in Florida[43] –, whereas the remaining has limited proficiency, with varying degrees of knowledge and use of language. Overall, 73% of Hispanic families use Spanish to communicate at home, while 26.7% use only English.

Yet, the number of potential Spanish speakers could rise considerably if we add to it the several millions of unauthorized Hispanic immigrants who are currently living in the U.S. Within this context, it is worth noting that the United States is already the second largest Spanish-speaking country in the world, ahead of Colombia (48 million) and Spain (46 million), but still behind Mexico (121 million). Nonetheless, since the Hispanic population has been one of the fastest growing over the last decades, in 2008, the Census Bureau estimated that, by 2050, the United States' Spanish speakers would represent 133 million. That would make it the biggest Spanish-speaking nation worldwide, with a third of its citizens having Spanish as their mother tongue. But toward the end of the 2000s, Hispanic immigration registered a momentous slowdown that later projections clearly indicated: in 2012 the number had dropped to 112 million and in 2014 to 106 million. Now, projections show that, by 2060, the Hispanics are expected to reach 119 million[44].

The data also revealed that more than half (55%) of the Hispanic population resides in three of the former Spanish colonies of the south and south-west: California (15 million), Texas (10.4 million) and Florida (4.8 million)[45]. On the other hand, the highest concentrations of native Spanish speakers are in New Mexico (46.7%), followed by California and Texas (both 38.1%) and Arizona (30.1%)[46]. Particularly interesting is the case of New York, a cosmopolitan though mainly Anglophone city, where 18% of the population speaks Spanish. After English, used in 94.8% of the messages sent through Twitter, Spanish – with 2.7% of the messages – is the second-most used language, ahead of Portuguese, Japanese, Russian, Korean, French, Turkish, Arabic and Italian[47]. Especially intense is the use of Spanish in three of the five major metropolitan areas: Harlem, Bronx and Queens. Notwithstanding, "Spanish is used not only by the Hispanic community, but it is also shared by people of different cultural descent, revealing a dimension of intra-urban *lingua franca* that only English had offered so far. And it is that Spanish speakers have found Twitter a suitable vehicle to their communication needs, not for nothing was it the first language to which users translated the application"[48].

As regards the promotion and teaching of the Spanish language, not surprisingly – probably because of the magnitude of the Hispanic community in the United States, coupled with the economic asset that comes from knowing Spanish besides English –, Spanish is the foreign language most often taught in public and private schools in the U.S., as well as in U.S.

[43]Anna Brown and Mark Hugo Lopez, *Mapping the Latino Population, by State, County and City. II. Ranking Latino Populations in the States*, August 23rd, 2013. Available at: http://www.pewhispanic.org/2013/08/29/ii-ranking-latino-populations-in-the-states/ [Last accessed: 22/01/2016].

[44]Jens Manuel Krogstad, *With fewer new arrivals, Census lowers Hispanic population projections*, December 16th, 2014. Available at: http://www.pewresearch.org/fact-tank/2014/12/16/with-fewer-new-arrivals-census-lowers-hispanic-population-projections-2/ [Last accessed: 22/01/2016].

[45] Jens Manuel Krogstad and Mark Hugo Lopez, *op. cit*. Available at: http://www.pewresearch.org/fact-tank/2015/06/25/u-s-hispanic-population-growth-surge-cools/ [Last accessed: 22/01/2016].

[46] Anna Brown and Mark Hugo Lopez, *op. cit*. Available at: http://www.pewhispanic.org/2013/08/29/ii-ranking-latino-populations-in-the-states/ [Last accessed: 22/01/2016].

[47] Ed Manley et al., "Twitter NYC. A Multilingual Social City", London: CASA, UCL SpaceTimeLab. Available at: http://ny.spatial.ly/ [Last accessed: 23/01/2016].

[48]Francisco Moreno Fernández, "Las lenguas de Twitter", in *El País*, 2 marzo, 2013. Available at: http://elpais.com/elpais/2013/02/22/opinion/1361559730_138297.html [Last accessed: 23/01/2016].

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colleges and universities[49]. Each year, thousands of Americans enroll in Spanish courses. In fact, the number of students enrolled in these courses exceeds the overall enrollment in other foreign languages courses (i.e. U.S. leads with 7.8 million people learning Spanish, followed by Brazil and France).

Spanish is also a key driver for many media and communication companies throughout the United States. Their marketing and design strategies cannot leave aside Spanish if what they seek is to reach Hispanics' lifestyle, culture and language preferences. Hispanic usage rates of television, smart phones, social networking, online video and other forms of entertainment make Hispanics one of today's most engaged and dynamic targets in the United States. The relative youth combined with their language, culture and community preferences positions Hispanics to become trendsetters in the media and the new technologies[50].

Spanish maintains a constant presence in different media; however, this presence varies depending on the medium in question. Magazines, newspapers and radio are the media which particularly favor the exclusive use of Spanish. On the other hand, television is the most popular medium among Hispanics who watch it in both Spanish and English interchangeably[51]. Consequently, it is no wonder that the large U.S. Hispanic community proves highly influential in shaping programming content, wielding thus significant leverage on the national media landscape. Besides, the impact of English language commercials increases by as much as 30% among Hispanics once these are also broadcast in Spanish[52].

Spanish has achieved such prominence in the United States that it has also played an essential role in the presidential campaigns during recent election cycles. Undoubtedly, Spanish will be crucial in 2016 presidential race as well, since the nominees selected to run for president this year will need to get somewhere around 40% of the Hispanic votes in order to win the White House. For instance, Democrat Hillary Clinton has made deliberate moves to entice the Hispanic-American community – Democrats are traditionally seen as being more in touch with the Hispanic electorate – by producing videos and content for her campaign website in Spanish, though she recognizes to not actually speaking Spanish. With the growing number of Hispanic voters and their significance in the electoral process, the Republican pre-candidates have also tried in their own ways to reach out to them. Jeb Bush, the former governor of Florida, who is fluent in Spanish, and senator Marco Rubio, a bilingual Cuban-American born to immigrant parents, have made media appearances and even used Spanish in their speeches[53].

Finally, a prime indicator to measure the long-term consolidation of Spanish in the United States is the Hispanic book-buying market. Many U.S. publishing houses have Spanish-

[49] See Nancy Rhodes and Ingrid Pufahl, *An Overview of Spanish Teaching in U.S. Schools: National Survey Results*, Instituto Cervantes at FAS – Harvard University, 2014. Available at: http://cervantesobservatorio.fas.harvard.edu/sites/default/files/002_informes_nr_spteaching.pdf [Last accessed: 23/01/2016].

[50]Nielsen, *State of the Hispanic Consumer: The Hispanic Market Imperative*, 2012, p. 8. Available at: http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2012-Reports/State-of-the-Hispanic-Consumer.pdf [Last accessed: 23/01/2016].

[51]David Fernández Vítores, "Las fronteras difusas del mercado hispanohablante en los Estados Unidos", in *Tribuna Norteamericana*, no. 12, abril 2013, pp. 6-7. Available at: http://www.institutofranklin.net/sites/default/files/files/TN12-David_fernandez_vitores.pdf [Last accessed: 23/01/2016].

[52]Nielsen, *op. cit*., 2012, pp. 8, 14. Available at: http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2012-Reports/State-of-the-Hispanic-Consumer.pdf [Last accessed: 23/01/2016].

[53]*Spanish: the global language of the future*, May 25th, 2015. Available at: https://www.studyinternational.com/news/spanish-the-global-language-of-the-future [Last accessed: 23/01/2016]. And Jakob Gibbons, *The Spanish Language in the 2016 Presidential Race*, September 30th, 2015. Available at: http://blogs.transparent.com/spanish/the-spanish-language-in-the-2016-us-presidential-race/ [Last accessed: 23/01/2016].

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language divisions. Companies like Pearson PLC, McGraw-Hill or Random House are among the most important players in Spanish book editing.

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"Spanish has become the most valuable asset of the score of countries and hundreds of millions of us who make up a pluralist community open to all, unified and identified precisely by a common language. [...] Now, more than ever, Spanish must represent a proposal for friendship and comprehension, a tool of concord and of tolerance, and a channel for creation and understanding between peoples and cultures" (His Majesty the King Juan Carlos I).

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