Introduction

Multicultural media such as ethnic newspapers both reflect and produce cultural values, ethnic identities, and integration experiences (Ojo, 2006; Kama, 2008; Sreberny, 2002; Johnson, 2003; Viswanath & Arora, 2000). This project carried out a qualitative content analysis to study one such media outlet—the local Italian newspaper Il Postino—to explore how it represents Italian-Canadian integration and identity. As one of only a handful of English-language multicultural newspapers in Ottawa, and as the only such newspaper available online in its entirety, Il Postino may be a leading source of information about cultural integration for Italian and non-Italian readers alike, hence the case for this study.

Research on the Italian diaspora has been scant in recent years, perhaps owing to a decline in Italian immigration (Powell, 2005), yet the community remains a key fixture in Canada’s cultural tapestry—for instance, over 45,000 self-identifying Italians reside in the National Capital Region (Statistics Canada, 2006). This study aims to contribute knowledge about this well-established but under-researched community. By identifying how the newspaper portrays Italians’ experiences of and contributions to Canada, this study endeavours to demonstrate how complex and multifaceted are multicultural media’s representations of cultural processes. Using a sample of articles from the newspaper, this study investigates the following research questions:

1. **What qualities of “Italianness” does Il Postino implicitly or explicitly advance?**
2. **In what ways does Il Postino portray the process of Italian-Canadian cultural integration?**

**References**


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