

Abstract

In the aftermath of colonial relations, the vestiges of colonialism persist in contemporary societies, manifesting themselves in spheres such as economics, politics and culture; and perpetuating inequalities between nations. The commemoration of October 12th illustrates this issue. This date marks the arrival of Columbus in America in 1492 and is celebrated as Spain's national day and in former Spanish colonies throughout the Americas. However, the celebration has faced increasing criticism due to its colonial origins. This research employs a qualitative news frame analysis to investigate the framing of October 12th celebrations in Spanish and Mexican newspapers from 2012 to 2022. The analysis reveals a predominantly critical perspective in the portrayal of the celebration, leading to increased polarisation around the event. The presence of colonial discourse, which glorifies the colonial era and exempts the colonisers from past wrong doings, has been identified and is more prominent in Spanish publications. By shedding light on the framing of the October 12th celebrations, this study contributes to understanding the persistence of colonial legacies in the media. The findings underline the need for critical examination and reflection on historical events to foster awareness and promote more inclusive narratives that acknowledge the complexities of colonial history.