Arnold Schwarzenegger’s advice to immigrants—to stop watching Spanish-language TV in order to learn English faster—might come from personal experience, but it doesn’t reflect how most people actually learn a new language. Learning English is definitely important, but completely cutting off your native language isn’t the only or best way to do it. In fact, many Hispanic Americans smoothly switch between English and Spanish in their daily lives, as shown in the Toyota ad where a father explains a hybrid car to his son using both languages. This kind of bilingualism isn’t a weakness—it’s a strength, and it reflects how people naturally blend their culture and environment.

Spanish-language media also plays an important role for immigrants. It helps them stay informed, feel connected, and navigate life in a new country. Companies are investing millions in Spanish-language advertising because they know it works—people respond better when they feel seen and understood. Telling someone to give that up in the name of learning English might actually make them feel more isolated. A better approach is to support both languages. Immigrants can learn English while still embracing their culture and native language—it doesn’t have to be one or the other.