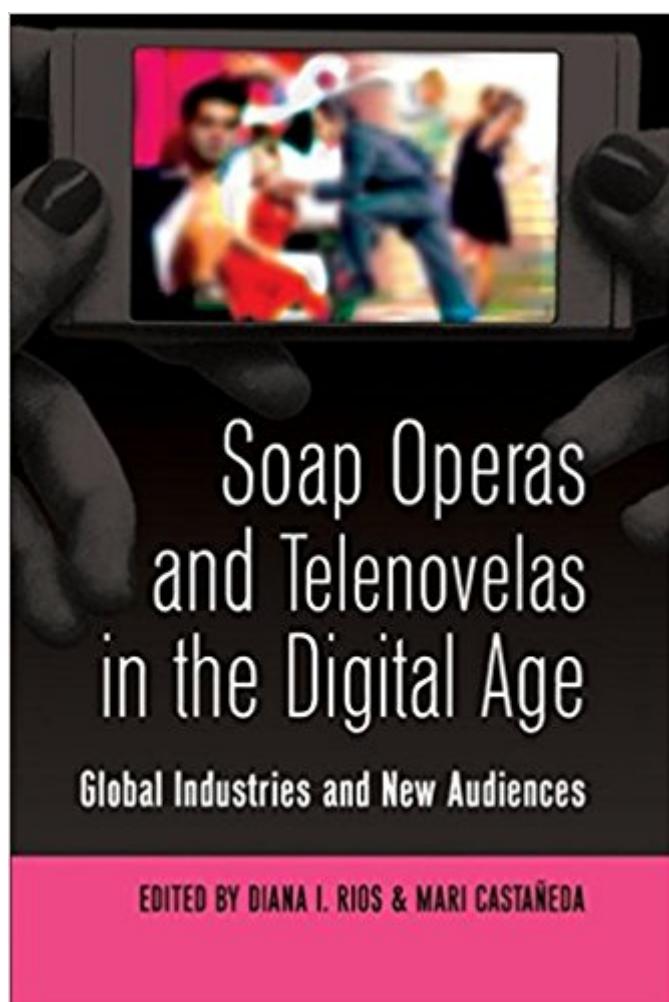


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# Soap Operas And Telenovelas In The Digital Age: Global Industries And New Audiences (Popular Culture And Everyday Life)



## Synopsis

Soap operas and telenovelas are watched by millions of people around the world every day. As cultural, social, and economic phenomena, examining them will further our understanding of the role of global media content in the digital age. Moreover, as these programs continue to be exported and transformed at regional levels, and through digitalization, it is more important than ever to analyze where the genre has been, where it is now, and where it is going. This collection brings together original scholarship from an international and trans-disciplinary perspective. Chapters address timely issues, theories, and debates that are inextricably linked to soap operas and telenovelas as global industries, as sites for new audiences, and as hybrid cultural products within the digital landscape. Bringing depth and originality to the subject area, each chapter demonstrates the richness of these genres and their long-term significance as the televisual landscape evolves and becomes increasingly reliant on technological and creative innovations.

## Book Information

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## Customer Reviews

Ã¢â€œThis book adds a much-needed analysis of the development of telenovelas in the digital age. With articles both providing a historical background and covering the main trends and production hubs around the world, this will be essential reading to those interested in better understanding one of the most popular and enduring genres in the global media landscape.Ã¢â€œ (Antonio C. La Pastina, Texas A&M University) Ã¢â€œÃ¢â€œSoap Operas and Telenovelas in the Digital

Age. It brings together a range of international scholars who tease out the complexities of these two television genres that are generally misunderstood, undervalued, and understudied. The book provides both breadth and depth, and is a welcome contribution to the growing body of telenovela and soap opera scholarship. (Carolina Acosta-Alzuru, Grady College of Journalism and Mass Communication, University of Georgia)

Diana I. Rios is Associate Professor in the Department of Communication Sciences and directs the Institute of Puerto Rican and Latino Studies at the University of Connecticut, Storrs. Her research and teaching includes examinations of content such as news and entertainment, and the audience's functional use of media. She studies race/ethnicity, culture, gender and sexuality in media, and intercultural communication processes. Mari Castañeda is Associate Professor in the Department of Communication and the Center for Latin American, Caribbean, and Latino Studies at the University of Massachusetts, Amherst. Her research includes political economy of global communication, and Latina/o media studies.

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