Contents

Introduction ix

Diana I. Rios & Mari Castañeda

SECTION I: CONTEXTUALIZING THE HISTORICAL, INDUSTRIAL, AND CULTURAL FLOW OF Telenovelas AND SOAP OPERA PRODUCTIONS

1. The Transcultural Political Economy of Telenovelas and Soap Operas in the Digital Age 3

Mari Castañeda

2. Telenovelas from the Rio Grande to the Andes: The Construction of Latin American and Latina Identities through Media Production Creative Processes 20

Jaime S. Gómez

3. Emergence of Asian Dramas as a Global Melodramatic Genre: The Case of Korean Television Dramas 37

Sung-Yeon Park, G. Woong Yun, & Soo Young Lee


Tamar Ginossar
SECTION II: GLOBAL CASE STUDIES OF SERIAL TELEVISION DRAMAS AND THE EMERGENCE OF NEW AUDIENCES

5. From Humble Beginnings to International Prominence: The History and Development of Brazilian Telenovelas
   Cacilda M. Rêgo
   75

   Melixa Abad-Izquierdo
   93

7. Looking for ‘A Place in the Sun’?: The Italian Way to Soap Opera
   Daniela Cardini
   111

8. Kenyan Soap Operas as Functional Entertainment: Redefining the Role of Television Melodrama for an Active Audience
   George Ngugi King’ara
   129

SECTION III: SEXUALITY AND GENDER AS POWERFUL FORCES IN Telenovelas and Soap Operas

   Petra Guerra, Diana I. Rios, & Robert Forbus
   147

10. Gender, Drugs, and The Global Telenovela: Pimping Sin Tetas No Hay Paraíso
    Héctor Fernández L’Hoesté
    165

11. The Third Subplot: Soap Operas and Sexual Health Content for African American and Latino Communities
    Catherine K. Medina
    183

12. Hybridity in Popular Culture: The Influence of Telenovelas on Chicana Literature
    Belkys Torres
    199
SECTION IV: ENDURING ISSUES FOR TELEVISION IN THE ERA OF GLOBAL HYBRIDITY

13. Globo vs. Sistema Brasileiro de Televisão (SBT): Paradigms of Consumption and Representation on Brazilian Telenovelas
   Martin Ponti
   219

   Wazhmah Osman
   237

15. Importing and Translating Betty: Contemporary Telenovela Format Flow within the United States Television Industry
   Courtney Brannon Donoghue
   257

16. Arab Television Drama Production in the Satellite Era
   Christa Salamandra
   275

Contributors

Index