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Program Imports and the Television Without Frontiers Directive; 8 To Be Romanian in Post-Communist Romania: Entertainment Television and Patriotism in Popular Discourse; 9 Post-Transitional Continuity and Change: Polish Broadcasting Flow and American TV Series; PART III Television and National Identity on Europe's Edges  
10 Big Brothers and Little Brothers: National Identity in Recent Romanian Adaptations of Global Television Formats11 The Way We Applauded: How Popular Culture Stimulates Collective Memory of the Socialist Past in Czechoslovakia-the Case of the Television Serial Vypravej and its Viewers; 12 Coy Utopia: Politics in the First Hungarian TV Soap; 13 Why Must Roma Minorities be Always Seen on the Stage and Never in the Audience? Children's Opinions of Reality Roma TV; 14 Racing for the Audience: National Identity, Public TV and the Roma in Post-Socialist Slovenia; Contributors; Index

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#### Sommario/riassunto

"This collection of essays responds to the recent surge of interest in popular television in Eastern Europe. This is a region where television's transformation has been especially spectacular, shifting from a state-controlled broadcast system delivering national, regional, and heavily filtered Western programming to a deregulated, multi-platform, transnational system delivering predominantly American and Western European entertainment programming. Consequently, the nations of Eastern Europe provide opportunities to examine the complex interactions among economic and funding systems, regulatory policies, globalization, imperialism, popular culture, and cultural identity. This collection will be the first volume to gather the best writing, by scholars across and outside the region, on socialist and postsocialist entertainment television as a medium, technology, and institution"--

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