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Autore	Allen Robert Clyde <1950->
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Nota di contenuto	Book Cover; Title; Contents; List of contributors; Acknowledgments; Introduction Robert C. Allen; Doubtless to be continued: A brief history of serial narrative Roger Hagedorn; The role of soap opera in the development of feminist television scholarship Charlotte Brunsdon; Social issues and realist soaps: A study of British soaps in the 1980's/1990's Christine Geraghty; National and cultural identity in a Welsh-language soap opera Alison Griffiths; Global Neighbours? Stephen Crofts; The end of civilization as we knew it: Chances and the postrealist soap opera Ien Ang and Jon Stratton ~I'm not a doctor, but I play one on TV~: Characters, actors and acting in television soap opera Jeremy G. Butler Plotting Paternity: Looking for dad on the daytime soaps Laura Stempel Mumford; ~They killed off Marlena, but she's on another show now~: Fantasy, reality, and pleasure in watching daytime soap operas Louise Spence; ~There's a queer in my soap!~: The homophobia/AIDS story-line of One Life to Live Joy V. Fuqua; The consumption of soap opera: The Young and the Restless and mass consumption in Trinidad Daniel Miller Not all ~soaps~ are created equal: Toward a cross-cultural criticism of television serials Gabriele Kreutzner and Ellen Seiter Our welcomed

guests: Telenovelas in Latin America Ana M. Lopez; Memory and form in the Latin American soap opera Jess Martn-Barbero; Montezuma's revenge: Reading Los Ricos Tambien Lloran in Russia Kate Baldwin; The melodrama of national identity in post-Tiananmen China Lisa Rofel; All in the (Raghu) family: A video epic in cultural context Philip Lutgendorf Sacred serials, devotional viewing, and domestic worship: A case-study in the interpretation of two TV versions of The Mahabharata in a Hindu family in west London Marie Gillespie Select Bibliography Shari A. Novek; Index

Sommario/riassunto

To Be Continued... explores the world's most popular form of television drama; the soap opera. From Denver to Delhi, Moscow to Manchester, audiences eagerly await the next episode of *As the World Turns*, *The Rich Also Weep* or *Eastenders*. But the popularity of soap operas in Britain and the US pales in comparison to the role that they play in media cultures in other parts of the world. *To Be Continued...* investigates both the cultural specificity of television soap operas and their reception in other cultures, covering soap production and soap
