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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

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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

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