

1. Record Nr.	UNINA9910462278303321
Autore	Gonzalez de Bustamante Celeste <1965->
Titolo	"Muy buenas noches" [[electronic resource] ] : Mexico, television, and the Cold War // Celeste Gonzalez de Bustamante ; foreword by Richard Cole
Pubbl/distr/stampa	Lincoln, : University of Nebraska Press, 2012
ISBN	1-283-83463-4 0-8032-4485-1
Descrizione fisica	1 online resource (315 p.)
Collana	The Mexican experience
Disciplina	070.4/30972
Soggetti	Television broadcasting of news - Mexico - History - 20th century Cold War - Influence Electronic books. Mexico History 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title Page; Copyright Page; Contents; List of Illustrations; List of Tables; Foreword; Acknowledgments; Introduction; 1 The Rise of Television in Mexico; 2 The Invention of Tele-Traditions; 3 Rebels and Revolutionaries; 4 The First Television Diplomats; 5 Hot Rockets and Cold War; 6 Olympic Dreams and Tlatelolco Nightmares; 7 Victory for the Brazilians and Echeverria; Conclusion; Notes; Bibliography; Index
Sommario/riassunto	"By the end of the twentieth century, Mexican multimedia conglomerate Televisa stood as one of the most powerful media companies in the world. Most scholars have concluded that the company's success was owed in large part to its executives who walked in lockstep with the government and the Partido Revolucionario Institucional (PRI), which ruled for seventy-one years. At the same time, government decisions regulating communications infrastructure aided the development of the television industry. In one of the first books to be published in English on Mexican television, Celeste Gonzalez de Bustamante argues that despite the cozy relationship between media moguls and the PRI, these connections should not be viewed as static and without friction. Through an examination of early television news programs, this book

reveals the tensions that existed between what the PRI and government officials wanted to be reported and what was actually reported and how. Further, despite the increasing influence of television on society, viewers did not always accept or agree with what they saw on the air. Television news programming played an integral role in creating a sense of lo mexicano (that which is Mexican) at a time of tremendous political, social, and cultural change. At its core the book grapples with questions about the limits of cultural hegemony at the height of the PRI and the cold war. "--

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