

1. Record Nr.	UNINA9910778055003321
Titolo	Handbook of Spanish language media [[electronic resource] /] / [edited] by Alan B. Albarran
Pubbl/distr/stampa	New York, : Routledge/Taylor and Francis Group, 2009
ISBN	1-135-85430-0 1-282-23428-5 9786612234286 0-203-92647-1
Descrizione fisica	1 online resource (336 p.)
Altri autori (Persone)	AlbarranAlan B
Disciplina	302.2308968 302.23098
Soggetti	Mass media - Latin America Hispanic American mass media Mass media - Spain
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	Book Cover; Title; Copyright; Dedication; Contents; List of illustrations; Foreword; Preface; Part I: Spanish Language Media: A Country-by-Country Examination; 1: Spanish Language Media in the United States; 2: The Media in Spain: Three Decades of Transformation; 3: The Media Industry in Mexico; 4: The Media in Central America; 5: The Media in Colombia; 6: The Mass Media in Venezuela: History, Politics and Freedom; 7: The Mass Media in Bolivia; 8: The Media in Ecuador; 9: The Media in Peru; 10: The Chilean Media Landscape 11: Media and Entertainment in Argentina: Doing Business in a Fragmented Society12: The Media in Uruguay; 13: The Media in Paraguay: A Locked Nation in Times of Change; 14: The Media in Cuba, the Dominican Republic and Puerto Rico; Part II: Topics and Issues in Spanish Language Media; 15: Growth and Trends in Spanish Language Television in the United States; 16: Television News: Spain, Mexico, Colombia and the United States; 17: Univision and Telemundo: Spanish Language Television Leaders in the United States; 18: The Latinos and Media Project; 19: Advertising in Spanish Language Media

20: Hispanic Advertising, Marketing and New Media21: The Potential of Book Publishing in Iberian American and African Countries: The Portuguese Perspective; 22: Assessing the State of Spanish Language Media: A Summary and Future Directions; Contributors; Index

Sommario/riassunto

With the rise of Spanish language media around the world, The Handbook of Spanish Language Media provides an overview of the field and its emerging issues. This Handbook will serve as the definitive source for scholars interested in this emerging field of study; not only to provide background knowledge of the various issues and topics relevant to Spanish language media, but also to establish directions for future research in this rapidly growing area. This volume draws on the expertise of authors and collaborators across the globe. The book is an essential reference work for
