

1.	Record Nr.	UNISOBSOBE00039314
	Titolo	2
	Pubbl/distr/stampa	London and New York : Routledge, c1992
	Descrizione fisica	564 p. ; 23 cm
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910778918603321
	Titolo	Global television formats : understanding television across borders / / edited by Tasha Oren and Sharon Shahaf
	Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2012
	ISBN	1-135-88950-3 0-415-96544-6 1-135-88951-1 0-203-92865-2
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (409 p.)
	Altri autori (Persone)	OrenTasha G ShahafSharon
	Disciplina	791.45/09
	Soggetti	Television program genres Television programs - Social aspects Television and globalization
	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	GLOBAL TELEVISION FORMATS Understanding Television Across Borders; Copyright; Contents; List of Illustrations; List of Contributors; Acknowledgements; Introduction: Television Formats-A Global Framework for TV Studies; PART I Format Theories and Global

Television; 1 More than Copycat Television: Format Adaptation as Performance; 2 "Calling Out Around the World": The Global Appeal of Reality Dance Formats; 3 Television Formats and Contemporary Sport; 4 A Political Economy of Formatted Pleasures; 5 Interpreting Cubanness, Americanness, and the Sitcom: WPBT-PBS's ¿Que pasa U.S.A.? (1975-1980)

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12 Global Television Formats in Africa: Localizing Idol13 We Are the World: American Idol 's Global Self-Posturing; PART IV Trans-Formats: Local Articulations and the Politics of Place and Nation; 14 The Social and Political Dimensions of Global Television Formats: Reality Television in Lebanon and Saudi Arabia; 15 A Revolution in Television and a Great Leap Forward for Innovation? China in the Global Television Format Business; 16 Global Television Formats and the Political Economy of Cultural Adaptation: Who Wants to Be a Millionaire? in India 17 Global Franchising, Gender, and Genre: The Case of Domestic Reality Television18 Reiterational Texts and Global Imagination: Television Strikes Back; Index

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## Sommario/riassunto

For decades, television scholars have viewed global television through the lens of cultural imperialism, focusing primarily on programs produced by US and UK markets and exported to foreign markets. Global Television Formats revolutionizes television studies by de-provincializing its approach to media globalization. It re-examines dominant approaches and their legacies of global/local and center/periphery, and offers new directions for understanding television's contemporary incarnations. The chapters in this collection take up the format phenomena from around the globe, including the Middle East, Western and Eastern Europe, South and West Africa, South and East Asia, Australia and New Zealand, North America, South America, and the Caribbean. Contributors address both little known examples and massive global hits ranging from the Idol franchise around the world, to telenovelas, dance competitions, sports programming, reality TV, quiz shows, sitcoms and more. Looking to global television formats as vital for various cultural meanings, relationships, and structures, this collection shows how formats can further our understanding of television and the culture of globalization at large.

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