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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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