

1. Record Nr.	UNINA9910789936303321
Autore	Joyce Samantha Nogueira <1976->
Titolo	Brazilian telenovelas and the myth of racial democracy [[electronic resource] /] / Samantha Nogueira Joyce
Pubbl/distr/stampa	Lanham, : Lexington Books, 2012
ISBN	1-280-66652-8 9786613643452 0-7391-6965-3
Descrizione fisica	1 online resource (137 p.)
Collana	Critical studies in television
Disciplina	791.45/652996
Soggetti	Television soap operas - Brazil - History and criticism Television soap operas - Social aspects - Brazil Black people on television
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	Contents; Chapter One: Episode 1; Chapter Two: Black Flows; Chapter Three: "My Little Whitey," "My Big, Delicious Negro"; Chapter Four: Deu no Blogao! (It Was in the Big Blog!); Chapter Five: Duas Caras as a New Approach to Social Merchandising; Chapter Six: Conclusions; Bibliography; Index; About the Author
Sommario/riassunto	Samantha Nogueira Joyce's Brazilian Telenovelas and the Myth of Racial Democracy traces the representations of Afro-Brazilians on television, culminating with the telenovela Duas Caras (2007-2008), and reveals how telenovelas contribute to social change in ways that have not been fully explored in previous scholarship. It also provides a comparative analysis between the representation of Blacks in Brazil and in the United States while it tracks the dynamic process thr