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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