The Iberian pre- and post-colonial roots of the Latin American television regional market: The Case of Brazil

October 16, 2014
4-5:30PM, UCC 1117

This presentation examines how contemporary television program flows and genres have been influenced by pre-Colombian, Colonial era, and post-colonial cultural and political geography. It explores the impact of Iberian and colonial traditions, such as corporatism and patterns of cultural hybridity, as well as newer practices such as populism. All of these forces shaped Latin American television systems across borders in their relationships to the state, in their industrial forms, and in their content. These regional forces will be contrasted to US and global forces.

"The Hale Lecture honors the memory of Professor Charles A. Hale (1930-2008), a specialist in Latin American liberalism and intellectual history. He was a distinguished scholar and faculty member at The University of Iowa from 1966 to 1997."

This event is sponsored by the Latin American Studies Program in UI International Programs. Other sponsors include the Departments of History, Spanish and Portuguese, and Communication Studies, and the School of Journalism and Mass Communication, and Cinematic Arts, all in the College of Liberal Arts and Sciences.

Professor Joseph D. Straubhaar is the Amon G. Carter Centennial Professor of Communications in the Department of Radio-TV-Film at The University of Texas at Austin. His primary teaching, research and writing interests are in global media and cultural theory, media and migration, digital media and the digital divide in the U.S. and other countries, and global television production and flow.

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