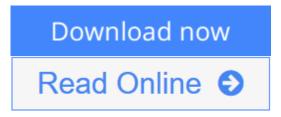


Latin American Television: A Global View

By John Sinclair



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Latin American Television makes English speakers aware of the dimensions, operation, and significance of the globalization of television in the Spanish-speaking world. Second only in scale to the market for English-language programming, the Spanish-language market embraces not just most nations of South and Central America but also Spain, and even the United States-the sixth largest Spanish-speaking country in the world. This intercontinental space is connected physically by satellite communication, and culturally by a common language and heritage which binds it as both a 'geolinguistic region' and an 'imagined community' which certain media corporations, Latin American and North American, seek to exploit. A similar phenomenon with regard to Brazil and the Portuguese-speaking world is also examined, with special attention to its comparable features and points of exchange with the Spanish-speaking world. The book chronicles and analyses the development and structure of the globalization of these markets as a 'Latin world'.



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Review

`This is a worthwhile book for readers interested in how television reaches audiences in the third largest language block in the world ... the book helps us break out of our own cultural-linguistic boundaries and learn what the other parts of the world are doing with the media.' Emile G. McAnany, Jnl of Communication, Winter 2000.

`Unlike a good many other authors of books on the global communication system ... Sinclair adds the cultural and linguistic dimension to the political and economic analysis of television.' Emile G. McAnany, Jnl of Communication, Winter 2000.

About the Author

Professor John Sinclair (co-author of the highly-praised *New Patterns in Global Television: Peripheral Vision*) is Associate Professor in International Communication, Sociology, and Cultural Studies, in the Faculty of Arts at Victoria University of Technology, Melbourne

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