



Soap Operas and Telenovelas in the Digital Age: Global Industries and New Audiences (Popular Culture and Everyday Life)

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Soap operas and telenovelas are watched by millions of people around the world every day. As cultural, social, and economic phenomena, examining them will further our understanding of the role of global media content in the digital age. Moreover, as these programs continue to be exported and transformed at regional levels, and through digitalization, it is more important than ever to analyze where the genre has been, where it is now, and where it is going.

This collection brings together original scholarship from an international and trans-disciplinary perspective. Chapters address timely issues, theories, and debates that are inextricably linked to soap operas and telenovelas as global industries, as sites for new audiences, and as hybrid cultural products within the digital landscape. Bringing depth and originality to the subject area, each chapter demonstrates the richness of these genres and their long-term significance as the televisual landscape evolves and becomes increasingly reliant on technological and creative innovations.

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