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Broadcasting Modernity Cuban Commercial Television

The birth and development of commercial television in Cuba in the 1950s occurred alongside political and social turmoil. In this period of dramatic swings encompassing democracy, a coup, a dictatorship, and a revolution, television functioned as a beacon and promoter of Cuba's identity as a modern nation. In Broadcasting Modernity, television historian Yeidy M. Rivero shows how television ...

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

Book review of Broadcast Modernity: Cuban Commercial Television, written by Yeidy M. Rivero. An important text on the origins and development of Cuba's broadcasting in the midst of political upheaval.

(PDF) Broadcast Modernity: Cuban Commercial Television ...

In Broadcasting Modernity, television historian Yeidy M. Rivero shows how television owners, regulatory entities, critics, and the state produced Cuban modernity for television. The Cuban television industry enabled different institutions to convey the nation's progress, democracy, economic abundance, high culture, education, morality, and decency.

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

Yeidy Rivero's Broadcasting Modernity investigates diverse strands of identity, culture, politics, law, and technical capacity that contributed to the rise of Cuban television broadcasting: from a commercial, largely US-modeled and Euro-American inspired purveyor of Cuban modernity to its revolutionary and immediate post-revolutionary enunciation of a state-managed socialist vision of the ...

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

Cuban television was saturated with U.S. television programs, what Rivero aptly characterizes as a "sweeping importation of U.S. movies and shows dubbed in Spanish" (71-72). These included Jungle Jim , The Cisco Kid , Lassie , Highway Patrol , El Sargento Preston , Hopalong Cassidy , Annie Oakley , Las Aventuras de Rin Tin Tin , La Vida Legendaria de Wyatt Earp , and Superman , among ...

Yeidy M. Rivero. Broadcasting Modernity: Cuban Commercial ...

The book addresses a series of efforts to portray Cuba as a developed nation by analyzing distinct technological, legal, commercial, political, and cultural aspects of Cuban television, which was among the earliest developed in the region and a true regional model during the 1950s.

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

"Broadcasting Modernity is the definitive and most comprehensive account of Cuban television during the decade immediately preceding the Revolution of 1959. Simply brilliant at all levels, this is one of those books that changes the way in which we make sense of one of the most important social processes of the Latin American twentieth century.

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

In this perero of dramatic swings encompassing democracy, a coup, a dictatorship, and a revolution, television functioned as a beacon and promoter of Cuba's identity as a modern nation. In Broadcasting Modernity , television historian Yeidy M. Rivero shows how television owners, regulatory entities, critics, and the state produced Cuban modernity for television.

Duke University Press - Broadcasting Modernity

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Broadcasting Modernity: Cuban Commercial Television, 1950 ...

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Broadcasting Modernity: Cuban Television, 1950-1953

Broadcasting Modernity: Cuban Commercial Television, 1950-1960 - Ebook written by Yeidy M. Rivero. Read this book using Google Play Books app on your PC, android, iOS devices. Download for offline reading, highlight, bookmark or take notes while you read Broadcasting Modernity: Cuban Commercial Television, 1950-1960.

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

Broadcasting Modernity: Cuban Television, 1950-1953 by Yeidy M. Rivero Abstract: The essay argues that through television questions about Cuban moder-nity entailed issues of technology, class, race, gender, morality, sexuality, and ge-ography, as well as the nation's relationship to the United States and to other Latin American countries.

Broadcasting Modernity: Cuban Television, 1950-1953

The birth and development of commercial television in Cuba in the 1950s occurred alongside political and social turmoil. In this period of dramatic swings encompassing democracy, a coup, a dictatorship, and a revolution, television functioned as a beacon and promoter of Cuba's identity as a modern nation. In Broadcasting Modernity, television historian Yeidy M. Rivero shows how the ...

Broadcasting Modernity: Cuban Commercial Television, 1950 ...

Get this from a library! Broadcasting modernity : Cuban commercial television, 1950-1960. [Yeidy M Rivero] -- In this major contribution to Latin American media studies, Yeidy M. Rivero shows how commercial Cuban television, which only existed from 1950-1960, was instrumental in the creation and ...

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Author's Forum Presents Broadcasting Modernity: Cuban ...

This flyer promotes the event "Broadcasting Modernity: Cuban Commercial Television, 1950-1960" , a book presentation by author and television historian Yeidy Rivero, with comments by Jorge Duany. Rivero will speak on the Cuban television industry enabling different institutions to convey the nation's progress, democracy, and education, among other things.

"Broadcasting Modernity" by Cuban Research Institute ...

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Broadcasting Modernity : Cuban Commercial Television, 1950 ...

After Union Radio TV went on the air, Cuban demand for television sets soared. Luckily Cuban broadcasting coincided with a glut of sets in the US market. Despite the high cost, ranging \$350 for a 16" set to \$2,000 for a 30" set, the Cuban government's Imports and Exports Analysis Agency estimated that Cubans had imported more than 100,000 television receivers by 1952.

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