Register for the 71st ICA Annual Conference.

Active ICA members will pay only the following fees:

- **Tier A**: US$50
- **Tier B**: US$25
- **Tier C**: US$0
This book investigates how telenovelas may be the key to the future of Brazilian television and how this content can survive in an interconnected media landscape.

Recognized telenovela writer and scholar Rosane Svartman considers the particular characteristics of the telenovela format – number of episodes, melodrama influence, and influence of the audience on future writing – to explore how these can be preserved on multimedia platforms, and the challenges this change may present. Svartman further charts the transformations of the telenovela throughout its history and its major influences and unveils the main storytelling elements and writing processes. Chapters examine the business model of Brazilian corporate television within the current context of hypermedia and analyse how this relationship evolves as it is influenced by the new interactive tools and technologies that amplify the audience’s power.

Merging empirical practices and theory, this book will be of great interest to scholars and students of transmedia storytelling, television studies, and Latin American media, as well as professionals working in these areas.

Rosane Svartman has a Ph.D. in Communication Studies/Cinema and is the head writer of four internationally recognized, award-nominee telenovelas. She wrote and directed five series for television and has five feature films. She is also the author of three theatre plays and has coordinated over 10 transmedia narrative projects.
SHARE WITH US!

Job postings, book releases, awards/promotions, CFP/RFP, newly published articles, networking opportunities?

Send your updates to be featured in the next newsletter to:
Dr. Meghnaa Tallapragada (Secretary, MCD)
meghnaa.tallapragada@temple.edu