

From *Yo Soy Betty La Fea* to *Ugly Betty*:

Reversing the Cultural Flow and Transforming the Global Media Landscape



As globalization continues to gender the flows of migration and culture, Latin American audiences and Latin American televisual genres increasingly shape the global media landscape. While historically the flow of television programming has moved from North to South, from the United States to Latin America, recent global demographic changes are causing the reversal or at least the interruption of media flows. Using *Ugly Betty* and *Yo Soy Betty La Fea* as a case study, this talk explores how US-based media conglomerates are reaching out to Latin American audiences and engaging Latin American genres to reverse the flow images of stories around the globe.

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Greenleaf Conference Room, 100 Jones Hall
12:45-2PM
Bring your own lunch

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