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Broadcasting Modernity

Cuban Research Institute, Florida International University

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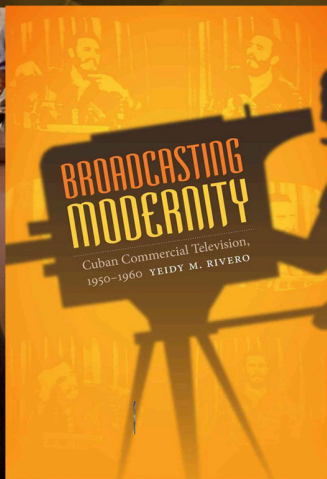
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Cuban Research Institute

Steven J. Green School of International and Public Affairs



Broadcasting Modernity: Cuban Commercial Television, 1950–1960

Book Presentation by Author Yeidy Rivero | Comments by Jorge Duany

September 9, 2015 | 6:30 PM | Roberto C. Goizueta Pavilion | Otto G. Richter Library
University of Miami | 1300 Memorial Drive (2nd Floor), Coral Gables

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 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. After nationalizing Cuban television, the state used it to advance Fidel Castro's project of creating a modern socialist country. As Cuba changed, television changed with it. Dr. Rivero not only demonstrates television's importance to Cuban cultural identity formation; she explains how the medium functions in society during times of radical political and social transformation.

Yeidy M. Rivero is Professor of Screen Arts and Cultures at the University of Michigan. She is the coeditor of *Contemporary Latina/o Media: Rethinking Production, Circulation, and Politics* (2014) and author of *Tuning Out Blackness: Race and Nation in the History of Puerto Rican Television* (2005). Her scholarship focuses on television studies, race and the media, global media, and Latino/a studies.

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