



Distancias y afinidades interculturales melodramáticas entre doramas y ficciones locales según guionistas chilenos: el caso de Switched [

2020

text (article)

Analítica

Increasingly, the screens of Latin America, in both broadcast and pay TV or streaming, have expanded their offer of Asian fictions with high melodramatic content. In them, it is possible to find elements that approach it and others that distance it from the Latin-American television genre par excellence: telenovelas. This work seeks to understand the reasons behind the success of doramas in Latin America from an interpretive-professional perspective based on semi-structured interviews with Chilean scriptwriters of telenovelas, who discussed the series Switched as a case study. The results suggest that, among the characteristics that potentially link its success in Latin America are, on the one hand, the rescue of elements of classic melodrama -archetypes, a strong love story, universal conflicts- and, on the other, a restructuring of the genre linked to the Asian cultural idiosyncrasy and the use of narrative and audiovisual elements attractive to the youth-adolescent public

Increasingly, the screens of Latin America, in both broadcast and pay TV or streaming, have expanded their offer of Asian fictions with high melodramatic content. In them, it is possible to find elements that approach it and others that distance it from the Latin-American television genre par excellence: telenovelas. This work seeks to understand the reasons behind the success of doramas in Latin America from an interpretive-professional perspective based on semi-structured interviews with Chilean scriptwriters of telenovelas, who discussed the series Switched as a case study. The results suggest that, among the characteristics that potentially link its success in Latin America are, on the one hand, the rescue of elements of classic melodrama -archetypes, a strong love story, universal conflicts- and, on the other, a restructuring of the genre linked to the Asian cultural idiosyncrasy and the use of narrative and audiovisual elements attractive to the youth-adolescent public

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzEzNjcyMjg>

Título: Distancias y afinidades interculturales melodramáticas entre doramas y ficciones locales según guionistas chilenos: el caso de Switched [electronic resource]

Editorial: 2020

Documento fuente: Revista Comunicación y Medios, ISSN 0716-3991, N°. 42 (Julio-Diciembre), 2020 (Ejemplar dedicado a: Monográfico "Festivales de cine en América Latina: Historias y nuevas perspectivas"), pags. 16-29

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Revista Comunicación y Medios, ISSN 0716-3991, N°. 42 (Julio-Diciembre), 2020 (Ejemplar dedicado a: Monográfico "Festivales de cine en América Latina: Historias y nuevas perspectivas"), pags. 16-29

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es