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**Broadcasting
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The birth and development of commercial television in Cuba in the 1950s

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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 ...

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**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.

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**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,

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democracy, economic
abundance, high
culture, education,
morality, and decency.
1960 Console Ing

**Broadcasting
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Yeidy Rivero's
Broadcasting
Modernity investigates
diverse strands of
identity, culture,
politics, law, and
technical capacity that
contributed to the rise

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of Cuban television
Commercial
broadcasting: from a
Television 1950-
commercial, largely US-
1960: Consoling
American inspired
Passions
purveyor of Cuban
modernity to its
revolutionary and
immediate post-
revolutionary
enunciation of a state-
managed socialist
vision of the ...

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Commercial

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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

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Tin , La Vida
Legendaria de Wyatt
Earp , and Superman ,
among ...
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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

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Television, 1950
1960: Conspiring
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Cuban television, which was among the earliest developed in the region and a true regional model during the 1950s.

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Commercial
Television, 1950 ...**

"Broadcasting
Modernity is the
definitive and most
comprehensive
account of Cuban
television during the

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Modernity: Cuban
Commercial
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.

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Modernity: Cuban
Commercial

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abundance, high

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culture, education,
morality, and decency.

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1960 Console Ing
Passions

**Duke University
Press - Broadcasting
Modernity**

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

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Commercial Television,
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**Commercial
Television, 1950 ...**

Broadcasting
Modernity: Cuban
Television, 1950-1953
by Yeidy M. Rivero

Abstract: The essay argues that through television questions about Cuban modernity entailed issues of technology, class, race, gender, morality, sexuality, and geography, as well as the nation's relationship to the United States and

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Broadcasting
Modernity Cuban
to other Latin American
Commercial
countries.

Television 1950
1960 Capsule Ing
Passions

**Broadcasting
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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

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dictatorship, and a
Commercial television
Television, 1950 functioned as a beacon
1960, Consolidating and promoter of Cuba's
Passions identity as a modern
nation. In *Broadcasting*
Modernity, television
historian Yeidy M.
Rivero shows how the
...

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Television, 1950 ...
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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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modernity : Cuban**

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commercial

television, 1950 ...

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Television, 1950-1953

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Television,
1950-1953 ...

In Broadcasting
Modernity, television
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Broadcasting
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enabled different
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the nation's progress,
democracy, economic
abundance, high
culture, education,
morality, and decency.

**Author's Forum
Presents
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This flyer promotes the

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event "Broadcasting
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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.

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"Broadcasting Modernity" by Cuban Research Institute ...

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historian Yeidy M.
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Television, 1950
1960 Console Inc.

the nation's progress,
democracy, economic
abundance, high
culture, education,
morality, and decency.

Passions
**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.

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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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