



## Never-ending stories: American soap operas and the cultural production of meaning

By Borchers, Hans, Gabriele Kreutzner and Eva-Maria Warth, (eds.)

Wissenschaftlicher Verlag Trier, Trier, Germany, 1994. Soft cover. Book Condition: New. No Jacket. Soap operas are a fairly recent, if by now a very popular, addition to German television programming. In the United States, on the other hand, the genre is almost as old as broadcasting itself. A similar contrast exists in the discourses about soap operas. While in this country writing about soap operas is as yet almost exclusively limited to newspapers, magazines and the trade press, there has been a long history of American scholarship devoted to this important genre of U.S. network television. Once the exclusive domain of traditional mass communications research, critical interest in soap operas has recently branched out to include relevant work done in the context of film studies, literary criticism, women's studies and popular culture criticism. *Never-Ending Stories* takes its cue from the growing international significance of soap operas, a phenomenon due in large measure to the rapid expansion of commercial television. The book is not only an introduction to the major currents of pertinent Anglo-American scholarship, it also applies and explores new problematics and methodologies in the attempt to shed light on both the product and its wide popular appeal. It is divided...



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