

## Public Abstract

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Title: The Role of TV Globo Internacional for Brazilian Immigrants in South Florida and Toronto

The role of Globo Internacional, a transnational channel, for Brazilians is examined in the region of Miami and Toronto using the lens of cultural studies.

Until the last century, immigrants were arguably forced to assimilate rapidly into the mainstream culture. However, in the globalization age, information from different parts of the world is transmitted instantly, which makes it easier for immigrants to maintain aspects of their culture. This study aims to understand a new immigrant life.

In 1999 Brazil's largest broadcasting company, Rede Globo, launched Globo Internacional. To try to comprehend the channels' role among Brazilians in the process of assimilation into the new culture, over 40 in-depth interviews were conducted. Main topics are: reasons to subscribe to Globo International, gender and class differences in watching TV, roles of Globo for subscribers, Brazilian identity, local identity, and acculturation attitudes. Ultimately, immigrants' perceptions are compared in Toronto and Miami. While in Toronto, perceptions on North American and Brazilian identities are more positive, in Miami perceptions are mixed and include negative

The question of a Brazilian community is debatable. However, if a community with strong identity indeed helps immigrants into an upward assimilation combined with biculturalism, this study argues that Globo Internacional indirectly plays a positive role in this process. Either loving or hating Globo Internacional, the interviewees agree that its programming helps maintain them close to Brazil and connected to their ethnic community, reinforcing transnationalism.