

THE ROLE OF TV GLOBO INTERNACIONAL FOR BRAZILIAN IMMIGRANTS IN SOUTH FLORIDA AND TORONTO

Renata Johnson

Dr. Bonnie Brenne, Thesis Supervisor

ABSTRACT

The role of Globo Internacional, a transnational channel, for Brazilians is examined in South Florida 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.

To try to comprehend the channels' role among Brazilians in the assimilation into the new culture, over 40 in-depth interviews were conducted. Main topics are: reasons to subscribe to Globo Internacional, gender and class differences in watching TV, roles of Globo for subscribers, Brazilian identity, local identity, and acculturation attitudes. Ultimately, responses in Toronto and Miami are compared.

If a community with strong identity helps immigrants into an upward assimilation combined with biculturalism, this study argues that Globo Internacional plays a positive role in this process.