# CONTENTS

Introduction 1

**PART I. OVERVIEW**

1. The Global Television Landscape Literature 19
2. Building on Previous Studies in the United States and Other Countries 37

**PART II. THE FOREIGN BORN**

3. Enjoying American TV before Coming to America 53
4. The Impact of American Television 65
5. No Way! Surprises after Arriving 85

**PART III. COMPARING US MILLENNIALS AND THE FOREIGN BORN**

7. TV Matters: Race, Class, and Gender Takeaways 119
8. I Want That! Consumption and Attitudes toward Sex, Smoking, and Drinking 131

Conclusion 153

*Acknowledgments* 167

*Appendix* 171

*Notes* 187

*Bibliography* 205

*Index* 221

*About the Author* 229