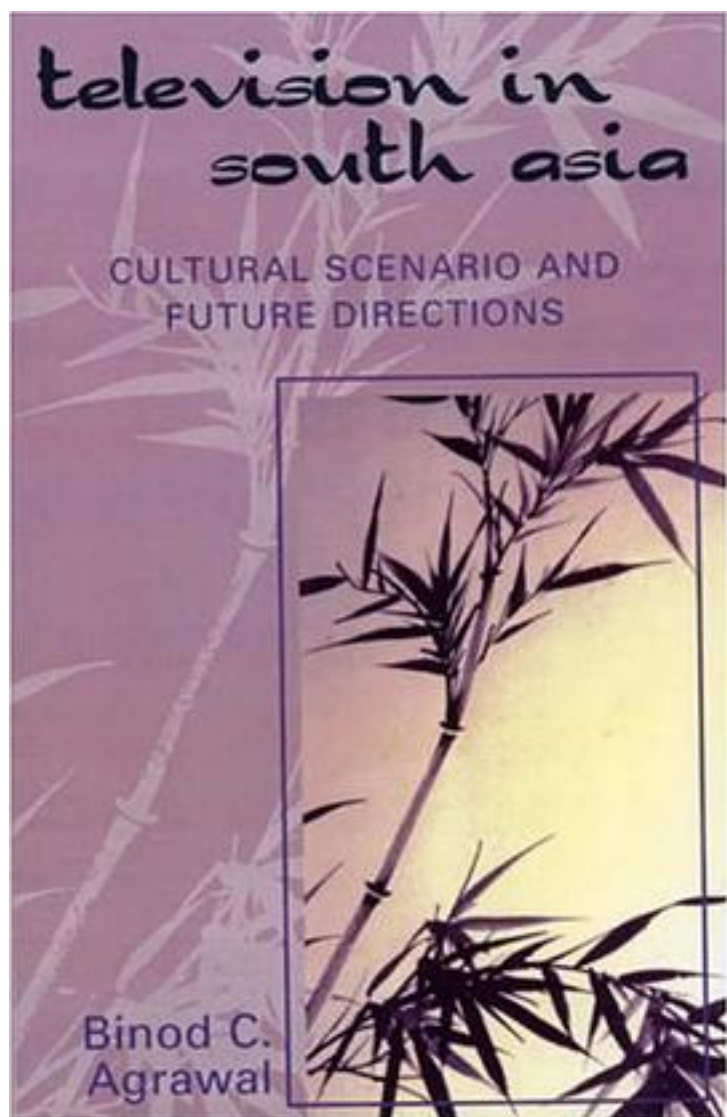


Television in South Asia



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Major debates center around "cultural and media imperialism" to determine whether South Asian cultural traditions are being engulfed by Euro-American transnational television. This study provides a South Asian perspective on issues relating to television broadcasting, program planning, and communication research and suggests that television has undergone an indigenous process of change. Globalization and economic liberalization have brought hundreds of private transnational satellite television channels including "Hinglish" and English to South Asia. The governments are taking a regulatory, rather than a controlling, role in framing media policy to promote a plural culture and equal opportunities for its visual expression. Television production so far has assumed a coherent South Asian civilization and consequently, emphasis has been placed on promoting cultural uniformity.

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