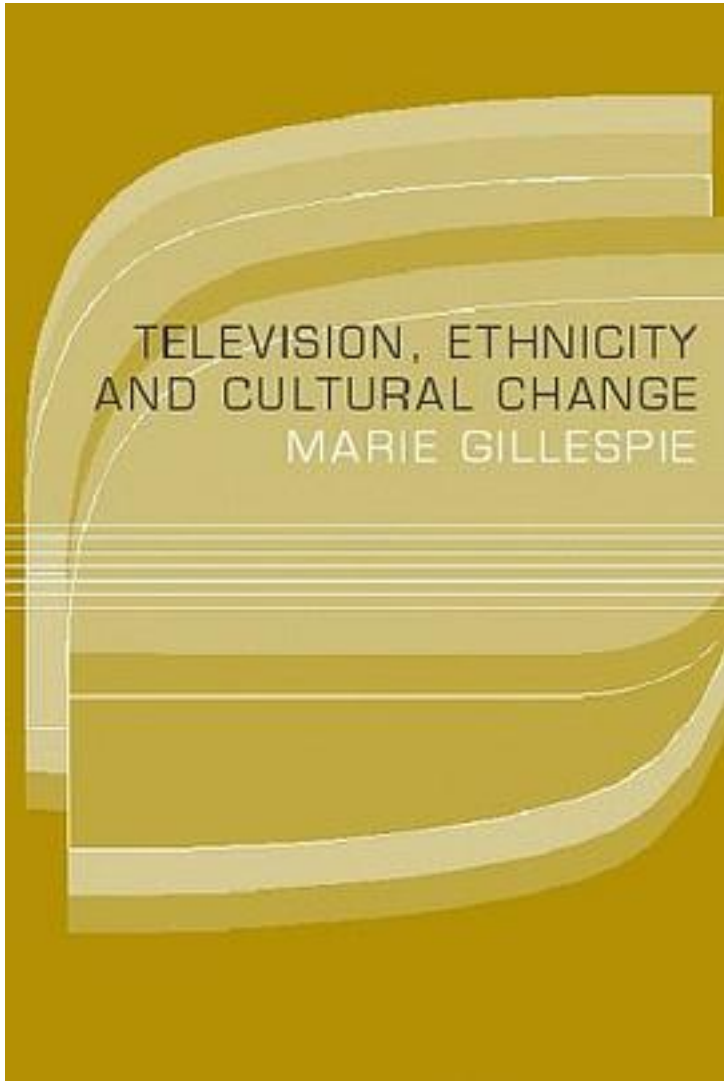


Television, Ethnicity and Cultural Change (Comedia)



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For 'ethnic minorities' in Britain, broadcast TV provides powerful representations of national and 'western' culture. In Southall - which has the largest population of 'South Asians' outside the Indian sub-continent - the VCR furnishes Hindi films, 'sacred soaps' such as the Mahabharata, and family videos of rites of passage, as well as mainstream American films. Television, Ethnicity and Cultural Change examines how TV and video are being used to recreate cultural traditions within the 'South Asian' diaspora, and how they are also catalysing cultural change in this local community. Marie Gillespie explores how young people negotiate between the parental and peer, local and global, national and international contexts and cultures which traverse their lives. Articulating their own preoccupations with television narratives, they both reaffirm and challenge parental traditions, formulating their own aspirations towards cultural change. Marie Gillespie's in-depth study offers an invaluable survey of how cultures are shaped and changed through people's recreative reception of the media.

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