

## **Influence of Satellite Culture on Social and Cultural Conditions of South Asian Region**

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### **Abstract**

#### **1.1 Introduction:**

Satellite media culture has excessively transformed the whole media landscape and it has made an amazing and unequal impact on the communal consciousness, material conditions and social context of the audience in South Asia. The satellite telecasting system has offered multi faceted media implications to the national broadcasters of the South Asian countries and generalizes it in a variety of fields of the life of the masses. These new kinds of telemedia, multimedia and latterly hypermedia have transmitted and presented a large amount of modern type of information in a non linear way. Though this communication system has always been implied relationships between center and periphery or sender and recipient, the mutual understanding between them has not always been reached or even aimed at. The new media consumers of the South Asian countries are facing a new world of socio - cultural symbols, processes and effects that can be able to shape and reshape the perception of the masses. This digital identity at the periphery countries has extended their potential challenge and has created problems in the traditional, social and moral integration of the people. But the traditional media and the source which were invariably bound to the socio-cultural roots, not based on the atomistic competition and profit coverage orientation (DharmaKeerti, 2010).

#### **1.2 Research Problem:**

How far has the satellite culture influenced on the social and cultural conditions of the South Asian Masses

#### **1.3 Objective of the study:**

To investigate the Influence of Satellite Culture on the Social and Cultural Conditions in South Asian Region

#### **1.4 Results and Discussion:**

The satellite era can engender a popular culture which would be more fascinated, increasingly independent and it creates controversial autonomy in the socio-cultural basis of the South Asian countries. The northern pedestal satellite TV of India has loaded their programs, drawing attention on the middle range audience from their basis of provincial and national TV. This would formulate a greater terrestrial competition for the nationalized broadcasting systems. Indian TV has been accelerating its own impact on the audience since 1990s with the latest technology in the global context. *Doordarshan* and its virtually

regulated regime was eroded by the satellite channels which broadcasted from outside into the Indian territory in 1990s. By 2005, the TV industry in India has extended up to more than 200 channels and operated them with digital technology and they are influencing beyond the South Asian territory.

STAR TV has dramatically changed the mass consciousness of the Indians and strong enough to achieve for more than 31 million homes by 2005 encompassing the Indian market by means of experiencing them with the socio - cultural and linguistic taste with the different elements. In all probability Star Plus TV utilized sub titles in English in their programs and it occupied the hybrid language are able to call as Hinglish. The Star world channel has grown rapidly and achieved 17 million viewers in 29 countries across Asia.

The monopoly of the BTV (Bangladesh) started as state television network in Bengali Language was ended up after twenty eight years (1964 - 1992) with the dissemination of STV (Satellite Television) into Bangladesh in 1992. Bangladesh audience was familiar with the name of “Sputnik” a satellite of former Soviet Union (Faisal, 1993). Trans – Border flow of television programs from near countries were not a new phenomenon for the Bangladesh audience because 32% of all programs from abroad were transmitted over the BTV channel to the audience. They were crazy for viewing Bengali and Hindi films coming from the similar social and cultural context in the late 1970s (Narunnabai, 1994).

Government of Khaleda Zia removed the barricades against the satellite antenna in 1992 due to the Asiasat (STAR TV), Arabsat (CNN) programs, available for the audience in the country (Moslem, 1993). Accordingly, Bangladesh has been invaded by the satellite culture and transferring them the Western cultural habits, behavioral patterns, language, linguistic styles and the neo technologies etc. Some sociological evidence reveals, the impact of the transnational media on the Nepali masses is enormous than earlier. The westernized middle class in Sri Lanka and in Pakistan watch some English language programs coming over the CNN, BBC, Star News and Cartoon Networks. Pakistanis watch the programs mostly made for India in Hindi language, Tamils in Sri Lanka access probably satellite channels in their language that are aimed at South India.

The following figures display the heavy media influence on the consumption behavior of rural masses and demeanor of the audience and their dimensions on consumerism.

### Impact of Satellite Media Culture of the Social Settings of Rural Masses in Sri Lanka

| Attitudinal Change and Consumption pattern | Variables                         | Asymp. Sig |           |            |                |        |              |
|--|-----------------------------------|------------|-----------|------------|----------------|--------|--------------|
|  |                                   | Age        | Education | Occupation | Monthly Income | Gender | Civil Status |
|  | Familiarize to Market Culture     | .004**     | .208      | .000**     | .000**         | .002** | .002**       |
|  | Alteration of Consumption Routine | .000**     | .290      | .000**     | .000**         | .298   | .000**       |
|  | Shift into Fashion Culture        | .000**     | .187      | .000**     | .000**         | .533   | .000**       |

Sig. level 0.01\*\*, 0.05\*

*Kruskal-Wallis Test & Mann-Whitney Test*

Towards the closing stages of the twentieth century, due to the collapse of the economic barricades, the liberalization of the market began and the results climaxed on world trade on market terms with accelerating the process of economic globalization which still dominated. By 1980s, with the development of the independent capital market system, the global multi-national companies began to earn and strengthen their economy and power that later influence on the social structures and social organizations of the nation states of the periphery countries. As a result of the collaborations of media, market and technology, it appeared to have the potentiality of strengthening the growing globalization.

### **1.5 Conclusion:**

This technological advancement revolutionizes the customers' "traditions, coalescing of place – shifting" and "time-shifting" marvelously. At present inter-governmental satellite as well as commercial platforms have become dominant forms of moving information and shaping quite distinctive cultures in South Asian countries and the world.

**Key Words:** Satellite culture, Hybrid Culture, Transnational Media

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