

## **“The Global Link”: Digital Satellite Television (DSTV) and its Impact on People of Indian Origin in Durban, South Africa**

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**KEYWORDS** Diaspora. Media. Program Bouquets. India. Religion

**ABSTRACT** This paper examines how the various Indian programs screened via Digital Satellite Television (DSTV) have emerged, become household topics of conversation, and impacted various Indian families in Durban, South Africa. The globalization of digital media and the introduction of cable channels such as Zee TV, B4U, Al Jazeera and NDTV have created a new impetus and encouraged South African Indians to take stock of their culture, customs, fashion, cooking and rituals. It has become a driving calling for People of Indian Origin (PIO's) to travel to India to view the locations that are included into the making of the soaps and movies and participate in pilgrimage within the diasporic spheres that facilitates a sense of belonging with the Indian continent. This study is based on interviews with males and females in four different locations in Durban and explores the impact that viewing of the different programs bouquets on DSTV has on the lives of Indian population.