

**Impact of Bollywood DSTV on Identity:  
A Study of a Select Group of South African Indians in the  
Metropolitan Area of Durban**

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**KEYWORDS** Diaspora. India. Media. South Africa. Television

**ABSTRACT** Indian cinema played an important role in connecting the South African diasporic community with their land of origin in the Indian subcontinent. In the late 1980s videocassette recorders (VCR) led to the virtual demise of the Indian cinema industry and during the late 1990s DVD's played an important role in promoting Indian entertainment and culture within the diaspora. These three modes of entertainment and cultural contact with the land of origin was however restricted to specific themes and events in the Indian sub-continent sometimes promoting particular values, ethnic and political orientations which viewers had very little control of. The advent of Bollywood DSTV has however provided the South African diasporic community with a wide range of bouquets to select from. This study examines the nature and impact of Bollywood DSTV media viewing and its influence in shaping the diasporas sense of identity.