



# International Satellite Broadcasting in South Asia: Political, Economic and Cultural Implications

*Srinivas R. Melkote*

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International Satellite Broadcasting in South Asia focuses on the increase in the popularity of television in India beginning with the entrance of Hong Kong Based Star-T.V. in 1991. These essays address the political, economic, and cultural significance and impact of transnational satellite networks in India, questioning the cultural effects of Western media programs on the recipient non-Western countries.

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