

# Hindigenization of Bangladeshi Culture through the Penetration of Satellite TV: Paradigm of Modernization vs. Dependency Theory

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## Abstract

Globalization through free flow of information, free market economy, satellite channels, internet etc. has made the world global village on the other hand global pillage. Modernization thinkers argue People's mind or thinking has been globalized through free flow of information; people's taste, choice, habit, life style etc. have been globalized through satellite channels, newspapers, magazines, movies, serials etc. On the other hand dependency thinkers argue, globalization is a new form of exploitation like neoliberalization and neocolonization. In the colonial era, imperial countries directly accumulated from third world countries through colonization but globalization has brought neocolonialism causes developed western countries to be centre and rest of the world to be peripheries. According to Akande (2002), Globalization has resulted in the extinction of 22,000 indigenous cultures in the past decade and optimistic estimates suggests that as many as 90% of the world's languages will disappear in the next century.

Satellite Television is the powerful media to reach at the public audience regardless of age, sex, income or education level across nations. In addition, it presents sight and sound. Due to availability of low price television and cable network, middle class and lower class peoples' viewership have been rapidly increased in Bangladesh.

Hindi serials are

mostly popular among girls and women. They eagerly wait to see the serials. Young people are mostly accustomed to see Hindi movies and Kolkata, Panjabi, Tamil movies too. They are preferring Hindi movies, serials etc. to Bangla movie, drama, serials etc. Children are seeing Hindi cartoon too. These Hindi movies, serials, cartoons have large impact to the human behavior, culture and language. People are viewing other world and other way of life. They are silently encompassing other behavior, language and overall culture.

Culture is the representation of the country's identity. Satellite television undermines the national identity and overrides the local traditions. For Bangladesh, the significant cultural shift arises due to the impact of satellite TV. Indian channels like Zee TV, MTV, Star Plus, Sony TV serials are influencing the cultural sphere of Bangladesh. Through watching these channels, family ties and family values are getting threatened; specifically materials that favor divorce as a means to solve family problems or programming that includes obscenity, nudity, arousal of sexual instincts, or premarital sexual relations, extramarital affairs are completely destroying the cultural beliefs and values of Bangladesh.

Hindi movies and serials have impacts on fashion, clothing and fast food consumption. Labib (2001) stated that there is no solid evidence yet to prove the influence of satellite television, but he does not deny the anecdotal evidence to suggest an influence on women and girls in fields such as fashion, clothing as well as fast food consumption.

**Keywords:** Hindi film, Hindi serial, Bangladeshi culture, Cultural aggression.

## 1. Introduction

Satellite TV has established a global network of communication which is analogous to human central nervous system. It has started in Bangladesh in 1992. During 1964-1992, Bangladesh Television (BTV) was the dominant channel in Bangladesh. Now Bangladeshi channels are continuing broadcasting mainly via Telstar-10 satellite, while some are also using other satellites. The Bangladeshi channels on satellite are: BTV-World, BTV-Sangshad, Channel-I, ATN-Bangla, ATN-News, NTV, Boishakhi TV, Bangla Vision, RTV, ETV, DESH TV, Mohona TV, Independent TV, Masranga TV, My TV, GTV, Channel 9, Shomoy TV, Bijoy TV etc. Indian government is continuing an unwritten ban on allowing these channels to their domestic cable network and depriving millions of Bangla speaking Indian people from seeing their favorite Bangladeshi drama, music videos especially folk songs.

But currently at least 39 satellite-based foreign television channels are illegally down-linked in Bangladesh, out of which ninety percent are Indian channels. Indian television channels which are down-linked illegally in Bangladesh are: S Sangeet, Z Bangla, Star Plus, SONY, SAT MAX, ZTV, Tara Muzik, Tara News, Star Jalsa, ETV-Bangla, Star World, Z Studio, Life OK, DD Bangla, DD National, DD Sports, Firangi, UTV, Pogo TV, Dabang, Hungama TV, B4U Music, Enterr10 TV, CVO, 9X, JOO Music, 9X Jalwa, Dhoom Music, Sur Sangeet

TV, Aaj Tak, IBN-7, Tez TV, S7News, E24, Sahara Samay, Sananda TV, 24 Ghonta, Kolkata TV, Channel 10, NE Bangla, Mahuaa Bangla, Kalaignar TV, Jaya TV, Raj TV, Tamil Box Office, Tamilan TV, GTV, SPV, KTV, J Movies, Nick, Sun TV, Z News, SAB TV, 9XM, Colors, Sahara One, Zoom, NDTV etc. The Bangladeshi cable operators are also down-linking signals of several foreign television channels without taking permission from the Ministry of Information, BTRC and other related organizations. (Weeklyblitz, June 25, 2012).

There are two opposite views about satellite communication. Modernization thinker argues, modernization is the process through which the less developed countries acquire the characteristics of more developed countries. Mass media is often considered as the catalytic agent of modernization. The mass media could help to break down the traditionalism which is the major obstacle to modernity. In this perspective “Hindigenization” through Hindi movies, satellite programs, hindi serials etc. can play vital role to modernize Bangladeshi culture.

Hindi movies are rational, less emotional and also cover most attractive natural scenes. Songs are often focused in Hindi movies to cover any emotion, grief, sorrow and in opposite joy, happiness etc. Hindi movies are differentiated from each other with distinguished theme. Stories of every movie are attractive and exciting to stuck people’s eyes to the TV screen. Hindi movies are also proving India as liberal, rational and civilized nation all over the world.

On the other hand, dependency thinker argues, satellite TV is the means of cultural aggression, language penetration, brain storming, market hegemony etc. Movies and serials are amazing way to reflect human behavior, feeling and emotion. It expresses the scene of the society in a filmic way which seems to a spectator that he is performing himself as Shakespeare said “the world is a stage and we are actors performing in this stage”. Hindi serials and movies are most popular now among Bangladeshi young, adult, old boys and girls. These TV programs affect every field of choice and interest by Indian custom, conventions, outlook, thoughts, choices, interests, behaviors etc. The serials provoke sexual behavior, integrate pre and extra marital affair, educate criminal activity, originate eve teasing and nurture conflict between family members.

Evident confirms that Indian Tele dramas are consisted of events, full of sexual harassment, revenge, aggressions and sorrowfulness (Shuvo, S., 2009). Extra marital relationship is one of the features of Indian serials. As people very carefully follow these serials, they get mentally affected by what they see every single night. As a result, an increasing number of city dwellers are now engaged in extra marital affair which raises conjugal problem that leads to conflict and even to divorce (Morshed M., 2012). It also shows some unnecessary things such as blackmail, a higher degree of suspension. Furthermore, violent activities, malice between women, abhorrent relations and so on displayed on the screen help the audience to act accordingly in reality.

India is capturing market of different products through satellite TV channels as there is close relationship between people’s choice, life style and demand of different products. People usually follow their heroes; so fashions, clothes as well as foods are consumed by heroes and heroines in advertisement, movies and serials become demandable and demand high price. People directly follow advertisement. So products that are showed in advertisement, named after title of heroes, movies, serials etc. demand high price.

## **2. Satellite Communication and India**

In McLuhan’s words, if the movie was the mechanization of movement and gesture, TV was the electrification of the same (McLuhan, 1964). During the 19<sup>th</sup> century, we find the invention of telegraph, telephone and photography. Then, Thomas Edison came with his phonograph, movie camera and projector which made it possible to store sound and moving pictures. De Forest’s invention of the triode vacuum tube in 1907, opened up the new worlds of radio and television. This dramatic development has been called the second wave of modern communication, the first wave being ushered in by print technology.

The effects of satellite communication can be seen clearly in the case of India where there has been an exponential growth in TV broadcasting in the last decade. In 1991, there was one state-controlled TV channel in India but by 1998 there were almost seventy channels including the world largest Asian television network zee TV. By December 2011, the number of Indian private TV channels is 825.

The development of satellite communication in India is an exception to the rule that the state generally sees the technology as an aid to the central control. In 1960, when India had one television transmission in Delhi, Indian scientists become convinced that the country could speed up its development by using the existing technologies. In the earlier age, India was dominated by the national TV broadcaster Doordarshan. The Indian government relied on Doordarshan as a way of building national unity, promoting certain development objectives among the population and educating the citizenry. However, India’s satellite programs derived long term benefits in collaboration with the United States. India designed and launched two satellites in 1980s with American cooperation. The short lived INSAT-IA was operative only for four months April to August 1982. The second INSAT satellite became the means for a major expansion of television across India.

In 1991 the Indian government liberalized the media sector, opening the door for foreign media corporations to broadcast programs within a previously closed system. Satellite broadcasting such as that from Hong Kong’s

Star-TV and American's CNN –become extremely popular among the urban educated elite, promoting rapid growth in cable connections and satellite dishes. Although in the early 1990s, such viewing was limited to a small and affluent minority, was of interest to advertisers who saw TV broadcasting in India as an excellent way to promote their products.

By 1998, all of the world's main cable channels including BBC, CNN, Discovery, STAR, MTV and CNBC were broadcasting in India alongside domestic Indian companies. Although these media companies broadcast material which was largely foreign in content, they often localized the program by adding subtitles in Hindi or by airing programs covering topics of specific interest of India.

Zee TV was the largest and the most successful of the Indian TV channels which sprang up alongside Doordarshan. The key to Zee TV success is "hindigenization"- the adaptation of general entertainment formula to the Hindi language, unlocking the north Indian market. It boosted the demand for cable connections in the metropolitan cities of north and became a magnet for advertisers. In India, the popularity of zee TV networks helped the cable TV networks to spend from a cottage industry to a national media presence, opening India to a plurality and competition in its own domestic environment and giving access to a showcase of international voices and images. It accelerated the "hindigenization" process by recasting the global products with local themes.

### **3. Process of Hindigenization of Bangladeshi Culture**

Hindi channels have been dominant in South Asian TV networks. Hindi movies, serials cartoon etc. are popular among Bangladeshi people, women, girls and children. Their viewership of these TV programs reflects hindigenization of their behavior, culture and overall life style.

#### **3.1 Dominancy in South Asian TV Network**

Doordorshon was the Indian national and first dominant channel. Later Z-TV had been the dominant TV network in India through glocalization process. It has followed Hollywood movies, Japanese cartoon, serials etc. but transformed that movies, cartoon, serials to the Hindi language. Gradually Z-network has been the Asian largest TV network. Indian channels have dominancy in the South Asian Zee-network both in quantity and quality. Movies are shown in most of the channels. Star Zalsa, star Plus, Z- Bangla etc. are famous for serials. In Bangladesh we find most of the foreign TV-channels are Indian. They have the dominancy in broadcasting movies, serials cartoons etc. Hindi movies have dominated most of the South Asian countries and even these have reached all over the world. Doraemon Cartoon was attracting Bangladeshi children very much and recently Bangladeshi government has banned the cartoon. Indian movies are popular among all South Asian Countries and all over the world. Indian actors and actresses are much more familiar to every South Asian Country.

#### **3.2 Indian Channels to Bangladesh**

Foreign satellite TV channels, including most of the Indian channels are allowed in Bangladesh cable network. Each month Indian channels are earning significant amount of revenue both by selling advertisements as well as subscription to Bangladeshi entrepreneurs and households. But Indian government is continuing an unwritten ban on allowing Bangladeshi television channels to their domestic cable network and depriving Bangla speaking people from their top favorite Bangladeshi programs, specially drama and music videos.

According to a recent statistics availed by a team of Weekly Blitz, Indian channels are earning millions of dollars every year from Bangladeshi cable operators. Below is the chart of monthly revenue earned by the Indian channels from Bangladesh:

Name of the Channel	Monthly Revenue from Subscription
Star Plus	US\$ 195,000
Star Movies	US\$ 118,000
Zee Studio	US\$ 94,000
Zee TV	US\$ 67,000
SONY	US\$ 123,000
Set Max [Part of SONY]	US\$ 72,000
Star GOLD	US\$ 61,000
Zee Cinema	US\$ 95,000
Star Sports	US\$ 70,000
B4U	US\$ 5,000
Star Jalsha	US\$ 17,000
Zee Premier	US\$ 39,000
Zee Action	US\$ 29,000
Zee Café	US\$ 19,000
Zee Bangla	US\$ 17,000
SAB	US\$ 6,000
TARA TV	US\$ 6,000
TARA Music	US\$ 6,000
Doordarshan Bangla	US\$ 000,00
STAR One	US\$ 23,000
Star World	US\$ 23,000

Bangladesh also freely allows more than 180 regional and international channels on country's domestic cable network, which includes HBO, ESPN, NGC, Discovery, BBC, CNN, Al Jazeera, NDTV, DW, Fox, VOA, France24, MGM, TVC, TNT, Cartoon Network, RAI etc. India though allows most of the international channels within its domestic cable network; it continues to stop Bangladeshi channels from entering the same network, for reason unknown. (Weekly Blitz. June 22, 2011).

### 3.3 Hindi Movies

Movie is an amazing way to reflect human behavior, feeling and emotion. It expresses the scene of the society in a filmic way which seems to a spectator that he is performing himself as Shakespeare said “the world is a stage and we are actors performing in this stage”. People of Bangladesh are more attracted to Hindi movies now. Hindi movies are rational, less emotional and also cover most attractive natural scenes. Songs are often focused in Hindi movies to cover emotion, grief, sorrow and in opposite joy, happiness etc. Hindi movies are differentiated from each other with distinguished theme. Stories of every movie are attractive and exciting to stuck people’s eyes to the TV screen. Hindi movies are also proving India as liberal, rational and civilized nation all over the world.

Movies are the reflection of a state. State’s culture is imagined and designed to peoples mind through movies. India is taking the cultural leadership among south Asian countries through movies. Our Bangladeshi culture is not more attractive to the people of Bangladesh than India now. There is correlation between culture, leadership and development. Western movies use high technologies that reflect they are technologically developed than other countries of the world. Western movies also show strong war strategies, industrial culture, powerful machineries that proves that they are in advanced industrial and developed in science and technology. Images are more important now to prove what you are. Movies create the images of any nation’s culture. In such ways, India is proving them that they are rational, civilized and developed. People of different countries, especially South Asian countries are now going to India for higher education. They are attracting researchers and scientists now from different countries.

Hindi movies are attracting Bangladeshi people that reflect they are losing attraction to their own movies. Movie is the most vital element of any culture in this postmodern world. It is reflection of a society. So obviously Bangladeshi people are more attracted to Hindi culture that cause inherent attraction to India. Knowledge has started draining to India as students are interested now to go to India for higher studies. They are observing traditional Indian culture, festival etc. Bangladeshi politicians are failing in diplomatic policies with India. India is dominating Bangladesh through different contracts and policies. Bngla language is in constantly aggression for Hindi movies, serials and cartoons. People learn Hindi language automatically through such TV programs.

### 3.4 Hindi Serials

There are many Indian channels which show operas regularly. These hindi channels are easy to access. Star Plus,

Zee TV, Sony, and some Indian Bangla drama channel such as star Jalsha, Z Bangla, ETV Bangla are popular among Bangladeshi people. These TV programs affect every field of choice and interest by Indian custom, conventions, outlook, thoughts, choices, interests, behaviors etc. The serials provoke sexual behavior, integrate pre and extra marital affair, educate criminal activity, originate eve teasing and nurture conflict between family members.

Evident confirms that Indian Tele dramas are consisted of events, full of sexual harassment, revenge, aggressions and sorrowfulness (Shuvo, S., 2009). Extra marital relationship is one of the features of Indian serials. As people very carefully follow these serials they get mentally affected by what they see every single night. As a result an increasing number of city dweller are now engaged in extra marital affair which raises conjugal problem that leads to conflict and even to divorce (Morshed M., 2012).

It also shows some unnecessary things such as blackmail, a higher degree of suspension. Furthermore, violent activities, malice between women, abhorrent relations and so on displayed on the screen help the audience to act accordingly in reality.

### **3.5 Hindi Cartoons**

Some Hindi words are similar to Bangla words. Therefore, it is very easy for the children and others to learn the language very easily. Not only Doraemon but also other Hindi language cartoons such as “Hatori” are the popular cartoons which are broadcasted on Channel Nick.

Doraemon is a Japan’s robot cat from the future and other character of the popular manga strips created in 1969. Bangladesh has banned Hindi-dubbed version of the popular Japanese cartoon Doraemon from its TV screen over fears that children hooked to it might change to their Bangla mother tongue.

Children did not play outside because they want to watch Doraemon. They were learning Hindi language very easily by watching these sorts of cartoons. There were huge change in the children’s language and expression. For example, children were talking Bangla language mixing with Hindi language, “মা তুমি কি সা চ কর?” (Mother, what are you thinking?), “মা আমাকে একটা বাত বল”, (Mother, tell me something). Sometimes children want someone like Doraemon who will do all their work. It is actually making the children dependent on other people that people might be their parents, guardian or someone else. Recently Bangladeshi businessman is selling Doraemon dolls, Tea- shirt, stationeries and merchandizing products. Children are buying these products.

Doraemon is a Japanese cartoon; however, Indian TV channels like Disney and Hangama dubbed this cartoon into Hindi language. Bangladeshi investors should invest in this animation sector too. Bangladeshi cartoon companies may dub Doraemon and telecast it through Bangla channels.

## **4. Impact of Hindigenization to Bangladeshi Culture**

Modernization and dependency thinkers have given opposite views about impact of Hindi satellite TV to Bangladesh. Modernization thinkers have analyzed Hindi satellite TV as the means of cultural globalization, communication development etc. and dependency thinkers have argued Hindi satellite TV as means of global pillage, cultural imperialism, change in relationship, domination over Bangla language, market hegemony etc.

### **4.1 Paradigm of modernization theory**

Modernization thinkers argue people’s choice, taste, habit, attitude, thinking, lifestyle etc. are gradually being globalized through satellite TV channels. Communication is developing among nations through such channels.

#### **4.1.1 Cultural Globalization**

Modernization thinker argues “modernization is the process through which the less developed countries acquire the characteristics of more developed countries. Mass media is often considered as the catalytic agent of modernization. The mass media could help to break down the traditionalism which is the major obstacle to modernity. In this perspective “hindigenization” through Hindi movies, satellite programs, Hindi serials etc. can play vital role to modernize or globalize Bengali culture.

People’s mind or thinking power or brain is taken to centre from periphery. For example, western countries are giving scholarship and taking brain from periphery or rest of the world. But patriotic people can gain brain from western countries and apply their experiences to their own society based on their own socio-economic context that has been done by Japan, India etc. Japan followed western industrialization but applied technologies, innovations, ideas based on their own socio economic context. Indian movies are followed by Hollywood but produced in local language and culture. In the earlier age, India was dominated by the national broadcaster Doordarshan. The Indian government relied on Doordarshan as a way of building national unity. Zee TV was the largest and most successful of the Indian TV channels which sprang up alongside Doordarshan. The key to Zee TV’s success is “hindigenization”- the adaptation of general entertainment formula to the Hindi language, unlocking the north Indian market. It boosted the demand for cable connections in the metropolitan cities of north and became a magnet for advertisers. In India, the popularity of zee TV networks helped the cable TV networks to spend from a cottage industry to a national media presence, opening India to a plurality and competition in its own domestic environment and giving access to a showcase of international voices and images.

#### **4.1.2 Communication Development**

Theory and research suggests that mass communication can act as a positive agent of social change for some people while impeding and obstructing change for others (Johnson, 2000). There are many who dispute the role played by the mass media in bringing about social change (Gupta, 1995; Rodrigues, 2010; Vilanilam, 2005). Gupta (1995) asserts that radio and television are the best sources for creating awareness and interest among the audience regarding a new message or idea “but when it comes to adoption of the idea, interpersonal sources such as extension agents, friends, neighbors, family members are the most effective” (Gupta, 1995, p.72).

In the 1960s, communication scholars and media experts were quite sure that television and the other media of mass communication would help national development. The media were considered the prime motivators of development. Eminent communication scholars such as Daniel Lerner, Wilbur Schramm and Everett M. Rogers, who based their theories of development and media efficacy on the important work of Walter Rostow, namely, *The Stages of Economic Growth*, stressed that the economic and technological development achieved by the Western nations were the result of increased media use (Vilanilam, 2005).

Mass media are the methods of communication such as, language, design, facial expression, print, radio, television, mobile phone, billboards and musical instruments etc. to dig up large number of people at the same time. For example, television, when it broadcasts, it goes elsewhere and the people of different places can watch it (Berger, 2002).

Lerner sees communication as the great multiplier of ideas and information for national development. He found a very high correlation between the measures of economic growth and the measures of communication growth. It causes increasing to the national per capita income, urbanization and industrialization. So Bangladesh can be urbanized, industrialized and per-capita income can be increased by following the Indian culture.

#### **4.2 Paradigm of Dependency Theory**

Dependency thinkers argue global village as global pillage. People’s ideas, values, brain, culture, language etc’ are being shifted from periphery to center.

##### **4.2.1 Global Pillage**

Dependency thinkers have argued globalization as global pillage instead of global village. Free market or borderless economies have made the globalization possible. Developing countries are exporting raw materials with low wages but developed countries are exporting the finished products from that raw material to the developing countries with high price. For example Bangladesh export jute to Japan but import again finished jute from there with high price. Sweatshop industries are built in the developing countries for the low wage labor and developed countries are buying those products with low price. But developed countries export technological products such as computer, satellite TV instruments, mining technology, big construction technologies etc. with high price to the third world countries.

Language, culture etc. are penetrated through satellite TV to popularize foreign culture within a nation. For example, Indian satellite TV channels are broadcasting Hindi movies, serials, cartoon etc. But they have banned foreign channels to their own country. They are not accepting other language, culture etc. but their language, culture, civilization etc. are being popularized to other countries like Bangladesh, Nepal, Sri-Lanka and all over the world.

##### **4.2.2 Cultural Imperialism**

According to Meyrowitz (1986) for any particular country, culture is the representation of the country’s identity. He demonstrates how television undermines the national identity and overrides the local traditions through the various transnational communications and media networks. For Bangladesh, the significant cultural shift arises due to the impact of regional channels of Satellite TV; particularly the Indian channels like Zee TV, MTV, Star Plus, Sony TV serials are influencing the cultural sphere of Bangladesh. Through watching these channels family ties and family values are getting threatened; specifically materials that favor divorce as a means to solve family problems or programming that includes obscenity, nudity, arousal of sexual instincts, or premarital sexual relations are completely destroying the cultural beliefs and values of Bangladesh (Page and Crawley, 2001).

Technological advancement especially satellite communication causes changes in human behavior and culture. With the low cost of TV and easy access to cable network, lower class, middle class, upper class all are viewers of satellite TV. People are viewing other worlds, other ways of life to foreign channels especially Indian channels that affect their attitude and behavior and overall culture.

For example, in a Hindi serial, heroine was married to a young scientist but she was convinced to divorce by giving false explanation of his husband as mad. She was requested by her brother to marry another rich but fraud boy but she was eagerly expecting to get married with his first husband and speaking in strong voice to him to come to her marriage ceremony and got married again if he loves her. With the help of another girl, she finally got married to her first husband. She requested her husband to do business and earn much money but her husband promised that he will prove people can be rich through merit, writing. His brother didn’t abandon them and abandon the fraud rich young boy with insult. But after some days, he plans to take away the land of his

brother in law through conspiracy. When he was getting objection by his sister in law against such evil deed, he was talking, it is my business, you are woman, do homely work, don't interrupt to my business.

This scene of the serials has many things to affect human attitude, behavior and culture. Firstly, people are learning how a marriage can be breakdown through giving wrong identity of bride or groom. Secondly, rich blindly prefer rich in relationship. Thirdly, positive learning from the hero to be rich through academic work. Fourthly, managing marriage with tactics. Fifthly, accumulating wealth with conspiracy is a business. People are learning subconsciously these attitude and behavior that are affecting overall culture as accumulation of wealth through conspiracy is a deviance in Bangladeshi culture but the serial is showing it to people's mind through using good word business.

Dress up in the Hindi films is half naked in many scene that attract young boys and girls. Many Bangladeshi boys and girls are now following such dress in their daily life style. This is no denying the fact is that the half naked dress of the models inflames sexual behavior. That leads young boys and girls to the uncontrolled sexuality and pay less heed to constructive work and thinking.

Hindi movies, serials etc. educate criminal action. It shows how to do harm counterpart, how to originate dispute among family members even how to kill people. It teaches to kill opposite by mixing poison in food or hiring villain to success operation. These may give ideas to the criminals who viewed the serials to commit offensive activities.

#### **4.2.3 Change in Relationship**

Dattoo, Al-Karim (2010) examined, Hindi daily opera texts portray such images where a woman may have multiple relationships during her lifetime. Evident confirms that Indian tele dramas are consisted of events, full of sexual harassment, revenge, aggressions and sorrowfulness (Shuvo, S., 2009). Extra marital relationship is one of the features of Indian serials. As people very carefully follow these serials, they get mentally affected by what they see every single night. As a result, an increasing number of city dweller are now engaged in extra marital affair which raises conjugal problem that leads to conflict and even to divorce (Morshed M., 2012). In some Hindi serials eve teasing is telecasted as a way enjoyment that may affect the viewers to tease girls.

It also shows some unnecessary things such as blackmail, a higher degree of suspension. Furthermore, violent activities, malice between women, abhorrent relations and so on displayed on the screen help the audience to act accordingly in reality.

Women are spending a quality amount of time in seeing the Hindi movies and culture. They are spending less time with their children that affect personality disorder in the long run. Some husbands are paying less attention to their wives and wives too to their husbands, paying more attention to the serials. Such negligence increases the household problems.

To fall in love with opposite sex without being married is the common scene of Hindi daily soaps. There is almost in every serial, love before marriage is a common scene. It teaches life without love is meaningless that impacts on increasing premarital relationship among youths.

Husbands' relationship with their female colleague or previous girlfriend and wife also maintain relationship with other men is also showed such scenes in Hindi serials. These create misunderstanding among married men and women that extra marital affair is normal behavior but it is dangerous for the family relationship in the long run. It results to the divorce or suicide sometimes.

Hindi serials often telecast daughter and mother in law as rival. They are busy to beat once back, always stage conspiracy against each other. Watching such serials, daughter in law seems mother in law as like enemy. Clash between brothers and sister or sister in law is also common scenario in hindi serials. These affect to the dispute among family members of the viewers.

#### **4.2.4 Domination of Hindi Language**

Language is a medium to express our thought in words. However, Bangla is being polluted by the aggression of Hindi language. Hindi language is not fully Hindi. They are using English words too. When these sorts of words are uttered by the Bangla Speaker. Bangla language becomes a mixed language. We already know that many foreign words from English, Arabic, Hindi, Persian and French language have enriched our language. Everyday new words are getting included in Bangla language. Hindi words are not only entering in Bangla language but also it is found in Nepalese, Pakistani and Sinhalese language. In this way, Hindi language may become a lingua Franca in Indian subcontinent. (Shitak Sen Rommani, 2011).

Hindi movies, serials, cartoons through satellite channels have made Hindi language, culture popular among Bangladeshi people. The TV programs have impacts on people's choice, taste, attitude, clothe style, relationship etc. For example, people have more critical knowledge how to make conflict and peace in the family; young generation are updated in their clothes, foods, drinks, party style etc. following their heroes.

Children are also learning Hindi language by seeing cartoons, serials, movies etc. Childs also know the Hindi film heroes, actor and actress of serials. So the programs have more impacts on children's attitude, habit, choice etc. as they are growing up with the Hindi culture. If children are adapted to Hindi culture from the beginning of

their life, our native culture will be rapidly hindigenized in future.

During Pakistan period, west Pakistani rulers had made pressure to teach urdu language compulsorily in educational institutions, we had protested. In 1952, they had declared urdu and urdu will be the state language of Pakistan, we had protested and made language movement. Our language movement and our martyrs have been appreciated by UNESCO and declared 21 february as the international mother language day. But today we are adapted to Hindi language, culture etc. silently through satellite TV programs.

Bangla is spoken in kalkata but Bangladeshi TV program has been first banned by Kolkata cable TV network. Today, Bangladeshi channels have been banned in India. Kolkata has first banned Bangladeshi TV channels because they have realized Bangladeshi programs will affect their culture and attract people to Bangladeshi life style, products as the language is similar. Hindi TV programs have more impacts than western English TV programs to capture our language, culture, market of different products because there are similarities in language, culture, life style etc. between India and Bangladesh.

#### **4.2.5 Brain Storming**

Culture is the reflection of a country. It reflects identity of a nation. How much a society is civilized, how others will evaluate a nation; culture of a nation assigns that. Movies, serials, drama etc. are the reflection of a culture in this postmodern era. People of Bangladesh are more attracting to the Indian culture, Indian nation, Indian education instead of his own culture, own nationality. So Indian movies are storming our brain as India is developed in culture, technology, education, civilization etc. Though India is not successful as like Bangladesh to eradicate poverty, reduce child mortality rate, sexual harassment, manage sanitation system, yet India is conceived as the superior to Bangladesh in everywhere. Many Bangladeshi students are going to India to study now. So brain is draining too from Bangladesh to India as western countries.

Behavior change can be observed of some of the people those who follow Hindi serials. Gradually, their behaviors became more complaining, critical and impatient. Through the Hindi movies, drama and serials, some people are going away from their own culture in a subtle way. The very examples are those of Sarhi, sleeveless dressing, short shirts, less use of cheddar, etc. Even Bangladeshi weddings are the victim of Hindi serials culture. Now there are Indian rituals involved with our weddings (Shuvo, S., 2009). Bangladeshi people practically adopting the Indian culture by watching such serials, leaving very little space for our own culture. They imitate Indian fashion, mentality, etc. This is the extent of influence that Indian serials have on the minds of Bangladeshi people (Anwar B.S., 2005).

#### **4.2.6 Market Hegemony**

Hindi movies have impact on fashion, clothing and fast food consumption. Labib (2001) stated that there is no solid evidence yet to prove the influence of satellite television, but he does not deny the anecdotal evidence to suggest an influence on women and girls in fields such as fashion and clothing as well as fast food consumption. India is capturing market of different products through satellite TV channels as there is close relationship between people's choice, life style and demand of different products. Market of different products in Bangladesh is captured by Indian products such as clothe, shoes, perfumes, shaving cream, body spray etc. products are chosen by following advertisement, movies, serials through satellite channels. People usually follow their heroes, so clothes are used by heroes and heroines become demandable and demand high price; people directly follow advertisement, so products that are showed in advertisement, named after title of heroes, movies, serials etc. demand high price. For example, Pagloo that named after kolkata film hero's title attracted people, more selling and high price. On the other hand, products that have high quality can be less demandable and get less price, if that are not advertised through advertisement, movies, serials etc. For example, Chinese products are got in less prize as that are not advertised and quality is also not so good; China can attract people though advertisement and can get comparatively high price to their products, if their satellite channels can have effects to people like Indian channels. So Hindi channels are influencing our language, culture and even market of different products but we can't reach to our neighboring country India through convincing the government to free our TV channel.

Anthony, Z (2011) found that much stringer culture which was presented in a vivid way highly adoptable and often admirable in the Indian tele serials. Majority of women responded the attraction toward hair style dress and dished presented and worn Indian models and tired to do and look the same way. With dish antenna, society was adopted new ways, trends and lifestyle. In the recent Eid -ul-Fitr some clothe has been branded named after Indian film or serial eg. Tapur-tupur, khokababu 420, Jhilik, etc.

Ruwandepa, V. D., (2011) indentified, modern fashions and beautiful actors have become the most attractive items in these Tele dramas for 40% of women. They tend to select the same fashion that they see in these dramas while they do shopping. The counterpart that has created about women by these dramas is a very artificial one. It emphasizes to clad with very nice clothes if you are woman. The counterparts of women in these Tele dramas are similar to artificial dolls. One women responder said that her grandmother whose age is 74 is getting ready for a tour to India and is trying to find a similar sari that is worn by Tulsi at "Mahagedaro". The women who consider these Tele dramas are very useful and very applicable to their lives indicated 50% of the total



population.

## 5. Conclusion

Bangladeshi satellite channels are not broadcasted in India but Bangladesh is paying local agents 2000 crore taka as tax for cable channels. This is a dominating nature of Indian media. Bangladeshi government is not doing anything regarding this issue. This media domination is linked with political and economical issue of both the countries, Bangladesh and India. Indian TV channels are very much talented in dubbing and broadcasting other products; such as, advertisements, TV series, films, and air them in their own style. (khan, 2010).

Bangladesh government has recently banned Doraemon cartoon but it is not possible to ban satellite channels conservatively in one day. Yet, BRTC can ban some Hindi TV channels that are detrimental to Bangladeshi language and culture. Our national movies, serials have to be made more attractive that can avert our viewers both male and female from watching Indian serials. These TV programs should be developed as like Bollywood and Hollywood but based on our own language and culture. Naked dance, free kissing is not accepted to our culture. Bollywood follows Hollywood movies, Japanese cartoons but produce movies, cartoons based on their own language, culture. For example, songs are focused in Bollywood movies and big wars are focused in Hollywood movies.

Awareness has to be raised about the impacts of Hindi serials on Bangladeshi culture, language, food habit, rituals, festivals, family and society. Viewers should be conscious that they are seeing other culture, not their own. So they should stop following that. It is high time for Bangladeshi people to stop following what is telecasting in the Indian daily soaps otherwise they may lose their own culture as well as identity.

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