

Contents

<i>List of tables</i>	x
<i>List of abbreviations</i>	xi
<i>List of contributors</i>	xii
<i>Foreword by Farrukh Dhondy</i>	xvii
<i>Acknowledgements</i>	xxii
Introduction—Regional language television channels: an Indian story	1
MIRA K. DESAI	
PART I	
Scheduled languages	33
1 Regional Hindi channels: origin, development, and challenges	35
AMAN VATS	
2 Ownership and content of Bengali Television channels: an analysis	50
MOU MUKHERJEE DAS	
3 Beginning and development of Marathi television	66
UJJWALA BARVE	
4 The politics of Telugu television	76
G. NAGAMALLIKA	
5 Tamil television: rethinking form and content	85
GOPALAN RAVINDRAN	
6 Urdu television: connecting communities and audiences	98
MOHAMMAD FARIYAD	

PART II

Other languages 107

- 7 Mediating identity in the time of infotainment: 24x7 television in Assam** 109

KAZIMUDDIN AHMED

- 8 A rising star in the regional segment: Bhojpuri television** 127

PADMA RANI AND KASHIF HASAN

- 9 The tale of Gujarati television: analysis of market forces shaping content** 138

PUNITA ARUN HARNE

- 10 Growth and development of Kannada television** 150

N. USHA RANI

- 11 Broken language, fractured identities: role and relevance of Kashmiri language broadcasts** 164

MAITHILI GANJOO

- 12 Tracing history, status, and trends in Odia television** 173

MRINAL CHATTERJEE

- 13 Punjabi television in the global world: capturing the native and the diaspora** 185

KULVEEN TREHAN

- 14 TV in Kerala: vision, visibility, viability** 207

A. CHANDRASEKHAR

PART III

Perspectives 219

- 15 Doordarshan Kolkata: a cultural history** 221

SAGARIKA GOLDR

- 16 Indian regional television and language acquisition amongst children** 238

MEENAKSHI UPADHYAY

17 The business of Bengali film and television industry: an overview	250
DEBANJAN BANERJEE	
18 Regional contours: The many modernities of Indian language television	259
SUNITHA CHITRAPU	
The market idea in a multilingual TV milieu: a postscript	268
VIBODH PARTHASARATHI	
<i>Index</i>	284