Revolution

A couple of decades ago, channel surfing 24/7 in Bangladesh was unimaginable. Transmission on Bangladesh Television (BTV) would start at around 3 in the afternoon -- after recitations from the religious texts -- with cartoons like Thunder Cats. There was that one drama and one movie of the week each and Fridays were special because transmission began in the morning. The advent of cable television in 1993, however, revolutionised television-viewing in our country. There were more channels with more shows than we could handle, from around the world. The last few years have again brought a new change to the tube. On private television channels, not only is our range of options now local, but television has become highly interactive with information finding a place alongside pure entertainment. This trend towards infotainment has actually contributed to building not only cultural, but political and social awareness in the audience of the infamous "idiot-box".



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