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### **Hindu religion on television in La Réunion**

After a long phase of sparse contact with India, a recent reorientation towards Hinduism and India by Reunionese of Indian descent leads to the creation of Hinduism as diasporic religion in the French overseas department La Réunion. This reorientation goes hand in hand with a process of Hindu religion becoming more and more visible in public. The new visibility also shows in the appearance of religious programmes on Hindu religion, which are diffused via the Reunionese local TV channel Télé Kréol. The two programmes 'Padel' and 'Culture Indienne' diffused on Télé Kréol reveal different approaches in their mediatisation of religion. Padel is an explanatory programme produced by Vanakkam Réunion, La Réunion's Tamil temples' federation's production society. The Tamil federation pursues an educational claim, and its TV programme is designed to inform about Hindu philosophical and spiritual tenets and ritual practices in La Réunion and in India. This paper argues that Padel contributes to a Hindu diasporic consciousness, which in La Réunion seems to be created very much by the appropriation of knowledge about Hindu religion and India. In contrast to this programme with informational and educational claim, Culture Indienne shows religious rituals in documentary style without providing much explanation. It therefore seems to be designed primarily for a community of insiders, who have attended these rituals, or who like to see their co-practitioners involved in the rituals. Both programmes allow for the display of status amongst Hindus and for a certain visibility in the Reunionese society. The paper suggests that the media presence in a Reunionese TV channel reveals a certain importance of Hindu religion in La Réunion, and points towards a locally specific way of dealing with locally specific demands. The ways in which religious facts are presented on Télé Kréol reflect interest and openness by the Reunionese society towards religious diversity, which seems to be at the heart of the understanding of laïcité shared by many Reunionese. The paper is based on participant observation conducted during 12 months' anthropological field work in La Réunion (2014-2015) in the context of a PhD research project.