



Research Article

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Resonance of Traditions: Ancient Bhartiya Communication in a Contemporary Context

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ABSTRACT

India is one of the oldest and most diverse civilizations in the world. It has a rich and varied history of communication, spanning from prehistoric times to the modern era. Ancient India was a diverse and complex society that developed various forms of communication over time. India has witnessed the development and evolution of various forms of communication, such as symbols, languages, scripts, literature, art, media, and technology. India has also contributed to the global communication system through its inventions, innovations, and influences. Ancient Indians used different languages, scripts, symbols, gestures, arts, and technologies to communicate with each other and with other cultures. Some of the main aspects of ancient Indian communication

INTRODUCTION

Communication is a fundamental aspect of human existence, serving as the bridge that connects people across cultures, languages, and geographical boundaries. Across the globe, diverse communication patterns have evolved, reflecting different societies' unique histories, languages, and social structures. It's an aspect of human interaction shaping the way individuals connect, share information, and build relationships. Communication patterns encompass a wide range of behaviors, strategies, and styles that influence how messages are transmitted and received in various contexts. Understanding communication patterns is essential for effective interpersonal relationships, successful collaboration in organizations, and the study of cultural and societal dynamics.

A brief History of evolution of communication

The evolution of communication methods reflects technological advancements and the complex development of human societies and cultures.

Oral Tradition

The earliest form of communication was oral tradition. In prehistoric times, humans communicated through spoken language, orally passing down stories, knowledge, and traditions. This oral tradition persisted for thousands of years, with stories and knowledge transmitted from generation to generation through word of mouth.

Cave Paintings and Petroglyphs

As human societies became more structured, they began using visual communication. Cave paintings and petroglyphs, dating back tens of thousands of years, served as a way to convey stories, record events, and depict the world around them. These early forms of communication provided valuable insights into ancient cultures.

Written Language

The development of written language revolutionized communication. The Sumerians in Mesopotamia are credited with inventing one of the earliest writing systems, cuneiform, around 3200 BCE. This innovation allowed for

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recording information, laws, literature, and religious texts. In India, the Indus Valley Civilization created the Indus script, a script that remains un-deciphered to this day.

Printing Press

Johannes Gutenberg's invention of the printing press in the 15th century marked a major milestone in the history of communication. The mass production of books and pamphlets made information more accessible to the masses, contributing to the spread of knowledge and the Reformation in Europe.

Telegraph and Telephone

The 19th century witnessed the emergence of long-distance communication with the telegraph and, later, the telephone. These innovations transformed business, diplomacy, and journalism by enabling real-time communication across great distances.

Radio and Television

The 20th century brought the radio and television, revolutionizing mass communication. Radio broadcasts connected people worldwide, and television became a dominant source of information and entertainment.

Digital Age and the Internet

The digital age has completely transformed communication with the advent of computers and the internet. The internet connects people globally, making instant communication and access to information ubiquitous. Social media platforms, email, and video conferencing have reshaped how individuals and organizations interact.

Mobile Communication

Mobile phones have become ubiquitous in modern society, enabling not only voice calls but also text messages, internet access, and app-based communication. The rise of smartphones has fundamentally changed how people communicate and access information.

A study of communication patterns, highlighting their significance in interpersonal, organizational, and cross-cultural contexts, is something we need as a society. It also underscores the evolving nature of communication patterns in the digital age, where technology and social media have reshaped the landscape of human interaction. Exploring these communication patterns and their cultural significance, drawing upon a range of scholarly sources to shed light on the fascinating tapestry of human interaction is a matter of

The Digital Revolution

Internet and Social Media (Castells, 1996)

The internet has revolutionized global communication, enabling individuals to connect across vast distances in real time. Social media platforms like Facebook, Twitter, and Instagram have become powerful tools for

sharing information, building communities, and fostering international relationships. The use of hashtags, memes, and emojis has introduced new dimensions to online communication, transcending linguistic barriers.

Mobile Communication (Katz, 2015)

The widespread adoption of smartphones has further transformed communication patterns. Mobile communication allows people to access information and connect with others on the go. Mobile apps, including messaging services like WhatsApp and WeChat, have become essential tools for global communication, enabling instant text, voice, and video chats.

Cultural Impacts

Globalization and Cultural Exchange (Tomlinson, 1999)

Globalization has facilitated the exchange of cultural ideas and practices on an unprecedented scale. People can now access and appreciate diverse cultures, languages, and traditions from around the world through media, entertainment, and online communities. This cross-cultural exchange enriches communication patterns and promotes cultural understanding.

Language Diversity and Translation Technology (Crystal, 2017)

The coexistence of multiple languages in the digital space has prompted the development of sophisticated translation technologies. Tools like Google Translate and AI-powered language translation apps break down language barriers, enabling seamless communication between speakers of different languages. This has expanded the reach of online communication to a global audience.

Evolving Communication Norms

Online Etiquette and Netiquette (Turkle, 2015)

As online communication becomes ubiquitous, evolving norms and etiquette have emerged. Netiquette, or internet etiquette, guides behavior in digital spaces, emphasizing respect, civility, and responsible communication. Understanding these norms is essential for positive online interactions.

Visual Communication (Kress & van Leeuwen, 2006)

Visual communication has gained prominence in the digital age through images, infographics, videos, and memes. Visual content is effective in conveying complex information and evoking emotions. Platforms like Instagram and Pinterest have popularized visual storytelling as a means of communication.

Understanding these contemporary communication patterns is crucial for navigating the complexities of a globalized world. It highlights the importance of embracing technological innovations while preserving the richness of cultural communication traditions. In the modern era,

effective communication transcends geographical borders, uniting individuals and societies in ways that were once unimaginable.

The Impact of Technological Transformations

Impact of Mobile Phones in Africa (Aker & Mbiti, 2010)

Mobile phones have revolutionized communication patterns in Africa, particularly in regions with limited access to traditional infrastructure. Mobile technology has provided new avenues for connectivity, economic growth, and education, significantly altering how individuals and communities communicate.

The Rise of Social Media Worldwide (Crystal, 2017)

Social media platforms like Facebook, WhatsApp, and WeChat have created a global village where people from diverse cultures communicate instantaneously. Emojis and memes add a unique layer to online communication, transcending linguistic barriers and illustrating the ever-evolving nature of global communication.

Communication patterns across the world are a testament to the diversity and richness of human expression. From oral traditions and written symbols to cultural variations in verbal and non-verbal communication, these patterns shape our understanding of the world and our interactions within it. As the world becomes more interconnected through technological advances, understanding and respecting these diverse communication patterns is essential for fostering cross-cultural understanding and building bridges between people of different backgrounds.

Ancient Indian Communication

Communication is the process of exchanging information, ideas, feelings, and emotions with others. Communication can be verbal or non-verbal, written or oral, formal or informal, and direct or indirect. Communication is essential for human interaction, socialization, education, culture, and civilization.

India is one of the oldest and most diverse civilizations in the world. It has a rich and varied history of communication, spanning from prehistoric times to the modern era. Ancient India was a diverse and complex society that developed various forms of communication over time. India has witnessed the development and evolution of various forms of communication, such as symbols, languages, scripts, literature, art, media, and technology. India has also contributed to the global communication system through its inventions, innovations, and influences. Ancient Indians used different languages, scripts, symbols, gestures, arts, and technologies to communicate with each other and with other cultures. Some of the main aspects of ancient Indian communication are:

Languages

Ancient India was home to many languages that belonged to different linguistic families, such as Indo-Aryan, Dravidian, Munda, Tibeto-Burman, and Austroasiatic. Some of the most prominent languages in ancient India were Sanskrit, Prakrit, Pali, Tamil, Telugu, Kannada, Malayalam, Odia, Bengali, Assamese, Gujarati, Marathi, Punjabi, Sindhi, Urdu, and Persian. Sanskrit was the oldest and most influential language in ancient India. It was the language of the Vedas, the sacred texts of Hinduism, and the medium of literature, philosophy, science, and art. Sanskrit was also the lingua franca of ancient India and was widely used for communication across regions and cultures. Prakrit was a group of vernacular languages derived from Sanskrit and spoken by the common people. Prakrit was also the language of Jainism and Buddhism, two major religions that emerged in ancient India. Pali was a form of Prakrit that became the canonical language of Theravada Buddhism. Tamil was one of the oldest and most classical languages in ancient India. It was the language of the Sangam literature, a collection of poems and songs depicting ancient Tamils' life and culture. Tamil was also the language of Shaivism a sect of Hinduism that worshipped Shiva as the supreme god.

Scripts

Ancient Indians used various scripts to write their languages. Some of the earliest scripts in ancient India were Brahmi and Kharosthi. Brahmi was a script that originated in the 3rd century BCE and was used to write Sanskrit, Prakrit, Pali, and other languages. Brahmi was also the script that Ashoka, the Mauryan emperor, used to inscribe his edicts on pillars and rocks across his empire. Kharosthi was a script derived from Aramaic and used to write Prakrit and Gandhari. Kharosthi was mainly used in the northwest regions of ancient India that were influenced by Greek and Persian cultures. From Brahmi and Kharosthi many other scripts evolved in ancient India, such as Gupta, Nagari, Grantha, Pallava, Siddham, Sharada, Modi, Bengali, Oriya, Telugu-Kannada, Malayalam, Tibetan, etc.

Symbols

Ancient Indians used various symbols to represent concepts, objects, activities, places, or events. Symbols were often used for communication when words were not sufficient or appropriate. Symbols were also used for artistic expression, religious devotion, cultural identity, political authority, or social status. Some of the most common symbols in ancient India were:

- Swastika: A symbol that represented auspiciousness, good luck, prosperity, harmony, and eternity. Hindus, Buddhists, Jains, and Sikhs as a sacred symbol widely used swastika.
- Om: A symbol that represents the sound of creation, the essence of reality, and the highest spiritual power.

Om was revered by Hindus as the most sacred mantra and by Buddhists as a symbol of enlightenment.

- Lotus: A symbol that represented purity, beauty, fertility, transcendence, and enlightenment. Lotus was associated with many deities in Hinduism and Buddhism as their seats or attributes.
- Wheel: A symbol that represented motion, change, cycle, law, order, and sovereignty. Buddhists used wheel as a symbol of the Dharma (the teachings of Buddha) and by Hindus as a symbol of Vishnu (the preserver god).
- Lion: A symbol that represented strength, courage, royalty, dignity, and protection. Buddhists used Lion as a symbol of Buddha (the lion of the Shakya clan) and by Hindus as a symbol of Durga (the goddess of power).
- Gestures: Ancient Indians used various gestures to communicate non-verbally with others. Gestures often convey emotions, attitudes, intentions, or commands. Gestures were also used to perform rituals, worship deities, bless others, or show respect. Some of the most common gestures in ancient India were:
 - Varada: A gesture that involves extending one's right hand with the palm facing downward. Varada was used to show generosity, compassion, or granting of wishes.
 - Dhyana: A gesture that involves placing one's hands on one's lap with the palms facing upward. Dhyana was used to show meditation, concentration, or contemplation.

Arts

Ancient Indians used various forms of arts to communicate their ideas, feelings, and values. Arts were often used for aesthetic expression, cultural preservation, religious propagation, or social commentary. Some of the most prominent forms of arts in ancient India were:

- Literature: Ancient Indians produced a rich and diverse body of literature in various languages and genres. Literature was used to express creativity, wisdom, morality, spirituality, and emotions. Some of the most famous works of literature in ancient India were the Vedas (the oldest scriptures of Hinduism), the Ramayana and the Mahabharata (the two great epics of Hinduism), the Upanishads (the philosophical texts of Hinduism), the Jataka tales (the stories of Buddha's previous lives), the Panchatantra (the collection of animal fables), the Kamasutra (the treatise on love and sexuality), and the works of Kalidasa.

The Origin and Development of Languages and Scripts in India

India is home to hundreds of languages belonging to different language families. The two major language families in India are the Indo-Aryan and the Dravidian. The Indo-Aryan languages are derived from Sanskrit, the classical language of ancient India. The Dravidian languages are native to southern India and have no clear relation to any other language family.

The origin and development of languages and scripts in India can be traced back to the Harappan civilization (2500-1900 BCE), which was one of the earliest urban civilizations in the world. The Harappans used a pictographic script that has not been deciphered yet. The script consisted of about 400 symbols that represented objects, animals, plants, numbers, etc. The script was written on seals, tablets, pottery, copper plates, etc. The Harappan script is considered to be one of the oldest writing systems in the world (Singh, 2016)

The next phase of linguistic development in India was marked by the arrival of the Indo-Aryan speakers from Central Asia around 1500 BCE. They brought with them the Vedic language, which was an early form of Sanskrit. The Vedic language was used to compose the Vedas, which are the oldest and most sacred texts of Hinduism. The Vedas contain hymns, rituals, myths, philosophy, and cosmology. The Vedic language was preserved orally for centuries before being written down in various scripts (Jamison and Brereton 2014).

The Sanskrit language evolved from the Vedic language around 500 BCE. Sanskrit became ancient India's dominant language of culture, religion, literature, science, and administration. Sanskrit was also a lingua franca that connected different regions and peoples of India. Sanskrit was written in various scripts over time, such as Brahmi, Kharosthi, Gupta, Nagari, etc. Sanskrit also influenced other languages in India and beyond (Pollock 2006).

The Dravidian languages emerged as distinct languages around 1000 BCE. They were spoken by the native people of southern India who had different cultural and historical backgrounds from the Indo-Aryan speakers. Sanskrit influenced the Dravidian languages but also retained their own features and vocabulary. The Dravidian languages were written in various scripts over time, such as Tamil-Brahmi, Grantha, Pallava, Kannada, Telugu, Malayalam, etc. The Dravidian languages also produced rich literature in various genres (Krishnamurti 2003).

Governance and Administration

Inscriptions and Edicts

One of the most prominent forms of communication in ancient India's governance was the use of inscriptions and edicts. These were inscribed on stone pillars, rock surfaces, and cave walls, often in multiple languages for broader accessibility. Emperor Ashoka, in particular, was renowned for his inscriptions that conveyed moral principles, administrative policies, and his conversion to Buddhism (Thapar, 2012). These inscriptions served not only as a means of communication but also as a lasting record of governance for future generations.

Royal Messengers and Diplomacy

Effective communication with distant regions and neighboring states was essential for maintaining stability

and facilitating trade. Royal messengers, known as “Dootas” or “Pratidootas,” played a pivotal role in this regard. These emissaries conveyed messages, negotiated treaties, and gathered intelligence on behalf of rulers. Diplomacy relied heavily on these envoys’ trustworthiness and communication skills (Narain, 1976).

Courtly Communication

Within the royal court, communication was highly structured and ceremonial. The king’s ministers, officials, and advisors used formalized protocols to convey information and make recommendations. The use of courtly language, known as “Rajabhasha,” was prevalent, and documents like “Arthashastra” by Kautilya detailed the rules and etiquette of court communication (Kangle, 1960). Verbal communication during court proceedings and assemblies was equally important in decision-making and governance.

Administrative Records and Reports

Ancient Indian administrations maintained meticulous records and reports. These documents, known as “Rajapatras” or “Lekhprasas,” documented tax collections, land grants, and legal proceedings (Sircar, 1996). They served as a valuable source of information for the king and his officials, aiding in governance and resource allocation.

Justice and Legal Communication

Communication was vital for maintaining law and order in the realm of justice. Courts, known as “Nyaya,” relied on witnesses, petitions, and legal documents to adjudicate disputes (Narain, 1976). Communication was also a means of conveying royal decrees and judgments, ensuring that justice was administered fairly and in accordance with the law.

Preservation of Cultural and Religious Norms

Communication in governance extended beyond mere administration. It was a means of preserving cultural and religious norms. Royal decrees often promoted religious tolerance, contributing to the diverse cultural fabric of ancient India (Thapar, 2012). These communications reinforced the idea of pluralism and coexistence.

Trade and Commerce

Trade Routes and Communication Hubs

Ancient India was strategically located at the crossroads of major trade routes, making it a crucial center for commerce. The Silk Road, connecting China to the Mediterranean, and the maritime routes in the Indian Ocean facilitated the exchange of goods and ideas. These routes required well-established communication hubs and networks to coordinate trade activities (Ray, 1999).

Multilingual Traders and Merchants

In a land as linguistically diverse as ancient India, multilingualism was a common skill among traders and merchants. Communication with foreign traders

necessitated the knowledge of various languages and dialects. Traders often served as intermediaries, bridging language barriers to facilitate trade negotiations (Ray, 1999).

Marketplace Communication

Ancient India’s trade heart was the marketplace or “Bazaar.” Here, effective communication was essential for buying and selling goods. Traders used hand gestures, haggling, and simple verbal communication to strike deals. The marketplace served as a melting pot of cultures and languages, emphasizing the need for effective communication (Majumdar, 1981).

Inscriptions and Trade Records

To ensure fair trade practices and resolve disputes, ancient Indian traders and merchants maintained detailed records. Inscriptions and trade documents, known as “Lekhprasas” or “Sasanam,” recorded transactions, tax collections, and agreements. These documents served as a crucial means of communication for trade and commerce (Sircar, 1996).

Diplomatic Communication and Foreign Trade

Trade with foreign lands required diplomatic communication. Diplomatic envoys, often known as “Dootas,” played a dual role in communication, representing the interests of the ruler and facilitating trade negotiations with foreign powers. Their skills in negotiation and diplomacy were crucial for maintaining stable trade relations (Narain, 1976).

Education and Learning

Gurukuls: The Cradle of Education

In ancient India, education was predominantly imparted in Gurukuls, traditional schools where students lived with their teachers (gurus). These Gurukuls were intimate settings that fostered personalized education and close student-teacher relationships (Bhatnagar, 2008).

Oral Transmission of Knowledge

Central to the education system was the oral transmission of knowledge. This pedagogical method involved the guru verbally instructing students in various subjects, including mathematics, philosophy, literature, and the sciences. The guru’s oral teachings included reciting sacred texts, philosophical dialogues, and explaining complex concepts (Saraswati, 2002).

Memorization and Chanting

Memorization played a vital role in the ancient Indian education system. Students were required to memorize vast portions of texts, often through repetitive chanting. This ensured the preservation of texts and sharpened students’ memory and comprehension skills (Saraswati, 2002).

Textual Tradition and Written Communication

While oral transmission was dominant, written communication was also important. Many of the texts,



including the Vedas, Upanishads, and Sanskrit literature, were eventually written down to prevent their loss. These written texts, known as manuscripts, were created using intricate scripts and written on materials like palm leaves or birch bark (Pollock, 2006).

Interpersonal Communication and Dialogues

Communication in education extended beyond one-way instruction. Dialogues and discussions were common in Gurukuls. Students engaged in debates and asked questions to clarify their understanding. These dialogues promoted critical thinking and the exchange of ideas (Krishnamurti, 1976).

Guru-Shishya Parampara

The communication between guru (teacher) and shishya (student) was not limited to academics but also encompassed philosophical and moral guidance. The Guru-Shishya Parampara, or tradition, emphasized the transmission of knowledge and the shaping of character and values through personal interactions (Deshpande, 2006).

Family and Social Life

The Joint Family System: A Web of Relationships

The joint family system was prevalent in ancient India, where multiple generations lived under one roof. A network of relationships characterized communication within the family, and effective communication was essential for maintaining harmony and understanding among family members (Kakar, 1978).

Oral Tradition: Passing Down Values and Traditions

Communication within the family was primarily oral, with elders passing down knowledge, values, and traditions to younger generations through storytelling and conversations. Moral and ethical lessons were conveyed through parables, fables, and folk tales, often during gatherings and rituals (Ranganathan, 2009).

Rituals and Ceremonies: Communal Communication

Rituals and ceremonies were religious and served as communal forms of communication within the family and society. Events like weddings, births, and festivals brought family members together and reinforced cultural norms and values (Thapar, 2006). These ceremonies were occasions for storytelling, songs, and symbolic gestures.

Marriage and Matrimonial Communication

Marriage was a significant social event in ancient India, and communication played a critical role in the process. Matchmaking and negotiations were carried out through intermediaries who conveyed the interests and expectations of both families (Doniger, 1996). Effective communication was vital for ensuring compatibility and understanding between the bride and groom.

Interpersonal Communication: Hierarchy and Respect

Within the family and society, interpersonal communication was governed by hierarchical structures and respect for elders. Children were taught to communicate respectfully with their parents and elders. The use of honorifics in language and gestures of deference were common (Kakar, 1978).

Written Communication: Epistolary Tradition

While oral communication dominated, written communication also played a role in family and social life. Letters and messages were exchanged between family members and acquaintances. Ancient texts like the Arthashastra included guidelines on letter-writing and etiquette (Kautilya, 2014).

Art and Aesthetics

Classical Dance: The Language of Expression

Classical dance in ancient India was more than just rhythmic movements; it was a profound form of communication. Dances like Bharatanatyam and Kathak told stories and conveyed emotions through intricate gestures, facial expressions, and body postures (Kapila Vatsyayan, 1977). Each movement was a communication of ideas, emotions, and cultural narratives.

Music: A Universal Language

Music was another form of artistic communication in ancient India. Ragas, melodies, and rhythms were used to express a range of emotions and convey stories. Instruments like the sitar, tabla, and veena were employed to communicate complex musical compositions (Sambamoorthy, 1980). Music transcended linguistic barriers and communicated directly with the soul.

Fine Arts: Visual Communication

Ancient Indian fine arts, including painting and sculpture, were visual forms of communication. Paintings found in caves and temples depicted stories from mythology and conveyed spiritual messages (Chandra, 1988). Sculptures, such as those in Khajuraho, communicated the essence of human emotions and sensuality.

Poetry and Literature: The Power of Words

Poetry and literature in ancient India were vehicles of expression and communication. Sanskrit literature, including the Mahabharata and Ramayana, narrated epics and moral tales that communicated values and cultural heritage (Pollock, 2006). The use of intricate poetic devices added depth and layers of meaning to written communication.

Theatrical Arts: Communication through Drama

Theatrical arts in ancient India, known as Natya Shastra, combined dance, music, and drama elements. Performers used dialogue and physical expressions to communicate

stories and emotions to the audience (Raghavan, 1956). The *Natya Shastra* served as a comprehensive guide to theatrical communication.

Entertainment and Leisure

Communication in the form of storytelling, theater, and folk arts provided entertainment and leisure activities for the masses. Storytellers, known as “Kathavachaks,” regaled audiences with epics and moral tales. The diverse cultures and regions of ancient India contributed to a rich tapestry of entertainment and communication (Thapar, 1990).

Conflict Resolution and Dispute Settlement

In resolving disputes and conflicts, communication plays a crucial role. Panchayats (local councils) facilitated communication among community members, helping mediate disagreements and reach amicable solutions. Communication skills were essential for maintaining harmony within communities (Thapar, 1990).

Communication in ancient India transcended the boundaries of religion, philosophy, and literature. It was integral to everyday life, facilitating governance, trade, education, healthcare, family ties, entertainment, and more. The diverse forms of communication in ancient India highlight the importance of effective communication as a foundational element of human civilization, one that continues to shape our world today.

Cultural Significance of Ancient Indian Communication

Ancient India, with its rich history and diverse cultural heritage, boasts a communication tradition that holds immense cultural significance. The modes of communication in ancient India were not merely tools for conveying information; they were integral to the fabric of society, shaping religious practices, philosophical thought, and the evolution of literature. This article explores the cultural significance of ancient Indian communication and its enduring impact on contemporary Indian culture.

Influence on Religion and Spirituality

Ancient Indian communication patterns profoundly impacted religious practices and spiritual exploration. The sacred texts of Hinduism, including the Vedas and Upanishads, were transmitted orally for generations before being written down. The recitation of Vedic hymns, known as “Veda Patha,” was a revered ritual that required precise pronunciation and intonation. This oral tradition not only preserved religious knowledge but also added an element of sacred sound to religious ceremonies (Michaels, 2004).

In Buddhism, the oral transmission of teachings from Gautama Buddha to his disciples resulted in the formation of a rich oral tradition. The recitation of Buddhist scriptures, or sutras, was a central practice that conveyed the essence of Buddhist philosophy and ethics (Keown, 2003).

Communication in Philosophy and Literature

Ancient Indian communication played a pivotal role in the development of philosophical thought and literary traditions. The dialogical style of communication found in ancient Indian philosophical texts, such as the debates in the Upanishads and the dialogues in the Mahabharata, facilitated the exploration of complex philosophical concepts. These dialogues were not mere exchanges of ideas but profound discussions that delved into the nature of reality, self, and consciousness (Krishnamurti, 1976).

Sanskrit literature, including epics like the Ramayana and Mahabharata, was transmitted through oral traditions before being written down. The recitation of these epics, often accompanied by music and drama, was a cultural event that preserved ancient India’s narratives, values, and morals. This oral tradition contributed to the development of classical Indian performing arts like classical dance and theater (Williams, 2007).

Preservation of Cultural Traditions

Ancient Indian communication was instrumental in preserving cultural traditions and practices. Oral storytelling, known as “Katha,” was a means of passing down myths, legends, and folk tales. Storytellers, or “Kathavachaks,” held a revered position in society and were responsible for transmitting cultural narratives from one generation to the next (Narayan, 1993).

Using Sanskrit as a sacred and literary language contributed to preserving ancient texts and cultural heritage. Sanskrit served as a means of communication for religious and philosophical discourse and the composition of classical literature, scientific treatises, and poetic works (Pollock, 2006).

Contemporary Resonance

The cultural significance of ancient Indian communication is not limited to the past. It continues to resonate in contemporary Indian culture. Rituals, prayers, and chants that have been passed down through generations maintain their cultural significance and spiritual importance in the lives of modern Indians. The oral tradition of storytelling remains vibrant, with folk tales and myths continuing to be shared and celebrated in various forms of media.

Moreover, the influence of ancient Indian communication can be seen in the performing arts, where classical dance, music, and theatre draw inspiration from the narratives and themes found in ancient texts. The timeless philosophical discussions of the Upanishads and the ethical teachings of the Buddha continue to shape contemporary thought and spiritual practices in India.

The cultural significance of ancient Indian communication transcends time, as it continues to shape the values, beliefs, and practices of contemporary Indian society. From the sacred recitations of Vedic hymns to the profound philosophical dialogues and the preservation



of cultural traditions, communication in ancient India left an indelible mark on the cultural heritage of the subcontinent. It serves as a testament to the enduring power of communication to convey, preserve, and enrich the cultural tapestry of a civilization.

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