

A Systematic Study of Indigenous Communication in Indian Knowledge System

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Abstract

With the technological development the communication systems also get advanced and instantaneous gradually. From the proverbs to publication and riddle to rhymes and stories, that all plays a significant role to communicate in society. From the impression of words on old manuscripts and scriptures to the today's newspaper, magazine, radio, television and Internet all these are playing an important part in our daily lives in terms of communication and sharing of knowledge and information. Only using the modes of communication is not enough to understand the meaning of communication, but communication system is defined much ancient and broader and this is also seen in the Indian knowledge system. To understand the types and philosophy of indigenous communication system the systematic study will help to identify and examine the concept and relevance of this in present scenario. The study outline that how concept of communication is deep rooted in our Indian knowledge system. This is to understand the heritage and inheritance on the "*Bhritya Gyan Parampra*" and its contribution and significance in today's knowledge sphere.

Keyword: IKS, Indian knowledge system, Indigenous communication, communication, viksit bharat 2047

Introduction

The complex and detail concept of communication is beautifully converged in the Indian knowledge system. With the diverse cultural heritage of India, the Indigenous communication is the noticeable aspect. It includes oral traditions of communication, folk medium, and traditional storytelling and in Indian tradition this has been an integral part of the life for centuries in India. This have played a fundamental and key role in preserving, transmitting, and enriching India's vast repository of traditional knowledge and deep-rooted heritage since from the ancient times. Our Vedas, Upanishads and our old scriptures are taught and conveyed orally from one generation to other before this has been documented. Orally the knowledge share by the peoples ensures the proximity and continuity of knowledge.

The life learning lessons to proverbs, aphorisms and Dadi Maa stories all are been conveyed with our traditional form of communication it may be through orally, by drama and dancing or through our rituals. There may be the form of communication is differed but the purpose of the communication is to inform or to be get informed effectively. That is why the complex concepts of our life are described and defined in such a simple and interesting way where one can easily understand the quest of universe, even if it is to search for "Swayam" (Ourself) to "Braham" (Ultimate Divine).

The indigenous communication is diverse in nature and may vary from culture to demography. The important form are Oral narrations and speeches, Folk songs, Drama and Dance,

Traditional Rituals, Signs and Symbols. Which is foundation to in reach the Indigenous communication in Indian knowledge system (IKS).

Several civilizations in the world are considered and claim to be the supreme philosophy of knowledge and Indian knowledge system is one of the primitive philosophy. This will not only recognize our ancient knowledge but to remember our ancient thinkers and philosopher who unwind the knowledge quest to thread them into the Indian knowledge system.

The significance of communication is described and defined in the core of Indian tradition which can be observed by some of the aphorisms and *shloka* like- *IR;a on--- speak the truth (Taittiriyaopnishada)* which is the inherent value of Indian tradition. There is another philosophy which emphasise on the brevity and meaningfulness in speech is the art of Speaking “*feRra p lkja p opks fg okfXerk*” and necessary for the effective communication.¹ The Indian tradition have numerous example which discuss the truthfulness, effective and pleasing communication-like quality and the importance of communication itself.

Due to the lack of knowledge, less traditional practices and rapid urbanization the indigenous communication faces several challenges. But, today the advent of technology and mass media the indigenous communication remains relevant and act as a bridge of our heritage and modern identity. This will not only help to disseminate the knowledge and information of our rich culture but also serves a tool to preserve and document it in digital form for better understanding to our generation to access.

Research Objectives

To explore the indigenous communication methods within the Indian knowledge system and their significance? By this we can understand the role and relevance of the indigenous communication in Indian Knowledge System.

Literature Review

By selecting the name of the subject topic keywords “Indian knowledge system and communication” out of search result we have selected the top 5 results which is open access as well.

This paper titled "The Roots of Communication Skills in Indian Tradition" written by Dr. Prasannanshu. Here the author discusses the importance of communication skills and how this topic was discussed in Indian literature. The author also shares some ancient Indian wisdom about communication. The content of this file is primarily focused on the historical and cultural perspectives of communication skills.²

In the paper titled “Communication and dissemination of India's traditional knowledge” authored by G Mahesh We observed that this publication is discusses about the India's rich traditional knowledge (TK) base that goes back over 5000 years, particularly in the fields of agriculture, science, medicine, biodiversity, and ecology. It also highlights the challenges related to communication, dissemination, and preservation of TK, as well as efforts made by various nations to conserve, protect, and validate their TK. The paper concludes that effective communication and dissemination of scientifically validated TK is crucial for conserving and leveraging it for a sustainable future.³

In the paper titled “Indian Knowledge for Sustainable Futures” it is outlined by the author Mrs. Deepa Kumari about the Indian Knowledge System (IKS), which is a well-structured system and process of knowledge transfer that focuses on sustainable development. The Vedic literature is considered the fountainhead of the Indian Knowledge Tradition. The paper explains how the Indian education system believes in the existence of life in all things of the universe and how the Vedas treated nature as God. It talks about how SDGs and IKS correlate and recognize India's rich and eternal knowledge history.⁴

The majority of the reviews literature insighted about the key components of India's knowledge system include cultural diversity, historical continuity, spirituality, philosophy, and the importance of ethical and moral values for future generations, as emphasized in NEP 2020.

List of literature*

TITLE	AUTHOR	URL
India's knowledge system - A needed approach in NEP2020 to regain the deep roots of our nation- India	K Sudhakar	https://typeset.io/papers/india-s-knowledge-system-a-needed-approach-in-nep2020-to-3cftrk02bt
Indian Knowledge Systems	Kapil Kapoor, Avadhesh K. Singh	https://typeset.io/papers/indian-knowledge-systems-4ezh5dyt7f
Corporate lessons from indian knowledge system: learning from the glorious past for building a strong india	Chanchal Rajoura, Nisha Rajoura	https://typeset.io/papers/corporate-lessons-from-indian-knowledge-system-learning-from-37l6v0ni
An Overview on Indian Knowledge System	Shah Alam Khan, Meeta Sharma	https://typeset.io/papers/an-overview-on-indian-knowledge-system-dcskumt7fq
Indian Knowledge System	Rajesh Timane, Priyanka Wandhe	https://typeset.io/papers/indian-knowledge-system-43z9kctlcw

*<https://typeset.io/search/what-are-the-key-components-of-the-indian-knowledge-system-3zkhngf0mb?q=What+are+the+key+components+of+the+Indian+Knowledge+System%3F>

Methodology

The paper is descriptive research and for the primary data by considering the literature which is published earlier is done with bibliometric analysis. The tool used for the searching and selection of the literature is done by SCISPACE.

Limitation

There are some limitations of this study. The study includes the online literature as a primary data and that is also limited in nature. Because there are number of literatures associated with this topic but mostly are discussed on Indian knowledge system and national education policy. There is only one paper is clearly titled “THE ROOTS OF COMMUNICATION SKILLS IN INDIAN TRADITION by Dr. P. Prasannanshu, So the paper interprets about the forms of Indigenous Communication system which are rooted in our Indian knowledge system.

Findings

The study finds that the heritage of Indian knowledge system poses the significant forms of indigenous communication system with is an integral part of society, culture and tradition. For the dissemination, preservation and promotion of knowledge and information. This has cultural impact as well to foster the social bonds within communities. The study outlines some major indigenous forms of communication which is still in practice and needed to be preserved. From Folk songs, Drama and Dance, Traditional Rituals, Signs and Symbols the Oral narrations and speeches are one of the key forms of communication and is used in any other form to communicate and disseminate the information. Sign and symbols are considered as the most ancient form to communicate, from the cave painting to the archaeological inscriptions to the stone engraved signs. These all not only the form to communicate but we witnessed the enigma of our rich tradition and enlightening knowledge.

It is also observed that the News Education Policy (NEP 2020) has tremendous proposed initiatives in order to revive and preserve the Indian Knowledge system (IKS) or formed around the IKS. The key components of the Indian Knowledge System include logical, scientific-rational, openness, diversity, traditional values, spiritual ideology, and corporate lessons from Bhagawad Gita, Ramayan, and Mahabharat.⁵ This will also include influence of Vedic literature digital integration, training for educators and innovation for effective global collaborations.⁶

Conclusion

In this study there is a distinct identification of the concept of Indigenous communication which is ancient at the same time reach in tradition and culture. The communication concept is always present in Indian knowledge system in the form of oral narration, dance-drama, poems and proverbs, Signs and aphorisms. This is so enriched in nature that one can easily understand the quest of the message while communicating. Every indigenous form of communication has its own significance as per the situation, time and place. Dance and Drama can be used while addressing the large group of people, whereas stories, poems used to small group those who are close and near and the proverbs and aphorisms is to convey the long descriptions in short worm. Sign and symbols are used to convey the information in documented way where information are coded in the form of sign and symbols to communicate with the community and is easy to understand and recall the meaning behind. The oral and speech form is the basis of communication weather it is used in interpersonally communicating to the masses. It has an effect of proximity with the listener and audience.

The several forms of indigenous communication is an inevitable part of our tradition and culture. Earlier this is in regular practice but gradually become unpopular due to the less prevalence. Today majority of us are using technology and consuming the digital content on their digital devices. Which is relevant to this new world but use of digital technology can be more significant when it is used to revive and preserve the glorious heritage of our culture and tradition of Indian knowledge system which is deep in our veins and soil.

Recommendation

There is a great scope of this topic in future studies. According to our observation it is insighted that future study may focus on the integrating these indigenous traditional practices with the modern communication technologies and requirements of the necessary steps to ensure their continued relevance and impact.

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