

Lesson 31 B

Cultural Communication

Summary

There are various forms of cultural experiences like language, music, dance etc. Forms which are produced by or for common people are known as popular whereas more exclusive forms are known as classical culture. All cultural forms help in the spread of culture. It is also helped by geographical factors. Spoken language was and remains as the most important means of communication. The invention of writing and printing helped in the communication of culture. Music is also very important these days. Film songs are playing a big role in cultural communication.

HOW CULTURE IS COMMUNICATED

- Language is a basic characteristic of human society.
- vehicle for the transmission of cultural ideas.
- A shared language knits people together, but also distinguishes them from one another.
- The spread of language and culture is influenced by geographical factors.
- Spoken language was and remains one of the most important means of communication.
- Invention of writing widened the scope of communication.
- Important documents engraved on rock surfaces, stone tablets and copper plates.
- Printing was introduced in the mid 16th century.
- Books could now be produced in far greater numbers in lesser time and lower cost.
- The first newspaper in India was published in 1760 in English
- From the early 19th century, many newspapers began to appear in the vernacular languages.
- Ideas and views have of course been exchanged from time immemorial.

MUSIC AS A VEHICLE OF CULTURE

Early people clapped hands, or beat the earth with sticks for rhythm

Folk songs celebrate spring, the coming of rains

Qawwalis and bhajans

Music like all expression of culture carries ideas.

CULTURAL FORMS & SPREAD OF BUDDHISM

- Religious ideas may themselves be transmitted through the medium of culture.
- The Buddhists also adopted and adapted a number of religious and cultural practices
- Buddhists suggested that tree worship was identical with the worship of the bodhi tree at Bodh Gaya.
- Another popular practice was the erection of circular mounds over the remains of the dead as a kind of memorial.
- The Buddhists also adopted hundreds of popular folk stories.
- In the Buddhist tradition they were known as Jatakas or birth stories of the Buddha.
- Ancient and popular fertility cults centering around worship of mother goddesses were also incorporated in the growing religious mythology of Buddhism.

Evaluate yourself

- Q. Trace the history of printing press.
- Q. List the means of cultural expressions.
- Q. Differentiate between Qawwali and Bhajans.