



# Yagya as a Medium of Communication: A Short Perspective

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**Abstract.** Yagya holds great significance in Indian culture as a powerful form of communication deeply rooted in Vedic philosophy. Unlike Western views on communication, the Indian perspective emphasizes introspection, leading to self-awareness, freedom, and truth. Yagya is not just a ritualistic practice but symbolizes the pursuit of inner clarity and comprehension, aiming to connect with one's inner self and ultimate truth. Both Yagya and communication share the core essence of building connections and fostering understanding. Throughout history, Yagya has been a profound means of communication in India, imparting knowledge, promoting unity, and conveying timeless life lessons for positive transformation. It serves as a conduit to transmit wisdom and guidance to rulers and the public, fostering open dialogue and mutual understanding, even in contemporary times with Yagya-based movements continuing to spread positive values and promote personal and societal growth.

**Keywords.** Communication, Yagya, Spiritual Communication, Indian Approach, Sadharanikaran.

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## Introduction

Communication is a dynamic process that takes place around us all the time. Communication, which is etymologically related to both communion and community, comes from the Latin word *communicare*, which means to impart, to participate, to share or to make common [1]. Communication is the act of comprehending and exchanging meaning [2]. Communication can be understood as a dynamic process that involves interaction, interchange, transaction, dialogue, sharing, communion, and commonness [3]. The profound recognition of communication as an indispensable cornerstone of human interaction serves as a pivotal focal point, underscoring its paramount importance in fostering profound understanding, facilitating meaningful connections, and enabling the exchange of knowledge and ideas between individuals [4]. Scholars have extensively deliberated upon communication as the fundamental function inherent to human beings. Although originating predominantly from Western contexts, the concept of communication has been embedded in Indian culture since time immemorial [4].

In India, the notion of communication holds a significantly broader and distinct significance compared to the Western perspective. Within the Indian tradition, it is viewed as an introspective quest for understanding, leading to self-awareness, then freedom, and ultimately to truth [4]. Similarly, Yagya, a ritualistic practice in Indian tradition, symbolizes individuals seeking inner clarity, understanding, and self-awareness, aiming to attain a deeper connection with their inner selves and the greater truth [5]. Yagya and communication share some similarities in their essence and purpose. Both are means of establishing a connection and fostering understanding. While communication involves exchanging thoughts and ideas between individuals, Yagya serves as a form of communication with the divine or higher consciousness. Both practices have an introspective aspect. In communication, individuals seek to express themselves and understand others, leading to self-awareness and deeper connections. Likewise, Yagya entails a meditative journey in search of purpose and com-

prehension, striving to attain spiritual enlightenment and growth.

Yagya is an integral component of Vedic philosophy which etymologically is derived from the root *Yaj*, which has three philosophical meanings: divinity (refined persona), collectiveness, and charity which means coming together for the divine purpose of public welfare [5]. Yagya represents a spiritual endeavor where one sacrifices and purifies the ritualistic ingredients in the sacred fire, accompanied by the recitation of ancient Vedic verses. Nonetheless, the significance of Yagya extends beyond the act of ceremonial fire. It encompasses a broader and more profound meaning, symbolizing selfless deeds, dedicating oneself to the betterment of all, and striving for harmony with the vastness of the universe [5]. In addition to its spiritual and ritualistic significance, Yagya offers a promising approach to addressing global pollution, yielding beneficial and sustainable effects on the environment. Moreover, embracing Yagya-based therapy can serve as a valuable support in enhancing health and well-being [5]. There has been extensive research conducted around Yagya and its ability to purify the environment, as well as its potential in therapy for treating various diseases. However, despite these areas of investigation, there exists a significant void in research regarding Yagya as a medium of communication. This present paper is a humble effort in the exploration of Yagya as a communication medium.

## Deciphering communication within the Indian context

In the context of communication from an Indian standpoint, the term 'Sadharnikarn' in Sanskrit closely embodies the idea of commonality or being common, often linked to the concept of communication [5]. Sadharanikaran is a term derived from the Sanskrit word "sadharan" and can be translated into English as "generalized presentation," [6] "simplification," [7] and "universalization" [8]. It is closely connected with the concept of *sahridayata*, which refers to a shared sense of orientation or oneness. In practical terms, *sadharanikaran* is the process of attaining

sahridayata by effectively communicating with all parties involved [9]. Yagya, a sacred ritual deeply ingrained in Hindu culture, embodies a similar essence of sadharanikaran. In ancient Indian culture, Yagyas were not merely a ritualistic practice but served as a powerful medium for communication. It brought together masses of people from diverse backgrounds, uniting them with a shared purpose and fostering a sense of oneness (sahridayata) allowing them to receive teachings, share knowledge, seek guidance, and foster a sense of community. It acted as a conduit through which the wisdom of the rishis was transmitted, promoting social cohesion, ethical conduct, and spiritual growth in society [10].

## Yagya: an Instrument of communication

In ancient India, Yagya was often performed on a grand scale, bringing masses of people together for communal worship and religious activities. Yagya served as a medium for the transmission of knowledge, and guidance, and to communicate essential teachings, ethical principles, and societal responsibilities to the rulers and the general populace [10]. In the ancient era, societies often turned to elaborate rituals and Yagyas to address various challenges, including political crises and social issues, Rajsuya Yagya was used to resolve political conflicts and restore harmony within the realm. It acted as a medium of communication by bringing together rulers, leaders, and influential figures. During the ceremony, they would participate in elaborate rituals and discussions, fostering a sense of camaraderie and mutual understanding. This allowed the participants to address any existing grievances, negotiate alliances, and establish diplomatic ties, ultimately promoting peace and stability in the region. The Yagya served as a platform for open dialogue and exchange of ideas, contributing to the resolution of conflicts and the promotion of unity among different rulers [10].

Similarly, the Vajpayee Yagya was used to address social, spiritual, and mental problems faced by individuals or communities. Through this sacred event, participants could connect and share

their experiences, concerns, and aspirations, fostering a sense of unity and understanding among them. Further, the chanting of Vedic mantras, offerings to the sacred fire, and collective prayers during the Yagya provided a platform for expressing emotions, seeking guidance, and seeking divine intervention to overcome challenges and find solace. This communal gathering and shared spiritual experience facilitated a free exchange of thoughts and offered support, promoting a sense of belonging and mutual cooperation in addressing various issues faced by the society or individuals involved [10].

Likewise, The Shatpath Brahmana (13.1.6) beautifully defines Ashwamedha Yagya as "Rashtram va asvamedhah," meaning it symbolizes the efficient administration and management of the state. Therefore, Ashwamedha Yagya was conducted as a representation of good governance, where the welfare of the people was carefully and responsibly considered and attended [11].

In addition, Ashwamedha Yagya served as a way for ancient rulers to convey their authority and power to neighboring kingdoms and communities. By performing the Ashwamedha Yagya, rulers were essentially sending a message of their strength, prosperity, and willingness to defend their territory and maintain harmonious relations with others. This act of communication through the Yagya further solidified their position as leaders and contributed to diplomatic exchanges and alliances between different regions [11].

From the Vedic Era to till date, important ceremonies like sodas samskaras, spanning from birth to death, involve the performance of various Yagya rituals [5]. With these ceremonies, Yagya transcends being a mere ritual and serves as a profound teacher of values and morals in life. The presence of the sacred flames of yagyagni in each ceremony symbolizes a connection to higher principles and spiritual wisdom [5]. In the thread ceremony, the sacred thread worn in the proximity of yagyagni symbolizes the initiation into an enlightened life, imparting the value of seeking knowledge and higher truths [5].

The wedding ceremony, where the souls of

the couple are united through the sacred knot of marriage, teaches the significance of commitment, love, and partnership in building a harmonious life together [5]. During the funeral process, the Yagya of the deceased's life communicates the cycle of existence and the impermanence of the physical body, encouraging a deeper understanding of life's transient nature and the importance of cherishing every moment [5]. Thus, Yagya becomes a medium to impart invaluable life lessons and moral principles, offering guidance on how humans should live their lives with integrity, compassion, and spiritual awareness. It stands as a timeless and universal way of teaching, fostering a deeper connection between individuals and their inner selves, as well as with the divine [5].

In the present day scenario, the All World Gayatri Pariwar led Yagya campaign Yug Nirman Yojana is actively engaged in various reformative and reconstructive endeavors across personal, familial, social, national, and cultural aspects of life. To achieve this seemingly difficult objective, All World Gayatri Pariwar has adopted a Yagya-based movement, drawing inspiration from Vedic traditions. Through Yagya, they aim to communicate positive values and ideals to the world, fostering positive change and transformation in individuals and society at large [5]. Throughout ancient India to the present day, yagya has served as a profound medium of communication, transmitting knowledge, fostering unity, and imparting timeless life lessons for positive transformation.

## Conclusion

Yagya, with its deep-rooted essence, assumes a place of utmost significance in Indian culture as an enchanting medium of communication. Beyond its ritualistic practices, Yagya embodies a connection with the divine and serves as a powerful conduit for transmitting knowledge, fostering unity, and imparting moral principles. Throughout history, Yagya brought people together, providing a platform for the transmission of wisdom and guidance to rulers and the general popu-

lace. From addressing political conflicts to seeking spiritual and mental solace, Yagya facilitated open dialogue and mutual understanding. Even in contemporary times, Yagya-based movements continue to communicate positive values, fostering profound transformation in individuals and society at large. This research underscores the enduring and universal relevance of Yagya in guiding human interactions and promoting spiritual growth.

**Compliance with ethical standards** Not required.

**Conflict of interest** The authors declare that they have no conflict of interest.

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