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Swami Vivekananda as Global Communicator

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Abstract

A great Swami Vivekananda is a brilliant Communicator. Communication skill is accepted to top of leadership abilities. Vivekananda was a transformational leader: a 19th Century Adi Sankara.

He was a great organisation builder, Ramakrishna Mission all over India stand testimony. Youth in particular are told that should grab any 'Elevator' opportunities to speak to the right person, say something very briefly but so powerfully that it opens up the door for a longer meeting in the corner suite. Swami Vivekananda was a major force in the revival of Hinduism in India, and contributed to the concept of nationalism in colonial India.

He achieved the highest success for his inspiring speech with proper communication model began; "Sisters and brothers of America...", in which he introduced Hinduism at the World Conference of Religions in 1893 on behalf of India. These teachings which constitute the core of India's oldest philosophy, Vedanta, stress, among other things, the equal validity of all religions and the potential divinity of man and the service of man as service unto God.

Keywords: Global, Communion, Mass - Communicatio

Introduction

Devarshi Narada is considered as the first communicator or Journalist of Hindu mythology. Communicator is a person who conveys knowledge or information to another by using any one type of communication i.e. intrapersonal communication, interpersonal communication, group communication & mass communication. Swami Vivekananda represents the high noon of a Hindu revival, both in popular perception and serious historical literature with excellent communication globally. He was a key figure in the introduction of the Indian philosophies of Vedanta and Yoga to the Western countries and is credited with raising interfaith awareness, bringing Hinduism to the status of a major world religion during the late 19th century.

Objectives

Communication skill / talking power reflected in public or private lecture. With reference the communication skill Swami Vivekananda famous world-wide. The objective of the research is to study various lecture of Swami Vivekananda and to find out the communication model for broader scope both in media as well media education.

Views of noted persons on Vivekananda

- World Poet Ravindranath Tagore: "If you want to know India read Vivekananda"
- Father of the nation MG: "More his love for read Vivekananda, more his love for India grew"
- Harvard Philosopher William Zames: "Vivekananda is the Paragon of Vedanta"
- Netaji Subas Chandra Bose: "Vivekananda pass his whole life for the construction of the Country and Humanity"
- Chakravarti Rajgopalchari: "Vivekananda save Hindu religion and protected India"
- Bijaya laxmi Pandit: "Vivekananda the hero of India and World, he is one of the creator of modern India and the flower of Indian empowerment"

Analysis

Swami Vivekananda was an Indian Hindu monk, philosopher, lecture, communicator, motivator and chief disciple of the 19th century, born into an aristocratic Bengali family of Calcutta. He was inclined towards spirituality by his guru (teacher) Ramakrishna from whom he learnt that "service to mankind is service to god". After Ramakrishna's death, Vivekananda visited the Indian subcontinent extensively and acquired firsthand knowledge of the conditions prevailing in British India. He later travelled to the United States, representing India at the 1893 World Conference of Religions. Vivekananda conducted hundreds of public and private lectures and classes, disseminating tenets of Hindu philosophy in the United States, England and Europe. In India, Vivekananda is regarded as a patriotic saint and his birthday is celebrated as National Youth Day.

Swami Vivekananda first visited many part of India from Calcutta in the east to Ahmadabad in the west and Varanasi in the north to Kanyakumari in the south. The visit to Kathiawar in the west and Kanyakumari in the south was very important for getting information about the World Conference of Religion and self-confident for visiting Chicago and "vision of one India" after the meditated on the "last bit of Indian rock".

Visit to west with the objective of world conference of religion

Vivekananda left Bombay for Chicago on 31 May 1893 with the name "Vivekananda"

Swami Vivekananda began mission America on 31 May 1893, the journey to America took him to China, Japan and Canada. On the way he interacts with Buddhist monasteries Sanskrit and Bengali manuscripts. During his journey to Canada in a ship named RMS Empress of India from Yokohama Vivekananda accidentally met Jamsetji Tata who was also going to Chicago. In this accidental interaction on the Empress, Vivekananda inspired Tata to set up a research and educational institution in India. He reached Vancouver on 25 July from Vancouver (of Canada) he travelled to Chicago by train and arrived there on July 30, 1893.

Journey to Boston After reaching Chicago Vivekananda learned no one could attend the Conference as delegate without credential or bona-fide. He did not have one at that moment and he felt utterly disappointed. He also learned the Conference would not open till first week of September but Vivekananda did not give up his hope. To cut his expenditure he decided to go to Boston which was less costly than Chicago.

Lecture-1

Address in Harvard University

At Boston Vivekananda interact with Professor John Henry Wright of Harvard University. Professor Wright invited Vivekananda to give a lecture at the University. After being acquainted with Vivekananda's knowledge, wisdom and excellence from the first lecture in his University Professor Wright insisted him to represent Hinduism at the World Conference of Religion. Vivekananda himself later wrote "He urged upon me the necessity of going to the Conference of Religion, which he thought would give an introduction to the nation". When Wright learned that Vivekananda was not officially accredited and did not have any credential to join the Conference, he told Vivekananda "To ask for your credentials is like asking the sun to state its right to shine in the heavens."

Lecture-2

Welcome Address in the World Conference of Religions September 11, 1893

Swami Vivekananda represented India and Hinduism at the World Conference of Religions 1893, which was the first global conference of religions which held during September 11 to 27. Delegates from all over the world participated in this conference. The World Conference of Religion started on 11 September 1893 at the Art Institute of Chicago. Vivekananda gave his welcome lecture on that day. Towards the afternoon his turn came. Though initially nervous he pray to Maa Saraswati, the Hindu goddess of learning and he felt he got new energy in his body. Then he began his speech with salutation, "Sisters and brothers of America!" To these words he got a standing ovation from a crowd of seven thousand, which lasted for two minutes. It fills my heart with joy unspeakable to rise in response to the warm and cordial welcome which you have given us. I thank you in the name of the most ancient order of monks in the world; I thank you in the name of the mother of religions, and I thank you in the name of millions and millions of Hindu people of all classes and sects. lecture continue.....

Lecture-3

Inter disagree between the religion September 15, 1893

In this lecture Vivekananda tried to explain the reason of disagreement between each other and different sects and religions. He told a story of a frog. Vivekananda concluded "That has been the difficulty all the while. I am a Hindu sitting in my own little well thinking that the whole world is my little well. The Christian sits in his little well and thinks the whole world is his well. The Mohammedan sits in his little well and thinks that is the whole world."

Lecture-4

Paper on Hinduism September 19, 1893

In his lecture Vivekananda gave a short introduction of Hinduism and spoke and Appreciation on "The meaning of the Hindu religion".

Lecture-5

Religion not the Crying need of India September 20, 1893

In this brief address Vivekananda made a "little criticism" and told, religion was not the most important need of Indians at that moment. He regretted for sending Christian missionaries and trying to save the souls of Indians although poverty had been a much more important issue at that time. He then told, his aim was to join the Chicago Conference of Religion was to seek aid for his impoverished people.

Lecture-6

Buddhism the fulfillment of Hinduism September 26, 1893

In this speech Swami Vivekananda talked on Buddhism. He talked about origin of Buddhism, relation between Buddhism and Brahmanism, Buddhism and Vedas. He concluded "Hinduism without Buddhism or Buddhism without Hinduism is impossible."

Lecture-7

Address at the Final Session September 27, 1893

This was Vivekananda's final address at the World Conference of Religion. In his last speech he told that the Conference had become an accomplished fact. He thanked the "noble souls" for organizing the Conference which he felt "proved to the world that holiness, purity and charity are not

the exclusive possessions of any church in the world, and that every system has produced men and women of the most exalted character". He finished his speech with appeal "Help and not Fight," "Assimilation and not Destruction," "Harmony and Peace and not Dissension."

Feedback

President of the Conference John Henry Barrows said, "India, the Mother of religions was represented by Swami Vivekananda the Orange-monk who exercised the most wonderful influence over his auditors".

Vivekananda attracted widespread attention in the press, which called him the "cyclonic monk from India". American newspapers reported Vivekananda as "the greatest figure in the Conference of religions" and "the most popular and influential man in the Conference".

The New York Critique wrote, "He is an orator by divine right, and his strong, intelligent face in its picturesque setting of yellow and orange was hardly less interesting than those earnest words, and the rich, rhythmical utterance he gave them".

The New York Herald noted, "Vivekananda is undoubtedly the greatest figure in the Conference of Religions. After hearing him we feel how foolish it is to send missionaries to this learned nation".

Vivekananda speeches at the Conference had the common theme of universality, emphasizing religious tolerance. The lectures of Swami Vivekananda shook America and the whole world. After the Parliament Swami Vivekananda immediately became a hero in America.

Hundreds of Lectures in US & Europe

After the Parliament of Religions, Vivekananda spent nearly two years lecturing in Chicago, Detroit, Boston, and New York. He ended his lecture tours and began giving free private classes in Vedanta and yoga. Beginning in June 1895 Vivekananda gave private lectures to a dozen of his disciples at Thousand Island Park in New York for two months.

During his first visit to the West he travelled to England twice in 1895 and 1896, lecture successfully there. During his second visit to England in May 1896 Vivekananda met Max Muller, a noted Ideologist from Oxford University who wrote Ramakrishna's first biography in the West. From England Vivekananda visited other European countries.

Offer from Reputed University

Vivekananda was offered academic positions in two American universities one the chair in Eastern Philosophy at Harvard University and a similar position at Columbia University.

Conclusion

From the above study we can draw the conclusion that the communication process of Swami Vivekananda is the most famous which is cleared from the feedback after the lectures at World Conference of Religion that not only in India but also world-wide we can Identify Swami Vivekananda as a global communicator.

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