

## PREFACE

Basically the present work entitled “A Study of the Elements of Mass Communication in the Bhakti Movement of Śaṅkaradeva” is a study of the devices used by Śaṅkaradeva himself in Bhakti movement of Assam. In this research work an attempt has been made to study the media which Śaṅkaradeva used to propagate the religious faith among the masses of Assam and to present Śaṅkaradeva as a perfect mass-communicator. The Neo Vaishnavite movement which was spearheaded by Śaṅkaradeva in Assam was a part of the colossal renaissance of India, i.e. Bhakti movement which was first evolved in South India. In Assam the official name of the movement was of Eka-Śaraṇa-hari-nāma-dharma and the whole faith was based on the ideology of bhakti. Śaṅkaradeva, being a part of the movement did a lot to spearhead it in the north eastern part of the country. The movement was basically based on religious ideologies of Bhāgavatapurāṇa and Bhagavadgīta which brought socio religious changes to the society.

Significantly during the time of Śaṅkaradeva the communication system was very poor and no print or electronic media were there what we have available today. As a result the common masses were experiencing a technically backward life. In spite of such awkward circumstances Śaṅkaradeva successfully propagated his religious faith among the common masses and lead the movement in this part of the country.

Śaṅkaradeva’s literary and cultural works are based on the concept of devotion. The subject matter of all of his writings and cultural pieces is devotion. Therefore the

present work discusses the elements that exist in the literary and cultural productions which Śaṅkaradeva used as media to communicate with the masse to propagate the message Bhakti.

The present work comprises seven chapters. The first chapter is the introductory chapter which deals with the concept of Bhakti, ways of Bhakti, Śaṅkaradeva's life history and his concept on Bhakti. The second chapter discusses the review of related literature. The third chapter discusses the origin and development of Bhakti movement in all India perspective along with Assam and salient features of the movement. The fourth chapter deals with the concept of mass communication, its different types, elements and medium. The fifth chapter contains a brief account of Bhakti movement as a mass communication system in all India perspective. The sixth and seventh chapter deal with Śaṅkaradeva's literary and cultural outputs as medium of mass communication respectively. The seventh chapter is the conclusion of the thesis. It comprises the findings of the whole work in gist.

*Pranami Bora*

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(Pranami Bora)

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Registration No.- MSSV-0015-005-00085

Research Scholar; Ph.D.

Department of Sankaradeva Studies,  
Mahapursha Srimanta Sankaradeva Viswavidyalaya,  
Nagaon: Assam