

Moksha from Communication: An Ecological Perspective of Bishnoi Religion from Western India

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Abstract

This research 'Moksha from communication: An ecological perspective of Bishnoi religion from western India' examines Bishnoi communication theory which is for perfect life, death and enlightenment. With textual analysis of 29 sutras and 120 shabdas by Guru Jhambheshwara Ji, a founder of Bishnoi religion in western India, the result is: communication is an exchange of healthy, meaningful and perfect information/message; in between healthy, meaningful and perfect sender-receiver; with healthy, meaningful and perfect feedback; for healthy, meaningful and perfect way of living/life. Such way of communication connects personal life, society, ecology and worship to Supreme together. This leads towards a healthy, meaningful and perfect death. After such death there is unalienable salvation (Mukti/Moksha). Noise never comes in such communication. Further research with experimentation is most in future.

Keywords: Bishnoi; Communication; Moksha; Ecology

Background

This research seeks the model of communication in religious thought of Bishnoism [1-8]. This religion is the most practical, simple, eco-friendly and caring sect of Hindu Dharma founded by great visionary saint Guru Jambheshwar Ji in year 1485 AD (Vikram Sanwat 1542, Kartik month, Krishna 8th) on a sand dune called Samrathal Dhora in Thar desert of Rajasthan, India. Saint Guru Jambheshwar Ji gave such a simple way which ensures, "JEEYAN NE JUKTI AUR MARIYAN NE MUKTI" means an art of living for this life and then Moksha/heaven after this life.

Discussion and Analysis

Bishnoism is basically based under 29 principles and 120 shabdas preached by Lion of Thar desert Guru Jhambheshwara Ji of 15th century AD, founder of Bishnoi religion. Bishnoi principles and norms concerns mostly on ecology and nature; here I try to analyze them from communication perspective, one by one to sketch out communication model from ecological notion with help from textual analysis research method. All the text here analyzed belongs to 29 principles and 120 Shabdas.

Speech/Message

"BANI LIJO CHHAN" (Speak carefully, think before speak)

Speaker/Sender/Source

"JHOOTH BARJIO" (Untruthfulness and cheating is prohibited)

We should not tell lies and cheat for our selfishness or to harm others.

Receiver

"NINDA BARJIO" (criticism/backbiting is prohibited)

Feedback

"BAAD (VAAD) NA KARN KOY" (Never indulge in unnecessary and excessive dispute/debate/arguments/controversy)

Healthy, Meaningful and Perfect Sender-Receiver

"SHEEL, SANTOSH, SHUCHI PIARO" (maintain good character, be content and maintain purity)

Enlightenment (Mukti/Moksha) Through Communication

"JIHI KE KHATIR GOTH NIROTAR VACHA, RAHIYA RUDRA SAMANI"

"CHHANDE KAHA TO BAHUT BHAVE, KHARTAR KO PATIYAYO"

"HIRDE MUKTA KAMAL SANOSHI, TEVA HI ATI TEVU"

"CHADHKAR BOHITA BHAV JAL PAR LANGHAVE, SO GURU KHEWAT KHEVA KEHU"

"MORE SAHJE SUNDAR LOTAR BANI, AIO BHAYO MAN GYANI"

"TAYIA SANSU, TAIYA MANSU, RAKTU, RUHIYA, KHEERU NEERU, JAY KAR DEKHO, GYAN ANDESU, BHULA PRANI KAS SO KARNO"

"JAKE BAD BIRAM BIRASO SANSO, TANE KAUN KAHSI SAHILYA SADHO"

"JA KUCHH JA KUCHH, JA KACHHU NA JANI, NA KUCHH NA KUCHH, TA KUCHH JAANI"

"GYANI SO TO GYANI ROWAT, PADIA ROVAT GAHE"

Communication with God

"DWI KAL SANDHYA KARO" (pray two times a day)

"SANJH ARTI GUN GAO" means sing hymen of the praise to the God in the evening.

"HOM HOT CHIT PRET SU HOVE, TO BAS BEKUNTHE PAVE"

"BHAJAN VISHNU BATAYO JOY"

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“KANY JAPTJE TEPAN JAYA JIVU”

“BHOOT PRAT KAY JAPIJE, YEH PAKHAND PARVANO”

“DHAVNA DHUJE PAHAN PUJE, BEFARMAI KHUDAI”

Rejection of Previously Established Notion on Communication

In this way through deductive reasoning this research rejects all previously established theories, models, notions and understanding of communication.

Theorizing Bishnoi communication theory and model through study on 29 rules and 120 Shabdās by Guru Jambheshwara Bhagawaan is an outstanding breakthrough for communication research and researchers.

It rejects the Aristotilian tradition which was strengthened by Lasswell, Shanon and Weaver, Berlo etc. after Second World War.

A new tradition is now ready for understanding communication with perfection. Such great understanding of communication given by Guru Jamheshwar Ji is unique as well as very useful for contemporary global situation.

Following section proves the strong rejection of previously established theories and models of communication:

Before Now

.....

‘Communication’ – ‘Healthy, meaningful and perfect communication’

‘Information’/‘Message’ – ‘Healthy, meaningful and perfect information/message’

‘Exchange’ – ‘Healthy, meaningful and perfect exchange’

‘Sender’ – ‘Healthy, meaningful and perfect sender’

‘Receiver’ – ‘Healthy, meaningful and perfect receiver’

‘Channel’ – ‘Healthy, meaningful and perfect channel’

‘Feedback’ – ‘Healthy, meaningful and perfect feedback’

Bishnoi Communication Model (BCM) Components

After textual analysis related to communication notion of 29 principles and 120 Shabdās preached by Guru Jhambheshwra Ji, the communication components can be outlined like this in detail:

Communication must be healthy

Communication must be meaningful

Communication must be perfect

Information/message must be healthy

Information/message must be meaningful

Information/message must be perfect

Exchange must be healthy

Exchange must be meaningful

Exchange must be perfect

Sender must be healthy

Sender must be meaningful

Sender must be perfect

Receiver must be healthy

Receiver must be meaningful

Receiver must be perfect

Channel must be healthy

Channel must be meaningful

Channel must be perfect

Feedback must be healthy

Feedback must be meaningful

Feedback must be perfect

Healthy individual through healthy communication

Meaningful individual through meaningful communication

Perfect individual through perfect communication

Healthy society through healthy communication

Meaningful society through meaningful communication

Perfect society through perfect communication

Healthy ecology through healthy communication

Meaningful ecology y through meaningful communication

Perfect ecology through perfect communication

Healthy worship through healthy communication

Meaningful worship through meaningful communication

Perfect worship through perfect communication

Healthy living through healthy communication

Meaningful living through meaningful communication

Perfect living through perfect communication

Healthy life through healthy communication

Meaningful life through meaningful communication

Perfect life through perfect communication

Healthy death through healthy communication
 Meaningful death through meaningful communication
 Perfect death through perfect communication

Healthy communication is for salvation (Moksha/Mukti)
 Meaningful communication is for salvation (Moksha/Mukti).
 Perfect communication is for salvation (Moksha/Mukti).

(Note: Noise never comes in healthy, meaningful and perfect communication process.)

Healthy, Meaningful and Perfect

As components healthy, meaningful and perfect notion is most in all aspects of communication in Bishnoism. That's why this is unique religion in contemporary world, that can handle each and every problems of contemporary world order (Figure 1). Regarding healthy and meaningful which creates perfection, exact connotation of those refers like this:

What is healthy? What makes healthy?

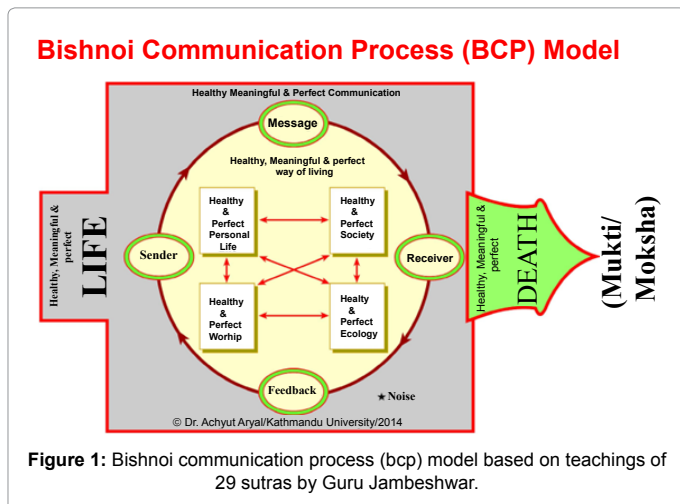


Figure 1: Bishnoi communication process (bcp) model based on teachings of 29 sutras by Guru Jambheshwar.

- Those 29 rules and 120 shabdass preached by Guru Jambheshwar ji makes healthy.
 What is meaningful? What makes meaningful?
- Those 29 rules and 120 shabdass preached by Guru Jambheshwar ji makes meaningful.
 What is perfect? What makes perfect?
- Those 29 rules and 120 shabdass preached by Guru Jambheshwar ji makes perfect.

Conclusion

Yes, Bishnoi communication is for perfect life, death and enlightenment. Communication is an exchange of healthy, meaningful and perfect information/message; in between healthy, meaningful and perfect sender-receiver; with healthy, meaningful and perfect feedback; for healthy, meaningful and perfect way of living/life. Such way of communication connects personal life, society, ecology and worship to Supreme together. This leads towards a healthy, meaningful and perfect death. After such death there is unalienable salvation (Mukti/Moksha). Noise never comes in such communication.

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