

An Overview of Sadharanikaran Model of Communication: Future Applicability and Amendments for the Modern Era

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Abstract

This article aims to provide a comprehensive overview of the Sadharanikaran Model of Communication (SMC), analyze its strengths and challenges in the contemporary world, and examine its potential applications across various fields. Furthermore, it is also aimed at proposing necessary amendments to enhance its continued relevance and applicability in the evolving communication landscape of the future. Communication models serve as fundamental frameworks for understanding the complex processes involved in human interaction and meaning making. Historically, the field of communication studies has been significantly influenced by Western perspectives, with models originating from European and North American scholars often taking precedence in academic discourse. However, there is a growing recognition of the need to incorporate diverse perspectives, including those from non-Western traditions, to achieve a more comprehensive and globally relevant understanding of communication phenomena. The development and increasing scholarly

attention towards the SMC represent a significant step in this direction, challenging the traditional Eurocentric bias and underscoring the importance of indigenous knowledge systems in explaining communication.

Keywords: communication theory, models of communication, Sadharanikaran Model of Communication (SMC), rasa, sahridayata

The Significance of the Sadharanikaran Model of Communication

The SMC was developed by Nirmala Mani Adhikary in 2003 (Adhikary, 2003, 2009, 2014). Cantered on the core concept of *Sahridayata* (Adhikary, 2010a) and extended through the theory of *Sancharyoga* (Adhikary, 2010b), it offers a unique perspective on communication—one deeply rooted in Hindu philosophy and informed by classical Sanskrit texts, most notably Bharata Muni’s *Natyashastra* and Bhartrihari’s *Vakyapadiya*. This foundational grounding distinguishes the SMC from many Western models, which often stem from different philosophical traditions, such as Greek rhetoric or information theory. The SMC’s theoretical framework is intrinsically linked to a rich heritage of ancient wisdom based on the Vedas, providing a distinct lens through which to analyze the multifaceted nature of communication. Adhikary’s contribution to indigenous *Bharatavarshiya* communication through the SMC and Sancharyoga theory is so significant that the communication discipline can be considered a *vidya* as envisioned in Hinduism (Adhikary, 2024).

Meanwhile, the model also holds contemporary relevance, as evidenced by emerging scholarly efforts to apply it in the context of artificial intelligence (B. Acharya, 2024; Lama Yolmo & Basnett, 2024). The significance of the SMC is further highlighted by decades-long discussions on Eastern communication theories (Kincaid, 1987), with

the model contributing substantially to the de-westernization and reorientation of the communication discipline (T. Acharya, 2024). Professor Yoshitaka Miike has praised Nirmala Mani Adhikary as “a visionary leader par excellence who not only constructed the Sadharanikaran model of human communication ...but also created the Sadharanikaran intellectual movement in the Global South” (Miike, 2024, p. 2). In recognition of the model’s academic value, Kathmandu University celebrated the two-decade milestone of SMC scholarship in 2024 (Dahal, Kafle, & Poudyal, 2024).

Deconstructing the Core Concepts of the SMC

The SMC is built upon four core concepts that provide a unique understanding of the communication process (Adhikary, 2014, pp. 319–336): sadharanikaran (commonness), sahridayata (oneness), rasa (emotions), and sandarbha (context).

Sadharanikaran (Commonness)

At the heart of the SMC lies the concept of sadharanikaran, which signifies the central aim of communication as achieving commonness, mutual understanding, and a sense of oneness between the sender and the receiver. This goes beyond the simple transmission of information, emphasizing the creation of shared emotional and cognitive understanding between communicating parties. The term sadharanikaran is derived from the Sanskrit word *sadharan*, which translates as ordinary, general, simple, or universal, and has been interpreted in various ways, including commonality, simplification, generalization, and universalization. Conceptually, it means achieving oneness or commonness through the act of sharing. The roots of sadharanikaran can be traced back to Hindu poetics, with its initial emergence in Bharata Muni’s *Natyashastra* and subsequent theorization

by scholars like Bhattanayaka, particularly in the context of the theory of *rasa*. The emphasis on achieving “commonness” as the primary goal distinguishes the SMC from many Western models, which often prioritize persuasion, information transfer, or control.

Sahridayata (Oneness)

Sahridayata represents the ideal state achieved through successful communication within the SMC framework. It is characterized by a profound sense of oneness, empathy, and mutual resonance between the sender and the receiver, who are ideally referred to as *sahridayas*. The model posits that both the sender and receiver have the potential to become *sahridayas*, experiencing a shared emotional and intellectual connection. The term *sahridaya* is etymologically composed of *saman* (meaning same, equal, or harmony) and *hridaya* (meaning heart or becoming), highlighting the harmonious and heartfelt nature of this connection. Notably, *sahridayata* plays a significant role in facilitating communication and mutual understanding, even in societies marked by social asymmetries and hierarchies. It acts as a crucial mechanism within the SMC, enabling meaningful communication and transcending potential barriers that may arise from social differences.

Rasa (Emotions)

Emotions, or *rasa*, hold a central position in the communication process as envisioned by the SMC. According to the model, messages are not merely about conveying factual information; they should also aim to evoke the intended emotional response in the receiver. This emotional connection is considered a vital facilitator of *sahridayata*, ultimately making the communication process more effective and meaningful. The concept of *rasa* is drawn from the rich tradition of Indian aesthetics, particularly from the *Natyashastra*, where it is classified into

nine primary emotions known as *navarasas*, each with corresponding emotional states or *bhavas*. The explicit integration of emotion as a core element distinguishes the SMC from more rationalistic communication models, acknowledging the fundamental role that feelings play in human connection and understanding.

Sandarbha (Context)

Context, or *sandarbha*, plays a pivotal role in the SMC, emphasizing that the interpretation of messages is profoundly influenced by their situational, cultural, and environmental backgrounds. Effective communication, as understood by the SMC, necessitates careful consideration of these contextual influences. The model further posits that context can be so significant that it provides meaning to a message even when the sender is unknown to the receiver. This strong emphasis on context underscores the idea that meaning is not solely inherent in the message itself but is actively constructed through the interaction between the message and its surrounding environment.

The Process of Sadharanikaran: An Analysis of its Elements

The SMC outlines a dynamic process involving several key elements that contribute to achieving commonness and oneness between communicators. These elements interact in a non-linear fashion, reflecting the complexities of human communication.

Sahridayas (Preshaka and Prapaka)

The process begins with the *sahridayas*, which include the sender (*preshaka*) and the receiver (*prapaka*). These are the communicating parties who possess the inherent capacity for mutual understanding and emotional connection. The SMC emphasizes that both the sender and receiver are active participants in the communication process, with the potential to achieve a state of *sahridayata*.

Bhava

The sender initiates the communication process with *bhava*, which encompasses the emotions, moods, thoughts, or ideas they intend to convey. The SMC recognizes the complexity of human emotions by categorizing *bhavas* into different states: *sthayi bhavas* (permanent or dominant emotions), *vyabhichari* or *sanchari bhavas* (transitory or fleeting emotions), and *satvika* or *sattvaja bhavas* (emotions originating from the mind or temperament). This detailed classification allows for a more nuanced understanding of the emotional landscape of communication.

Abhivyanjana

The sender then engages in *abhivyanjana*, the process of expressing or encoding their *bhavas* into a form that can be perceived by the receiver. A key principle guiding *abhivyanjana* in the SMC is simplification, ensuring that complex concepts and ideas are conveyed in an accessible manner. *Sanketa*, or code, is an integral part of this encoding process. Ideally, *abhivyanjana* involves a four-layered process rooted in Sanskrit linguistics and the Hindu philosophy of language: *para* (the unmanifested stage of sound), *pashyanti* (the stage of mental conception or intuition), *madhyama* (the intermediate stage of mental ordering), and *vaikhari* (the uttered or manifested word). This suggests that encoding is not merely a surface-level activity but involves a multistage internal process before external expression.

Sandesh

The outcome of *abhivyanjana* is the *sandesh*, which is the message or information that the sender intends to communicate to the receiver. The *sandesh* embodies the *bhavas* that have been encoded by the sender.

Sarani

The *sarani* refers to the channel or medium through which the sandesh travels from the sender to the receiver. This can encompass both natural channels, such as auditory, tactile, visual, olfactory, and taste, as well as artifactual channels, including paintings, sculptures, letters, and various forms of technology.

Rasaswadana

Upon receiving the sandesh through the *sarani*, the receiver engages in *rasaswadana*. This process involves the initial reception of the message, followed by decoding, interpretation, and ultimately the attainment of *rasa*, which is the aesthetic and emotional relishing or understanding of the message. Mirroring the four layers of *abhivyanjana*, *rasaswadana* can also be understood as involving a four-layered internal process of decoding, reflecting the receiver's internal journey to comprehend the intended meaning and emotional essence of the message. This parallel between the encoding and decoding processes at a layered level underscores the SMC's focus on the internal, subjective experience of communication for both parties.

Doshas

Throughout the communication process, *doshas*, or noise, can occur. These are various forms of obstacles or barriers, including semantic noise (misunderstandings of meaning), mechanical noise (problems with the channel), and environmental noise (external distractions), that can interfere with the effective transmission and reception of the message, potentially leading to distortion or miscommunication.

Sandarbha

The interpretation of the sandesh by the receiver is significantly influenced by *sandarbha*, or context. The situational, cultural, and environmental background in which the communication takes place plays a crucial role in

shaping the meaning that the receiver ultimately derives from the message.

Pratikriya

Finally, *pratikriya* refers to the feedback or responses from the receiver to the sender after receiving the message. This feedback loop is essential as it makes the communication process interactive, allowing the sender to understand the receiver's interpretation and potentially leading to further adjustments, clarifications, and a greater degree of mutual understanding. The explicit inclusion of feedback as an element underscores the non-linear and interactive nature of the SMC, contrasting it with linear models that depict communication as a one-way flow.

A Critical Examination of the Strengths of the SMC

The SMC offers several notable strengths that contribute to its value and relevance in the field of communication studies.

A Holistic Approach to Communication

One of the primary strengths of the SMC is its holistic approach to communication. Unlike many Western models that primarily focus on the transmission of information, the SMC integrates various dimensions of human experience, including the physical, mental, and even spiritual aspects. This comprehensive view makes the model adaptable to a wide range of communication contexts, from interpersonal interactions to mass communication scenarios. Furthermore, the SMC recognizes the interconnectedness and interdependence of the various elements within the communication process, highlighting the dynamic interplay between the sender, receiver, message, channel, context, and feedback. This holistic nature allows for a richer and more nuanced understanding of communication, acknowledging the multifaceted nature of human interaction.

The Value of Cultural Sensitivity

The SMC offers a valuable framework for understanding communication within specific cultural contexts, particularly within Hindu society, where shared meaning, empathy, and hierarchical relationships play significant roles. The model illustrates how successful communication can occur even in societies with complex social structures, such as the caste system in India, primarily through the concept of *sahridayata*, which helps bridge potential gaps arising from these hierarchies. By providing a lens rooted in Eastern philosophy, the SMC stands as a significant contribution from a non-Western perspective, offering an alternative to often-dominant Western communication theories and enriching the broader field of communication studies.

Emphasis on Emotional Intelligence and Ethics

Emotions are an integral part of communication. Additionally, the importance of ethics in communication should be considered (Christians, 2016; Christians et al., 2019). The SMC uniquely highlights the crucial role of emotions (*rasa*) in the communication process, acknowledging their profound impact on understanding, connection, and the overall experience of communication. Moreover, the model places strong emphasis on ethical considerations, particularly through the concept of *sahridayata*, which promotes harmony, respect, and mutual understanding between communicators. The notion of “compassion with affection” embodied by *sahridayata* is considered essential for authentic communication within the SMC framework. By explicitly integrating both emotional and ethical dimensions, the SMC offers a more human-centered approach to communication, underscoring the importance of empathy and responsible interaction between individuals.

Navigating the Challenges Faced by the SMC in the Modern Context

Despite its strengths, the SMC also faces several challenges when applied to the complexities of the modern communication landscape.

Limitations in Cross-Cultural Applicability

One of the primary criticisms of the SMC has been its cultural specificity. Rooted in Hindu philosophy and the social context of *Bharatavarsha* (Hindu society), its direct applicability across diverse cultural frameworks globally may be limited. Communication norms, values, and even the expression and interpretation of emotions can vary significantly across cultures. Therefore, while the SMC provides valuable insights into communication within certain cultural contexts, particularly in South Asian societies, its universal applicability in its current form remains a subject of discussion. Adapting the model to account for the nuances of different communication styles, preferences, and ethical considerations prevalent in various cultures is a significant challenge that needs to be addressed for broader adoption. Recent endeavors by communication scholars worldwide indicate that the SMC can address criticisms related to cross-cultural applicability.

The Impact of Globalization and Technological Advancements

The increasing interconnectedness of the world due to globalization and rapid technological advancements presents both opportunities and challenges for the SMC. Communication now frequently occurs across diverse cultural contexts online, where traditional cultural cues and shared experiences may be less readily apparent. The SMC, with its emphasis on shared cultural experiences and nuanced emotional understandings tied to a specific cultural milieu, may require adaptation to effectively accommodate

the complexities of intercultural communication in a globalized world. The convergence of different cultural and social elements due to globalization necessitates that the model evolves to remain relevant in these increasingly diverse and interconnected populations.

Adapting to Technological Changes in Communication

The SMC's emphasis on non-linear, two-way communication and the pursuit of deep mutual understanding faces challenges in the digital era, which is characterized by fragmented, brief, and often asynchronous interactions. Technologies such as social media, instant messaging, and online platforms often prioritize speed and simplicity over the depth of communication emphasized by the SMC. The model's focus on holistic communication and the potential for layered internal processing in both encoding and decoding may seem at odds with the often superficial and rapid exchanges that dominate many digital communication channels. Adapting the SMC to maintain its core principles of emotional resonance and shared meaning within the constraints of these digital platforms is a significant hurdle.

Addressing the Attention Economy and Information Overload

The SMC's emphasis on holistic communication and the achievement of shared meaning is increasingly challenged by modern audiences' reduced attention spans and the overwhelming amount of information they encounter daily. This information overload can hinder communicators' ability to achieve the model's goal of mutual understanding and deep connection, as audiences may struggle to engage with messages thoughtfully and empathetically amid the constant influx of data. In an era where attention is a scarce commodity, the SMC needs to incorporate strategies for effective communication that cut

through the noise and capture audience attention long enough to facilitate the deeper levels of understanding it advocates.

Exploring the Future Applications and Prospects of the SMC

Despite the challenges, the SMC holds significant potential for future applications across a diverse range of fields. Its unique emphasis on empathy, context, and emotional connection makes it a valuable framework for addressing various communication needs in an increasingly interconnected and complex world.

Enhancing Cross-Cultural Communication and Intercultural Training

The SMC's emphasis on context (*sandarbha*) and shared understanding (*sahridayata*) makes it particularly valuable in cross-cultural settings. International companies, for instance, can utilize the principles of the SMC to train their employees to navigate differences in communication styles and cultural norms, fostering mutual understanding and collaboration across borders. In today's globalized world, professionals and businesses frequently interact with individuals from diverse cultural backgrounds. The SMC's framework can promote sensitivity to cultural nuances and facilitate more effective communication, minimizing misunderstandings and enhancing collaboration. For example, a multinational team working on a global project could apply the SMC to develop a communication strategy that respects local cultures, thereby avoiding misinterpretations and enhancing overall team performance.

Reshaping Emotional Branding and Marketing Strategies

The central role of emotions (*rasas*) in the SMC makes it ideally suited for developing emotionally resonant branding and marketing strategies. Brands can apply the

model to design campaigns that connect with consumers on an emotional level, fostering deeper loyalty and engagement. By focusing on the intended emotional response and the creation of shared experiences, marketers can craft more impactful narratives that resonate with their target audiences. For instance, a cosmetics brand could use this approach to emphasize self-love and empowerment through emotionally engaging advertisements that resonate with its target audience, thus building long-term loyalty.

Improving Communication in Healthcare Settings

In healthcare, where effective communication is crucial for patient care and positive health outcomes, the SMC's emphasis on empathy, emotions, and shared understanding can be highly beneficial. Applying the SMC can improve doctor-patient interactions by ensuring that healthcare providers address both the emotional and cognitive needs of their patients. This can lead to enhanced patient engagement, increased trust, and ultimately better health outcomes. For example, a doctor explaining a complex diagnosis to a patient can use the SMC to ensure that the patient fully understands the situation emotionally and cognitively, leading to better adherence to treatment plans and improved overall well-being.

Facilitating Conflict Resolution and Peace Negotiations

The focus on achieving *sahridayata* and mutual understanding in the SMC makes it highly relevant in conflict resolution and diplomacy. Negotiators and mediators can utilize the principles of the model to foster empathy between opposing parties, identify common ground, and work towards peaceful resolutions. By encouraging individuals and groups to understand each other's perspectives and emotions, the SMC can facilitate dialogue and help build bridges in conflict situations. For instance, in a diplomatic negotiation, mediators could use

the SMC to guide discussions, fostering emotional and cognitive empathy between the involved parties, ultimately helping them reach agreements based on shared values and understanding.

Transforming Education and Curriculum Design

The holistic approach of the SMC can be effectively used in designing educational curricula that emphasize ethical communication and mutual understanding. The model can be incorporated into educational programs to teach students the importance of context, ethical communication, and empathy in human interaction. It can also be used to develop curricula that focus on holistic communication in both verbal and nonverbal contexts, fostering a more well-rounded understanding of the communication process among students. For example, in a multicultural classroom, educators could use SMC principles to teach students how to communicate respectfully and empathetically, acknowledging the diverse cultural and emotional backgrounds of their peers.

Strengthening Corporate Communication and Leadership

In corporate settings, the SMC can be applied to develop communication strategies that align with company values and create shared understanding among employees, stakeholders, and clients. Leaders in organizations can leverage the SMC to foster shared understanding between management and employees, encouraging a collaborative and inclusive work culture. Its holistic approach ensures that communication is ethical and contextually appropriate, contributing to a more positive and productive work environment. For example, a company undergoing organizational change can apply the SMC to create open communication channels where feedback is encouraged,

ensuring that all employees feel heard and understood throughout the transition.

Guiding Social Media Engagement and Digital Campaigns

With the rise of social media and digital platforms, the SMC's focus on feedback and interactive communication can guide brands and organizations in designing social media strategies that foster dialogue and engagement. Social media campaigns that encourage interaction, empathy, and shared experiences align well with the model. Engaging users through dialogue and emotional resonance can help build stronger relationships with audiences in the digital space. For example, a nonprofit organization running a social media campaign on climate change could use the SMC to create posts that evoke emotional responses and encourage audience participation, thus fostering a sense of shared purpose.

Informing Journalism and Ethical Media Practices

The ethical dimension of the SMC is highly relevant in today's media landscape, where issues of fake news and sensationalism dominate. Journalists and media organizations can use the model to prioritize responsible reporting that fosters trust and promotes shared understanding among diverse audiences. By adhering to the ethical considerations inherent in the SMC, media outlets can contribute to a more informed and connected society. For example, a news organization reporting on sensitive topics (e.g., refugee crises) can use the SMC to ensure that its content is ethical, contextually sensitive, and empathetic, thereby avoiding sensationalism and promoting understanding.

Improving Public Relations, Crisis Management, and Community Building

Public relations professionals can leverage the SMC to foster community engagement by creating messages that resonate emotionally and contextually with target audiences. During a PR crisis, applying the SMC can help organizations rebuild trust by ensuring communication is transparent, empathetic, and responsive to public concerns. The focus on *sahridayata* encourages messages that promote inclusivity, shared values, and a sense of belonging within communities. For example, a company facing backlash due to a product recall can use the SMC to engage with affected customers, focusing on empathy, clear messaging, and feedback loops to resolve the issue and rebuild trust.

Impacting Political Campaigning and Civic Engagement

Political campaigns that aim to connect emotionally with voters can benefit from the SMC's focus on *Rasa*. Public policies that require citizen engagement and consensus can use the model's principles to create more inclusive and empathetic communication strategies, fostering a greater sense of shared purpose and participation in the political process. For example, a candidate running for office can apply the SMC to develop campaign messages that resonate emotionally with voters by addressing local issues and fostering a sense of common purpose.

Enhancing Customer Service and Experience Design

The SMC's focus on empathy and shared understanding can significantly improve customer service experiences by ensuring that service representatives address both the emotional and practical concerns of customers. By training customer service teams in the principles of the SMC, organizations can foster more positive and productive interactions, leading to higher customer satisfaction and loyalty. For example, a telecom company implementing an

online chat service could train its representatives to apply SMC principles to resolve customer issues empathetically, leading to higher satisfaction rates.

Contributing to Community Building and Civic Projects

Community-building initiatives can use the SMC to foster dialogue, mutual respect, and shared values among diverse members. By applying the model's principles, community leaders can create more inclusive and engaging projects that consider the needs, emotions, and opinions of all stakeholders, leading to more successful and sustainable outcomes. For example, a city planning a new public park could involve local communities in discussions, using the SMC to ensure that the needs, emotions, and opinions of all stakeholders are considered, creating a park that reflects shared aspirations.

Integrating Data-Driven Communication Strategies

The SMC's process-oriented approach can be further enhanced through the integration of data analytics to assess communication effectiveness. Predictive analytics can help foresee challenges in creating *sahridayata* and allow for the adaptation of communication strategies accordingly, particularly in areas like customer service or online engagement. By leveraging data insights, organizations can refine their communication approaches to better align with the principles of the SMC and achieve greater impact.

Revamping the Sadharanikaran Model for Contemporary Relevance

To ensure the continued relevance and applicability of the SMC in the face of modern communication challenges, several key amendments and integrations can be considered.

Seamless Integration with Digital Communication Platforms

The SMC can be further developed to specifically address the unique dynamics of digital communication platforms such as social media, instant messaging, and online forums. Given the emphasis on brevity and rapid interaction on these platforms, the model should adapt to maintain emotional resonance and shared understanding in shorter, faster communications. This could involve exploring how concepts like *rasa* and *sahridayata* can be effectively conveyed through concise digital formats, such as emojis, short-form videos, and interactive content. For example, social media influencers can use the SMC principles to craft posts that connect emotionally and meaningfully with followers despite character limits on platforms like Twitter.

Leveraging Data Analytics for Measuring Sahridayata

Quantifying the level of *sahridayata* in communication, which is inherently a qualitative concept, can be challenging. Integrating data analytics offers a potential solution. Feedback loops and sentiment analysis tools can be employed to measure the emotional impact of communication and the degree of shared understanding achieved. By analyzing audience responses to communication initiatives, organizations can gain valuable insights into how well they are achieving *sahridayata* and make necessary adjustments to their approach. For example, a company can use sentiment analysis tools to gauge customer emotions in response to their communication, allowing them to refine their messaging to better achieve shared understanding.

Strategies for Addressing Information Overload

In the current era of information overload, the SMC can be adapted to prioritize clear, concise, and relevant

communication to help audiences manage overwhelming amounts of data. The model can be updated to include specific strategies for filtering information, highlighting key messages, and presenting content in a digestible format while still preserving emotional connection and context. Incorporating techniques such as visual summaries, interactive elements, and personalized content delivery can help communicators maintain shared meaning and mutual understanding despite the constant barrage of information. For example, news outlets could implement the SMC principles to create brief yet emotionally resonant stories, helping audiences focus on key issues without being overwhelmed by excessive data.

Responding Effectively to Shorter Attention Spans

With reduced attention spans becoming increasingly prevalent, the SMC needs to incorporate methods for delivering impactful and concise messages while still fostering empathy and context. This could involve adapting the length and format of communication to suit shorter attention spans without sacrificing the ethical and emotional depth that the model emphasizes. Utilizing storytelling techniques, engaging visuals, and interactive elements can help capture and retain audience attention. For example, advertisers can use the SMC to create emotionally impactful ads that resonate with consumers in just a few seconds while still fostering shared meaning and understanding.

Enhancing Cultural Sensitivity in a Globalized World

While the SMC is culturally rooted, its applicability in a globalized world can be enhanced by explicitly incorporating a more nuanced understanding of intercultural communication. This involves addressing different communication styles, preferences, and ethical considerations that may exist across diverse cultures. The model could be expanded to include frameworks for

understanding and navigating cultural differences in communication, promoting inclusivity and mutual understanding when interacting with global audiences. For example, international businesses can use an adapted version of the SMC to navigate communication challenges in diverse cultural settings, promoting inclusivity and mutual understanding among their global teams and customers.

The Role of Integrating Visual Communication

In an era where visual communication is paramount—whether in marketing, social media, or online education—the SMC can be made more comprehensive by integrating visual and nonverbal cues into its framework. By recognizing the significant role of images, videos, body language, and design in creating shared meaning and evoking emotional responses, the model can be updated to provide a more complete understanding of contemporary communication practices. For example, a brand that relies heavily on visual marketing could use the SMC to ensure that its visual elements (colors, symbols, design) evoke the right emotional responses and align with the brand's core message, thereby fostering *sahridayata* with their audience.

Adapting to the Fragmentation of Modern Audiences

The SMC can be adapted to recognize and address the fragmentation of modern audiences who consume information across diverse platforms and channels. By developing flexible approaches that create shared meaning across these fragmented groups, the model can enhance its relevance in today's media landscape. This might involve tailoring messages to suit the specific context and emotional preferences of different audience segments on various platforms. For example, a public awareness campaign on environmental issues could use SMC principles to create different message versions for each platform, tailored to the

context and emotional preferences of each audience segment.

The Importance of Promoting Digital Literacy

Incorporating digital literacy into the SMC framework would make it more relevant in the modern era. Helping audiences navigate online content critically, assess credibility, and engage ethically with digital platforms is key to ensuring that communication remains meaningful and impactful. The model's emphasis on context, ethics, and shared meaning can be extended to address the unique challenges of digital communication. For example, schools can use the SMC to teach students not only how to communicate effectively but also how to assess online content critically and ethically, ensuring responsible engagement in the digital world.

Addressing Ethical Communication in a Commercialized World

The SMC can be revamped to specifically address the ethical challenges prevalent in digital spaces, such as misinformation, privacy concerns, and online manipulation, which are often driven by commercial interests. By explicitly addressing these dilemmas, the model can help promote responsible digital communication practices that uphold ethical standards while engaging fragmented and global audiences. This could involve developing guidelines for ethical encoding and decoding of messages in digital environments. For example, media companies can apply the SMC's ethical framework to resist the temptation to create clickbait content, focusing instead on responsible and truthful reporting that fosters trust and understanding.

The Potential of Predictive Communication Analytics

Integrating predictive analytics can help communicators forecast the emotional impact of their messages, allowing them to anticipate audience reactions

and fine-tune communication strategies to better align with the principles of the SMC. By using data to tailor messages for maximum emotional impact and mutual understanding, the SMC can help communicators stay ahead in an increasingly data-driven world. For example, a political campaign can use predictive analytics to test different versions of their speeches, determining which one is most likely to foster shared meaning and emotional resonance with the audience.

Developing Quantifiable Metrics for Sahridayata

A significant challenge in applying the SMC in practical settings is its qualitative focus on sahridayata. Developing quantifiable metrics and frameworks to measure mutual understanding and shared meaning would greatly enhance the model's practicality in business, education, and digital communication contexts. This could involve designing surveys, analyzing communication patterns, or using physiological measures to assess the degree of emotional connection and shared understanding between communicators.

Conclusion: The Enduring Value and Evolving Future of the SMC

The SMC offers a profound framework for understanding communication that emphasizes empathy, context, emotional connection, and ethical interaction. While rooted in Hindu philosophy and cultural specificity, its principles hold universal relevance, especially in an increasingly interconnected and diverse world. Adapting the model to address modern communication challenges—such as digital media, globalization, and cross-cultural exchanges—will enhance its applicability and impact. The SMC's holistic approach positions it as a valuable tool for future research and practice across various fields, including healthcare, education, corporate communication, media, and

diplomacy. Its enduring value lies in its capacity to foster meaningful, ethical, and empathetic communication in a rapidly changing global landscape.

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