

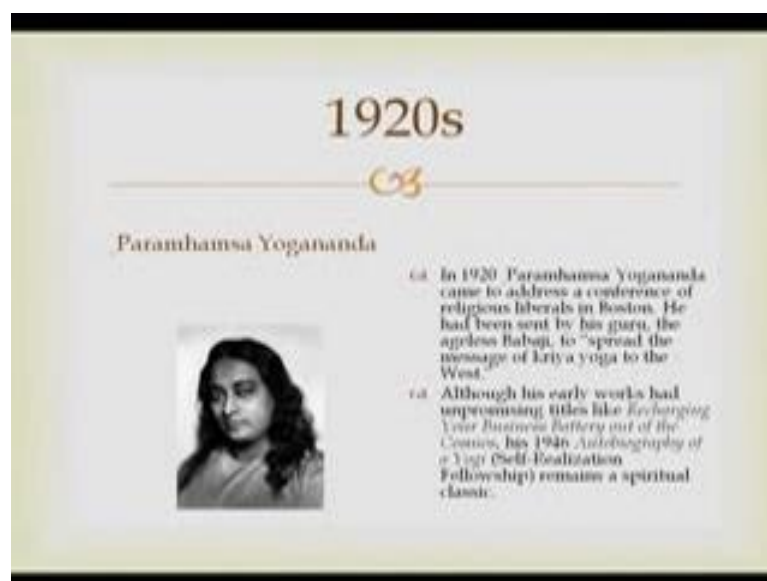
Globalization and Culture
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Lecture - 27
Yoga, Meditation, Gurus

Hello, in the last unit we looked at how the western scholars along with artists painters writers philosophers constructed at this cause about the east, which they call the orient and this cause which went under the name of orient lesson, created an image of India and east in the minds of the west which was a construction of the west and was used by the west to define itself. In this unit we look at the later phase the 20th century phase when there was an extraordinary interest in India. This India which was constructed as a mystical spiritual entity became the object of the west desire, in various waves and we begin with after having explained how this interest began with the a (Refer Time: 01: 34) let us look at the various waves of the western interest in India, which converged on Indian spirituality Meditation and Yoga beginning in the 1920.

So, we look at Yoga, Meditation and the Gurus and how does it met of Indian spirituality and India has a mystical spiritual relation was fed into the western imaginary through the popularity to the visits and the cult following that many of the Gurus enjoyed beginning in then1920 which also began a cult for Yoga.


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1920s

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Paramhansa Yogananda

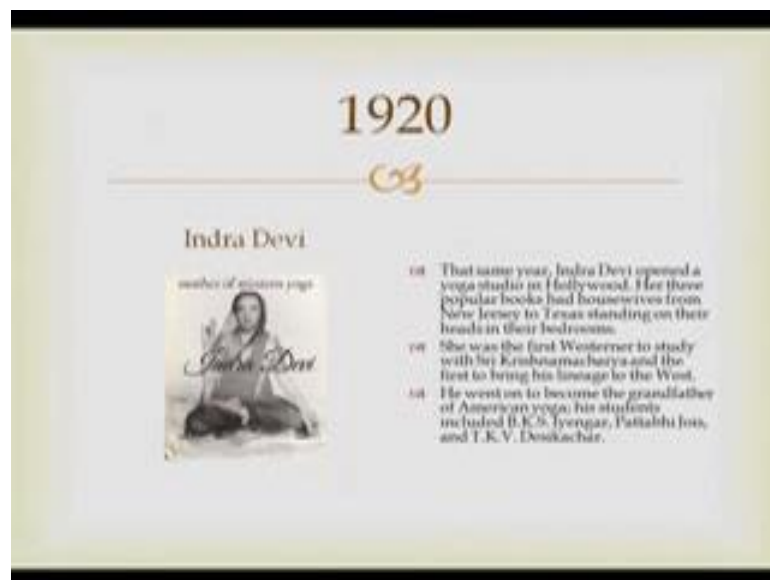


- ca In 1920 Paramhansa Yogananda came to address a conference of religious liberals in Boston. He had been sent by his guru, the ageless Babaji, to "spread the message of kriya yoga to the West."
- ca Although his early works had unpromising titles like *Rejuvenating Your Business Pathway out of the Cosmos*, his 1946 *Autobiography of a Yogi* (Self-Realization Fellowship) remains a spiritual classic.

So, we begin in 1920s with Paramhansa Yogananda in 20, 1920 Paramhansa Yogananda came to address a conference of religious liberals in Boston he been sent by his Guru the ageless Babaji to spread the message of Kriya Yoga to the west.

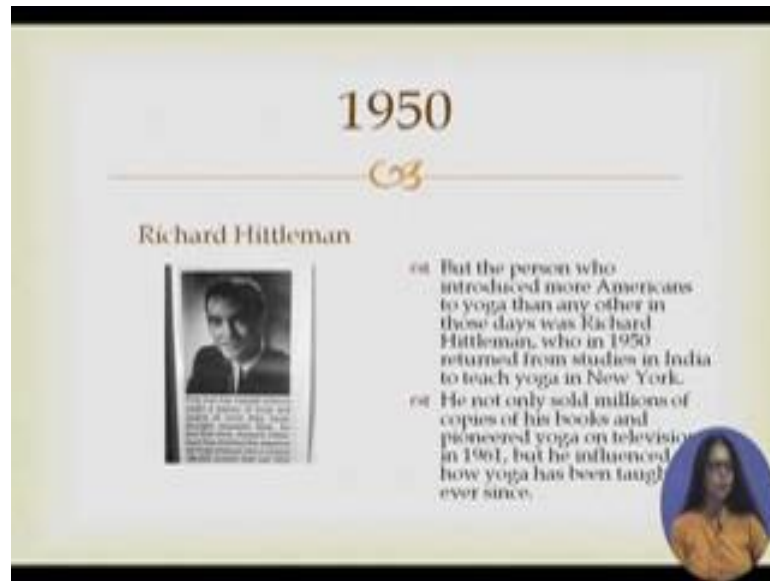
I am not going into the earlier visits of the spiritual leaders such as Swami Vivekananda and others (Refer Time: 02:45) to this because this cult began in the 20th century and the cult for Gurus and Meditation and Yoga where a number of a genuine and fake Gurus became the object of the west interest. All though his early works had uncompromising titles like recharging your business battery out of the cosmos, his 1946 autobiography of a yogi self realization fellowship remains a spiritual classic.

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And in 1920 it was a western woman Indra Devi who opened a Yoga studio in Hollywood and her 3 popular books had house wives from new jersey to taxes standing on their heads in their bed rooms. So, she was the one who created this cult for Yoga. She was the first western to study with Krish Srikrishna Krishnamacharya and the first to bring his lineage to the west. He went on to become the grandfather of American Yoga his students included B.K.S Iyengar, Pattabhi Jois and T.K.V Desikachar.

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What I am trying to show is that this interest in, I focus on Yoga and a Meditation and interest in the Gurus particularly on the Yoga to show how this interest in India focused on the practice of Yoga and the following of Gurus cult followings which used Yoga as a practice to reach the higher state of being. The person who introduced more Americans to Yoga than any other was Richard Hittleman who in 1950. So, we come to the fifties who in 1950 we returned from studies in India to teach Yoga in New York.


Now Hittleman not only sold millions of copies of his books and pioneered Yoga on television in 1961, but he influenced how Yoga has been thought ever. Since in the 50s we also have the emergence of Ramana Maharshi because of middletons being a disciple of Hittleman being a disciple of Ramana Maharshi we have an interest rising in Ramana Maharshi, very much who was a spiritual yogi, he now is Hittleman is the first person to have disengaged Yoga which is part of Indian spiritual practices and a not sport or an exercise. Hittleman was the first person to have disengaged the spiritual practice from the physical aspect in Yoga and yogic as in as than yogic practices.

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1950

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Ramana Maharshi



- est Although he was a student of the sage Ramana Maharshi and very much a "spiritual" yoga, he presented a nonreligious yoga for the American mainstream, with an emphasis on its physical benefits.
- est He hoped students would then be motivated to learn yoga philosophy and meditation.




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1950

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Richard Hittleman



- est But the person who introduced more Americans to yoga than any other in those days was Richard Hittleman, who in 1950 returned from studies in India to teach yoga in New York.
- est He not only sold millions of copies of his books and pioneered yoga on television in 1961, but he influenced how yoga has been taught ever since.

So, he was the one who presented a non religious Yoga for the American main stream with an emphasis on its physical benefits and this is the stream of Yoga which has become a these two streams have become separated ever since and today a number of people in the west are die heart fans of Yoga as an exercise as a physical activity having disassociated it from its spiritual aspects. He hoped students would then be motivated to learn Yoga, Philosophy and Meditation.

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1950

Sivananda Saraswati



- 01 In 1958, Indian-born Swami Vishnu Devananda, a disciple of Swami Sivananda Saraswati, arrived in San Francisco, sponsored by the artist Peter Max. His 1960 book, *The Complete Illustrated Book of Yoga*, became an essential guidebook for many practitioners.
- 02 Dubbed by a colleague as "a man with a push," he founded the Sivananda Yoga Vedanta Centers, headquartered in Montreal, one of the largest networks of yoga schools in the world.



In 1958 Indian born Swami Vishnu Devananda a disciple of Swami Sivananda Saraswati arrived in San Francisco sponsored by the artist Peter Max. His 1960 book the complete illustrated book of Yoga became an essential guidebook for many practitioners. Dubbed by a colleague as a man with a push he founded the Sivananda Yoga Vedanta centers head quartered in Montreal one of the largest networks of Yoga schools in the west. So, we can see how Yoga and Meditation spreads to all parts of the west not just in north America US as well as Canada and the 60s, a we find a Swami Satchidananda another one of Swami Sivanandas disciples arriving in New York for a couple of days and ended up staying there permanently.

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1960

Swami Satchidananda

- 10 In 1960 Swami Satchidananda, another of Swami Sivananda's disciples, arrived in New York for a couple of days and ended up staying permanently.
- 10 His Integral Yoga Institute now includes an ashram in rural Virginia and over 40 branches worldwide. Satchidananda opened the Woodstock festival in 1969, evoking Vivekananda's greeting of 75 years earlier.
- 10 "My beloved sisters and brothers." Looking like an aging hippie himself, with flowing hair and beard, he provided a living example of a life dedicated to spirit.
- 10 It was just what many young people were hungering for.

His integral Yoga institute now includes an Ashram in rural Virginia and over 40 branches worldwide. Satchidananda opened the wood stock festival in 1969 evoking Vivekananda's greeting of 75 years earlier. My beloved sisters and brothers looking like an aging hippie himself with flowing hair and beard he provided a living example of a life dedicated to spirit. It was just what many young people were hungering for and now from the 20s we come to the 60s way when there is a (Refer Time: 08:26) and with the arrival of Ram Dass another pied piper for American youth the former, Harvard professor left on a pilgrimage to India in the late 60s as Richard Alpert he returned with a guru and a new identity.

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1960

Ram Dass

In a Bhakti, meaning I practice unconditional love with the heart and mind, so I try to always, start with your eye and go down to your heart.

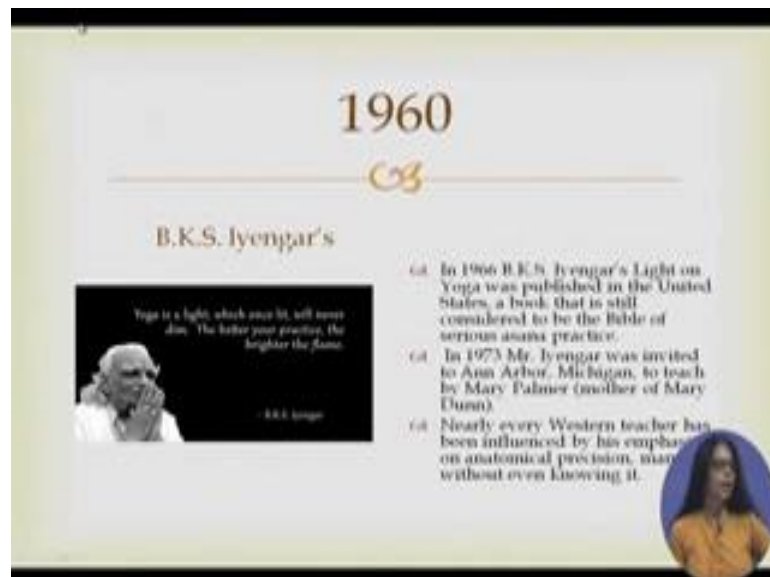
- ca Ram Dass became another paid paper for American youth. The former Harvard professor left on a pilgrimage to India in the late '60s as Richard Alpert; he returned with a guru and a new identity.
- ca His 1970 tour of college campuses and his book, *Be Here Now*, have established the spiritual quest as a lifestyle for a new generation of seekers.

Be Here Now



Now, his 1970 through of college campuses and his book *Be Here Now* established the spiritual quest as a life style for a new generation of seekers. So, we talking about the 60s wave and the western turn to eastern (Refer Time: 09:02) and spirituality as of inertia for all western evils.

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1960

B.K.S. Iyengar's

Yoga is a light, which once lit, will never dim. The better your practice, the brighter the flame.

- ca In 1966 B.K.S. Iyengar's *Light on Yoga* was published in the United States, a book that is still considered to be the Bible of serious asana practice.
- ca In 1973 Mr. Iyengar was invited to Ann Arbor, Michigan, to teach by Mary Palmer (mother of Mary Dunn).
- ca Nearly every Western teacher has been influenced by his emphasis on anatomical precision, many without even knowing it.



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to an Arbor Michigan to teach by Mary Palmer. Nearly every western teacher has been influenced by his emphasis on anatomical precision many without even knowing it.

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And by the 70s you would find Yoga and spiritual teachings everywhere near Santacruz California and the silent sage Baba Haridas founded mount madonna to provide residential Yoga programs.

In 1975 Pattabhi Jois made his first visit to the united states and set off the wild fire of Ashtanga Vinayasa Yoga. Around the same time T.K.V Desikachar son of the great master Sri Krishnamacharya brought his ViniYoga to the west. So, we have a mushrooming of various Yoga institutes and Gurus Yoga practitioners who are a (Refer Time: 10:33) by a west waiting for a Mesaaya to solve their spiritual problems.

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Maharishi Mahesh Yogi




ca Meditation and yoga exploded across America in the early '60s, when an unassuming-looking yogi "came out of the Himalayas to spiritually regenerate the world."

And then we come to Maharshi Mahesh yogi who has been the most influential guru in the 60s and who is responsible for the explosion of Meditation and Yoga across America in the early 60s, when an unassuming looking Yogi came out of the Himalayas to spiritually generate the world.

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Mahesh Yogi and the Beatles



ca Once dismissed as hippie mysticism, the Hindu practice of mind control that Maharishi taught gradually gained medical respectability.

ca He began teaching transcendental meditation in 1955 and brought the technique to the United States in 1959. But the movement really took off after the Beatles visited his ashram in India in 1968.

Now, the in historic meeting with the Beatles is what set off the trend or the fed for a Hinduism amongst the western youth. Largely owing to the popularity of beatles in the

60s and large number of youth turned to Hinduism and Hindu spirituality, Indian spirituality in order to get away from the problems of western world.

Once dismissed as hippie mysticism the Hindu practice of mind control that Maharshi taught gradually gained medical respectability. Maharshi Mahesh Yogi began teaching transcendental Meditation in 1955 and brought the technique in to the united states in 1959, but the movement really took off after the beatles visited his ashram in India in 1968. So, we have here beate sitting at the Maharshis feet and we have the picture of film stars Mia farrow well.

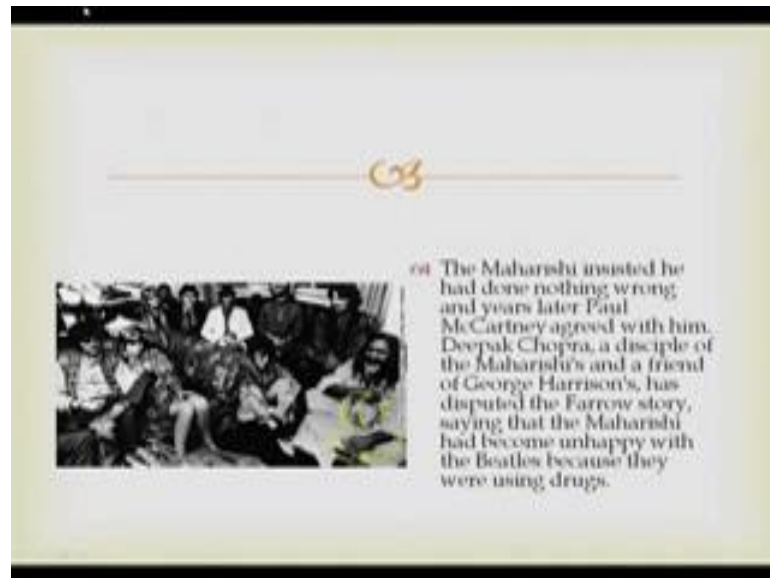
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The slide features the title "Sexy Sadie" in a large, serif font at the top center. Below the title is a decorative flourish. On the left side, there is a snippet of musical notation for the song, including a treble clef, a key signature of one flat, and a piano accompaniment. On the right side, there is a text block that reads: "Once there, the rock stars had a falling out with the Maharshi after rumors emerged that he was making inappropriate advances on attendee Mia Farrow. John Lennon was so angry he wrote a bitter satire, 'Sexy Sadie,' in which he vowed that the Maharshi would 'get yours yet.'" In the bottom right corner of the slide, there is a small circular portrait of a woman with long dark hair, wearing a yellow top.

Once there the rock stars had a falling out with the Maharshi after rumors emerged that he was making inappropriate advances on attendee Mia farrow. John Lennon was so angry that he wrote a bitter satire Sexy Sadie in which he wowed that the Maharshi would get yours yet.

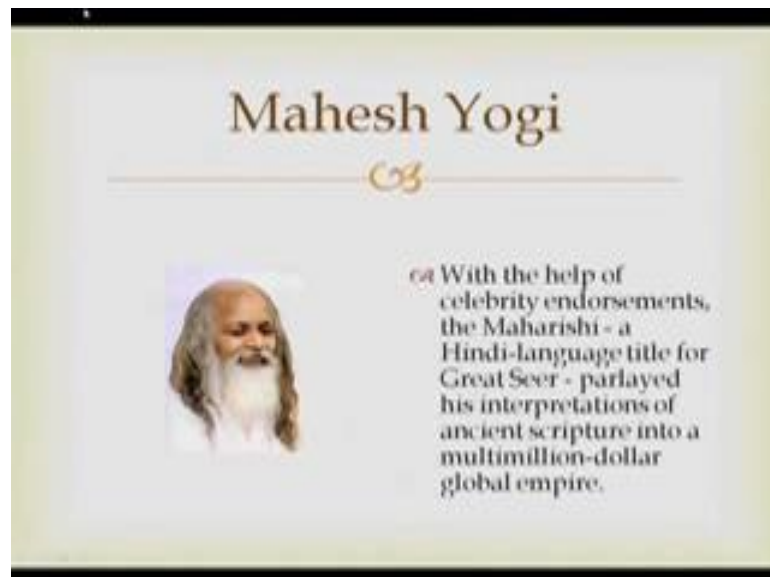
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The slide features a decorative orange symbol at the top center. Below it, on the left, is a black and white photograph of a group of people, including Paul McCartney, sitting on the floor. To the right of the photo is a text block starting with a small orange symbol, followed by the text: "The Maharshi insisted he had done nothing wrong and years later Paul McCartney agreed with him. Deepak Chopra, a disciple of the Maharshi's and a friend of George Harrison's, has disputed the Farrow story, saying that the Maharshi had become unhappy with the Beatles because they were using drugs."

So, the Maharshi insisted he had done nothing wrong and years later Paul Mc Cartney agreed with him. Deepak Chopra a new age Guru has you know him, a disciple of the Maharshi and a friend of George Harrisons has disputed the farrow story saying that the Maharshi had become unhappy with the beatles because they were using drugs.

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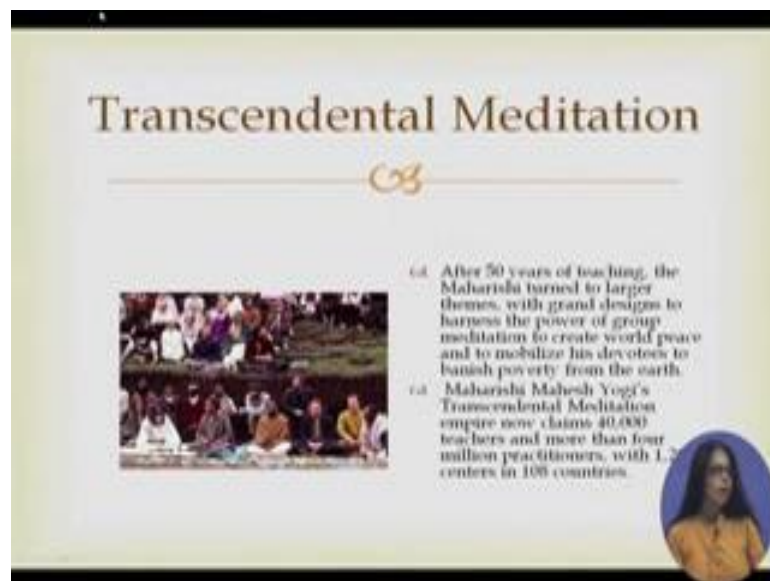


The slide is titled "Mahesh Yogi" in a large, serif font. Below the title is a decorative orange symbol. On the left side, there is a portrait of Mahesh Yogi, an elderly man with a long white beard. To the right of the portrait is a text block starting with a small orange symbol, followed by the text: "With the help of celebrity endorsements, the Maharishi - a Hindi-language title for Great Seer - parlayed his interpretations of ancient scripture into a multimillion-dollar global empire."

With the help of celebrity endorsements the Maharshi a hindi language title for the great seer parlayed his interpretations of ancient scripture into a multimillion global empire. So, we can see here that this cult for the east which is created in the west first by

endologists and orientalists and this forms of new orientalism circulate in the western world with the east itself not only the nationalist leaders, but also the purveyors of eastern mysticism and a philosophy themselves pandering to this a taste for east in the west for the desire of east in the west and using it appropriating this desire of the west for the of the east in the west to a capitalizing on in it on it create multi multimillion dollar global empire.

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Transcendental Meditation

- After 50 years of teaching, the Maharishi turned to larger themes, with grand designs to harness the power of group meditation to create world peace and to mobilize his devotees to banish poverty from the earth.
- Maharshi Mahesh Yogi's Transcendental Meditation empire now claims 40,000 teachers and more than four million practitioners, with 1,200 centers in 108 countries.

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Maharshi Mahesh Yogis transcendental Meditation empire now claims 40000 teachers and more than 4 million practitioners with 1200 centers in 108 countries.

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1960s Counterculture



ca In some ways, the spirit of the 1960s counterculture has made a resurgence today. We've arguably returned to a time when many are questioning the value of our relentless pursuit of "success" (and the stress that comes along with it), asking whether our hard-driving lifestyles are causing us to miss out on some of the important things in life.



So, now we come to 60s counter culture and a this role the this counter culture in creating a taste, a fashion for the east in the west a trend for the east of fad for the east, which persists, which is carried over today in the era of globalization. In some ways the spirit of 60s counter culture is made us resurgence today we have arguably returned to a time when many are questioning the values this is what somebody says, the value of our relentless pursuit of success asking whether a hard driving life styles are causing us to miss out on some of the most important things in life.

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Yoga, Meditation, Spirituality

Interest in yoga, meditation and Eastern spirituality — which were all originally popularized in the West during the 60s — have also peaked in recent years, becoming ingrained in our cultural lexicon and American lifestyles.



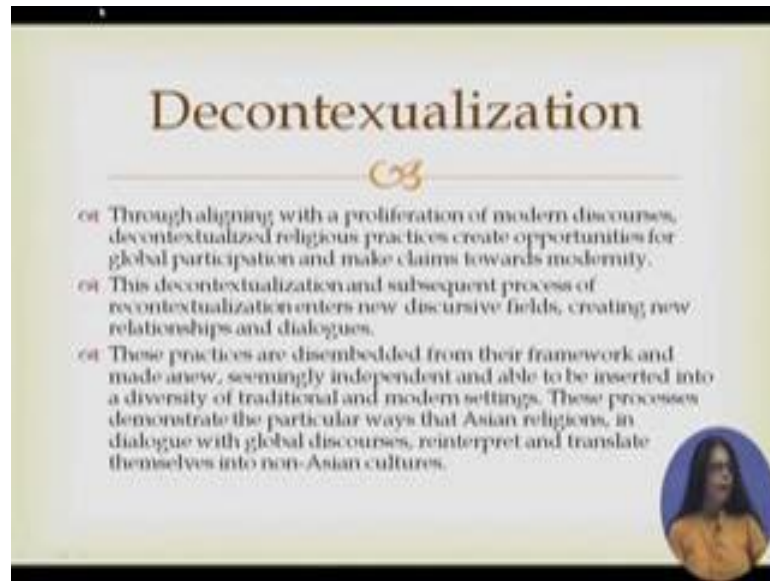
And Yoga Meditation and spirituality interest in Yoga Meditation and his eastern spirituality, which were all originally popularized in the west during the 60s, have also peaked in recent years becoming ingrained in western culture lexicon and American life styles.

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So, a key strategy in creating global religious practices is to decontextualize them from their religious contexts and world views and it is been a noted feature of Asian religions to create universal and decontextualized global practices. Yoga techniques and various kinds of Meditation have become entangled in multiple fields that are related to secular religious spiritual health and well being.

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And through aligning with a proliferation of modern discourses, decontextualized religious practices create opportunities for global participation and makes claims towards modernity. The decontextualization and subsequent process of recontextualization enters new discursive fields creating new relationships and dialogues.

These practices are now disembedded from their frame work and made a new seemingly independent and able to be inserted into a diversity of traditional and modern settings. These processes demonstrate the particular ways that Asian religions in dialogue with global discourses reinterpret and translate themselves into non Asian cultures. So to summarize what I have said I have looked at how I focused on Yoga to show how our interest in India, Indian religious practices and spirituality including Yoga and Meditation and Hinduism itself has been a prevalences the dawn of the century in the west since the 20s and they have been subsequent waves once in the 20s then in the 60s and now in the 90s and these waves show how Indian a spiritual or Indian or Asain spiritual practices are disengaged from the original context they are decontextualized from their originary context, where Yoga and Meditation was an aid to mystical was a part of mystical Hindu mystical practices and the objective of these practices was to attain higher understanding.

Now, these practices are being used increasingly in the west the decoupled from the originary context deterritorialized. They are being used as stress busters, as forms of

physical activity, as aid for improving concentration and as again finally, is also an answer to the problems of the west. So, once again as in the past the east the orient a converging on Yoga Meditation and Gurus with the complicity of the Gurus a who did not hesitate to capitalize on this fad for India in the west. The west not just, not the America, but also Europe has again created this orient a spiritual mystical orient to answer its own needs.