WHEN FOLK CULTURE MET PRINT CULTURE:
SOME THOUGHTS ON THE COMMERCIALISATION,
TRANSFORMATION AND PROPAGATION OF
TRADITIONAL GENRES IN NEPALI

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Introduction
At first glance, print culture may appear to be the antithesis of folk culture. After all, print culture depends on industrial and economic structures far removed from the simple village culture which the term ‘folk’ tends to invoke. But perhaps the disjunction between folk and print is not as great as it first seems. Perhaps, more pertinently, any perceived gap is conditioned by our understanding of English concepts which do not necessarily equate to local cultural understandings.

This article examines some of the dynamics of the interaction between folk culture and early Nepali print culture, primarily as the latter rapidly developed in the decades around the turn of the twentieth century. It proposes we should start such a study by comparing ‘folk’ to its widely adopted Sanskrit-origin counterpart lok. It is often assumed that the translation of, say, ‘folk culture’ as lok-samskṛti is an unproblematic process representing conceptual equivalence. But it seems to me highly problematic: lok bears a very different range of connotations to ‘folk’, and our interpretation of lok-samskṛti, lok-sāhitya, etc. should be informed by an awareness of these connotations.

The first section of this article therefore examines in some detail the origin and meanings of lok, and the importance of its various significations for re-examining local patterns of cultural categorisation. The second section investigates Nepali folk culture as an object of study and as a commodity: it traces the origins of the self-conscious study of folk traditions by Nepali writers, and then analyses the influence of print on the interpretation, presentation and marketing of folk culture from an early stage. The third section looks at the same processes from the reverse angle: the influence of folk culture on shaping the wider world of Nepali print in its formative

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decades. This study of the collision of folk traditions with the technology and commercial practices of modern print-capitalism is centred on Banaras, the birthplace of the Nepali publishing industry.  

The article demonstrates that, as one might expect, folk culture was transformed when it was rendered into printed format for commercial purposes. More interestingly, it suggests that folk traditions exerted significant influence on the way the economics of the Nepali literary system were moulded. The article concludes that print culture should not be seen as the antithesis of folk culture: in many ways it was, in fact, the apotheosis of *lok-saṃskṛti*.

**Folk and *lok*: rethinking cultural categories**

Although *lok* is the universally adopted translation for ‘folk’ in Nepali, as well as most other New Indo-Aryan (NIA) languages, its range of meanings are quite distinct and worthy of consideration. Without such consideration we run the risk of assuming that *lok* culture in Nepal is understood and valorised in the same way as folk culture is in the English-speaking world. This would be a serious misunderstanding, as the discussion below illustrates. Equating *lok* with folk also leads to problems in the interpretation of the relationship between Nepali folk culture and print culture, the meeting of which forms the main subject of this article.

The suggestion that ‘folk’ and *lok* should not be seen as precise equivalents is hardly novel: Čudā Maṇi Bandhu opens his major recent survey *Nepālī loksāhitya* (2001/02) with a lengthy discussion of the contrasts between ‘folklore’ and *loksāhitya*. However, while his analysis will not offer surprises to a thoughtful researcher familiar with both English and Nepali, the folk/*lok* disjunction has perhaps not received as much attention in writing in English on Nepali as it deserves.

Let us start by reminding ourselves of the main sense of ‘folk’. While its primary meaning is ‘people in general’, the definition—as a modifier—most relevant to the academic study of folk traditions is ‘originating from the beliefs and customs of ordinary people’. Similarly ‘folklore’ is ‘the traditional beliefs and customs of a community, passed on by word of mouth’ and a ‘folk tale’ is ‘a traditional story originally transmitted orally’ (Pearsall 1999: 550-51). The word ‘folk’ itself has a folk origin inasmuch as it is of Germanic origin and made its way into Old English (as *folc*) at an early stage, as also did ‘lore’ (OE lār). In this respect, we may observe that both of these terms are more deeply embedded in common English than the more recent, Latinate ‘culture’ and ‘literature’.

The central essence of ‘folk’, we may conclude, is that—in contradistinction to ‘high’ culture—its origins lie in the beliefs and customs
of ‘ordinary people’ and folklore or folk culture is normally transmitted orally. What then of the origins of lok? The different heritage of this term is obvious from the moment we consider its source: as an established part of the vocabulary of classical Sanskrit, its usage has historically been associated with high culture and sophisticated written traditions from a much earlier stage than ‘folk’. In the Vedas the basic sense of lok (correctly lok, but let us use a transliteration that represents its current pronunciation) was ‘free or open space, room, place, scope, free motion’. However, it then gained more specific and enduring meaning as ‘world’ (in the Atharvaveda, certain Brähmanas and onwards). Classical texts generally enumerate three worlds: heaven, earth, and the atmosphere or lower regions, among which sometimes only the first two are mentioned; a fuller classification gives seven worlds (Monier-Williams 1899).

By the time of the composition of the Mahābhārata, lok had acquired the key connotations which remain pertinent to its deployment today: as ‘the earth or world of human beings’, ‘the inhabitants of the world, mankind, folk, people (sometimes opposed to ‘king’), and more generally as ‘ordinary life, worldly affairs, common practice or usage’. Thus the Sanskrit locative case lok came to be used as ‘in ordinary life’, ‘in worldly matters’, or ‘in common language, in popular speech’. Here—and this, for us, offers the first clear pointer as to the distinction within Indian tradition between lok culture and its ‘high culture’ counterparts—loke stands in contrast to either vede ‘in veda’ or chandasi ‘in [metric] verse’, which could refer to incantation-hymns in general or to the Vedas, especially the Atharvaveda.

In other words, even at an early stage of the development of classical Sanskrit literature, there was a reasonably clear understanding of the separate sphere of lok culture. In particular, we may conveniently focus on the sense of ‘worldliness’ that underlies all of the central meanings of lok in classical Sanskrit. Just as in English, this ‘worldliness’ implied a direct link to the temporal rather than the spiritual: what took place in the lok was the affairs of human beings within their own communities rather than the affairs of gods; discourse that took place in lok language was divorced from that conducted in the devavānī of Sanskrit. These themes are echoed in current Nepali usage of lok. Certain compound words developed in classical Sanskrit are also indicative of the areas which would later overlap with the usage of lok as an equivalent for ‘folk’: lokakuthā ‘a popular legend or fable’, lokagāthā ‘a verse or song (handed down orally) among men’, lokaprayāda ‘popular talk, common saying, commonly used expression’.

So far, we can see that while the traditional connotations of lok overlap at certain points with ‘folk’, its reference tends to be much wider than the English term and also generally lacking in the pejorative associations that
colour English phrases such as ‘folk etymology’, where ‘folk’ is reduced to the opposite of ‘scientific’ or ‘rational’. What then of the changing significations of lok within modern languages? Can we trace the development of new patterns of meaning built on top of this Sanskrit base? We may start with some continuities: insofar as many NIA languages use lok as a tatsama (unchanged) Sanskrit loanword, its primary sense of ‘world’ or ‘people’ is retained. In this sense, and in this form, it is used in current Bengali as the standard word for ‘people’. The log of Hindi demonstrates in two ways its deep embeddedness in modern language: both in its ubiquity (without log it would be impossible to make the plural pronoun forms tum log and āp log) and in the fact that its current form in -g indicates its continuous heritage from Sanskrit through Prakrit and Apabhramśa to the present day. In these languages, the wider connotation of lok is retained in its very general application to ‘people’ at large.

Nepali presents a slightly different case in that lok on its own is not a common feature of everyday vocabulary. It is, however, the basis for several well-known compounds which helpfully illustrate its contemporary range of meaning. The sense of lok standing for society at large is evident in lokpriya ‘popular’, while it stands as an official equivalent to ‘public’ in the civil service Lok Sevā Ayog ‘Public Service Commission’. Similarly, loktantra stands alongside prajātantra as a translation of ‘democracy’ (a sense even more prominent in India, where the Lok Sabha is the lower house of parliament, and where lok-nirmāṇ can describe public works in governmental language). More broadly, lok-mat can be used for ‘public opinion’ and lok-hit for ‘general well-being’ or ‘the public good’. In all of these instances we can see that lok could not be represented in English by ‘folk’, and here the continuing disjunction between the terms should be most apparent.

It is only with reference to particular forms of folk culture that the folk/lok equivalence can be maintained, and this may be largely attributed to the way in which lok became the bearer for a new signification that was introduced into South Asian thought and languages from the English ‘folk’. The next section examines how, in the case of Nepali, the conscious study of popular traditions as ‘folk’ may have taken root, and how folk culture then became both an object of study for researchers and a commodity to be traded in the print market. The fourth section then investigates aspects of the emergence of a Nepali form of print-capitalism and asks if it can be read as a development of lok-saṃskṛti in the sense of ‘popular culture’ which the Nepali term most naturally suggests.
Folk culture as an object of study and as a commodity

Every jāti in the world has its own oral stories about its customs and manners, social and periodic institutions (sāmājik ra sāmayik prathā sambandhī). In our society there are many such stories. Having collected such stories current in Bengali society Lāl Bihārī De wrote Folk Tales of Bengal. In English, story-writers such as Scott have written many such books. The Bengal Asiatic Society has also prepared a book of such stories in the Lepcha language and published it. If the loving readers of Ādārṣa would be kind enough to write in Nepali such stories that they know or have heard and send them to our office we shall try in time to make a collection of such stories and publish a good and worthwhile book.

Editorial comment, Ādārṣa 1(3): 38, 1930

At first glance, it may appear that a conscious Nepali interest in folk tales, and in folk culture at large, dates to no earlier than the 1930s. Certainly, Kalimpong-based Ādārṣa editor Šeṣ Manī Pradhnān’s note cited above is the first explicit call to make folk culture the object of concerted study and recording of which I am aware. Similarly, Bandhu (2001/02) identifies the Dantyakathā compiled by Bodhvikram Adhikārī in 1939/40 as the first true collection of folk tales, which he specifies as ‘folk stories that are current in popular usage (lokavyavahārmā pracalit lokkathāharā).’ Adhikārī’s work appeared only shortly before the publication of the most extensive—and probably best remembered—early effort towards investigating and compiling Nepali sayings and popular usage, Puṣkar Śamšer’s two-volume encyclopaedia Nepāli ukhān, ūkkā, vākyāmsa, vākyapaddhati, ityādiko koṣ (1941/42).

However, an active interest in what would later be termed ‘folk’ traditions, can be traced to a much earlier period. Starting with Motiśrām Bhaṭṭa (1866-1896), some writers had researched Nepali proverbs, demonstrating the links between folk inspiration and printable literature.
Bhaṭṭa, who remains best known as the biographer and publisher of Nepali’s ādikavi (‘first poet’) Bhānubhakta Ācārya, compiled a collection of proverbs entitled Ukhānko bakhān, which was published in Banaras by Rām Kṛṣṇa Khatrī at the end of 1894. The official statements of publications from India’s United Provinces (into which the principal Nepali publishing centre Banaras fell) also record the publication of a book entitled Mahā okhān bakhān in 1897. This was attributed to a certain Bādri Nārāyaṇ and published by Banaras’s Hitacintak Press, which was responsible for the production of many early Nepali books. It is not clear if any copies of Bādri Nārāyaṇ’s book have survived but the title suggests that it could be a version of Motirām’s Ukhānko bakhān. Such a suggestion also reflects the commercial environment of early Nepali publishing: successful works were frequently copied without permission by other authors and publishers, and it would not be surprising if an unscrupulous rival had taken the opportunity of Motirām’s untimely death to bring out an unauthorised version of his work. In any case, the appearance of these two books within three years of each other surely indicates that there existed a market for this type of ‘folk’ tradition compilation: both titles had print runs of 1,000.5

Meanwhile, the interest in proverbs and their reflection of colloquial expression had spread to Darjeeling, where the pioneering publisher Gaṅgāprasad Pradhān was also infected with an enthusiasm for collecting folk sayings. Gaṅgāprasad, the son of a former palace gatekeeper in Kathmandu who had run away from his new home on a Darjeeling tea estate to have himself baptised a Christian in Allahabad, became the first ordained Nepali priest and the proprietor of the Gorkha Press. From 1901 to 1930 he produced the Gorkhe Khubar Kāgat, by far the longest-lived Nepali periodical in pre-Independence India. His own compilation of 1,438 sayings was published in 1908; although they represented the mixed heritage of Darjeeling’s population, the vast majority of whom had migrated there within the last couple of generations, he described them as ‘pure Nepali proverbs’ (Pradhan 1908). Very few copies of this book—which Gaṅgāprasad researched, printed and published himself—have survived but Salon Kārthak’s recent biography of Gaṅgāprasad reproduces one sample proverb for each letter of the alphabet (2001: 100-04; in the original work the proverbs were arranged alphabetically by first letter).6 Less than a decade later, Kāṭi Mahāvīr Simh Garataulā Kṣatri contributed a slimmer and less well organised collection of popular sayings (Ukhān bakhānko pravāha, 1917) which, despite claiming to be author-published, was produced in 500 copies by one of the leading Nepali publishing houses in Banaras, that of Viśvarāj and Harihar Šarmā.

The purpose of presenting these details is to demonstrate that even if the explicit recognition of folk culture per se as a topic worthy of study by Nepali
writers may not be seen until 1930 or thereabouts, in practice elements of folk expression were evident from the earliest stages of the development of Nepali print. And while the collection of proverbs is the clearest indication of a deliberate research approach to folk issues, I would suggest that their centrality to the emergence of Nepali narrative forms in print is of much greater significance. Narrative, in fact, was the primary concern of the essay by Rūpnārāyaṇ Simh that prompted Pradhān’s comments in Ādūrśa. Simh was one of the most talented and creative Nepalis of his generation, and even now is well remembered as the author of one of the most important early Nepali novels, Bhramar. In 1930 he had graduated with a BA and was based in Calcutta; he would go on to become a senior lawyer and a leading light of Calcutta high society, famed for his dashing good looks and the womanising which formed the semi-autobiographical background to Bhramar (‘The Bumble-bee’; the title alluding to the metaphor of a bee which feeds on many flowers, flying from one to another and never settling). The aim of his article in Ādūrśa was to highlight the paucity of inventive narratives in Nepali, in either the novel or short story genres. In his consideration of the latter, his choice of word, galpu, indicates that he was considerably influenced by the achievements of Bengali literature (1930: 38): ‘There is an absence in Nepali literature of both novels and stories. There is not a single noteworthy novel. As for the word galpu, it is still hardly heard or understood in the vernacular.’

But again, we should be cautious in taking his insistence on the ‘absence’ of narrative genres at face value: for example, Bandhu (2001/02: 294) dates the highly influential and much reproduced prose narrative Vīrsikkā to 1889/90 and includes it among works that are related to folk stories. We may rather interpret Simh’s statement as specifically bemoaning the lack of tales that had clearly moved beyond those of folk origins. For there had been a flourishing market for Nepali novels, stories and poetry for more than three decades: in fact, as the next section aims to illustrate, it was reworked folk formats such as Vīrsikkā that provided the main platform for the Nepali publishing business, which in turn enabled the production and distribution of more refined literature through the infrastructure thus established.

How, then, did the advent of print as a technology and business influence folk culture? The foregoing paragraphs have already hinted at the change in the interpretation of folk formats as they came to be consciously distinguished as ‘folk’ or lok and contrasted to an implicit ‘non-folk’ modernity. Let us now look at a couple of examples of how print brought changes to the presentation of folk genres, and how this consequently spurred new styles of writing (and, of course, reading). By presentation, I have in mind all the steps required to bring folk formats into printed format, including composition, distribution and marketing.
First, we may note that the relationship between folk culture and high culture was a complex one even before the arrival of print. To take a prominent example, the Rāmāyāṇa was, as a Sanskrit epic poem with many written recensions, distinctly representative of sophisticated literary culture. Yet it also spawned numerous folk interpretations, both within Nepal and throughout South and South-east Asia (cf. Richman 1991). The fame of Tulsīdās’s Rāmcaritmānas throughout north India rested on the ready intelligibility of his Avadhi language and his adoption of the popular dohā and caupāï verse formats. Similarly in Nepali, episodes from the Rāmāyāṇa had, long before Bhānubhakta’s fuller literary rendition, been rendered into the form of bāluns, a form of folk drama popular among Brāhmans and Chetris of Nepal’s central hills. Such dramas would have been performed relatively informally at the village level but with the arrival of print they both took on a permanent form—what at that time Hindi literary critics would describe as sthāyi—and gained a potentially much wider audience than the original dramas themselves. For example, Pūrṇānanda Upādhyāya’s Rāmāyanaṇako bālun (published in Banaras in 1912 by Viśvarāj Harihar) gave print-permanence to one particular version of the Rāmāyana tale. Other bāluns that were transformed into print in the early twentieth century included parts of the Mahābhārata and tales of the incarnations of Viṣṇu.

While Bhānubhakta’s Rāmāyana (which was a great commercial as well as literary success) may have promoted a relatively homogeneous devotional culture, the simultaneous circulation of a variety of divergent folk traditions must have acted as a reminder of the heterogeneity of cultural forms within Nepal. As such works reached new audiences they also enabled a form of print-mediated communication between different experiences and traditions.

Thus, from a starting point quite far removed from the religious narratives of the epics as they were translated into bāluns, the savāi form of popular verse developed into a versatile print medium for the recitation of tales from distant battlefronts, of historical characters or events. Like most popular genres, savāis have not received much scholarly attention: while Bandhu praises many savāi poems for their liveliness (2001/02: 215) he observes that ‘as published savāis … were confined to the little educated, the assessment of Nepali savāi literature can for now be only based on estimation.’ Savāis, which may be most conveniently glossed as narrative folk-poetry, entered the printed market themselves and then, perhaps more significantly, offered many writers who would otherwise never have had the opportunity to produce printable works an entry to the burgeoning Nepali literary bazaar.

This genre was produced commercially in Banaras but, probably more than any other type of literature, drew in a wide range of authors and readers: this ethnic and geographic diversity certainly owed much to the medium’s
popularity among soldiers. Early contributions from India’s north-east included Tulūcan Ale’s Manipurko savāi (1896); Dhanvīr Bhaṇḍārī’s Abbar pahādko savāi (1894); and Bhuimcālako savāi (1897). Daṅkām Thulūng Rāi’s savāi account of the 1899 Darjeeling landslide (Pradhān 1982: 100) probably made him the first Kirat writer in Nepali to be widely read. Yet this genre managed to embrace more subjects than the historical or martial. The collection Savāi pućiśā (1914), published in Banaras by Viśvarāj Harihar, merited a print run of 1,000 copies despite its potentially prohibitive cost of two-and-a-half rupees.

Works such as this indicate the ease with which a popular format was adopted and commercialised by Banaras publishers. As with savāis of the Shillong earthquake, Viśvarāj Harihar’s main rival Padmaprasād Upādhyāya also added Jaṅgabīr’s (1916) description of the 1899 Darjeeling landslide to his catalogue. That this tale of the heroism of Gurkha soldiers in their rescue efforts should become a vehicle for the profit of a mercenary entrepreneur is indicative of the ambivalent relations that characterised the emergent Nepali print-capitalism. The publishing infrastructure developed in Banaras offered new outlets for savāi literature and promised to bring these verses to a wide audience in a convenient, and generally affordable format. In doing this they also elevated folk-style rhyming tales to a form of sīhāyi printed literature. The composer of a successful savāi could hope for some fame and increased literary respectability; yet for a publisher such as Padmaprasād, the most important verses were surely the rhyming couplets on the back cover that he hoped would carry the message of his wondrous Mahakali oil and other products to new markets. Meanwhile, we can observe with the commercialisation of this genre an interesting tension: members of historically non-Nepali-speaking, working/soldiering classes were being offered entry into an arena that had previously been closed to them; nevertheless, the major beneficiaries remained confined to a small circle of Banaras-based Brāhmaṇs.

The patterns that can be observed in the adaptation of savāi verse to book format are echoed in other genres. A further tension in the deployment of folk formats in print came into focus with the development of Nepali literary criticism. For example, the most widespread early use of the immensely popular jhyāure folksong rhythm was in mildly erotic śrīgār poetry. The flavour given by the jhyāure rhythm surely contributed to the remarkable success of cheap romantic works in this genre: they sold in the tens of thousands and seemingly appealed to a very diverse audience. Books such as these made publishing in Nepali commercially viable but they also incurred critical disdain and moral censure. Such attitudes were no doubt largely informed by the growing consensus among the self-appointed guardians of
high class literature that writing had to be socially useful and preferably
morally improving, a viewpoint common among Hindi critics which had
become well entrenched by the time it was institutionalised in Rāmcandra
Śukla’s seminal Hindi sāhitya kā itihās (1940). It was when jhyāure was
exploited to help convey an approved message, such as in Mahānanda
Sāpkotā’s reformist Mun-lahārī (1923), that it was most appreciated by
contemporary and subsequent critics.

We may conclude that the decades around the turn of the twentieth
century witnessed both the birth of the modern Nepali publishing industry and
the extensive remoulding of traditional folk forms into new printed books.
The few specific illustrations presented above offer only a glimpse of the
mass of works which drew on folk genres and contributed to their
reformulation. By the later part of the period examined, writers had started to
treat ‘folk’ or lōk culture consciously as an object of study in its own right but
it is clear that the interest in investigating and representing folk traditions
dates back to near the beginning of Nepali print culture. We have seen that
the use of folk was not entirely unproblematic but rather reflected various
tensions inherent in the nascent literary system: between creativity and profit,
the local and the universal, and between popular success and critical esteem.

Print culture as lōk culture
The foregoing section has aimed primarily to sketch some of the ways in
which the process of transfer of folk genres from local, oral traditions to
printed and widely distributed formats affected their form and their role in
society. But how can we assess the influence of folk culture on shaping the
wider world of Nepali print? The collision of Nepali folk traditions with the
technology and commercial practices of modern print-capitalism, centred on
Banaras, had a double-edged impact on both elements in the equation. Folk
may have been transformed as it was remoulded into printed output but it also
exerted a major influence in shaping the economics of the modern Nepali
literary system as a whole. In short, without folk literature as a base to draw
on and from which to revise and improvise, it would have been difficult for
the Nepali literary system as a whole to establish itself as a viable print
business.

In the early decades of Nepali publishing, perhaps even the majority of
titles (excluding widely-circulating textbooks) had their origins in popular and
folk genres. Certainly the volume of ‘high’ literature—such as, say, Lekhnāth
Paudyāl’s Rtu vicār (published in Nepal by Kucandra Gautam in 1917) or
Dharaṇidhar Koirālā’s Naivedyā (published in Banaras by Maṇī Siṃh Gurus in
1920)—was remarkably small in comparison to popular styles such as the
bālūns and savāls discussed above. Were it not for the commercial success of
such works, there would have been neither the developed infrastructure to publish more sophisticated creations nor the means to distribute them, nor indeed such a sizeable market for them. Yet folk traditions have often been neglected by mainstream literary historians, except when they have directly influenced written styles. Tārānāth Śarmā’s influential Nepāli sāhityako iṭthās (1994/95), for example, gives no space to folk traditions. The influence of popular song is acknowledged when its rhythms enter mainstream poetry but its intrinsic value is downplayed. Thus Lakṣmīprasād Devkoṭā’s use of jhyāure in Munā-Mudan has generally received rapturous critical applause but many of the earlier published jhyāure verses have slipped into obscurity, despite the fact that they surely entertained thousands of people and played a crucial role in the spread of the Nepali language (cf. Bandhu 1989).

Here we can see the convenience of thinking in terms of lok rather than ‘folk’. For whatever the folk origins of much of the material that bulked out Nepali publishers’ catalogues and filled up their balance sheets, it was their laukik (worldly) functions that guaranteed their place at the heart of the new industry. Unlike the traditions of, say, the oral transmission of the vedas within priestly lineages or the samasyāpūrti competitions at kavi sammelan gatherings, print technology was fundamentally implicated in the worldly matters that are bound up in the term lok itself. Moreover, it was the fact that print offered a new means of reaching out to the ‘world at large’, to communities of Nepalis of various backgrounds and classes spread out across Nepal, India and beyond, that enabled it to reformulate local ‘folk’ traditions into books that catered to the much wider lok of all literate Nepalis. Indeed, print culture was not even confined to the reading public, because in many areas it provided new materials for storytelling and recitation that bridged the gap between textual and oral transmission.

The temporal force of lok is also evident in the way that popular publishing brought access to hitherto restricted religious knowledge into the public domain. With the translation of texts from the devavānī of Sanskrit and their presentation to people in the lokbhāṣā (vernacular) they understood age-old barriers around esoteric knowledge started to erode. The outpouring of tales from the purāṇas, the epics and even some of the vedas may have contributed to the propagation of normative religious values but they also brought about a minor revolution comparable to that occasioned in Europe by the translation of the Bible. The medium of print also became a powerful channel for the dissemination of reformist messages, from the radical poets of the Josmanī Sant tradition in eastern Nepal and the Ārya Śāmājśī doctrine promoted by Mādhavrāj Jōśi and Śukrārāj Sāstrī to the later Theravāda Buddhist revival which was intimately connected to the elaboration of a modern Newar social and cultural consciousness. Many of these significant
developments were at most only tangentially related to folk traditions but were very much lok-related.

The most lasting legacy of the early period of Nepali print culture is, finally, the most emphatically lok-centred. It was only as the wider public came to be identified with a cohesive sense of jāti belonging that the lok-samskrta of print began speaking to a proto-nationalist Nepali community. The awareness of a potential supra-ethnic Nepali jātiyata (loosely speaking, nationhood) and concerted efforts towards its definition and development were inalienably linked to the new communicative technology of print and the wide discursive potential it enabled. Jāti consciousness was at the heart of much Nepali writing of the early twentieth century and lay at the heart of the rhetorical and practical commitments to unнатi (progress, advancement) which preoccupied almost all social thinkers, writers and activists. Insofar as the audience for popular publications thus came to overlap with the nascent ‘Nepali jāti’, the new lok represented ‘the people’, in a way comparable to the German Volk, or the Russian equation of folk culture with narодная (‘national’) culture.

The cultural aspects of folk culture formed the basis for the elaboration of jātiyata in both literary terms and as a practical means for reaching out to disparate members of an undeniably heterogeneous population. It was to folk culture that influential writers such as Sūryavikram looked when seeking to define the essence of that which was specifically Nepali. Introducing his new edition of Moṭirām’s renowned biography of Bhānubhakta, Sūryavikram devoted a full page (Bhaṭṭa 1927: 3-4) to the need to revive and make use of Nepali’s jātiya chanda (national/ethnic metres), especially savār. He praised Dharanīdhar Koirālā for his devotion to producing natural Nepali poetry but urged other poets to work hard to revive the jātiya chandas. Sūryavikram believed that a distinctive Nepaliness could be found in jāti heritage but the role of modern litterateurs was to refine it.

In this way, the folk resources of Nepali proverbs, local verse formats and song styles were welded to a much wider proto-nationalist project in which the symbolic value of their nativeness was used to support an emerging jāti identity. This project was in a certain sense the summation of lok culture, for it deployed lengthy folk traditions within the new framework of print technology to create a modern concept of shared popular culture and common jāti belonging. When thought of in English, the meeting of folk with print seems to be a clash of cultures. The formative Nepali experience suggests, however, that both were essential to the birth of a novel type of lok samskrta whose impact is still felt today.
Notes

1. This article is based on a paper presented at the 2nd International Folklore Congress, Kathmandu, May 30 - June 1, 2003. I am grateful to Tulsi Diwas and Professor Chura Mani Bandhu for their invitation to present a paper at this congress, and also to the participants who offered comments and suggestions.

2. Many of the materials drawn on for this brief article are presented at more length in Chalmers (2002), which also provides a more thorough analysis of the development of Nepali print-capitalism in general. The wider historical analysis within which this study of folk and print may be located—broadly speaking, the emergence and development of Nepali social consciousness within the public sphere of the early twentieth century—is the subject of Chalmers (2003).

3. The Sanskrit verbal root lok ‘to see, behold, perceive’ is included in the Dhātupātha (iv, 2) but the noun lok took some time to settle into its current form: ‘connected with roka; in the oldest texts loka is generally preceded by u, which according to the Padap.= the particle 3. u; but u may be a prefixed vowel and ulok a collateral dialectic form of loka; according to others u-loka is abridged from uru-or avu-loka’ (Monier-Williams 1899: 906).

4. In fact, the English usage of ‘folk’ has had a wide influence in other European languages, and the English term itself has often been loaned to offer the specific sense implied in ‘folklore’, etc. While German and Dutch make use of the cognate Volk/volk (thus German Volkstanz ‘folk dance’ or Volks sage ‘folk tale’, Dutch volkslied ‘folk song’), French has adopted folk as both a noun and an adjective (thus chanson folk ‘folk song’), as well as the terms le folklore and folklorique. Russian has similarly loaned fol’klor and fol’klorist but uses narodnyi ‘national’ as the modifier: narodnaia muzyka ‘folk/national music’, narodnata pesnia ‘folk/national song’. (It seems that the artificial European language Esperanto tends towards the wider sense of ‘folk’ as people at large, hence polopo ‘folk’, popolkanto, ‘folk song’.)

5. I have only been able to have a brief glance at one surviving copy of Gaṅgāprasad’s collection of proverbs held in a private collection in Darjeeling.

6. While Parājuli (2001/02: 15-16), probably the most authoritative recent writer on Nepali proverbs, cites the work of Mūrān, Gaṅgāprasad and Gartaula, he makes no mention of Bhāṛ Nārāyan.

7. Bandhu (2001/02b: 278-80) provides an interesting description of bālun performance but does not discuss published versions.

8. The savār remains a popular format. Kamal Dixit recently published retired soldier Punyabahādur Thāpākṣetāri’s 328-verse Śṛṣṭiko savār (2001/02) with an enthusiastic preface.

References


Statement of particulars regarding books and periodicals published in the North-western provinces and Oudh, registered under Act XXV of 1867, 1894-1920 [from the first quarter of 1902 to the first quarter of 1903 the area was ‘the United Provinces of Agra and Oudh’; subsequently simply ‘the United Provinces']. Oriental and India Office Collection of the British Library: SV 412.

Our genre development of memes demonstrates the generative capacity for continued memetic transformation and for participation among members of digital culture. The meme used by scholars of digital and Internet culture shares some similarities, however, with the meme of evolutionary biologists while also having specific character-istics that make it distinct from the work of evolutionary biologists.Genres, there-fore, are central to understanding culture. Agency and structure on the memescape Viewed through the prism of Giddens’ (1984) structuration theory, memes begin to reveal a dynamic interaction between agency and structure involving the use of rules and resources for content creation and genre development. Culture was defined earlier as the symbols, language, beliefs, values, and artifacts that are part of any society. As this definition suggests, there are two basic components of culture: ideas and symbols on the one hand and artifacts (material objects) on the other. The first type, called nonmaterial culture, includes the values, beliefs, symbols, and language that define a society. The second type, called material culture, includes all the society’s physical objects, such as its tools and technology, clothing, eating utensils, and means of transportation. These elements of culture are discus In general, folk culture is more likely to cause greater uniformity on the landscape than popular culture. False. Two social groups living in close proximity will retain unique social customs if there is limited interaction between them. True. International prostitution is encouraged in some Asian countries as a source of foreign capital. True. Although folk cultures have the same process of origin as popular culture, they have a more limited process of diffusion. False. Adoption of Western popular culture seldom results in the elimination of traditional folk culture. False. Why do leaders of some developing countries fear the loss of folk culture? loss of traditional values; fear of domination by Western countries. This set is often saved in the same folder as In some ways, traditional culture and modern culture are alike. Any culture is a system of learned and shared meanings. People learn and share things over the course of generations, and so we say they are a culture. Of course meanings are not limited to written words but began with thought words and spoken words, signed words, gestured words, pictured words. All these kinds of words carry meaning.Â Ways of thinking and doing things in traditional cultures flow from one culture to another just like genes flow from one biological population to another: folks come into contact, something gets exchanged.Â In traditional culture, on the other hand, the elders tend to think of modern culture as “hollow,” “ignorant,” somehow “childlike.” 2004 “When Folk Culture Met Print Culture: Some Thoughts on the Commercialisation, Transformation, and Propagation of Traditional Genres in Nepali.” Contributions to Nepalese Studies 31(2): 243-56. Evolution of Nepali Language and Early Nepali Poetry. Mar 2011. Mukul Dahal. Dahal, Mukul 2011 “Evolution of Nepali Language and Early Nepali Poetry.” Poetry Nepali Diaspora 1(1). Accessed March 6, 2014. http://www.literaturenepalidiaspora.com/evolutionofnepalilanguage.html.