Indian Cultural Heritage

Introduction to Indian Arts
“शिक्षा मानव को बन्धनों से मुक्त करती है और आज के युग में तो यह लोकतंत्र की भावना का आधार भी है। जन्म तथा अन्य कारणों से उत्पन्न जाति एवं वर्गेक्षण विषयकों को दूर करते हुए मनुष्य को इन सबसे ऊपर उठाती है।”

- इन्दिरा गांधी
In the Unit – 1, we will discuss about the meaning of arts, why art is necessary for human beings and the nature of various art forms. We will also try to understand the definition of art, scope of art and various functions of art in social life.

Once we understand the meaning and need of art in the Unit – 1, we will study the principles of arts in the Unit – 2 and these principles are responsible for the fine expression in arts like dance, music, drama or painting. Such expressions are seen in folk arts and also very much in classical arts. We will discuss in this unit the features of folk art and classical art.

In Unit – 3 we will understand the branches of art. Art can be categorized as visual arts, performing arts, literary arts, decorative arts and media arts. And also how this art is associated with life of people in every society. Each of these arts are studied in detail in this unit.
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UNIT 1 INTRODUCTION TO ARTS

Structure

1.1 Introduction
1.2 Meaning of Art
1.3 Nature and Scope
1.4 Purpose of Arts
1.5 Summary
1.6 Self-Assessment Questions
1.7 Terminal Questions.
1.8 Answers

1.1 INTRODUCTION

Culture is expressed in various ways such as language, art, religion, tradition and ways of life. Among these, art has an important place in understanding culture. Understanding of arts help us to know the nature of human beings better. Human beings have various kinds of needs. Food, shelter and clothing are the basic needs of human beings for survival. But there are also other kinds of needs which help man to develop as an individual in society. Life is not complete without other kinds of needs which uses mental and physical faculties for doing different kinds of activities for the society. These needs are satisfied when they are created by human beings themselves. One of such needs is creative activity. It provides greatest satisfaction to those who create. The creative activities emerge out of art, science or literature.

Objectives

After reading this unit you will be able to:

• understand the meaning of art;
• will learn the definitions of art;
• know about different ways of understanding art and nature of art; and
• we will know about the functions of art in society.

1.2 MEANING OF ART

Art is considered as an one of the important part of human activities. Art is the mental and physical activity where creation and expression are significant. Art is expressed through sensory perceptions (touch, see, hear, smell and taste) in an appealing way. It is the expression of an individual in certain way which attracts the senses of other individuals. The word “art” is referred to the creative expression such as music, dance, theater, literature, painting, sculpture, printmaking, architecture. It can also be referred to the applied forms such as advertising, design, jewellery, textiles, bead-making, metal art, ceramics, and such other things. In this lesson we will understand the meaning of art and the purpose of art.
Definition of Art

‘Kaala’ or ‘Art’ is the expression of inner feelings and ideas, which is creatively expressed in several ways. But to express these feelings, their need an approach and skill.

Art is a product of human activity that comes out of a particular intuition. This undergoes a process of transmission through the mind, through the emotions and through the ideas into a directed action. Britannica defines art as “the use of skill and imagination in the creation of aesthetic objects, environments or experiences that can be shared with others.” In the case of music, dance or drama the expression of aesthetic emotions are considered as more important.

The person who expresses his emotions and ideas in a specific way with training or by practice is known as an “artist”. The artist experiences the world around him and put his experiences in a beautiful or artistic way that the viewers themselves respond to the experiences of the artist. In this way art reaches the people through the artists.

1.3 NATURE AND SCOPE

Earlier the term ‘art’ was used to refer to any skill or mastery in creating an object or while giving a performance. But in Indian tradition there is a mention of 64 kinds of arts. Apart from the arts such as dance, painting and sculpture the activities such as cooking, garlanding, art of making ornaments, preparing perfumes, making different kinds of drinks, sewing, solving the riddles, carpentry, reading poems, and all such activities were brought under the category of art.

Later, the five arts among them were called as lalit kala – Fine arts, pertaining to music, dance, theatre, painting and architecture which include sculpture also. Rest of the other forms of art was known as kushala kala or hasta kala regarded as craft that later got the recognition as decorative arts. When a box is created exclusively by an artist and placed in a museum or collected by an art collector it is considered as an art object. The skill of creating the box is treated as craftsmanship.

In the early stages of human development, art was expressed in a natural way to worship gods or to decorate the places they used to live or to celebrate an event. As the society progressed, art was brought under training and study. In course of time the art practices and the products of arts ... handed down for generations, some of those for centuries and some are even millennia, old.

Through such fine expressions and by creating objects in certain ways, they became established practices. Such practices were recognised as art traditions. These traditions are modified or changed owing to changes in the taste of people and trends followed in a particular period. Such changing features bring particular ‘style’ to art. Art history studies the reasons for such change and the stylistic feature of the art practiced in a particular time of history. “Aesthetics” is a subject which studies the principles that govern the expression in art and theories of art. “Art Criticism” is the analysis of art which bridges the gap between the art, the viewer and the society. So in the field of art, people can choose professions like artist, performer, designer, art collector, art historian, and art critic or art interpreter. In this way art world is expanding. We will explore more in the later lessons.
1.4 THE PURPOSE OF ART

Art is created sometimes with specific purpose but many times as an activity which appeals to the senses. The purpose for which art is created can be categorised into two parts:-

1. Functional and 2. Non-functional

1. Functional

a) **Informative:** If the purpose of art is functional, it is a conscious effort of an artist to respond to the needs. If the picture is used for bringing social change, the art should have such a theme, for example during freedom movement the pictures of leaders, the flag, and the atrocities of British towards India will create patriotic feelings in the people. Similarly, to convey specific message to a larger audience, a dance or drama programme is arranged through which the message can be conveyed. An illustration in a book, an advertisement on television, creation of map and sign posts etc. are these instances where art is used for providing information. Thus, art is informative in nature.

b) **Communicative:** In early times the religious thoughts and practices were conveyed through a picture or sculpture or by narration in music, dance and drama. Art is a simplest form of communication, any complicated idea can be conveyed impressively through art. Art transmits variety of ideas. Each artistic expression conveys a message. The Pyramids from Egypt communicate the belief of the life after the death, hence death is glorified here, and the Tajmahal conveys the eternal love and remains as a symbol of love and faith. The sculpture of Buddha in standing and seated posture with particular hand gestures communicate different philosophical meanings, so also the shikhara (tower) of Brihadesvara Temple Tanjore which shows the artistic dedication and majesty. In dance, the hand gestures, the hastas communicate the emotions and meanings symbolically. In all these instances art is used as a means of communication.

c) **Livelihood and profession:** Art fetches earning for an artist. Many earn their livelihood being in the world of art. The artists take up commission works or organise their exhibitions, participate in art events where their art works are sold at higher price. The dancers, musicians, actors, anchor persons are paid well for their contribution and performances. In historical times kings and rich people patronised the artists. Many temples also provided opportunities for sculptors, musicians and dancers to serve in the temples. In present days there are more opportunities for creative persons and artists.

d) **Social function:** Art reflects the social development of a particular society from time to time. It also brings people together in a given space and time. For example a music program brings joy collectively to all the spectators. It conveys the socio-cultural and religious condition through certain symbols created by the artists which are shown in the form of gestures in performing arts and also through poetry, fiction or theater. Emotions, moods and feelings are also communicated through art.

e) **Relaxation and entertainment:** Attending a dance performance or a drama will bring joy to the tired mind. One can get relaxed and a break from routine
work. Video games and cinema are meant for entertainment. The people from rural and urban places equally enjoy going to cinema and watching television programs.

2) Non-functional

Art need not be always functional. At certain times it acts as value adding factor. If art is created or performed with philosophical approach, it is for enlightenment. As part of education it sharpens the creative ability of a child. In the development of personality, art induces finer attitude towards life. Indian art is regarded as sadhana, a continuous practice that drives towards attaining spiritual heights. Art is pursued by many in childhood as an interesting hobby. Art brings freshness in life and also adds a great deal of knowledge about our life.

Art serves to unite people. When two tribes speaking different languages fight and then come to peace, their stage dance whose rhythm bring them closer and they live together. Countries send their cultural troupes to perform in the other countries for the purpose of creating cultural harmony. The lines like saare jahan se achcha hindustan hamara when sung, everyone feels like they are all one and belong to this beautiful land.

Art is a creative activity. By learning any one or different arts, the creativity of a person is enhanced because art is an expression which needs to be felt and expressed in different ways in different times. Hence, one develops the ability to be always creative. In the present times the world looks at the act of creativity. Anything expressed in an artistic way is fresh and appears to be different and new.

1.5 SUMMARY

In this unit we have studied and mainly tried to understand the meaning of art. The information we learnt here will serve as the background for understanding the other units which we will be studying in the next Blocks. Art whether it is Visual arts or Performing arts have been used as the means of understanding the different ways in social life. Art has been used for different purposes such as functional and non-functional. In general art helps to mould a person into a creative personality. Art serves to unite people and art is an essential element of culture.

1.6 SELF ASSESSMENT QUESTIONS

1) State whether the following statements are True or False:

1. Art is expressed through the sensory perceptions (touch, see, hear, smell and taste) in the most disturbing way.

2. Advertising and Design are known as applied art.

3. Art is a product of human activity, that comes out with a particular type of imitation.

4. In the case of music, dance or drama the expression of aesthetic emotions are considered as not so important.

5. The person who expresses his emotions and ideas in a specific way with training or by practice is known as a doctor.
2) **Match the Following:**

1. Indian tradition mentions a) the style in art
2. Lalitkala is known as b) owing to change in the taste
3. Kushalakala is known as c) 64 kinds of art
4. Art History studies d) Fine Arts
5. Art Traditions are modified e) craft

3) **Fill in the blanks with suitable words from the list given below:**

1. Creation of map and sign posts etc are the instances for art is __________

2. Art transmits variety of ideas and each artistic expression __________

3. Many earn their __________ being in the art world.

4. The video games and cinema are meant for __________

5. As part of education __________ the creative ability of a child.

   a) livelihood, b) art sharpens, c) entertainment, d) used for providing information, e) convey a message.

1.7 **TERMINAL QUESTIONS**

1. **What is Art? Define art briefly.**

2. **What is the nature of art?**

3. **Write in 3 or 4 lines on each of the following**
   a. Art has a social function   b. Art for communication
Introduction to Indian Arts

4. What is the non-functional purpose of art?

1. The word “art” is referred to the creative expressions such as music, dance, theater, literature, painting, sculpture, printmaking, architecture. It can also be referred to the applied forms such as advertising, design, jewellery, textiles, bead-making, metal art, ceramics, and such other things. Art is defined as: ‘Kala’ or ‘Art’ is the expression of inner feelings and ideas, creatively put forth in several ways. Many get great ideas. But to express they need an approach and skill. Art is a product of human activity that comes out of a particular intuition. This undergoes a process of transmission through the mind, through the emotions and through the ideas into a directed action. Britannica defines art as “the use of skill and imagination in the creation of aesthetic objects, environments, or experiences that can be shared with others.” In the case of music, dance or drama the expression of aesthetic emotions are considered as more important.

2) Earlier, the term ‘art’ was used to refer to any skill or mastery in creating an object or while giving a performance. But in Indian tradition there is a mention of 64 kinds of arts. Later, the five arts among them were called as lalit kala – Fine arts, pertaining to music, dance, theatre, painting and architecture which Art need not be always functional. At certain times it acts as value adding factor. If art is created or performed with philosophical approach it is for enlightenment. As a part of education it sharpens the creative ability of a child. In the development of personality art induces finer attitude towards life. Indian art is regarded as sadhana, a continuous practice that drives towards attaining spiritual heights. Art is perused by many in childhood as an interesting hobby. Art brings freshness in life and also adds a great deal to knowledge of our life.

3. a) Art has a social function: Art reflects the social development of a particular society from time to time. It also brings people together in a given space and time. For example a music program brings joy collectively to all the spectators. It conveys the socio-cultural and religious condition through certain symbols created by the artists which are shown in the form of gestures in performing arts and also through poetry, fiction or theater. Emotions, moods and feelings are also communicated through art.

1.8 ANSWERS

1) 1 – F, 2 – T, 3 – F, 4 – F, 5 – F.

2) 1 – c), 2 – d), 3 – e), 4 – a), 5 – b)

3) 1 – d), 2 – e), 3 – a) 4 – c), 5 – b)
b) **Art for communication:** In early times religious thoughts and practices were conveyed through a picture or sculpture or by narration in music, dance and drama. Any complicated idea can be conveyed impressively through art. Art transmits variety of ideas and each artistic expression conveys a message.

4) Art need not be always functional. At certain times it acts as a value adding factor. If art is created or performed with philosophical approach it is for enlightenment. As part of education it sharpens the creative ability of a child. In the development of personality, art induces finer attitude towards life. Indian art is regarded as *sadhana*, a continuous practice that drives towards attaining spiritual heights. Art is pursued by many in childhood as an interesting hobby. Art brings freshness in life and also adds a great deal to knowledge of our life.
UNIT 2 PRINCIPLES OF ARTS

Structure

2.1 Introduction
2.2 Language of Arts
2.3 Principles of Arts
2.4 Tribal and Folk Arts
2.5 Classical Arts
2.6 Summary
2.7 Self-Assessment Questions
2.8 Terminal Questions.
2.9 Answers

2.1 INTRODUCTION

Inner feelings and ideas can be expressed by using colours in the form of painting or carving on stone and other medium, in the form of sculpture. The process of such expression has given birth to visual art. The art forms such as painting and sculpture are the two important visual art forms also known as plastic arts or fine arts. They have evolved through visual expression based on the visual language. For creating a sculpture or a painting, what is important is the vision – the sight without which you cannot see the world, you cannot experience the colours and shapes and as a result you cannot create visual art. Visual arts include architecture also. You will study them later in other units.

There are also other ways of expression such as singing, playing on musical instrument, dancing and acting. These arts are performing arts as they have to be performed for the audience hence they are called as performing arts. The performing arts use body language for various kinds of expression. You will study them in next Blocks.

Objectives

After reading this unit you will be able to

• understand the language of art;
• will learn the principles of arts;
• know about essential elements such as balance, harmony, rhythm etc.; and
• we will also know about the folk and classical art forms.

2.2 LANGUAGE OF ART

Art has its own language through which it communicates effectively. Human beings have an inherent quality to express in a creative way and also to appreciate beautiful things. In the literature like poem, drama or narration the word is the
verbal language. Proper usage of the words with their meanings and formation of sentences enhances the quality of literature. It is an art learnt through acquiring skill, technique and aesthetics.

Similarly, theatre is a kind of communication, which unfolds in a space on the stage. The main element of stage language is the spoken word. The spoken word is used in combination with acting, mime, costume, expression of feelings and emotions, lighting, position of the actors on stage and their gestures. Thus, the stage play is the effective means of artistic communication.

In both vocal music (singing) and instrumental music: sound is the basic language. The combination of sound and the variables of seven notes—saptasvaras make different tunes known as ragas. You learn more about them further. The sound in combination with volume, tempo and rhythm make melodious music.

The bodily movement, position of the limbs, hand gestures and the expression of navarasas (nine kinds of aesthetic emotions) form the language in dance. Along with these, music and costume also play important role in making dance beautiful and effective communication. You will understand more about dance in the chapter Indian dance.

In painting, colour is the essential language. The line, brush stroke, position of the image and handling of the space are also important in using the colour. In the same way handling of the medium and modeling forms the basic language for sculpture. You will learn more about it in the chapter of Visual Arts.

All the elements discussed above are the formal language of the each art form. They are further developed as structure and content of the art in the particular manner.

2.3 PRINCIPLES OF ARTS

There are certain basic principles which are common to all art forms. They are content, balance, rhythm, symbolism, proportion, harmony, emotional expression and achieving the mastery over the medium. The content is seen as the subject matter or a theme in a painting, drama, music or dance.

**Content:** The artist whether a painter or dancer or musician thinks in images or picture form. He imagines the entire story or event in a manner where he gets scope to beautifully present it before the onlookers. His imagination is backed by the content in the form of poems or drama theme or a concept which he has to portray. The artist constantly thinks about the presentation which should be expressed at its best. Anadavardhana, a great Kashmir scholar in 9th century speaks about the dhvani, the inner meaning of the content and also about rasa-dhvani, the emotional meaning of the content in art. You will study more about rasa under the units which deal with Performing Arts. Thus, content is the important aspect of the language in any of the art forms.

**Form:** form in art is concerned with the specific shape like square, triangle, cubic or the quality, which the artistic expression takes. Forms are related with media. The media used often influences the form. For example, the form in a sculpture must exist in space in three-dimensions, and respond to gravity. Similarly, Tajmahal appears great because of the marble; if it was built in other type of stone it would not have the quality. Here the form is enhanced in space because it is white in colour and the marble could take the superb carving. Another example is that of
the musical instrument that gets the sound effect depending on the shape of the instrument, such as the drums which are always cylindrical having covered on one side or two sides producing the desired sounds by beating with hand or sticks. In the video games and television (Media Arts) it is the non-linearity, interactivity and interconnectivity of the virtual presence. In dance, the forms are created with the bodily movements and hand gestures. In painting, the features of figurative and non-figurative forms are treated with line colour etc. Thus, form is regarded as the soul of art without which art can not be expressed at all.

**Balance:** The language of each art has to have balance within many of the internal elements such as rhythm and content or form and content. While depicting the content the gestures, body postures and music content and such other things are used with a sense of balance. Balancing of space, movements, tone, form constitute the compositional elements in art. Balance has to be the key factor to bring the artistic expression to rise to the level of quality in art.

**Rhythm:** Rhythm is not only important to music but also very much sensed in words, bodily movement and brush strokes in other art forms also. Even the survival of human being is due to the rhythmic breathing. Basic human instincts for harmony, balance, rhythm are felt in every activity. But in art, there is an internal sense of appreciation of balance and harmony to create beauty which is inherent.

**Symbolism:** Art is expressed through symbolic bodily gestures or drawn images. The meaning of the content or story is narrated through hand gestures in dance, different types of gaits or costumes in drama, similarly the ragas in music evoke the time and moods and similarly the figures, motifs, postures, and colours have symbolic meanings in painting and sculpture. All these evolved with the process of culture. For example, white or blue colours symbolise peace, certain ragas in music like Bhupali in Carnatic music symbolises the early morning and sunrise, a single tree in the stage setting symbolises open air, and so on.

**Emotional expression:** The emotions are the under current to all arts. Art looses its essence if emotions are not involved. Different kinds of emotions are evoked depending on the character and theme in drama and dance. The navarasa - the nine types of emotional states are like the soul of artistic expression in all arts. They influence the viewers and convey messages and create artistic experience - the rasanubhava in both visual and performing arts. It reveals originality in artistic expression. You will study more about the navarasa in the units ahead.

**Proportion:** Proportion is a principle which gives structure to art. Otherwise it is difficult to understand where to begin and where to end. If we do not think of a form in size and the order in which it should be brought into art, the expression in art creates confusion. In music it fixes the range of voice and its association with other instruments. In dance the dancer has to use the place given to her in relation to time and space, so also the painter or sculpture has to think in terms of the size of the forms that has to be brought out in relation to the size of the stone or a painting of the canvas. Thus, the order of size and shape brings a structure where art is proportionately created. In art the size should not be too big or too small. The artistic values are comprehensive when art is proportionate in expression. Arts in Media today sometimes are too elaborate and too long, where the viewer gets tired on seeing such long and oversized presentations.
Harmony: Each of the above principles discussed by it is an independent element. If it is expressed without proper coordination with the other principle it will not create joy or delight in the onlookers. Required proportions, colour effects and emotional qualities, compositional elements like form, content, balance and rhythm, when harmoniously treated, the art will be delightful otherwise the experience can be chaotic.

Mastery over the medium: Art can be obtained through a sense of trained ability. It is also acquiring mastery over the medium. For example, in painting one has to train to use colours and acquire mastery over line, form, colours which is the medium in the art of painting. Similarly, in dance it is the ability to use body movements, facial expression and hand gestures, so also in music it is voice and the ability to elaborate the ragas in melody. Mastery over the medium is possible only with constant practice and improvisation. All great artists perfect their basics and practice rigorously. There is no shortcut for acquiring great skills. Skill of execution was viewed as a quality inseparable from art and thus necessary for its success.

2.4 TRIBAL AND FOLK ARTS

Nearby your town you have several villages and even tribal settlements. You must have come across their ways of living. The way they celebrate their festivals, dress in different manner and speak their own language.

Tribal Art: Tribes are people who are considered as the original Jewellers of a country. They live in deep forest or hilly areas and have age-old practices which are very special to their groups. Each tribe has a leader and the entire community will compulsorily follow the orders of their leaders. Their practices are related to their customs, rituals, tradition. They have their own dialect (may not be a language) and dress code, weave their cloth, grow their own crops. Some tribal groups do not want the rural (village) or urban (city) to influence them. They maintain self-sufficiency and have their own law and order. India has variety of tribal settlements richly contributing the diversity in to Indian culture.

Some times tribal art is confused with the folk arts. But what we must understand is that they are different and that they develop in different circumstances. Tribal art is a product of culturally less advanced ethnic groups often isolated from the rest of the more advanced ones. For example, the Bhils and Gonds tribes of Bihar and Madhya Pradesh have evolved a dance holding each other in a continuous circular movement. Similarly, the Naga tribes from Nagaland have head hunting community, the tribes weave very colourful fabric, have their peculiar head-dress, always hold a weapons, have their own festivals and celebrations. Their law and order system is very strange and different from the other society. The Bastar tribes from Madhya Pradesh produce sculptures in metal which are very unique. The Toda and Irula tribes from Nilgiris have their own way of building their houses on hills and deep forests, their own system of medicine, burial procedure after death and weave their own fabrics. The Banjara Tribes (Lambadi) move from place to place and their settlements are known as tandas. They have rich and colourful costume, dances, songs, rituals and festivals. The Worli tribes who live in Mumbai and Maharashtra are very artistic. They decorate their houses with paintings in various themes, known as Worli paintings. Tribal art and their life is very interesting to study. Anthropology is a subject which studies the origin and culture of the tribes.
Folk Arts: Where as Folk arts are associated with village life small even classical arts have their origin in folk art. To define Folk art — ‘it is the art of common people expressed in simple language for educating and entertaining the simple village folk’. The term ‘janapada’ is used which means ‘the ways of common people’ Lok parampara is also used to recognise the traditions of village culture. ‘Folklore’ is the term in English defining the ‘traditional beliefs, legends and customs current among the common people’. The Indian cultural roots are very much with the living traditions and the arts associated with them. They are existing today in the form of folk art.

India is very much a rural society and rich in Folk art. Most of the folk-art is based on the rituals and performed on special social occasions. In all their offerings, nature plays an important role. Their dances, music, poems and making images largely depend on local gods and goddesses known as Grama devatas. The annual festivals of the village are also associated with the local gods and goddesses.

The observance of any type of festival ritual is associated with the idea of well-being of the entire village or community. This is the inherent nature of folk art. The art of drawing colourful pictures on the floor is an important folk art. The art of Mandana in Rajasthan, Chowk in Uttar Pradesh, Rangoli in Karnataka and Maharashtra, Aripana in Bihar, Alpana in Bengal, Kolam in Tamil nadu, and Muggus in Andhra Pradesh are the different names of one and the same folk art found, associated with the idea of lokamangala or the well being of the people. Various auspicious symbols and motifs which are used here are the swastika, kalasha, tree, wheel, lotus, sun, moon, animals and birds which have continued through the centuries. The vessels, walls, doors, wooden objects are all decorated with these motifs treated as very auspicious. In course of time the mythological themes and legends occupy the folk art and we have the pat-chitra tradition in Orissa, leather puppets in Andhra and Karnata, chitr-kathi paintings in Maharashtra, Kalamkari paintings from Andhra Pradesh, Ram Narayan katha in Gujarat and Rajasthan, Madhubani paintings from Bihar and Kalighat paintings from Bengal. All these artistic expressions are naturally expressed in a simple way. The materials used for folk art are available near by. The objects created are used in everyday life. The seasonal observances have impact on the folk art. You will study more about folk dances, folk music and folk theatre in the units under Performing arts.

2.5 CLASSICAL ARTS

The term classical art has several meanings. Originally it was used for referring to the art of ancient Greece. The art like drama, sculpture, painting and literature produced during the fourth and fifth centuries BCA was regarded as classical art. Later, it included many other periods in western art history. In present times, classical is used to describe perfection of form, with an emphasis on harmony and unity in creating art. Usually, it is applied to works that are representational but idealistic. Classic is used to describe anything which is unique in expression. ‘Shastriya’ is the term used for classical arts, which evolves and develops stage by stage according to the aesthetic needs of the society. It has set standards for taste. The art is judged by the competent persons from time to time. The classical art is formal and restrained. The art created with classical background are treated as masterpieces. Classical art, whether music, dance or sculpture follow a rule-bound system. The texts give the formal principles and ways of practicing the art.
The classical art need to be learnt under guru. The guru shishya parampara is the important feature in classical art. The values and the principles are given high importance. The goal of expression is to reach the perfection.

The art of Gupta period is the outstanding example of classical phase of Indian art because the classical ideals in literature were reflected in art also. Indian scholars of early times categorised the cultured and refined form of art under samskruti, the rustic and natural form under prakriti. This also shows the distinction between court art in the language of Sanskrit and the colloquial and regional languages as Prakrit. This also refers to 'Margi', the classical and 'desi' the folk or regional. We will discuss more about the stylistic features of Gupta and other art forms in the subsequent units. Classical Dance and music are important under the section of performing arts.

2.6 SUMMARY

Every art is known by its own language. The art approaches and practices very well depend upon the language of art. To understand art in true sense we have to study the various principles of art. The principles of composition in art involves the basic elements such as content, form, balance, rhythm, proportion, harmony and the mastery over the medium. We come across tribal, folk and classical arts. They should be understood in their own perspective. Many countries have their classical phases of culture but have changed so much that those features are completely absent in present times. But in India we have tribal, folk and classical traditions of art that still prevail. Each one of them has their own distinct features. For example, the Yakshagana is a very popular art form in coastal Karnataka which is considered as folk art. Whereas Kathakali in Kerala, similar in many ways to Yakshagana, has more classical features and is categorised as one of the classical dance forms of India.

2.7 SELF ASSESSMENT QUESTIONS

1) Match the Following:

1. In dance   a) proper usage of words
2. In painting b) spoken word and mime
3. In music   c) bodily movement and gestures
4. In literature d) line, form and colours
5. In theatre e) the seven notes, the saptasvaras.

2) Fill in the blanks with suitable words from the list given below:

1. The content is seen as __________________________ in a painting, in drama, music or dance.

2. __________________________ a great Kashmir scholar in 9th century speaks about the dhvani.

3. The emotions are the __________________________ of all arts.

4. Proportion is a principle which __________________________.

5. Art can be obtained through a sense of __________________________.

a) trained ability, b) gives structure to art, c) Anadavardhana, d) under current, e) to the subject matter or a theme
State whether the following statements are True or False:

1. They do not maintain self-sufficiency and have their own law and order.
2. Folk art is the art of city people expressed in complicated language.
3. The materials used for folk art are available only in cities.
4. Classical is used to describe perfection of form, with an emphasis on harmony and unity in creating art.
5. The art created with classical background are treated as masterpieces.

2.8 TERMINAL QUESTIONS

1. What are the basic principles of art?

2. What do you mean by mastery over the medium?

3. Write in 3 or 4 lines on each of the following
   a. Content in art
   b. Proportion in art.

4. How do you distinguish folk arts from classical art?

2.9 ANSWERS

1) 1 - c), 2 - d), 3 - e), 4 - a), 5 - b)
2) 1 - e), 2 - c), 3 - d), 4 - b), 5 - a)
3) 1 - F, 2 - F, 3 - F, 4 - T, 5 - F.
There are certain basic principles which are common to all art forms. They are content, balance, rhythm, symbolism, proportion, harmony, emotional expression and achieving the mastery over the medium. The content is seen as the subject matter or a theme in a painting, in drama, music or dance.

Art can be obtained through a sense of trained ability. It is also acquiring mastery over the medium. For example in painting one has to train to use of colours and acquire mastery over line, form, colours which are the medium in the art of painting. Similarly, in dance it is the ability to use body movements, facial expression and hand gestures, so also in music it is voice and the ability to expand the ragas in melody. One thing is sure that the mastery over the medium is possible only with constant practice and improvisation. All great artists perfect their basics and practice rigorously. There is no shortcut for acquiring great skills. Skill of execution was viewed as a quality inseparable from art and thus necessary for its success.

Content in Art: The artist whether a painter or dancer or musician thinks in images or picture form. He imagines the entire story or event in a manner where he gets scope to beautifully present before the onlookers. His imagination is backed by the content in the form of poems or drama theme or a concept which he has to portray. The artist constantly thinks about the presentation which should be expressed at its best. Anadavardhana, a great Kashmir scholar in 9th century speaks about the dhvani, the inner meaning of the content and also about rasa-dhvani, the emotional meaning of the content in art. You will study more about rasa under the units which deal with Performing Arts. Thus content is the important aspect of the language in any of the art forms.

Proportion in Art: Proportion is a principle which gives structure to art. Otherwise it is difficult to understand where to begin and where to end. If we do not think of a form in size and the order in which it should be brought into art, the expression in art creates confusion. In music it fixes the range of voice and its association with other instruments. In dance, the dancer has to use the place given to her in relation to time and space, so also the painter or sculptor has to think the size of the forms that has tp be brought out in relation to the size of the stone or a painter of the canvas. Thus, the order of size and shape brings a structure where art is proportionately created. In art the size should not be too big or too small. The artistic values are comprehensive when art is proportionate in expression.

Folk art is the ways of common people expressed to show their feelings. All these artistic expressions are naturally expressed in a simple way. The materials used for folk art are available near by. The objects created are used in everyday life. The seasonal observances have impact on the folk art. The folk art is rhythmic, appealing and may not require formal training. Where as classical arts are complicated with system of rules codified over a long process. It needs to be learnt under a guru. The abilities and skills are perfected in classical arts. It expresses the taste and ideals of the period. Stylistic features are very much evolved and each phase has its own stylistic characteristics features.
UNIT 3 BRANCHES OF ART

Structure

3.1 Introduction
3.2 Visual Arts
3.3 Performing Arts
3.4 Decorative Arts
3.5 Literary Arts
3.6 Applied Arts
3.7 Media Arts
3.8 Interaction between the Arts in India
3.9 Summary
3.10 Self-Assessment Questions
3.11 Terminal Questions.
3.12 Answers

3.1 INTRODUCTION

In the previous two units we have learnt about the meaning, function, nature of art and its need to humanity. We also explored the language of arts and what are the principles that govern art. It was also interesting to know how Indian tribal, folk and classical arts evolved and are still prevailing as living traditions. In this unit we will study more about the nature of the diversity in arts. As a result of diversity, we have many types of arts. Art exists in the concrete types like literature, theatre, drawing, painting, sculpture, choreography, music, architecture, applied and decorative arts, circus, art photography, cinema, television and digital arts.

Why do we have such diversity in arts? The diversity has created several branches in art. The real reason for the division of arts into branches is the diversity in social practices. The human ability to sing, dance, appreciate beauty in nature and create a beautiful surroundings. All such abilities were stored and improvised through the historical periods. We will study them under different types of art.

Objectives

After reading this unit you will be able to

- understand the different types of arts;
- will learn how arts are brought under different categories;
- know about the essential qualities of each of the branches of arts; and
- we will know how in India the various arts are inter-dependent and interactive.
3.2 VISUAL ART

The arts like Drawing and Painting, Sculpture and Architecture, Print making, Photography are perceived, felt and appreciated through our vision. The visual perception is the primary element to learn and understand these arts. Hence, these arts are called as visual arts. They are also known as Fine Arts and in Indian tradition they considered as Lalit kala.

Print Making or it is popularly known as Graphic arts is one of the disciplines learnt under visual arts in colleges. It is a mechanical process of painting. We cannot create number of copies in painting where as in Graphic art we can make several prints. Usually prints are taken in three processes. Litho press, Lino cut and Metal etching. In all these, the way of working is indicated. In Litho (stone) press, drawing and colouring is done like painting on a lime stone block and then by applying various acids and chemicals, using machines in press method the required prints in number is taken. Lino is a kind of resin board where the drawing has to be created by cutting the surface of the board and then applying colours on the rollers and rolled on the Lino boards the prints have to be taken. In Metal etching the process of etching has to be carried out with minute details on the metal plate. Dipping the etched plate in chemicals and colours, with mechanical process number of prints will be taken. Prints taken in all these process are beautiful and have their own demand in art world. One has to be trained properly to know the techniques in Print making. Before the introduction of photography pictures were processed in the form of Print Making for the book illustrations.

Photography: On January 7th 1939 the camera images of Paris were demonstrated for the first time. It was considered as if the artist had discovered the method of writing with light. It was reproducing the objects by the use of laws of optics and chemistry. The invention of photography has changed the world in many ways. The most valuable feature of photography is that the images have documentary significance. It records the fact of life or place in perpetuity. Photography offers artistically expressive and authentic frozen image of the reality. In the beginning the photographs were taken in black and white, later colour photography was introduced. At present it is digital photography which has created revolution in still picture and motion picture and also in the field of painting. The techniques of painting changed in Europe as a challenge to photo images.

3.3 PERFORMING ART

Arts like theatre (drama), music, dance and choreography are known as performing arts. These arts have to be performed before the viewers or audience. Theatre is an art that presents the world aesthetically through dramatic action performed by actors before spectators. The basis of theatre is dramaturgy. The creative process of acting and performing takes place before the audience directly. India has richly contributed the text of Natyashastra to the world of dramaturgy.

Music is regarded as the mother of all arts. It brings together dance and theatre. Music originated with the imitation of sound from nature through voice or musical instruments. The basis of music is rhythm and harmony which blend to produce melody. The first form of music is found in folk tunes and songs. Later, these tunes were improved with special features and charged with emotions. That is why the art of music directly touches the audience and is known as 'direct language of
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Music stirs the feelings like joy, sorrow, and many different ranges of emotions in the listener. Music creates the spiritual experience to singer and listener.

We will not discuss about dance here because a complete Block – 4 is dedicated to dance where you will study the shastra and prayoga, the science and art of dance in all possible manner. However, we will learn about Choreography in this unit. In Choreography all aspects of art is combined to present an interesting theme. It involves dance, music, theatre, design, costume, characters, settings etc. It is compositional in nature. Choreographer is a composer who will also perform the role of a director having the knowledge of literature, music, dance, and theatre and stage design. Choreography as an important art form evolved in Russian society during middle ages and then became common in all European countries. In Indian theatrical tradition choreographer has a major role to play. The entire Natyashastra is the science of choreography.

3.4 DECORATIVE ART

Decorative art is the artistic mastering of environment surrounding man. It is the everyday art where man needs some kind of artistic decoration for the man-made environment such as buildings, structures, interiors and the art objects. It serves to create beauty in and near houses and public buildings. Wearing special textiles, wearing jewels, are also considered as decorative arts. The jewels, beads, carpets, door handle, a fence, a window pane and lamp can be works of decorative arts.

Decorative arts depend much on painting and sculpture. The decorative art objects are made of wood, metal, stone, precious stone, clay, etc. The elements are arranged in composition with the blending of colours. The artist who creates decorative art has special skills of giving finishing touches to his works and decorating anything tastefully is another achievement.

Decorative art is the art of decoration but not over-decoration. The taste of the person is well reflected in decoration. They express the style of the historical periods. The houses, temples, palaces, and the shops are decorated with different objects from time to time.

3.5 LITERARY ART

Literature is another important form of artistic expression. Literature artistically masters the world through the artistic use of language. The subjects are so varied and the scope of literature is always expanding. The arts like dance, music and theatre very much need literature to communicate through the language the people understand. Literature gives the direction for these arts apart from having status of its own. Image and beauty are the eternal forms of literature. The word is the constructing material for literature. Each word used in literature adds to the imagery and expression in literature like each brush stroke adds value to the painting. The power in the word is the internal strength of the content. Now, let us understand other arts.

3.6 APPLIED ART

One of the most ancient and still developing forms of art is the applied art. Applied art is found even in our everyday utensils and other art objects. The
objects surrounding us in our daily life and creating our comfort come under applied art. The objects which have utility value and commercial importance are designed by an artist. The design is applied and the objects are produced in large scale. When they are brought to the selling place they are known as products or commodity. These can be luxury objects using expensive or ordinary material. For example, we come across soap boxes or containers very artistically designed and also plastic or tin boxes available in any shop.

Before producing a product lot of researching takes place. The applied artist will be put on work like creating the best design depending on the utility point of view, then advertisement to be planned in print and electronic media. Nowadays, we see how advertisements are ruling the world. So, there is a great demand for the applied artist. The other arts like photography, computer graphics, animation, drawing, television, music are also put to application in applied art.

3.7 MEDIA ART

Media is a very important contribution of science and technology. With the coming up of mechanical innovations the media is the most reachable form of art. There three types of media namely, 1. Print media – the newspaper, magazines, book illustrations, bill boards etc,

2. Electronic media – cinema, television, radio,

3. Digital media – Computers, internet etc.

Media is also known as Mass media and it is an inseparable part of communication. All the other arts we have studied so far have their basic function as communication. But media art has a wider reach and communicate to a large audience crossing the countries. Whereas other arts unless printed or shown on television has limited reach. But media art depends on photography, videography, acting, singing, dancing, decoration, architecture, applied arts for broadcasting. Thus, all these arts are the sources for creating media art. In present world we can not think of life without newspaper, television or internet. Every family and house depends on them for artistic experience and communication.

3.8 INTERACTION BETWEEN THE ARTS IN INDIA

We have discussed various branches of arts. But whether it possible to learn all arts is a question. It is humanly impossible to learn and attain mastery over all arts because one has to acquire the mastery over the medium. Each art has its own language, own medium and own way of learning. Like any other field of education art also needs long time to learn and practice. Only through continuous learning and perfecting by rigorous practising one can achieve success. Even in arts like music, you can gain proficiency by learning one tradition, either Carnatic or Hindusthani or Western. But nowadays we see music growing as a big industry where experiments of fusion music (mixing or playing simultaneously all these styles) is catching up very fast. In classical dance too we have many styles, but it is possible to learn and perfect in one style.

Each art has been independently developed but certain factors like rasa theory is common to all arts. It is to be understood that the knowledge of other art is essential. Because one art is dependent on the other and one will not be complete without the other. For example music depends on literature, dance depends on
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Literature and music, while theatre depends on literature, dance, music and applied art, decorative art. Media art makes use of all existing forms of arts. So, it is relevant that the students of performing arts should understand the artistic elements of visual arts. Similarly the visual art students should understand the scientific and artistic growth of performing art. Because all art forms are interactive and interrelated and they take their course naturally in human life, as art makes a person a fine and cultured human being.

3.9 SUMMARY

In this unit we have realized how art is diversified and expressed in different ways. Art is found in concrete types with specific development. It was interesting to know various branches of art, such as visual art, performing art, decorative art, literary art, applied art and media art. We have also discussed how arts are interactive and interdependent. The knowledge of other art broadens our vision and helps understanding life in better way.

3.10 SELF ASSESSMENT QUESTIONS

1) Match the Following:
   1. Visual art   a) Power of the word
   2. Performing art   b) reaching wider audience
   3. Applied Art   c) visual perception
   4. Literary art   d) bodily expression
   5. Media art   e) the component of design

2) Fill in the blanks with suitable words from the list given below:
   1. In Metal etching the process of etching has to be carried out with ____________________
   2. The most valuable feature of photography is that the ____________________
   3. Art of music directly touches the audience and known as ____________________
   4. ____________________ as an important art form evolved in Russian society.
   5. Decorative art is the art of decoration but ____________________
      a) direct language of soul',
      b) Choreography,
      c) images have documentary significance,
      d) not over-decoration as others
      e) minute details on the metal plate.

3) State whether the following statements - True or False:
   1. The musical note is the constructing material for literature.
   2. The objects which do not have any utility value and commercial importance are considered under applied art.
   3. Media is the most non-reachable form of art.
   4. Like any other field of education art also needs long time to learn and practice.
   5. Art is not dependent on the other and one will be complete without the avoid other.
3.11 TERMINAL QUESTIONS

1. What are the various branches of art?

2. Explain the significance of Decorative Art?

3. Write in 3 or 4 lines on each of the following:
   a. Applied art  
   b. Print Making.

4. How the arts are interactive and inter-dependent?

3.12 ANSWERS

1) 1 - c), 2 - d), 3 - c), 4 - a), 5 - b)
2) 1 - e), 2 - c), 3 - a), 4 - b), 5 - d)
3) 1 - F, 2 - F, 3 - F, 4 - T, 5 - F


2) Decorative art is the artistic mastering of environment surrounding man. It is the everyday art where man needs some kind of artistic decoration for the man-made environment such as buildings, structures, interiors and the art objects. It serves to create beauty in and near houses and public buildings. Wearing special textiles, wearing jewels, are also considered as decorative arts. The jewels, beads, carpets, door handle, a fence, a window pane and lamp can be works of decorative arts. Decorative art is the art of decoration but not over-decoration. The taste of the person is well reflected in decoration. They express the style of the historical periods. The houses, temples, palaces, and the shops are decorated with different objects from time to time.
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3)  

a. **Applied art:** One of the most ancient and still developing forms of art is the applied art. Applied art is found even in our everyday utensils and other art objects. The objects surrounding us in our daily life and creating our comfort come under applied art. The objects which have utility value and commercial importance are designed by an artist. The design is applied and the objects are produced in large scale. Before producing a product lot of researching takes place. The applied artist will be put on work like creating the best design depending on the utility point of view, and then advertisement has to be planned in print and electronic media.

b. **Print Making:** Print Making or it is popularly known as Graphic arts is one of the disciplines learnt under visual arts in colleges. It is a mechanical process of painting. We cannot create number of copies in painting where as in Graphic art we can make several prints. Usually prints are taken in three processes. Litho press, Lino cut and Metal etching. In all these, the way of working is indicated. Prints taken in all these process are beautiful and have their own demand in art world. One has to be trained properly to know the techniques in Print making. Before the introduction of photography pictures were processed in the form of Print Making for the book illustrations.

4) Each art has been independently developed but certain factors like rasa theory is common to all arts. It is to be understood that the knowledge of other art is essential. Because one art is dependent on the other and one will not be complete without the other. For example music depends on literature, dance depends on literature and music, while theatre depends on literature, dance, music and applied art, decorative art. Media art makes use of all existing forms of arts. So, it is relevant that the students of performing arts should understand the artistic elements of visual arts. Similarly the visual art students should understand the scientific and artistic growth of performing art. Because all art forms are inter-active and interrelated and they take their course naturally in human life, as art makes a person a fine and cultured human being.
OVA-001
Indian Cultural Heritage

Block 1. INTRODUCTION TO INDIAN CULTURE

Unit 1: Indian Culture and Cultural Traditions
Unit 2: Nature, Plurality, Unity in Diversity.
Unit 3: Society and Culture

Block 2. POPULAR CULTURE

Unit 1: Oral traditions
Unit 2: Festivals
Unit 3: Pilgrimage Centres

Block 3. INTRODUCTION TO INDIAN ARTS

Unit 1 Introduction to Arts
Unit 2 Principle of Arts
Unit 3 Branches of Arts