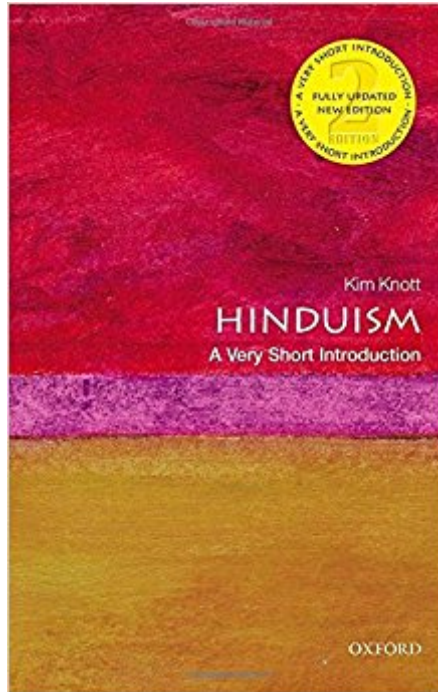


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Hinduism: A Very Short Introduction (Very Short Introductions)



Synopsis

Hinduism is practised by nearly eighty per cent of India's population, and by some seventy million people outside India. In this Very Short Introduction, Kim Knott offers a succinct and authoritative overview of this major religion, and analyses the challenges facing it in the twenty-first century. She discusses key preoccupations of Hinduism such as the centrality of the Veda as religious texts, the role of Brahmins, gurus, and storytellers in the transmission of divine truths, and the cultural and moral importance of epics such as the Ramayana. In this second edition Knott considers the impact of changes in technology and the flourishing of social media on Hinduism, and looks at the presence of Hinduism in popular culture, considering pieces such as Sita Sings the Blues. She also analyses recent developments in India, and the impact issues such as Hindu nationalism and the politicization of Hinduism have on Hindus worldwide.

ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

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As with the first edition of this VSI, Knott covers all aspects of Hinduism -- its key texts, beliefs, and practices, both past and present. New to this second edition is a most interesting chapter in which Knott addresses herself to contemporary concerns for Hindus such as changes in the use of IT and

social media, and the ways in which this has transformed global communications in the Hindu diaspora and Hindu practices. She also puts forward an up-to-date analysis of recent debates on early India, Aryans, and the Veda, reflecting the increasing politicization of Hinduism and rise of identity politics.

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