

This PhD thesis is a multi-sited ethnographical study (Marcus 1995) of globalized world through focusing on the social life (Appadurai 1986) of one of the well-known Vedic mantras (the Gayatri Mantra) as a globalized phenomenon and a commodity. Chanting of mantras (Hindu sacred chants in Vedic Sanskrit; pronunciation, intonation and rhythm of which is prohibited to change in the Brahmanic discourse) which had been a local cultural practice, has become a globally known phenomenon. During the globalizing process of their cultural transmission from India to the West and later to the Czech Republic, the mantras have gained new sound forms, new social and cultural contexts, new functions and new meanings. Contemporary cultural productions of mantras are a thick example how the present inter-continental connectedness works in everyday life, music and in the relationship to the Sacred. Selected places on this trajectory will be sites of the fieldwork. The project will research, how the transmission process happens, what music forms it takes, and what meanings are attached to them by their agents.