

# INTERNATIONAL CONFERENCE

**Educational, Cultural and Societal  
Approaches in Literature,  
Communication, & Translation**

Organized by the Department of English, JECRC University

**2024**

**SEPT-17<sup>TH</sup>, 18<sup>TH</sup>**

School of Humanities and Social Sciences

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**ECSA\_LCT**



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# ECSCA\_LCT : Concept Note

Literature, communication, and translation are three interconnected pillars that play a pivotal role in perpetuating different cultures, fostering understanding, and bridging linguistic divides in cosmopolitan society. This conference explores the intricate relationship among these three domains and their collective impact on the society, culture, and global education.

'Literature' records human experiences, emotions, and cultural diversity as it encapsulates the essence of societies, their values, and their evolution over the time. Through various forms such as novels, poetry, drama, and essays, literature enables individuals to explore new perspectives empathized with diverse characters and engaged with complex themes. It is a medium for preserving cultural heritage and paving a path to develop new social practices; moreover, 'Communication' is the lifeblood of human interaction as an effective communication develops strong relations, breeds comprehension, and catalyzes change in the social world by making education happen in the real sense. In today's digital age, communication has evolved to include multimedia, social media, and global platforms, facilitating instantaneous global interactions. Furthermore, 'Translation' acts as a bridge between languages and cultures, facilitating the exchange of literary works, ideas, and knowledge across linguistic boundaries to make a global society. It plays a vital role in preserving the richness of global literature and making it accessible to diverse audiences. It navigates the intricacies of language, cultural nuances, and literary styles to convey the essence of a work while maintaining its authenticity. This conference will unveil the coveted issues under these given themes.

## Online Pre-Workshop on "Navigating the Research Landscape: A Comprehensive Approach to Research Methodologies and Writing"



**Masja Horn**  
Sr. Acquisitions Editor  
Literary Studies & Chinese Studies, Brill,  
Netherlands  
Date : 16<sup>th</sup> May, 2024  
Time: 1:00 PM to 2:30 PM IST

## ABOUT US

### JECRC University: Driven by a Culture of Excellence, Research & Innovation

JECRC University has its campus in Jaipur city of Rajasthan in India. Jaipur is a famous tourist and business city in north-western India. In this city, the 32-acre JU campus combines unique classical architecture, a thoughtful layout and landscaping to create a perfect learning ecosystem. The campus is located around the prime industrial and institutional hub of Jaipur and well connected to all the major places of the city. JECRC University is driven by the spirit of innovation-led research and it is spelt out in its infrastructure as well as in its practices. The multifaceted research encompasses subject-specific exploration as well as the contexts of the business environment in which our students will operate and perform. JECRC is known for a strong research culture and close industry linkages.

Explore the Universe of JECRC University on Youtube:  
[https://www.youtube.com/watch?v=\\_euKolJzlg&t=6s](https://www.youtube.com/watch?v=_euKolJzlg&t=6s)



### Publication Opportunity in WoS indexed Journal and Elsevier SSRN Proceeding(s)

We are pleased to invite you to publish your research papers in the Journal of Education, Culture and Society, an international multi-, inter and trans-disciplinary journal indexed in WoS (ESCI) and others via this international conference of JECRC University. This journal aims at promoting scholars and researchers from the field of humanistic and social sciences, especially those functioning within the subfields of pedagogy(ELT), psychology, sociology, history of education, philosophy, economy or any such aspects reflected in English Literature or translation work. The fee for Elsevier Proceeding publication is included in the registration fee.



# FEE AND PUBLICATION DETAILS

## IMPORTANT DATES

- Early bird offer from 20th June 2024 to 10th July 2024 for 5% reduction in Fee
- Last date for sending abstract/full paper registration: 30th August 2024

We are in collaboration with Journal of Education Culture and Society (JECS) indexed in WoS. Please follow authors' guidelines given at our conference webpage to draft your full manuscripts. Publication charges of this journal will be over and above the conference fee.

#Low Income Countries as per gross national income (GNI) per capita data of World Bank (20% discount in the journal fee for these countries): Afghanistan, Guinea-Bissau, Sierra Leone, Burkina Faso, Liberia, Somalia, Burundi, Madagascar, South Sudan, Central African Republic, Malawi, Sudan, Chad, Mali, Syria, DR Congo, Mozambique, Togo, Eritrea, Nigeria, Uganda, Ethiopia, North Korea, Yemen, Gambia, Rwanda, Zambia, Guinea

## FEE STRUCTURE FOR FACULTY MEMBERS & CORPORATE EXPERTS

### Fee for Indian Faculty members & Corporate Experts

#### Presenting Paper Offline/Online

- Presenting offline with Lunch + High Tea + Kit: 7000/- (Preference will be given to offline papers for publication in the journal)
- Presenting online without kit: 6000/-

#### Only Attending Offline/Online

- Only attending offline with Lunch + High Tea + Kit: 3000/-
- Only attending online without kit: 1500/-

### Fee for Foreign Faculty Members & Corporate Experts

#### Presenting Paper Offline/Online

- Presenting Papers Offline with Lunch + High Tea + Kit: \$200
- Presenting Papers Online without kit: \$150

#### Only Attending Offline/Online

- Only attending Offline with Lunch + High Tea + Kit: \$140
- Only attending Online without kit: \$100

### Fee for JECRC University/College Faculty Members & Corporate Experts

#### Presenting Paper Offline/Online

- Presenting offline with Lunch + High Tea + Kit: 4500 INR (Preference will be given to offline papers for publication in journal)
- Presenting online without kit: 4000 INR

#### Only attending Offline/Online

- Only attending offline with Lunch + High Tea + Kit: 1500 INR /-
- Only attending online without kit: 500 INR /-

## FEE STRUCTURE FOR RESEACH SCHOLARS AND STUDENTS

### Fee for Indian Students/ Scholars

#### Presenting Paper Offline/Online

- Presenting offline with Lunch + High Tea + Kit: 6500/- (Preference will be given to offline papers for publication)
- Presenting online without kit: 5500/-

#### Only attending Offline/Online

- Only attending offline with Lunch + High Tea + Kit: 2500/-
- Only attending online without kit: 1000/-

### Fee for Foreign Students/Scholars

#### Presenting Paper Offline/Online

- Presenting Papers Offline with Lunch + High Tea + Kit: \$150
- Presenting Papers Online without kit: \$100

#### Only attending Offline/Online

- Only attending Offline with Lunch + High Tea + Kit: \$120
- Only attending Online without kit: \$100

### Fee for JECRC Students/Scholars

#### Presenting Paper Offline/Online

- Presenting offline with Lunch + High Tea + Kit: 4000 INR (Preference will be given to offline papers for publication in journal)
- Presenting online with kit: 3500 INR

#### Only attending Offline/Online

- Only attending offline with Lunch + High Tea + Kit: 1500 INR /-
- Only attending online without kit: 500 INR /-

## IMPORTANT INFORMATION FOR PARTICIPANTS

\*Journal publication fee will be in euros as the journal is from Wroclaw University Poland and this fee is over and above the conference fee. It is advised to have atleast three or four authors in those paper which are intended to get published in WoS indexed Journal of Education, Culture and Society.

\*Minimum one registration is mandatory for a paper. If any co-author wish to attend the conference and require separate certificate along with the conference kit, in that case the author/ co-author need to pay full registration fees individually as per given fee categories.

\*Students must produce a valid ID card issued by concerned institute to register in the student's category.

\*The publication fee of Elsevier SSRN proceeding is included in the conference fee.

\*All participants/reviewers/speakers will get a certificate of paper presentation/attending this conference at their email ids after the conference within a week.

\*All communication related to publication in the Journal of Education, Culture and Society will be done at the respective email ids of the participants.

\*Accommodation could be arranged in the nearby hotels for which the Internal Admin and Logistic Team will provide necessary assistance only if this facility will be asked in time before the event. Please contact Mr. Abhishek Singh +91 08949153772 | abhishek.singh1@jecrcu.edu.in or Mr. Nitigya Mathur +91 7838793009 | nitigya.mathur@jecrcu.edu.in

## KEY SPEAKERS



Global Society Using Translation - "Tarjim" Initiative's Contribution to Language Services Management  
Dr. Hailah Alkhalaf  
Head of Translation Sector at Literature, Publishing and Translation Commission  
Riyadh, Saudi Arabia



Computational linguistics applied to Translation  
Rhéa Hleihel  
Translator, Researcher Translation in the warzone, Ethics, NLP  
Beirut, Lebanon

Special thanks to Aleksander Kobylarek--Assistant Professor, Department of Pedagogy at University of Wroclaw(Poland)--for collaborating with us for the publication.





# EXPLORE THE CONFERENCE THEMES



## CULTURAL LITERACY USING LITERATURE

Cultural Literacy Using Literature refers to the trends, techniques, and approaches employed by writers, authors, and literary artists in the 21st century. These practices reflect the evolving nature of literature in response to changing cultural, technological, and social landscapes.

- Representation and Diversity in Literature
- Cultural Identity in Literature
- Historical Perspectives in Literature
- Cultural Critique in Literature
- Cultural Influence on Literary Genres
- Cross-Cultural Comparisons in Literature
- Literature as a Reflection of Socio-Political Movements
- Cultural Adaptations and Translations
- Cultural Hybridity and Transnational Literature
- Satire and Humor Representing Contemporary Culture
- Postmodern Spirit in the Post-War Era
- Literary Trauma Theory Outcome of Modern Culture
- Current Plight of Society in Dystopia Literature
- Culture in Indigenous and Native American Literature

## MODERN COMMUNICATION WITH EFFECTIVE COMMUNICATION

Modern Education with Effective Communication refers to the evolving methods, theories, and strategies employed in the field of communication studies in the modern era. These approaches adapt to changes in technology, society, and culture, and they play a crucial role in understanding and navigating the complex communication landscape of today.

- Digital Communication
- Social Media Studies
- Media Convergence
- Online Communities and Virtual World
- Crisis Communication
- Political Communication
- Corporate Communication
- Intercultural Communication
- Environmental Communication
- Visual Communication
- Media Literacy
- Gender and Communication
- Language and Communication
- Nonverbal Communication
- Media Effects and Audience Research
- Interpersonal Communication
- Online Journalism and News Media
- Ethics and Communication
- Legal and Ethical Issues in Communication
- Rhetoric and Persuasion
- Media Production and Media Studies
- Identity and Representation in Media

## GLOBAL SOCIETY USING LITERATURE

Global Society Using Translation refers to the evolving methods, theories, and strategies employed by scholars, translators, and researchers in the field of translation and interpreting. These approaches adapt to changes in technology, globalization, and the increasing demand for intercultural communication.

- Communication Technology and Innovation
- Literary Translation
- Legal Translation
- Medical and Healthcare Translation
- Technical and Scientific Translation
- Business and Financial Translation
- Localization
- Audiovisual Translation (AVT)
- Interpreting: Real-time conference interpreting, court interpreting and medical interpreting
- Website Translation and Internationalization
- Journalism and News Translation
- Marketing and Advertising Translation
- Certified Translation
- Academic and Research Translation

\*Over and above the given themes, papers are also invited on miscellaneous themes, especially those functioning within the subfields of pedagogy, psychology, sociology, history of education, philosophy, and economy.





**"Ethics in Translation"**  
**Maria Sanchez**  
 Director of the Research Centre for  
 Translation and Interpreting Studies  
 School of Language, Literature, Music  
 and Visual Culture  
 University of Aberdeen



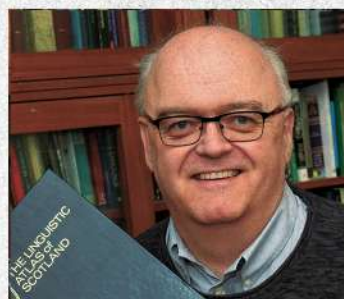
**"Global South Rising: The Potential of  
 Nollywood in Brazil through  
 In-depth Interviews"**  
**Kamahra Ewing**  
 African Diaspora  
 Department of English  
 University of Kentucky



**"Translating Cultures: Navigating Cultural  
 Differences in Translation "**  
**Dr. Nabiha Maktabi**  
 CEO and Co-Founder of Tanwin, Abu  
 Dhabi, UAE  
 Professor, Saint Joseph University, Dubai,  
 UAE



**"Contrastive analysis of the historical  
 spread of communication technologies  
 and their use: Europe, South Asia and  
 Central America"**  
**Prof. Robert McColl Millar**  
 University of Aberdeen UK



**"Reading Travel Writing In the Classroom:  
 Thinking of Gender, Language And  
 Translation"**  
**Prof. Shweta Sachdeva Jha**  
 BA (Delhi), MA, MPhil (Delhi), PhD  
 (London)  
 Associate Professor Department of  
 English  
 Miranda House University of Delhi, India



**"Shakespeare in the UAE: Contemporary  
 Culture and Performance"**  
**Prof. Paul Innes**  
 Culture and Performance  
 Professor of English  
 Chair of Social Sciences Ethics



**"How Universalizable is Literary  
 Theorising?"**  
**Professor Joseph A. Ushie**  
 General Stylistics and Literary Criticism,  
 University of Uyo, Nigeria.



**"Critiquing the Canon or Myth, Literature  
 and Hermeneutics"**  
**Prof. A. Joseph Dorairaj**  
 Professor of English  
 School of English and Foreign Languages  
 Gandhigram Rural Institute-Deemed to  
 be University, Tamil Nadu, India



**"Interplay Of Communication, Culture  
 and Translation: Insights from the  
 interpretation of Covid-19 information in  
 Rural communities in  
 igbo Nigeria"**  
**Chimaobi Onwukwe**  
 Assistant Professor Department of  
 Linguistics and Communication Studies  
 Abia State University Uturu-Nigeria

# EMINENT SPEAKERS

## INTERNATIONAL/NATIONAL



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**Prof. Sanjay K. Sharma, FRSC**  
Dean (Research &  
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JECRC University  
Jaipur, Rajasthan



**Shri Dheemant Agrawal**  
Director, Digital  
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JECRC University  
Jaipur, Rajasthan



**Prof. D.P. Mishra**  
Sr. Academic Advisor  
JECRC University  
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**Prof. N.D. Mathur**  
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- Prof. D.P. Mishra, Sr. Academic Advisor, JECRC University, Jaipur, Rajasthan, India

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- Dr. Lalit Gehlot, Assistant Professor I, English Department, School of Humanities and Social Sciences, JECRC University, Jaipur, Rajasthan, India
- Dr. Ruchida Barman, HOD, Assistant Professor I, English Department, School of Humanities and Social Sciences, JECRC University, Jaipur, Rajasthan, India

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- Dr. Sonal Sharma, Assistant Professor I, English Department, JECRC University
- Dinky Narang, Assistant Professor II, English Department, JECRC University



2024/09



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**FOR ANY QUERY**



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Design Courtesy: Vaibhav Meena, B. Tech. I Yr. JU