

DEPARTMENT OF ENGLISH
CHRISTIAN COLLEGE, CHENGANNUR

(Affiliated to the University of Kerala)

CALL FOR PAPERS

- The Department of English, Christian College, Chengannur proposes to conduct a 2 Day seminar titled “Reinventing and Recasting the Praxis of Globalisation” from **4th December to 6th December 2014**. Papers researching various advantages and disadvantages of the Global Market, Technology and growing inequality across and within nations, cultural erosion etc. in literary, filmic or cultural contexts are invited. Abstracts should reach us at **natsem@gmail.com** on or before **1st October 2014**.
- Globalization has come to dominate the world since the 1990s. It has given developing countries greater access to developed countries’ markets and technology transfers hold promise of improved productivity and higher standard of living. However, Globalization has also thrown up challenges like growing inequality within nations, volatility in financial markets, culture erosion and environment deterioration.
- The impact of globalization on culture and literature is quite significant and in India it has given rise to a possibility of cultural imperialism of the west. With development of common economic behaviour across national boundaries there is automatic globalization of Culture. As ideas and beliefs are spread to more parts of the world through information technology, what has been traditionally defined as “Culture” and “Literature” has begun to undergo change just as traditional conceptions of the “good” are replaced with newer perceptions. This creates a new vision of what culture envelops and how literature is reflected.
- The stride of global Culture is also because literature, films, TV programmes and online content generation across the globe are being marketed as products with or without translation. The interaction among people in the course of global business has also promoted globalization in a big way.

This seminar aims at creating an awareness regarding how societies are carrying out transactions which take place as a result of globalization and various interpretations that could be offered to the existence of such “cultural transactions” in the age of globalization.

Possible domains:

- Cultural issues in globalization
- Globalization, modern trends, knowledge economy
- Impact of multinationals on local communities
- Redefining values regarding “global” by examining literary, filmic & cultural contexts
- Risk & technological innovations in the scenario of globalization
- Defining “glocal” culture
- Patterns of thought in artistic works reflecting our own cultural attitudes towards globalization

The detailed Schedule of the Seminar will follow. The papers should follow the guidelines of MLA handbook (7th edition). Full papers should reach the department **on or before 28th October 2014**. Selected abstracts will be intimated by **8th October 2014**. The papers will be published in the proceedings of seminar in book format with ISBN.

Thank you.

Shalini Rachel Varghese
Head, Department of English

Dr. AnejSomaraj(Convener)

