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In collaboration with



AAB College
Pristina
Republic of Kosova

2nd International Conference on **Humanities and Beyond the Humanities: A Critical Approach to Language, Literature, Media & Management Studies**

Hybrid Mode | 21-22 November 2024



Organized by **School of Advanced Sciences
and Languages, VIT Bhopal University**

Media Partner



ABOUT

VIT BHOPAL UNIVERSITY

VIT Bhopal University was established in 2017 with a global perspective which is dedicated to make the leaders of future generations. The university is led by Dr. G. Viswanathan, Founder and Chancellor, Mr. Sankar Viswanathan, Vice President, Ms. Kadhambari S. Viswanathan, Assistant Vice President. It is a lush green campus of 300+ acres situated at the heart of India. Within a short span of time, VIT Bhopal University has become one of the best chosen university by the students for their future ready courses like B.Tech. in Aerospace Engineering, Bioengineering, Artificial Intelligence and Machine Learning, Cyber Security and Digital Forensics etc. VIT Bhopal University, envisioned with a new global outlook, will empower its aspirants to attain excellence through learning. The comprehensive teaching methodology designed by the university i.e. Collaborative and Active Learning through Technology (CALTech) pedagogy adopted by all 100% doctoral faculties. It redefines the approach to learning, educating and building knowledge based societies in the country. Collaborations with reputed national and international organizations and strategic partnerships with universities around the world are being established, to prepare a globally competent generation of professionals.

**Currently there are over
13000+ students enrolled in
twenty-six engineering and
non-engineering undergraduate,
postgraduate and Ph.D
programmes from 32 states
and union territories of the country.**



ABOUT

SCHOOL OF ADVANCED SCIENCES AND LANGUAGES, VIT BHOPAL UNIVERSITY

The School of Advanced Sciences and languages (SASL) in VIT Bhopal University principally concerned with blending the best knowledge of science and humanities with engineering to align the expertise of our students with the ever changing technological requirements. The school offers numerous core elective courses, developed in collaboration with international academia and industrial expert, in Mathematics, Physics, Chemistry, English and Humanities. The school imparts knowledge by employing students centered teaching approaches via state-of-the-art studios classrooms equipped with wave 2.0 technologies. The school is also involved in the research where researchers and scholars in partnerships with government, industry and non-profit organizations, develop cutting-edge technology and innovations to serve our society.

The research carried out by our faculty members, with diverse research profiles and with industrial and international working experience, ranges from basic areas such as drug design, microbiology, molecular modelling, energy and the environment, materials, catalysis, nonlinear dynamics, numerical methods, graph theory, space science, astrophysics and computational linguistics to interdisciplinary areas such as biotechnology, Nano electronics, computational biology, machine learning in biology & chemistry, socio-linguistics, teaching pedagogy.



ABOUT AAB COLLEGE

AAB College is the largest non-public institution of higher education in the Albanian territory. AAB was founded in 2000 in Pristina. AAB is the first non-public institution of higher education in Kosovo which was established immediately after the war in Kosovo, after the creation of new economic-social and cultural circumstances, when conditions and circumstances were created for the normal life of the citizens of Kosovo, breaking thus the conditions of a long monopoly in the field of education in our country.

In its beginnings, our institution offered study programs in the field of Art and Mass Communication, constantly expanding with study programs in other fields, thus becoming a relevant academic center in the country and region and serving as a model institution of higher education, not only in Kosovo, but also in the region. As a non-public institution, AAB College provided a genuine example of the promotion of institutional autonomy and academic freedom in teaching and scientific research within the institution.

AAB is the largest investment in Kosovo in the field of education. In the University Campus in Pristina, there are 6 facilities dedicated to the exercise of educational activity, equipped with modern facilities for creative learning and contemporary technology. Within this campus, in

addition to the sports recreation center that has a swimming pool, football, volleyball, tennis fields, etc., there is also a sports gym which enables the development of the social and sports life of college students.

Also, with its own investments, AAB has built two facilities in Ferizaj and Gjakovë where its branches are located, thus carrying the same academic and infrastructural standards as those in the central campus in Pristina. AAB has successfully passed the accreditation and evaluation process four times in a row and now offers study programs accredited and evaluated by external experts in the fields of Economics, Law, Mass Communication, Arts, Social Sciences, English Language and Physical Culture, at Bachelor and Master level. From 2010, AAB College became a member as a regular member of the Magna Charta Universitatum, thus ensuring the recognition of university values and expanding the possibilities of building strong cooperative relations with more than 750 universities that are signatories of this document.

During the last years, the College is focused on strengthening relations with regional and European universities as well as on expanding its research capacities, providing a strong basis for the opening of doctoral studies. In the strategic development of the institution, raising and improving quality represents the essential component of commitment.



RATIONALE FOR ORGANISING THE INTERNATIONAL CONFERENCE

Humanities is a vast and diverse field of study that encompasses various aspects of human culture, language, literature, and arts. It explores the profound and complex questions about the human experience, history, values, and the world we inhabit. Beyond the Humanities: A Critical Approach to Language, Literature, and Management Studies goes beyond traditional boundaries to analyze and interpret these subjects from a critical perspective. It challenges existing paradigms and offers new insights into the intricate relationship between language, literature, and culture.

In this interdisciplinary approach, Beyond the Humanities delves into the significance of language as a fundamental tool for human communication and understanding. It recognizes that language is not merely a means of expression but also a social and cultural construct that shapes our perception of the world. By exploring language's role in cultural production and representation, this critical approach sheds light on how language influences our identities, power structures, and social interactions.



Literature, as a form of artistic expression, is a primary focus of this critical approach. Beyond the Humanities recognizes that literature has the power to reflect and challenge social norms, ideologies, and historical contexts. It explores diverse literary works from various cultures and periods, analyzing

their themes, styles, and socio-cultural implications. Through this analysis, it aims to foster a deeper understanding of the complexities of human experience and the ways in which literature both shapes and is shaped by society. Cultural studies is also an integral part of the literature that investigates the multifaceted nature of culture and its impact on individuals and communities. Beyond the Humanities recognizes that culture is not static but a dynamic force that evolves over time and influences social, political, and economic realities. By critically examining cultural practices, artifacts, and institutions, this approach seeks to uncover underlying power dynamics, ideologies, and inequalities that shape our societies.

Beyond the Humanities challenges traditional disciplinary boundaries by encouraging interdisciplinary dialogue and collaboration. It recognizes the interconnectedness of language, literature, and culture and emphasizes the need for critical analysis to understand their complex interplay. By adopting a critical approach, scholars and researchers can delve into the nuanced aspects of human experience and challenge existing perspectives and power structures. A Critical Approach to Language, Literature, and Cultural Studies expands the boundaries of traditional humanities scholarship. By adopting a critical lens, it offers fresh insights into the intricate relationship between language, literature, and culture. This interdisciplinary approach challenges existing paradigms, encourages dialogue, and promotes a deeper understanding of the complexities of human existence.

CONFERENCE OBJECTIVE

The objective of the conference on "Humanities and Beyond the Humanities: A Critical Approach to Language, Literature, Media & Management Studies" is to advance critical perspectives and unite scholars, researchers, and practitioners in exploring the complexities of human culture, language, literature, media, and cultural practices. The conference aims to foster interdisciplinary dialogue and collaboration among participants from diverse fields such as language studies, literature, media studies, cultural studies, and related disciplines. The conference provides a platform for participants to engage critically with the ways in which language, literature, media, and cultural practices shape our understanding of the world. The conference seeks to unveil hidden biases and inequities embedded within language, literature, media, and cultural practices.

In addition, the conference provides a platform for participants to establish collaborative networks, fostering future research collaborations and academic partnerships. It will also aim to promote pedagogical innovation by exploring new approaches to teaching language, literature, media, and cultural studies from a critical perspective.



MAIN THEMES OF THE CONFERENCE

- Interdisciplinary Approaches in Humanities
- The Role of Language and Literature in a Globalized World
- Media Studies: Digital, Cultural, and Social Impacts
- Management Studies in the Context of Humanities
- Critical Theories and their Application
- Media Influence and Societal Perceptions: Exploring the Role of Media in Shaping Cultural Values
- Deconstructing Narratives: Challenging Dominant Paradigms in Literature and Media
- Language and Power: Examining the Politics of Linguistic Representation
- Intersectionality and Identity in Cultural Production and Reception
- Resistance and Agency: Marginalized Voices in Language, Literature, and Media
- Reimagining Cultural Heritage: Intercultural Dialogues and Decolonizing Practices
- Digital Humanities: Exploring New Frontiers in Language, Literature, and Media Studies
- Ecocriticism and the Environment: Examining the Interplay of Nature and Culture
- Beyond the Canon: Rethinking Literary and Artistic Canons from a Critical Perspective
- Pedagogies of Empowerment: Teaching Critical Thinking in Language, Literature, Media & Cultural Studies

SUB THEMES

1. Interdisciplinary Approaches in Humanities

- Intersections between Humanities and Social Sciences
- STEM and Humanities: Collaborative Narratives
- The Future of Humanities Education
- Transdisciplinary Research Methodologies
- Integration of Humanities and Sciences
- Cultural Studies and Interdisciplinary Research
- Philosophical Foundations of Interdisciplinarity
- The Role of the Arts in Interdisciplinary Studies

- Interdisciplinary Teaching and Learning Pedagogies
- New Pedagogies in Humanities Education
- The Role of Humanities in Professional Education
- Lifelong Learning and Humanities
- Cultural Literacy and Civic Engagement

2. The Role of Language and Literature in a Globalized World

- Language Policy and Globalization
- Literature as a Reflection of Cultural Change
- Multilingualism and Cultural Identity
- Translation Studies and Cross-Cultural Communication
- Transnational cultures and hybrid identities
- Ethnicity, Gender, and Cultural inequities
- Language and Advertising
- Contemporary Indian writings in English and cultural experimentations
- Languages and Dialects
- Language and Gender
- Regional literature and cultural interventions
- Minority languages
- Postmodernism and Contemporary Literature
- Narrative Theory and Storytelling
- Linguistic Relativity and Cross-Cultural Communication
- Digital Humanities and Textual Analysis

3. Media Studies: Digital, Cultural, and Social Impacts

- The Evolution of Digital Media
- Digital Humanities: Methods and Tools
- The Impact of AI and Machine Learning on Humanities
- Virtual Reality and Augmented Reality in Cultural Studies
- Cyber culture and Digital Identities
- Social Media and its Role in Society
- Media Ethics and Responsibility
- Media and Language
- Social media Linguistics
- The Influence of Media on Public Opinion
- The Digital Transformation of Media
- Media Literacy in the Information Age
- New Media and Participatory Culture
- The Role of Algorithms in Shaping Content

4. Management Studies in the Context of Humanities

- Humanistic Management Approaches
- Leadership and Ethics in a Multicultural World
- Creative Industries and Business Strategies
- The Role of Storytelling in Branding and Marketing
- Ethical Leadership and Corporate Responsibility
- Cultural Intelligence in Management Practices
- The Influence of Humanities on Organizational Behavior
- Management and the Creative Industries

5. Critical Theories and Their Application

- Postcolonial Studies and Decolonization
- Feminist Theory and Gender Studies
- Critical Race Theory and Intersectionality
- Eco-criticism and Environmental Humanities
- Critical Theory and Social Change
- Gender Studies and Queer Theory
- Critical Race Theory and Representation
- Environmental Humanities and Climate Justice

6. Globalization and Cross-Cultural Dialogues

- Globalization and Cultural Homogenization
- Post-colonial Studies and Global Narratives

- Globalization and Cultural Exchange
- Indigenous Knowledge Systems and Worldviews
- Transnationalism and Diaspora Studies
- Diaspora and Transnationalism
- The Impact of Globalization on Indigenous Cultures
- Cultural Diplomacy and International Relations
- Cultural Diversity and Global Sustainability
- Cross-cultural communication
- Language and inter-cultural competence
- Coloniality and Cultural Trauma
- Decoloniality, border thinking and cultural De-linking
- Language and Cultural Identity

7. Ethics and Aesthetics in Contemporary Culture

- The Ethics of Aesthetic Judgment
- Censorship and Freedom of Expression
- The Aesthetics of Resistance and Activism
- Art, Morality, and Social Critique

*Any other topic relevant to the theme

GUIDELINES FOR SUBMISSION OF ABSTRACTS

- Abstracts in English are accepted.
- An abstract of 150-200 words will be required with the introduction of the topic/text/writer in the beginning of the paper.
- Abstracts should be submitted as MS-Word Documents, the font should be Times New Roman (12 size), single space.
- Please add your brief bio note in 3 to 4 lines at the bottom of the abstract.
- Accepted abstracts will be given 10 minutes time for presentation and 5 minutes time for questions and answers.

Send your abstracts to
ichbh@vitbhopal.ac.in

PUBLICATION

The conference also aims to bring out Edited Volume (book) having an International ISBN number with national/ internationally recognized publisher, based on the selected papers presented in the conference. Communication regarding this will be sent separately over emails post-conference.

DEADLINES

Abstract Submission: **September 28, 2024**

Notification of
Abstract acceptance: **October 05, 2024**

Submission of
Full length paper : **November 05, 2024**

REGISTRATION FEE

Full Registration (Indian)	Early Bird Registration (before 25 Sept 2024)	Amount (after 25 September 2024)
Faculty	2000 INR	2500 INR
Research Scholar (Indian)	1500 INR	2000 INR
Foreign Participants	50 USD	60 USD
Research Scholar (Foreign)	35 USD	40 USD

Link to Register:

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