



DEPARTMENT OF ENGLISH
St Aloysius College, Edathua

NAAC Re-Accredited with 'A-Grade' (Fourth Cycle)

**IN ASSOCIATION WITH THE DIRECTORATE OF DEVELOPMENT COUNCIL,
MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

RHAPSODIA LITERARIA 7.0 (DAY 2)

ALL KERALA LITERARY FEST FOR SCHOOLS AND COLLEGES

8 JAN 2026, THURSDAY

**THE CONFLUENCE: A MULTIDISCIPLINARY
NATIONAL CONFERENCE (HYBRID MODE)**

**Bridging Literature | Media |
Innovation | Technology**

**Theme: "Beyond Boundaries: When Words
Shape Worlds, Minds, and Markets"**

KEY-NOTE SPEAKER:

**DR. ASUTHOSH KAINTHOLA, ASSISTANT
PROFESSOR, INSTITUTE OF SCIENCE, BANARAS
HINDU UNIVERSITY, VARANASI**

CONCEPT NOTE & CALL FOR PAPERS

Paper Presentation

Categories

Full Research Papers (4000-6000 words)
Short Papers/Case Studies (2000-3000 words)
Work-in-Progress Papers (1500-2000 words)

Submission Requirements

Language: English

Format: MLA, Latest Edition

Abstract: 250-300 words with keywords

Bio Note:

**100-word author biography with
contact address, email and mobile number**

Key Submission Windows for Paper Presentation

Abstract Submission: 20 December 2025

Selection Intimation: 30 December 2025

Full Paper Submission: 5 January 2026

(Conference Proceedings

**(Peer-Reviewed Proceedings: Selected papers will be published
in conference volume)**

**Make your submissions at
rhapsodialiteraria@gmail.com**

Registration Fees for Presenters:

Faculty: ₹700/-

Research Scholars: ₹300/-

College Students: ₹200/-

**Registration Fees for Participants: Rs. 100/- (Participation
certificate will be provided)**

CONCEPT NOTE

Vision

The Confluence aims to create a dynamic intellectual space where traditional disciplinary boundaries dissolve, fostering innovative discourse on how language and literature intersect with contemporary media, innovation, and technology. This multidisciplinary conclave seeks to explore the transformative power of words in shaping cultural narratives, market dynamics, and technological innovations.

Rationale

In our increasingly interconnected world, the traditional silos separating literature, media, innovation, and technology are becoming obsolete. The Confluence recognizes that meaningful innovation occurs at the intersection of these disciplines. This conclave provides a platform for scholars, practitioners, and thought leaders to examine how linguistic expression influences and is influenced by digital transformation, market forces, and media evolution.

Objectives

1. **Foster Interdisciplinary Dialogue:** Encourage cross-disciplinary conversations between literature, media studies, innovation, and technology
2. **Explore Contemporary Relevance:** Examine how traditional literary concepts apply to modern digital and commercial contexts
3. **Promote Innovation:** Identify emerging trends and opportunities at the intersection of these fields
4. **Build Academic Networks:** Create networking opportunities between researchers across disciplines
5. **Showcase Practical Applications:** Demonstrate real-world implications of interdisciplinary research

CALL FOR PAPERS

TRACK 1: LITERATURE & DIGITAL TRANSFORMATION

Sub-themes:

- 1. Digital Humanities: Computational approaches to literary analysis**
- 2. E-Literature & Interactive Narratives: Digital storytelling and multimedia literature**
- 3. Virtual Reality Literature: Immersive literary experiences**
- 4. AI-Generated Content: Machine learning in creative writing**
- 5. Social Media as Literary Medium: Micro-poetry, Twitter literature, and digital narratives**
- 6. Literary Preservation: Digital archiving and cultural heritage**
- 7. Post-Digital Literary Theory: New critical frameworks for digital age literature**

TRACK 2: MEDIA NARRATIVES & STORYTELLING

Sub-themes:

- 1. Transmedia Storytelling: Cross-platform narrative strategies**
- 2. Influencer Culture & Literary Expression: Personal branding through storytelling**
- 3. Documentary Literature: Non-fiction narrative techniques**
- 4. Podcast Narratives: Audio storytelling and literary podcasting**
- 5. Visual Storytelling: Graphic novels, webcomics, and multimedia narratives**
- 6. News as Narrative: Journalistic storytelling techniques**
- 7. Media Literacy & Critical Reading: Teaching narrative analysis in digital age**

CALL FOR PAPERS

TRACK 3: COMMUNICATION CAPITAL IN THE MARKETPLACE

Sub-themes:

- 1.Brand Storytelling: Narrative marketing and corporate communication**
- 2.Content Economics: Monetizing literary and creative content**
- 3.Language in Fintech: Communication strategies in financial technology**
- 4.E-commerce Linguistics: Product descriptions, reviews, and consumer language**
- 5.Corporate Communications: Internal and external organizational narratives**
- 6.Marketing Semiotics: Sign systems in advertising and branding**
- 7.Cultural Economy: Literature and creative industries market dynamics**

TRACK 4: TECHNOLOGY & LANGUAGE INNOVATION

Sub-themes:

- 1.Natural Language Processing: AI applications in linguistic analysis**
- 2.Chatbots & Conversational AI: Human-machine communication patterns**
- 3.Translation Technology: Machine translation and cross-cultural communication**
- 4.Voice Technology: Speech recognition and linguistic interfaces**
- 5.Blockchain & Literary Rights: Digital rights management for creative content**
- 6.EdTech & Language Learning: Technology-enhanced literature pedagogy**
- 7.Data Visualization Narratives: Information storytelling and visual rhetoric**

RHAPSODIA LITERARIA 7.0



ORGANISING COMMITTEE

Very Rev. Fr. Philip Vaikathukaran, Manager
Prof (Dr) Indulal G, Principal, St Aloysius College, Edathua
Dr Gem Cherian, HoD, English
Dr. Neethu Mary Tomy, Faculty Co-ordinator
Ms Cibyna Thomas, Faculty Co-ordinator
Alex S Mathew, Student Co-ordinator
Sharan R, Student Co-ordinator

Contact: +916282409434/ +918848274816