



**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](mailto: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  
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