

Registration

Interested participants can send an abstract of about 300 words in latest MLA format with the requisite information (paper title, name, designation, affiliation, address, email ID & phone number to conferenceiksvv@gmail.com latest by 31st December 2018.

Delegates are required to pay registration fees :

Students and Research Scholars: **Rs 500**

Faculty Members and others: **Rs. 1000**

Registered participants will be provided conference kit and Lunch. No accommodation shall be provided to the participants however good hotels are available in Khairagarh and Rajnandgaon.

Account details for depositing the registration fee is as follows:

Account No.	20215300569
Name:	REGISTRAR I.K.S.V.V. KHAIRAGARH GENERAL
IFSC Code	MAHB0001103
Bank & Branch	BANK OF MAHARASHTRA, KHAIRAGARH
Submission of abstract	31 December 2018
Notification of acceptance	05 January 2019
Submission of full paper	10 January 2019

Reaching Khairagarh:

Indira Kala Sangit Vishwavidyalaya is situated at a tranquil and musical town Khairagarh. The University is well connected with railways and airport. The nearby railway stations are Rajnandgaon (35 KMs), Durg (50 KMs) and Raipur (100KMs).

Swami Vivekananda Airport (Mana) is located at state capital Raipur, 110 KMs from Khairagarh.

The climate remains pleasant in the month of January and one doesn't require heavy winter clothes.

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**Indira Kala Sangit
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Khairagarh (C.G.) 491881**

**Two – Day UGC Sponsored
National Seminar
(18-19 January 2019)**

**On
POPULAR CULTURE, LITERATURE AND
OTHER ART FORMS: TODAY AND
BEYOND**



**Organized by:
Department of English
Faculty of Arts**

Two – Day UGC sponsored

National Seminar

on

Popular Culture, Literature and Other Art Forms: Today and Beyond (18-19 January 2019)

Concept Note

The concept of 'popular culture' continues to remain a contentious subject. Popular culture is an inclusive phenomenon that consists of wide-ranging mediums from popular literature to other forms like films, television, web-series, newspapers, e- papers, social networking sites, video games etc. Popular culture has redefined the concept of individual and society. The arrival of new forms of literature, which includes digital forms like Graphic novels, SMS novels, etc. have given new dimension to popular narrative. The concept has engaged the interest of young researchers towards it and in the process they are accepting all alternative mediums and breaking the dominant paradigms that claim to define literature and culture. Popular culture does not see constructs like Nation, culture and history in closed contexts it allows the concept to flourish beyond boundaries.

The 21st century literature has become more accommodative and flexible. Bob Dylan receiving the 2016 Nobel Prize for Literature is an exemplary event that has not only widened the horizon of literature but has also led to the emergence of various discourses in the field of other art forms in relation to popular culture and literature. He received the prestigious honour "for having created new poetic expressions within the great American song tradition".

This event has also abridged the divide between the classical culture of elites and the culture of the masses, previously derogated as popular culture. Popular culture is responsible for shaping new identities and popularizing various forms of art like music, painting dance, folk art etc. Noam Chomsky says, "Real popular culture is folk art-coalminers' songs and so forth". Pop music, fusion music and ethnic music are the extension of popular culture itself. Popular narratives, films, folk art are certain thrust areas that can be critically discussed in the modern and postmodern light. The post modern India is coping with post truth that has rejuvenated our youth, specially women and the popular mediums are being used as a tool to deconstruct the grand narratives of the past to be (re)read. It is important to deliberate upon the future of popular culture and art in relation to various advancements being made in the domain of science and technology. Various socio-cultural developments in relation to popular culture are giving rise to new economic and social theories and therefore the upcoming opportunities in the field of Humanities could be an important area of discussion for the seminar.

Some Indian poets and novelist stick rigidly to the traditional themes of partition and alienation of different sorts while others choose to write what sells in the market. There are writers and composers and film producers who deal with culturally dominant forms of memory whereas others seek an oppositional or transnational perspective. The rise of Amish Tripathi and Chetan Bhagat as creative writers is often debated due to their untraditional popular approach to socio-cultural and mythical issues. To cater the needs of the popular market macro narratives like god, goddesses and myths related to them are constantly being redefined. The canon and its traces are being reconstructed in the contemporary narratives to meet socio- political ends. The social and cultural institutions are also redefining themselves to cope with the new needs of middle class India that is globally viewed as a profitable market.

The spread of Yoga and oriental techniques of meditation are indicative of popularizing the Indian culture beyond the parochial bounds.

The present seminar is aimed to debate the various forms and aspects of literature and other Art forms in context of popular culture of today and tomorrow. We believe it to be a platform where eminent scholars and young researchers will come together and create a constructive dialogue on the plural theme of the seminar. We invite research articles and papers. The following areas are only indicative in nature. The scholars have freedom to think innovatively and creatively:

- Post modernism and popular culture
- Communication theory and millennial popular culture
- Popular culture and popular politics
- Popular culture and modern art
- Racial ideology and popular culture
- Masculinity and popular culture
- Language and popular culture
- Depiction of minorities in popular medium
- Education and popular culture
- Popular culture and consumerism
- Popular culture and everyday life
- Popular Culture and Indian Classical Traditions
- Indian Writings and Popular Culture
- Lingual mutations and innovations
- Contemporary theories, Literature and popular culture