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#### For Details Contact :

**Dr. T. Alagarasan**, M.A., M.Phil., B.Ed., Ph.D.,

**Mobile : 98425 92366**

**Prof. P. Shanmugavel**, M.A., M.Phil.,

**Mobile : 97878 21097**

**Dr. D. Balasubramaniam**, M.A., M.Phil., Ph.D.,

**Mobile : 99523 04195**

**Prof. Y. Raja**, M.A., M.Phil.,

**Mobile : 94443 45392**

#### Address for Correspondence :

##### The Convener,

Post Graduate & Research Department of English,  
Government Arts College (Autonomous),  
Salem - 636007,  
Tamil Nadu.

### GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

SALEM- 636 007

### POST GRADUATE AND RESEARCH DEPARTMENT OF ENGLISH

### INTERNATIONAL CONFERENCE ON CONTEXTUALIZING CULTURAL HERITAGE IN LITERATURES

30<sup>th</sup> JANUARY 2015

#### Registration Form

#### Personal Information

Name (Block Letters)	
Qualification	
Designation	
Institution (Block Letters)	
Address for Correspondence	
Mobile Number	
E-mail	
Title of the Paper (Block Letters)	

#### Registration Details:

Demand Draft / Multicity Cheque No.	Name & Place of the Bank	Date	Amount

Date:

Signature

Name



### GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

(Re-accredited with B++ Status by NAAC)

SALEM - 636 007 TAMILNADU.



### POST GRADUATE & RESEARCH DEPARTMENT OF ENGLISH

### UGC Funded International Conference on Contextualizing Cultural Heritage in Literatures

30<sup>th</sup> January, 2015

Venue : Seminar Hall,  
Centenary Building





### About the College:

Government Arts College (Autonomous), Salem-636 007 is situated in the heart of Salem city which lies in the north-west of Tamil Nadu. It caters to the needs of people seeking higher education in Salem and neighbouring districts. This oldest institution of the State was established in 1857 by Sir Alexander Arbuthnot as English Medium School. The institution was elevated to second grade college in 1879. For 52 years from 1885 to 1937, this college functioned under the aegis of Salem Municipal Administration. It was one of the two likewise institutions all over India during the time. This college offers 17 UG and 16 PG programmes with 10 M.Phil and 8 Ph.D research programmes. **Re-accredited by NAAC with B++ level**, it was accorded Autonomous status from the academic year 2007.

### PG and Research Department of English

The Department of English, a pioneer department from the inception of the college, has been extending yeoman service by imparting necessary language skills to the students of other disciplines in the college. Full fledged PG programme was introduced in the year 1974. It entered in the field of research by starting M.Phil and Ph.D during 2005. Faculty members of the department actively introduce innovative teaching strategies and venture in research endeavours.

Research enriches and enlivens the faculty of knowledge and brings out the intellectual acumen. When it is carried out in the academic institutions, it produces a great number of budding researchers. This illustrious Postgraduate and Research Department of English, a reputed centre of academic excellence for more than a century, has to its credit many M.Phil and Ph.D. research supervisors. Their academic dynamics, promotion of knowledge and analytical aptitude, have resulted in the attainment of 14 Ph.Ds and more than 100 M.Phil degree holders.

The Department has actively organised a UGC sponsored National Level Seminar in 2010, a Symposium on Language and Literature in 2013 and an International Workshop on ELT in 2014. Some of our faculty members are Editors in reputed International Literary Journals.

### About the Conference:

The literatures of every nation serve as testimonials in preserving their cultural heritage. Through the literary works, theories and key concepts literature continues to exist both as an entity and serves as a vital source towards its nation building. The rich cultural heritage tends to lose its value, respect and identity owing to the present generation's mania on materialistic development. Consequently the inevitability and significance of the oral history, culture, myths, legends, folktales, traditions and customs which have constituted the rich heritage of every nation, have been ignored. Hence there arises a dire need to preserve the cultural heritage. As literature proves to be an important medium in preserving the cultural heritage, documenting the literary past and the present is undoubtedly the only tool to promote the

national and cultural heritage which naturally results in the holistic development of every citizen.

Culture is essentially an instrumental apparatus by which man is placed in a position to cope better with the concrete and specific problems that encounter him in his environment in the realisation of his needs. It is a system of objects, activities, and attitudes in which every part exists as a means to an end. It is both interconnected and interdependent possessing various elements. Such activities, attitudes and objects are organized around important vital tasks into institutions such as family, clan, local community, tribe, and organized teams of economic cooperation, political, legal, and educational activity. Functional analysis gives value to social institutions by considering them not as mere custom (as proposed by American ethnologists), but as active and integrated parts of a social system.

Originated in England during the 1950s, Cultural Studies, as a discipline, has created a new space in the academic arena. Located in Frankfurt, Germany, the Frankfurt school under Horkheimer's leadership addressed a wide variety of topics viz economic, social, political and aesthetic movements ranging from empirical analysis to philosophical theorization.

Frankfurt School conceived psychoanalysis in terms of reinterpretation of Freud and Marx. The central aim was to provide, through a synthesis of Marxism and psychoanalysis, the missing link between ideological superstructure and socio-economic base. The goal of the school was to explore, a "new anthropological type" - the authoritarian personality with specific traits, such as, compliance with conventional values, non-critical thinking and an absence of introspectiveness. The prominent architects are Antonio Gramsci, Theodore W. Adorno, Michel Foucault, Gillus Deleuze, Frantz Fanon, Stuart Hall and Raymond Williams. With the contributions of these prominent critics, thinkers and theorists, Cultural Studies has established a territory with an identity of its own.

Contextualizing culture through respective literatures culminates into individual experiences, social relations and cumulative power. It possesses the strengths of social sciences and humanities and draws on methods, theories and concepts from cultural anthropology, sociology, history, literary and communication studies.

The inevitable relevance, significance and impact of Cultural Studies both on life and literature have triggered the Department of English, GAC (A), Salem-7, to organise an International Conference on "Contextualizing Cultural Heritage in Literatures" for the benefit of the research scholars and faculty members of various institutions nationwide. This interaction on the cultural aesthetics amidst the academic sphere would result in an explosion of intellectual contributions.

Participants interested in presenting papers are requested to submit their articles in the following areas:

### Thrust Areas:

- Globalization
- Subaltern
- Cultural Hegemony
- Dominant Cultures
- Myths and Folklore
- Marginalization
- Popular Culture
- Cultural Discourse
- Indigenous Cultures
- Acculturation

### Literatures:

- Indian Literature
- African Literatures
- Third & Fourth World Literatures
- Carribean Literature
- African American Literatures
- New Literatures

### Any other topic(s) relevant to the theme of the Conference.

### Call for Papers:

The abstracts within a word limit of 150 – 200 words may be submitted through e-mail to the following **e-mail id: [intlconf2015@gmail.com](mailto:intlconf2015@gmail.com)** as an attachment in MS word format with the name and address for communication.

The full paper within a word limit of 2500-3000 words should be submitted both as a hard copy and as a soft copy within the stipulated time.

### Documentation Specifications

Fonts : Times New Roman	Font Size	Text	Alignment
Title of the Paper	24	Bold	Centre
Author's Name	14	Normal	Centre
Author Affiliation	10	Normal	Centre
Abstract And Keywords	10	Bold	Centre
Headings	11	Bold	Centre
Sub Headings	10	Bold or/and Italic	Left/Centre
Body Text, Equations	10	Normal	Justify
Reference	9	Normal	Justify
Acknowledgement	9	Normal	Justify

### Dates to Remember

**Abstract Submission** : 21.11.2014  
**Intimation of Acceptance** : 28.11.2014  
**Article Submission** : 10.12.2014

### Publication

The selected papers will be published both **Online and in Print** in a **peer reviewed international journal** with their respective article indexed with the **ISSN number**.

### Registration Fees

**Faculty Members** : INR 1000/-  
**Research Scholars** : INR 750/-

### Mode of Payment

The registration fees should be remitted in the form of a **DD** drawn in favour of **The Principal, Government Arts College (Autonomous), Salem-7** of any bank payable at Salem, Tamil Nadu, India. A photo copy of the registration form can be taken. **Details of the payment must be mentioned in the registration form.**