



**CHRIST
NAGAR
COLLEGE**

A
CMI
Educational
Institution

Affiliated to
The University
of Kerala

MARANALLOOR, THIRUVANANTHAPURAM

International
Conference on
**Cultural Currents -
Understanding the
Dynamics of
Popular Culture**

**Organised by the Postgraduate Department of English
in association with IQAC, Christ Nagar College**

14 MARCH 2025





About us

Christ Nagar College, Maranalloor, Trivandrum, started in the year 2012, is managed by CMI fathers, the pioneers in the field of education and social reforms. Emulating the life and works of their founder Saint Kuriakose Elias Chavara, students are motivated to uphold the values and culture of our country. The innovative teaching methods used and the exposure that the students get from attending and organising national and international programmes equip them to be global citizens. At present, we offer ten undergraduate and four postgraduate programmes, and continue our mission to revolutionise the voyage of education.

About the Department

The Department of English provides ample opportunities to make the students proficient in all the fields. The enthusiastic and conscientious faculty members encourage their creativity and debating skills. We consider it as the prerogative of the students to go beyond the curriculum to acquire skills that would make them face the challenges of the contemporary world. The Department of English offers English Language and Literature course at the UG and PG levels. Under the aegis of our department, erudite scholars and eminent personalities are often invited to chair open forums, symposiums, debates and paper presentations. The objective of the course is to enable the students to appreciate and analyse great works of literature and to develop good communication and inter-personal skills. With deliberation we mould our students as citizens - morally upright, empathetic and diligent enough to utilise their skills and abilities for the welfare of the society.



Cultural Currents - Understanding the Dynamics of Popular Culture

Concept Note

Popular culture is an ever-evolving narrative that both shapes and is shaped by the cultural, social and technological contexts in which it unfolds. It is a reflection of societal values, an exploration of identity and a testament to the collective human experience. Being a dynamic force, marked by the continuous creation, adaptation, and dissemination of cultural expressions across various media platforms, it encapsulates the essence of creativity and communication, symbolising the interconnectedness of global societies. While it has the power to foster inclusivity and dialogue, it also raises concerns about cultural appropriation, commercialisation, and the dilution of local traditions. The intrusion of diverse cultures, communities and phenomena on language, literature, and translation further complicates these discussions, necessitating critical engagement with issues of authenticity, representation, and hybridity. Cultural Currents - Understanding the Dynamics of Popular Culture aims to bring together scholars, researchers, and practitioners to engage in interdisciplinary dialogue on the shifting dynamics of popular culture. By exploring media, literature, and digital communities, the discussions will illuminate how cultural expressions shape and are shaped by broader societal transformations. Through this engagement, the conference aspires to promote critical perspectives that encourage inclusivity, cultural diversity, and meaningful interactions in an increasingly interconnected world.



Subtopics

- The Evolution of Popular Culture: From Tradition to Digital Age
- Mass Media and Popular Culture: Shaping Public Perception and Identity
- Globalisation and Cultural Exchange: The Blending of Local and Global Trends
- Social Media as a Catalyst for Cultural Trends and Movements
- Celebrity Culture: Influence, Representation, and Power Dynamics
- The Role of Music in Defining Cultural Narratives and Social Change
- Fashion and Identity: How Clothing Trends Reflect Societal Values
- Film and Television: Mirrors of Cultural Shifts and Ideological Constructs
- The Impact of Digital Platforms on the Consumption of Popular Culture
- Cultural Appropriation vs. Appreciation in Popular Media
- Subcultures and Countercultures: Challenging Mainstream Narratives
- Consumerism and Commercialisation of Popular Culture
- The Representation of Gender and Diversity in Popular Media
- Political Influence in Popular Culture: Propaganda, Resistance, and Change
- Memes and Internet Culture: The New Language of the Digital Generation
- Cultural Homogenisation vs. Cultural Pluralism in the Age of Global Media
- Sports as a Cultural Phenomenon: Uniting and Dividing Societies
- Virtual Reality and the Future of Cultural Experience
- Storytelling in Popular Culture: Narratives that shape Collective Memory
- The Role of Popular Literature in Reviving Reading Habits



Guidelines for Paper Submission

- The research paper must be in English.
- MLA 8th edition is to be followed for citing sources and stylistics.
- Papers should be between 2500 and 4000 words including an abstract of 100-250 words.
- The paper should be original and unpublished.
- The author is solely responsible for plagiarism and copyright infringement, if detected.
- Acceptance or rejection is the sole prerogative of editor(s) who may also make suitable modifications to your paper or may ask you for the same, if necessary.
- A maximum of three authors is allowed for a paper.

Registration Fee

Category	Participation	Presentation
UG and PG	Rs 250/-	Rs 500/-
Research Scholars	Rs 350/-	Rs 800/-
Faculty	Rs 500/-	Rs 1000/-
Foreign Delegates	5 USD	10 USD

All the co-authors of a paper need to register separately and pay the fees.

Registration Link: <https://forms.gle/jVAuAKk97FKpJsXX8>

Selected papers will be published in an International Peer Reviewed Journal/ Conference Proceedings with ISBN.

Bank Details

A/C No. : **42792373295** | Branch : SBI Ooruttambalam
Name : Christ Nagar College | IFSC : SBIN0070356

Important Dates

- Abstract Submission : 5 March 2025
- Full paper submission : 10 March 2025
- Last date for payment : 10 March 2025

Inaugural Address



Dr Esther R.

Distinguished Scholar,
Korean Linguistics.

&

Former Team Manager,
Korean Content Industry.

Keynote Address



Dr Dimitrios Tsokanos

Curriculum Manager,
English Department,
Loughborough College, UK.

Advisory Committee

Rev Fr Cyriac Madathil CMI
Director and Manager

Dr Jolly Jacob
Principal

Ms Rani Varghese
Head of the Department

Organising Committee

Mr Riju B. Sarajan
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