

Registration Fee: Rs. 1200/-

D.D. for registration should be drawn in favour of **“The Convener, CS2017”** payable at Tirupati. Lunch and seminar kits will be provided for all the registered participants.

Account Details:

Name of the Branch : Andhra Bank
Branch : Padmavathi Nagar
Name of the Account : Convener, CS2017
Account Number : 174910100074428
IFSC Code : ANDB0001749

ACCOMODATION:

There will be limited paid accommodation on twin-sharing basis @250 per day and it would be provided on first come first served basis. This includes accommodation only. Participants are to take care of their breakfast and dinner. For more details contact Prof. T. Bharathi on 9440854417.

TRAVEL:

There are direct trains from all major cities of India to Tirupati. Domestic Airport is at 12kms from Tirupati (Near Renigunta) and the nearest International Airport is at Chennai, about 150kms. (No T.A. and D.A. will be paid by the host University)

DATES TO REMEMBER:

Last date for abstract submission : 10-03-2017
Acceptance of the Paper : 13-03-2017
Submission of full length paper : 20-03-2017

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Seminar Convener:

Prof. Y. S. Sharada
Head, Department of English

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ज्ञान-विज्ञान विमुक्तये

UGC SPONSORED
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ON
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SRI PADMAVATI MAHILA VISVAVIDYALAYAM
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Theme of the Seminar and call for papers

'Cultural Studies' is hard to define. It is not a discrete approach to literature or academics, but rather it is a set of practices. Patrick Bratlinger in *Crusoe's Footprints: Cultural Studies in Britain and America* (1990) pointed out, cultural studies is not "a tightly coherent, unified movement with a fixed agenda", but a 'loosely coherent group of tendencies, issues, and questions" (ix). Arising from the social turmoil of 1960's, cultural studies includes the elements of Marxism, post-structuralism and postmodernism, feminism, gender studies, anthropology, sociology, race and ethnic studies, film theory, urban studies, public policy, popular culture studies and post colonial studies.

Cultural studies may be used broadly to refer to all aspects of the study of culture, it may also, more precisely be taken to refer distinctive field of academic inquiry. A multiple approach to culture draws not merely on orthodox approaches derived from the social sciences but also from the radical approaches like feminism, Marxism and semiotics. Rather than being a traditional discipline, cultural studies can be seen as an intellectual exercise in critical thinking that takes its objects of study – and seeks to interrogate – numerous diverse cultural forms, art, architecture, advertising, literature, music, film, television, theatre, dance, fashion and so on. Cultural studies critics consider culture, and its cultural formations within its specific social, historical and political context. This focus on context transforms cultural studies into both an intellectual and pragmatic undertaking where in a culture becomes both "an object of study and the location of political criticism and action."

Cultural studies can therefore be seen to be situated between an approach to culture that is explicitly opposed to the celebration of high or elite culture. As such, cultural studies transcends the confines of a particular discipline such as literary criticism or history; it is politically engaged; denies the separation of high and low or elite and popular culture; and analyses not only the cultural work, but also the means of production. Such an approach is inclusive –it includes the material and symbolic products encountered in all strata and sections of society.

The present seminar intends to bring various disciplines and approaches on one platform to enable the

scholars and teachers to go beyond the traditional approaches to their field of study.

Research papers that interrogate different aspects of cultural studies from an interdisciplinary approach are invited for presentation. The fields of study include, but not limited to, cultural heritage, oral narratives, art forms, hybridity, diversities, identities, intercultural and cross-cultural studies, subaltern studies, caste studies, gender studies, indigenous studies, translation studies, film studies, media studies, cyber cultures, post-human studies etc.

ABOUT THE UNIVERSITY

Sri Padmavati Mahila Visvavidyalayam was founded by former Chief Minister, Late Sri N.T. Rama Rao in 1983. The University has grown into an institution of academic excellence and has made valuable contribution to the women in the mainstream of development. Being the only Women's University in Andhra Pradesh it is committed for academic excellence and offers applied courses, to develop specific skills for gainful occupation and self reliance for building a progressive egalitarian society. The range of courses included in the academic curriculum of the University and the extension activities taken-up by the students reflects its commitment to higher education and research on one hand and service to society on the other.

ABOUT THE DEPARTMENT

The Department of English Language and Literature was one of the first departments to be started when the university came into existence in 1983. A prestigious English Language Teaching Project was sponsored to the department by the Overseas Development Administration (U.K.) during 1986-87. The Department also organized International and National Conferences/Workshops and academic programmes.

Keeping itself abreast of the latest trends in English studies, the Department has been from time to time, modifying the curriculum of the M.A. Courses. The curriculum has always remained unique by incorporating in it an exclusive women's dimension.

REGISTRATION FORM

(Please use Capital Letters)

Name :

Designation :

Gender : M F (please tick)

Institution/Organization:

Address :

E-mail ID :

Contact Numbers :

Title of Research Paper:

Whether accommodation is required: Yes No

Registration fee details

Amount : ₹

D.D. NO :

Bank :

Date :

Date & Time of Arrival :

Signature of the Delegate

Note: Typed /Photo Copy of the Registration Form may be used.

*** Separate registration fee must be paid for each co-author**

Department of English
UGC National Seminar on Cultural studies
24-25 March 2017

❖ ***Inaugural Address***

Prof. Rajasekhar Patteti
Dept. of English
Acharya Nagarjuna University
Guntur.

❖ ***Valedictory Address***

Prof. K. Suneetha Rani
Dept of Women's Studies
University of Hyderabad
Hyderabad.

❖ *Panel speakers*

- *Prof. Sreepad Bhatt*
Dept. of English
Goa University
Goa.
- *Prof. B Tirupati Rao*
(Presently Registrar)
Dept. of English
Dravidian University
Kuppam.
- *Dr. Marx*
Dept. of English
Pondicherry Central University
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