

SEPTEMBER 5 - 7, 2018

Department of Communication
 THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
 HYDERABAD, INDIA

DIGITALITY & COMMUNICATION: The Cultural Logic of Data Societies

The digital has become inescapable today as it permeates and mediates representation, exchange, interaction and symbolisation calling for revisits, revisions and renewal of almost all domains of human enquiry.

The digital turn has drastically altered the options, promises and risks associated with the intertwining domains of social, economic, religious, cultural, literary and political practices by challenging traditional barriers of speed, space, volume and expression. The transformation has been marked by a swarm of technological gadgets and assemblages in the last few decades. The enormous social consequences of technologies devoted to big data and algorithmic processes have also opened up new fields of enquiry that require more scholarly attention.

This International seminar envisages the exploration of the digital, not just in its material manifests, but also as a way of thinking, as an ideological and cultural logic that has come to define and shape human life. Thus digitality can be explored in not just contexts of information technology, but in biological, sociological or economical systems. Also debatable are the advent of technological systems as objects, as ideas and as ideological apparatuses. This seminar will focus primarily on the question of how and in what forms do the convergence of discourse, data and devices come to define the logic of 'digitality' in a variety of socio-cultural, political and economic contexts.

We invite papers/ panels/ posters/performance arts that prod the vital historical, cultural, material and technological links that contemplate the integration of discourse, data and devices through the digital.

With the growing importance of data-centred governance, policy and regulation, devices have become endowed with politics as never before. The materiality of the artefacts of our day to day life lends itself to closer scrutiny and we welcome case-studies of the politics of devices as well as the production and distribution of and access to data. As new technologies brought with them new social and cultural practices, it has also made researchers to rethink their analytical methods. Papers that look at the new evolving methodologies of digital archiving, organising and publishing, those that confront the politics and extend the practices of open access in scholarly publishing, evaluate the linguistic challenges in web publishing in multi-lingual locales, interrogates promises like multi-authorship, copy-left and myriad other digital contexts are also welcome.

The conference aims to address a wide range of thematic areas constituting the digital, which are divided into (but not limited to) the following working groups:

- Theorising the Digital
- Methodologies of the Digital
- Digital Practices
- Digital Contexts
- Data and Society

Papers may look at the digital phenomenon from a variety of positions and parameters that include, and are not limited to:

- South Asian perspectives
- Democracy and Fascism
- Big data analytics
- Power, Policy and Governance
- Theatre, Performance, Body Art, Graffiti
- Cinema, Documentary, Propaganda
- Dub smash, Viral, Flash mob and other multi-media campaigns
- Gender and Sexuality
- Online Citizen Journalism
- Facebook, Twitter and YouTube
- Law and justice
- Climate and Environment
- Pedagogy
- Sports, Music
- Alternative and Community Media
- Business Communication
- Internet of things
- Corporate Identity and Branding
- Copyright and Intellectual Property
- Religion and Media

Submission Guidelines

- For individual papers, posters or performance art, please send an abstract of not more than 300 words by e-mail to conference@communication.eflu.in
- We also welcome proposals for panels of 4 or 5 papers. A panel proposal may be submitted by any one of the proposed presenters who will act as a panel coordinator. A panel proposal should include a title and a 150-word description of the overall panel, in addition to individual paper abstracts of not more than 300 words each. Panel proposals should be submitted by e-mail to conference@communication.eflu.in by the panel coordinator.
- Please do not submit more than one abstract per person for consideration.
- All abstracts, whether individual or as part of panel proposals, should include the title of the paper, the name(s) and institutional affiliation(s) of the author(s) and a postal address and telephone number for correspondence.
- The deadline for all submissions is May 15 2018. If you have any questions or require further information, please e-mail the conference coordinator, **Prof. T. T. Sreekumar** at sreekumartt@efluniversity.ac.in

Timeline for Submissions

- Deadline for Abstract Submission: **June 15, 2018**
- Notification of Acceptance on or before: **June 30, 2018**
- Deadline for Submission of Full Papers: **August 15, 2018**
- Dates of Conference: **September 5, 6 and 7, 2018**

Registration Fees

- Early Registration (*before July 15, 2018*): **Rs. 4,000**
- General Registration: **Rs. 5,000**
- Students and Research Scholars: **Rs. 1,500**

The Department of Communication at the English and Foreign Languages University, Hyderabad, is a pioneering centre of mass media teaching, practice and research. It is part of a unique national institution dedicated to the humanistic study of language, literature and culture since 1958.

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