



International Seminar

Artificial Intelligence Educational Communication and Media Transformations

28th - 30th November 2024

Venue : The English and Foreign Languages University (EFLU),
Hyderabad

ORGANIZED BY

Consortium for Educational Communication (CEC), New Delhi.
Educational Multimedia Research Centre (EMRC), EFLU, Hyderabad.
Department of Communication, EFLU, Hyderabad



SCOPE AND OBJECTIVES OF THE SEMINAR

The rapid development of artificial intelligence (AI) and digital technologies is reshaping communication, learning, and educational content. The Seminar on "Artificial Intelligence, Educational Communication, and Transformations" offers a global platform for scholars, educators, practitioners, and innovators to examine the far-reaching impacts of AI on education and communication. This event seeks to explore how AI and digital advancements are altering educational practices and societal interactions, particularly through the lens of "digital reason"—the embedded logic, ethics, and rationality within AI systems. AI and digital technologies are revolutionizing the production, dissemination, and consumption of knowledge. Through algorithms, data analytics, and machine learning, these tools are increasingly mediating access to information, influencing educational methodologies, and reshaping knowledge-sharing practices. The Seminar will critically analyze the ethical and practical dimensions of AI in education, addressing how algorithms influence curriculum design, personalized learning, and content delivery. While AI offers

potential for enhanced learning and efficiency, it also raises concerns around privacy, equity, and algorithmic bias. The Seminar will also investigate AI's broader impact on public discourse and democracy within educational settings, examining how digital tools shape classroom communication, academic communities, and public debate. Issues such as misinformation, echo chambers, and trust in educational institutions will be explored. Additionally, the event will spotlight innovations in educational storytelling, journalism, and artistic expression, emphasizing the importance of including marginalized voices — considering factors like caste, gender, race, and class—ensuring equitable benefits from AI-driven advancements. Finally, the Seminar will confront the global digital divide, stressing the importance of equitable access to educational technologies. As AI continues to transform education and communication, it is crucial to address both the opportunities and the persistent gaps in access and participation across regions and communities.

CALL FOR PAPERS

"Artificial Intelligence, Educational Communication, and Media Transformations" invites participants to engage in a multidisciplinary exploration of how digital technologies are reshaping the landscape of education and communication. This Seminar seeks to uncover the challenges and opportunities of the digital age, aiming to contribute to a more connected, informed, and equitable world.

TIMELINE

Deadline for Abstract Submission : October 30, 2024
Notification of Acceptance on or before : November 05, 2024
Deadline for Submission of Full Papers : November 15, 2024
Dates of Seminar : November 28-30, 2024

THEMES OF THE SEMINAR

- ◆ Ethics and Governance in the Age of AI and Educational Communication
- ◆ Digital Technologies and AI Applications in Education
- ◆ Cultural and Societal Implications of AI in Educational Contexts
- ◆ Educational Communication in the Digital Age
- ◆ Social Media Dynamics and Digital Communities
- ◆ Economics of the Digital Age: Impact on Education and Work
- ◆ Cultural and Societal Transformations in the Digital Educational Era
- ◆ Cinematic Explorations of AI and Digital Futures in Education
- ◆ Digital Accessibility and Inclusion in Education

REGISTRATION AND SELECTION

Papers may be chosen for either oral or poster presentation based on the review process. You will be notified about the acceptance of your paper and the mode of presentation after the review. Selected participants will be provided food, refreshments and shared accommodation during the period of the Seminar.

- ◆ Registration with accommodation on a shared basis for faculty members from other universities, colleges, institutions and independent researchers: Rs. 2,500/- (Registration without accommodation: Rs. 1,500/-)
- ◆ Registration fee for international scholars: USD 50/-
- ◆ Students and research scholars with shared accommodation: Rs. 1,500/- (Registration without accommodation: Rs. 1,000). A letter of institutional affiliation to be attached.

Bank Details :

Director, EMMRC, EFLU, State Bank of India, Account No: 62448819350
IFSC: SBIN0021106, EFLU Campus Branch, Tarnaka, Hyderabad

SUBMISSION GUIDELINES

- ◆ Individual Papers, Posters, or Performance Art: Submit an abstract with keywords of no more than 300 words via email to director.emmrc@efluniversity.ac.in
- ◆ Panel Proposals: For panels consisting of 3 or 4 presentations, one presenter can take the role of the panel coordinator and send a panel proposal. This proposal must include a panel title, a concise 150-word description of the panel's theme, and individual abstracts for each paper (not exceeding 300 words each). Please forward your panel proposals to director.emmrc@efluniversity.ac.in clearly indicating the panel coordinator's contact details.
- ◆ Each participant is allowed to submit only one abstract as a sole author, with a maximum of two abstracts in total, including one co-authored paper, for the Seminar.
- ◆ Abstract Details: The first page of the manuscript should contain the Title & the Abstract only. All submissions must include the author(s) name(s), their institutional affiliation(s), a brief biographical note and contact information, including a postal address and phone number in a separate file.
- ◆ Final papers: The manuscript should be about 3000 words (About 15 A-4 size pages typed in double space). The cover page should bear only the title of the paper, sub-theme, name/s of author/s, their official address, E-mail ID, phone numbers, a brief biographical note of the author(s) and acknowledgements, if any.
- ◆ For any queries or additional information, reach out to the General Convener, Prof. T. T. Sreekumar, via email director.emmrc@efluniversity.ac.in



The Consortium for Educational Communication (CEC), is an Inter-University Centre (IUC) of the University Grants Commission (UGC) mandated to develop and disseminate educational content based on multimedia and with the help of its 21 Educational Media Research Centres (EMRCs). It is also the National Coordinator for SWAYAM and SWAYAM Prabha platforms, offering UG and PG MOOCs. In line with NEP 2020, CEC provides high-quality, outcome-based education accessible to anyone, anytime, anywhere, fostering empowerment through credit mobility and certification.



The Educational Multimedia Research Centre (EMRC) at the English and Foreign Languages University, Hyderabad, was established in 1983 by the University Grants Commission (UGC). Initially, the Centre focused on producing video programs and documentaries for the Countrywide Classroom project to enhance the quality of higher education. Over time, it expanded its scope to include e-content development under the National Mission on Education through Information and Communication Technology (NME-ICT) initiative and the creation of Massive Open Online Courses (MOOCs) for the SWAYAM platform. Additionally, the Centre operates a DTH channel called VAGEESH under the SWAYAM PRABHA platform.



The English and Foreign Languages University (EFLU), Hyderabad, was established in 1958 as the Central Institute of English (CIE). In 1972, it was renamed the Central Institute of English and Foreign Languages (CIEFL) with the inclusion of three major foreign languages: German, Russian, and French. In 2006-2007, CIEFL was granted central university status through an Act of Parliament and became The English and Foreign Languages University. Dedicated to the study of English and ten foreign languages—Arabic, Chinese, French, German, Spanish, Italian, Russian, Japanese, Korean, and Persian—it is the only university of its kind in South Asia. EFLU is specifically designed to promote advanced research and training in teacher education, literature, linguistics, interdisciplinary studies, and cultural studies.

CHIEF PATRONS

Prof. Haribandi Lakshmi, Hon'ble Vice Chancellor (In-charge), EFL University, Hyderabad
Prof. J.B. Nadda, Director, Consortium for Educational Communication (CEC), New Delhi

GENERAL CONVENERS

Prof. T.T. Sreekumar (Department of Communication), Director (In-Charge), EMRC, EFLU
Dr. Shatrudha, Research Scientist, CEC, New Delhi

ORGANISING COMMITTEE

Prof. Satish Poduval (Dean, The School of Interdisciplinary Studies),
Prof. Naga Mallika Gudipaty (Head, Department of Communication), Prof. Sujatha Mukiri,
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RSVP: Director's Office 040-27689494

The Educational Multimedia Research Centre

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