

LUCKNOW, THE CITY OF CULTURE

Lucknow city is popularly known as the 'the city of Nawabs'. Situated on the banks of the river Gomti, it dates back to the time of the Suryavanshi dynasty. Lucknow, the capital of Uttar Pradesh, was founded by Nawab Asaf-ud-Daula. In the olden times, it served as the capital of the nawabs of Awadh and it is one of the reasons why it is also called as the city of the Nawabs. The era of the Nawabs bestowed Lucknow with the courteous culture as well as mouthwatering delicacies for which it is famous today. The city is well connected by Air/Train and Surface Transport.

How to Reach

• By Air ✈️

The Amausi airport at Lucknow is well connected with all metropolitan cities. Prepaid taxis are available at the airport

• By Train 🚂

Lucknow is a major junction of the Northern Indian Railway and is well-connected with all major cities in the country.

• By Road 🚗

Lucknow is intersected by various National Highways. Bus services are readily available from all major cities to Lucknow.

ACCOMMODATION

We extend assistance in arranging accommodation at the University campus hostels on the payment of 500/- INR per day. It can be booked on payment; on prior request not later than December 31, 2014.

Guest Houses and Hotels are also located within a radius of five kilometers of the campus.

CONFERENCE COMMITTEE

PATRON - IN - CHIEF

Mr. Aseem Chauhan
Chancellor, Amity University, Rajasthan
Chairman, Amity University Uttar Pradesh, Lucknow Campus

PATRONS

- Prof. (Dr.) Balvinder Shukla
Vice Chancellor
Amity University Uttar Pradesh
- Maj. Gen. K.K. Ohri, AVSM (Retd.)
Pro Vice Chancellor
Amity University Uttar Pradesh, Lucknow Campus

CONVENER

Prof. (Dr.) Kum Kum Ray, Director, Amity School of Languages
Amity University Uttar Pradesh, Lucknow Campus

ADVISORS

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- Prof. Amitava Roy
- Prof. Subir Dhar
- Prof. Emi Hamana
- Dr. Sheila T. Cavanagh
- Sister Tina Farias

ORGANISING SECRETARY (ACADEMICS)

Dr. Manjari Johri

ORGANISING SECRETARY (LOGISTICS)

Dr. Manish Kumar Gaurav

ORGANISING SECRETARY (FINANCE)

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FOR CORRESPONDENCE: HOSPITALITY & ACCOMMODATION

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AMITY SCHOOL OF LANGUAGES (ASL)

Established in 2004, Amity School of Languages offers courses in English Literature, Language (English, French, and German) and Business Communication and Communication Skills. Besides theoretical classes, students are taught accent neutralization and accent training.

Programs Offered:

- B.A. (Hons.) English
- M.A. English
- Ph.D. in English Literature & Language
- Value Added Courses (Professional Communication, Technical Communication & Business Communication)
- Certificate/Advanced Certificate Course in French & German to all Amity students

AMITY UNIVERSITY, LUCKNOW CAMPUS

Amity University, Lucknow Campus is a part of India's leading education group with a legacy of excellence spanning over two decades and campuses spread over 1000 acres including 6 world-class universities, 18 schools & pre-schools, 150 top-ranked institutions and 11 overseas campuses across London, New York, California, Singapore, Mauritius, Dubai, Abu Dhabi, South Africa, China (Beijing & Nanjing) and Romania. The Group is home to over 100,000 students pursuing 250 Programmes in over 60 diverse disciplines, across pre-school to Ph.D.

Amity University, Lucknow Campus is built on a foundation, which embodies all the qualities that have made Amity institutions world-class over the last two decades. Amity has instituted global

standards in education, training and research with world-class infrastructure and the latest teaching methodologies. With the mission to train future leaders of the corporate world, the University strives to blend modernity with tradition in each of its students.

CAMPUS HIGHLIGHTS:

- 40 acre hi-tech campus with state-of-the-art facilities
- 200 advanced labs in various disciplines
- Air-conditioned and amphitheatre style classrooms
- Well-stocked library with over 66,000 books, journals and references
- On-campus hostel for 2,000 students



AMITY
UNIVERSITY
—LUCKNOW CAMPUS—

Amity University, Lucknow Campus: Malhaur (Near Railway Station),
Gomti Nagar Extension, Lucknow (UP) - 226028
Amity Helpline: 0522-2399500, +91 91-610-53575, +91 88-749-66396
Website: www.amity.edu/lucknow

AWARDED
'A' RATING BY



NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL



AMITY
UNIVERSITY
—LUCKNOW CAMPUS—

Organizes

THREE DAY INTERNATIONAL CONFERENCE ON

ENGLISH STUDIES
AND SHAKESPEARE:

A  GLOCAL
PERSPECTIVE

January 7-9, 2015 • Amity University, Lucknow Campus

Organised by



**AMITY SCHOOL
OF LANGUAGES**

In collaboration with



Shakespeare Society of Eastern India
(REGISTERED UNDER THE WEST BENGAL SOCIETIES
REGISTRATION ACT, NO. XXVI OF 1961)
REGISTRATION NO. S/49021 OF 1985-86

THREE DAY INTERNATIONAL CONFERENCE ON
**ENGLISH STUDIES
 AND SHAKESPEARE:
 A GLOCAL
 PERSPECTIVE**

Amity School of Languages, in its three day International Conference, “English Studies and Shakespeare: A Glocal Perspective”, seeks to explore and enquire the multi layered outreach of the English Language across the globe.

CONCEPT NOTE

Glocal – a blend of the global and the local, now a part of everyday parlance, originated in Japan, and was modelled on the Japanese word *dochakuka*, meaning to adapt farming techniques to one’s own local condition. In the business world the idea was adopted to refer to global localization. According to Wordspy, an online resource, Glocalization means, “the creation of products or services intended for the global markets but customized to suit the local cultures”. The Oxford Dictionary of New Words defines the same as, “the telescoping of the global and the local to make a blend”. It is the process by which trans-societal ideas or institutions take specific forms in particular places.

In an article, ‘Glocalization: Time - Space and Homogeneity-Heterogeneity’ (1995) the English Social Scientist, Roland Robertson popularized the term in his examination of the emerging Society and Cultural Studies. Robertson defined it as “the simultaneity ...the co presence of both universalising and particularizing tendencies.” In using Glocalization rather than Globalization, Robertson blurs the boundaries between the global and the local. Robertson sees the local itself as one of the aspects of globalization. This inevitable blending of the two means that the trends of homogenization and heterogenization coexist throughout the modern age. Glocalization connotes that it is local culture which assigns meaning to global influences, and the two are therefore interdependent and enable each other. It is in essence the need to “think global, act local”.

Academics in the current scenario has enriched itself intensively and extensively through interdisciplinary studies. It is fascinating to graft and to extend the term Glocal to an enquiry of the contemporary English Studies and the diversification that English Language has acquired down the ages. David Crystal in his seminal work, *English as a Global Language* (1997) asserted and explicated how English has acquired the status of a world language. English language has attained the prominence of being a truly international language by developing a special social role that is recognized in every country. Use of English by its mother tongue speakers alone could not have given it this eminent reputation. Rather its use in non- English speaking countries around the world at multiple levels has given it this indisputable ranking.

English language has secured a truly hybrid identity. Its Glocal prominence can be attributed to reasons as varied as, historical tradition, political expediency, and the desire for commercial, cultural and technological contact. It has further flourished in an environment, where resources have been developed to help people access English as a second foreign language through media, libraries, schools, and institutes of higher education.

“A language becomes a world language for one reason only- the power of the people who speak it” (David Crystal)

Amity School of Languages, in its three day International Conference, “English Studies and Shakespeare: A Glocal Perspective”, seeks to explore and enquire the multi layered outreach of the English Language across the globe. In a global market, a product or a service is more likely to succeed when it is customized for the locality or culture in which it is sold. Similarly for English Language. Not only has it facilitated communication, but also enriched itself in the process by acquiring local flavor, relevance and currency. Words like, *Hinglish* (Hindi and English) in India, *Singlish* in Singapore, *Chinglish* (Chinese and English), *Japlish* (Japanese and English), invariably show the extraordinary dynamic quality of the language. While English continues to foster international intelligibility, it has allowed itself to be remoulded by indigenous languages, thereby fostering community identity. The emerging literatures of the Commonwealth countries - the novels from African countries, Caribbean islands illustrate how new identities have been formed. The term “New Englishes” aptly reflects these identities.

- The present conference, intends to look at English Studies from a Glocal perspective – using a global language with local flavoring, offering a de novo experience indeed.
- The conference focuses on areas in Literature, Language and Communication, offering a comprehensive overview of English Studies.
- The conference, in collaboration with Shakespeare Society of Eastern India also invites observations on how Shakespeare transcends borders and is open to local adaptations.

| LITERATURE | LANGUAGE | COMMUNICATION |
|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------|
| Glocal Works in Poetry, Drama, Prose & Fiction | ESP - English for Special Purposes (Scientific, Medical, Technical, Legal, Business Writing, etc.) | Soft Skills - Scaling Professional Heights |
| World Literature: Different Perspectives Shakespeare in the Local Tradition | Bringing English to the classrooms: Retrospect and Prospect | Leadership Traits embedded in Communication |
| English Studies beyond Disciplines (Theatre, Media, Film Studies, Social Sciences, etc.) | English as a Language of Power: Studies in World English | Management Ethics |



WHO SHOULD PARTICIPATE

- Teachers
- Researchers
- Creative Writers
- Professionals
- Corporate Honchos
- Students

CALL FOR PAPERS

We invite abstracts for paper presentations and proposals for poster presentations dealing with the themes of the Conference.

Complete Registration Forms, with Abstracts and Full Papers, adhering to the important dates mentioned below, should be emailed to mjohri@amity.edu; mkgaurav@lko.amity.edu

Duration of the Programme: Three-days

Dates: Wednesday, Thursday & Friday, January 07, 08 & 09, 2015

Timings:

Wednesday, 02.00 pm onwards (Registration & Inaugural)

Thursday, 10:00 AM – 05:00 PM (Plenary Session/ Panel Discussion/ Paper Reading Sessions)

Friday, 10:00 AM – 03:00 PM (Paper Reading Session & Valedictory)

Venue: Amity University, Lucknow Campus

INSTRUCTION FOR PRESENTERS

Abstract length should not exceed 200 words. Full paper length should not exceed 2,000 words. Both, the abstract and the full paper are to be preceded by a 50 words note of the author.

Full papers must adhere to the MLA style for documentation.

Abstract and paper formatting details:

Font Style - Times New Roman

Font Size - Text 12 point, Title 14 point, Sub-headings 14 point and Author Note 10 point

Alignment - Title and author note should be centre aligned, Sub-headings should be left aligned and complete text should be justified.

DEADLINES TO REMEMBER

- Submission of abstract with completed registration form: October 30 '14
- Acceptance of abstract: November 15, 2014
- Submission of full paper: December 20, 2014
- On-the-spot registration (without accommodation): January, 07, 2015 (2:00 PM. - 3:00 PM.)

REGISTRATION FEE

A) Early bird registration (November 15, 2014- November 30, 2014)

- Indian Delegates: 2200/- (INR)
- Research Scholars: 1600/- (INR)
- Foreign Delegates: \$ 100 (USD)

B) On time registration (December 1, 2014- December 30, 2014)

- Indian Delegates: 3000/- (INR)
- Research Scholars: 2000/- (INR)
- Foreign Delegates: \$ 120 (USD)

C) On-the-spot registration (January 07, 2015)

- Indian Delegates: 4000/- (INR)
- Research Scholars: 2200/- (INR)
- Foreign Delegates: \$ 150 (USD)

Mode of Payment for Category A, B and C is as follows:

1. 50% Registration fee is to be made by Demand Draft drawn on any Nationalized Bank in favour of “Amity University Uttar Pradesh” payable at Lucknow

OR

Bank Name : Axis Bank Limited
Address : Lucknow Branch, 25B, Ashok Marg, Sikander Bagh Chauraha, Lucknow - 226001
Account No. : 053010100284066
Type of Account : Saving Account
IFS Code : UTIB0000053
MICR Code : 226211002

2. 50% Registration fee is to be made by Demand Draft drawn on any Nationalized Bank in favor of “Shakespeare Society of Eastern India” payable at Kolkata.

Kindly ensure that the Demand Drafts are made as per requirement at the address given: Director, ASL, Amity University, Malhaur, Lucknow- 226028

Note:

- In case of joint authorship, the second author must also register for participation in the conference.
- Registration Fee includes two complimentary lunches (January 08 & 09, 2015), five refreshments (January 07, 08 & 09, 2015) and two dinners (January 07 & 08, 2015).
- All registered participants will get a conference kit, a certificate of participation/presentation and conference souvenir.