

**ELT@I**

ENGLISH LANGUAGE TEACHERS'  
ASSOCIATION OF INDIA



**SRM**

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

**2<sup>nd</sup> International and 11<sup>th</sup> Annual Conference**

**On**

**7, 8 & 9 February, 2019**  
**(Thursday, Friday & Saturday)**

**THEME**

**MULTIPLE TECHNOLOGIES: TEACHING LITERATURE,  
MASS MEDIA AND BUSINESS ENGLISH**

**Organised by**

**Department of English and Foreign Languages**  
**Faculty of Engineering and Technology**  
**SRM Institute of Science and Technology**  
**Kattankulathur – 603203**

**Kancheepuram District, Tamilnadu, India**

**Ph: 044-27417883 Fax: 044 - 27453903**

**In association with**

**English Language Teachers' Association of India (ELT@I)**



## Conference Objectives

- To exchange ideas on innovative concepts and technological devices, and to identify the methods to apply them in English teaching.
- To explore the interfaces between technology and the different areas of Literature, Mass Media and Business English and take them to the classrooms as deliverables.
- To share information on the recent techno modes of expression and communication.

## Papers are invited on the following and other pertinent areas:

- Graphic Narratives in Literature Classroom
- Game Theory in Teaching Literature, Business Communication and Media
- Literature in the Cyber World
- Corpus Linguistics
- Big Data / Data Warehouse / Shareware in Building Resources for Language and Literature
- Mass Media and Language Sensitivity
- Technological Tools for Designing Multi-Level / Multi-Modal Activities and Exercises in Language and Literature
- MOOCs for Enhancing Language and Literary Skills
- Role of Blogs and Discussion Forums in Learning Language and Literature
- Technology and Flipped Classrooms
- Business English in Globalised Contexts
- The Ever-changing Nature of the Language of Mass Media
- Teaching Literature Using New Media
- New Literacies and Digital Tools for English Language Learning
- Blended Learning
- Challenges and Possibilities of Using Media in English Teaching
- Question of Medium and Language
- Literature and Adaptations across Media
- Social Media in Business Communication and Literature
- Human Library, Media and Business English

## The abstract should include

- Title of the paper: Times New Roman, bold, font size 14
- Name of the author(s): Capital letters, Times New Roman, font size 12
- Address: Full address with e-mail id and contact number
- Abstract: Not more than 150 words; MS Word format, Times New Roman, font size 12
- Online registration: <http://www.srmuniv.ac.in/mtmb-2019>
- Email ID for online submission of abstract and full paper: [mtmb.2019@srmuniv.ac.in](mailto:mtmb.2019@srmuniv.ac.in)

Further guidelines: Full paper, not exceeding four pages, in MLA 7<sup>th</sup> edition format is to be sent after receiving the acceptance of abstract. Abstracts will be published as Conference Proceedings, and select papers will be published separately as a book with ISBN number and issued on payment.

Participants are also invited to present posters on the above given and related themes. All the poster presenters are required to be ready with a two-page write up based on the idea behind their posters. There will be flash talks by selected participants based on their posters. The size of the poster should be 100cm × 100cm.



## Registration Fees

Participants from India (on or before 4 Jan 2019)	-	INR 1800/-
For ELT@I Member (on or before 4 Jan 2019)	-	INR 1500/-
Spot Registration Fee (after 4 Jan 2019)	-	INR 2000/-
Overseas Participants	-	USD 100/-

Registration fees should be paid online: Account No 117001000586322, City Union Bank, Tambaram (West). IFSC Code CIUB0000117.

## KEY DATES

Abstract Submission	14 December 2018
Acceptance of Abstract	21 December 2018
Full Paper Submission	4 January 2019
Registration Fee	4 January 2019

## Patrons

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## Conference Chair

**Dr. K. Anbazhagan** - Prof. and Head, Dept. of EFL

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Mobile No.: 9444452515

## Conference Coordinators

**Dr. M. M. Uma Maheswari**, Mobile No.: 9444767569

**Dr. J. Michael Raj**, Mobile No.: 9994008495

**Dr. M. Alagesan**, Mobile No.: 9176384638

## ELT@I Office Bearers

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Former Head, Department of English, Anna University, Chennai

**Dr. Revathi Viswanathan** - Professor & Head

Department of English, Crescent Institute of Science & Technology

**Dr. D. Praveen Sam** - Assistant Professor

Department of English, SSN College of Engineering

**Dr. M. S. Xavier Pradheep Singh** - Assistant Professor

St. Joseph's College, Trichy

## About SRM

SRM Institute of Science and Technology (erstwhile SRM University) is one of the top ranking institutes in the country and a well-known institute across the globe. NAAC has graded the institute with A++, the highest grade. The institute with 50000 students, 90 departments and more than 2600 staff members offers 83 undergraduate, 132 postgraduate and many doctoral programmes in Science and Humanities, Engineering and Technology, Medicine and Health Sciences and Management.



## Department of English and Foreign Languages

The Department is a full-fledged department (with 55 staff members) offering B.A., M.A. and Ph.D programmes. It also trains students in French, German, Japanese, Korean and Chinese. The Department tries its best to contribute significantly to the academic and research activities of the institute. Apart from B. Tech. English classes, the teachers handle English classes for Paramedical, Basic Sciences and Architecture programmes. The Department also actively participates in the community services beyond the campus.

The Department of EFL is happy to organise the 2<sup>nd</sup> International and 11<sup>th</sup> Annual Conference of the department in collaboration with English Language Teachers' Association of India – ELT@I on the theme, **Multiple Technologies: Teaching Literature, Mass Media and Business English.**

### About ELT@I

The largest Network of Teachers of English in India (An Associate of IATEFL, UK), the English Language Teachers' Association of India (ELT@I) was founded on August 7, 1974 by the late Padmashri S. Natarajan, a noted Educationist.

It publishes *The Journal of English Language Teaching*, a bi-monthly. It provides consultancy services, offers Teacher training packages and organises bi-monthly meetings on current ELT themes relevant to the Indian context.

It hosts annual conferences and regional conferences on specific areas relevant to the ELT scenario today. Delegates from all over the country as well as the world outside participate in them, present papers and conduct workshops.

### For queries related to Paper submission contact

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### Transport

**Dr. S. Tamilarasan**, Mobile: 9444174877  
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### Registration

**Mr. B. Vijayakumar**, Mobile: 9789841444

### Accommodation

**Mr. V. Krishnamourthy**, Mobile: 8903648946  
**Ms. J. Marteena**, Mobile: 9597619914

Board and Lodging will be provided for outstation participants in SRMIST Hostel on payment of **INR 500/- per day** (including breakfast and dinner). The payment for the same can be done in person at the hostel office on the day of arrival.

Note: Participants who look for outside accommodation can get lodgings within a 3 km range for a tariff between **INR 2000 & INR 5000**. For bus schedule & route map, please visit [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

### Plenary Speakers



**Evan Frendo**, Member IATEFL, BESIG: Joint coordinator; Trainer & consultant: Business English and ESP



**Russell Stannard**: Award-winning Educational Technologist and founder: [www.teachertrainingvideos.com](http://www.teachertrainingvideos.com)



**Robert Hill**: Member IATEFL, LITSIG, Teacher trainer, Speaker, Author and Editor