



**DEPARTMENT OF GERMAN**  
**UNIVERSITY OF KERALA**  
Thiruvananthapuram

**International Multidisciplinary Webinar on**  
**Media, Language and Literature: Current Indo-German Approaches**  
**10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> January 2022**

## Concept Note

### International Multidisciplinary Webinar on Media, Language and Literature: Current Indo-German Approaches

The linkage and affiliation among media, language and literature are self-explanatory and undeniable. The role of media in enriching and nurturing both language and literature is strikingly commendable. As the media started taking new forms, accessibility and media involvement of the public has exceedingly increased. The public immersion in new social media platforms and its wide acceptance paved the way for developing the same into a theater to communicate or perform by anyone who wishes to do so. This trend helps exchange the nuances of language and literature across the globe. Syntax and semantics of the language also became flexible whereby nouns started being used as verbs and the other way around as well, e.g., the word 'Inbox' as both verb and noun. Some of the novel usage of the phrases and sentences in this regard is also a nice cup of tea for linguists and language lovers.

The recent global pandemic situation has also made its own contributions towards media, language and literature. Themes related to the pandemic gained special attraction in the latest literature globally. Similarly, literature on the subject of epidemics and classics such as those published by Penguin Classics experienced an *unprecedented* leap in sales. The works which showed a remarkable upswing in sales include 'Decamerone by Giovanni Boccaccio, written around 1453. A Journal of the Plague Year, written by Daniel Defoe about 1722; La Peste by Albert Camus, published in 1947; The Stand by Stephen King, published in 1978; and The Eyes of Darkness by Dean Koontz, released in 1981.

Covid 19 escalated the popularity of several obsolete phrases and oxymorons like Social distancing, Self-isolation, Quarantine, Trying times, Uncertain, Essentials, community transmission or community spread, herd immunity, etc. Thus dictionaries like Oxford had to include and amend the meaning of such words in early 2020. The phrases, Covidiot and Doomscrolling are two of the new blends of the time. "Hamsterkauf" is a German word that gained global reach to denote panic buying. Infodemic (a portmanteau word from *information* and *epidemic*) is another expression which came into its maximum use during the pandemic. The exponential usage of a single word, Covid-19 or corona itself is a subtle experience for lexicographers.

The recent times have registered a remarkable growth in media usage. Some of the advantages enjoyed by media at this time are positive customer sentiment towards print media, surge in TV viewership especially favorable to OTT, bolstering of gaming's growth and ascendance, gain in legitimacy & an accelerated expansion for eSports. Both info and entertainment media handled the themes pertaining to Covid19 in great proportion in the recent past. The gigantic spread of contemporary social media activities have a great role in framing new or advanced form of literature like memes, trolls, etc. Phrases and concepts like memes trolls, thug life, going viral, etc. are to be considered as contributions of new media to the language as well as literature.

At this juncture, the Department of German, University of Kerala is organizing a webinar on *Media, Language and Literature: Current Indo-German Approaches* in order to explore the new swings and surges in the areas of media, language and literature in general and German media, language and literature in particular.

### **Sub-themes**

- ◆ Poetry and prose (fictional and non-fictional)
- ◆ Comparative literature
- ◆ Critical literary theories
- ◆ Graphic Novels (fiction and non-fiction, Comics)
- ◆ Media (television, drama, film and others)
- ◆ Multicultural Literature
- ◆ Feminist and gender studies
- ◆ Postcolonial literature
- ◆ Literature and film
- ◆ Language and literature
- ◆ Drama and performance
- ◆ Literature and Media
- ◆ Vocabulary and Lexical Studies
- ◆ Language and Media
- ◆ Lexicology
- ◆ Comparative Linguistics
- ◆ Media and contemporary social issues
- ◆ Media and Disaster Management
- ◆ Current Events, Social Media and Democracy
- ◆ Social media; Political and social participation
- ◆ Influence of media on Language and literature

\*The above sub themes are not exhaustive

## **Internationales multidisziplinäres Webinar zu Medien, Sprache und Literatur: Aktuelle Deutsch-Indische Ansätze**

Die Verknüpfung zwischen Medien, Sprachen und Literatur sind offensichtlich. Die Rolle der Medien bei der Weiterentwicklung von Sprache und Literatur ist äußerst bemerkenswert. Seitdem die Medien neue Formen angenommen haben, ist die Zugänglichkeit und die Beteiligung der Öffentlichkeit an den Medien enorm gestiegen. Soziale Netzwerken lassen jemanden, der so werden will, Künstler oder Journalist werden. Diese Tendenz macht Medienkultur populär. Dieser Trend trägt dazu bei, die Nuancen von Sprache und Literatur auf der ganzen Welt auszutauschen. Syntax und Semantik der Sprache wurden ebenfalls flexibel, wobei Substantive als Verben und umgekehrt verwendet wurden, z. B. Inbox (auf Englisch) als Verb und Substantiv. Einige der neuartigen Verwendungen von Phrasen und Sätzen in diesem Zusammenhang sind auch für Linguisten und Sprachliebhaber sehr interessant.

Die aktuellen globalen Pandemiesituationen haben auch ihre eigenen Beiträge zu Medien, Sprache und Literatur geleistet. Themen im Zusammenhang mit Pandemien erlangten in der aktuellen Literatur weltweit besondere Bedeutung. Auch Literatur zum Thema Epidemien und Klassiker wie die von Penguin Classics herausgegebenen Werke erlebten einen ungeahnten Verkaufssprung. Zu den Werken, die sich besonders gut verkaufen, gehört Deca Amerone von Giovanni Boccaccio, geschrieben um 1453. A Journal of the Plague Year, geschrieben von Daniel Defoe um 1722; La Peste von Albert Camus, veröffentlicht 1947; The Stand von Stephen King, veröffentlicht 1978; und The Eyes of Darkness von Dean Koontz, veröffentlicht 1981.

Das Webinar beabsichtigt die Fragen rund um das Deutsche in der Coronakrise und Sprachwandelprozesse der Zeit zu beschäftigen. Neubildungen und Neosemantismen haben eine große Rolle im Sprachwandelprozesse gespielt. Der neu entstandane Wortschatz hat ihren Platz im Neologismenwörterbuch genommen. Die häufig verwendeten Wörtern in diesem Zusammenhang sind Ausgangssperre, Distanzschlange, Spuckwand, Abstandslinie, Desinfektionstrupp, Kurzarbeit, Heimquarantäne, Isolierstation, Maskenpflicht usw.

Mit großer Freude teilen wir Ihnen mit, dass wir vom 10. zum 12. Januar 2022 ein multidisziplinäres Webinar zum Thema „Media, Language and Literature: Current Indo-German Approaches“ organisieren wollen. Zu diesem Anlass möchten wir Ihnen herzlich einladen.

## INAUGURAL ADDRESS

### **Prof. Dr. P.P Ajaykumar**

Pro- Vice Chancellor  
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Thiruvananthapuram

## KEYNOTE ADDRESS

KEYNOTE SPEAKER



### **Prof. Dr Christiane Schönfeld**

Head, Department of German Studies  
Mary Immaculate College, Irland

## RESOURCE PERSONS

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AMU, Uttar Pradesh

**VALEDICTORY ADDRESS**

**Prof. JVD Moorthy (Retd.)**

Head, Department of German  
Osmania University,  
Hyderabad

## CALL FOR PAPERS

The organizer of the Seminar calls upon professionals, academicians from all the social science disciplines, students community, young and upcoming research scholars and social activists to present their research papers relevant to the theme and sub themes.

### **Abstract & Paper Submission**

An abstract not exceeding 250 words shall be submitted in .doc or .docx format for consideration on or before 30 November 2021 to [germanseminars@keralauniversity.ac.in](mailto:germanseminars@keralauniversity.ac.in)

#### **The full paper shall contain:**

- Title of paper • Abstract • Keywords • Introduction • Analysis • Conclusion • Notes and References

The abstract shall indicate the name, designation, Institution details, e-mail address and Telephone numbers of all contributors. In case of co-authorship, each author will have to register separately in the event of participation in the conference. The full papers shall be submitted on or before December 30<sup>th</sup> 2021 to [germanseminars@keralauniversity.ac.in](mailto:germanseminars@keralauniversity.ac.in)

#### **Guidelines for Submitting Full Paper**

- Length of the paper shall be less than 3500 words (including footnotes)
- Format: MS Word, Font Type: Times New Roman, Font Size: 12 Point, Line Spacing: 1.5
- For title of the Paper 14 point capitals may be used
- Name and Designation of the author/authors shall be mentioned below the title of the paper
- Harvard Blue Book Style (19th edition) shall be used for citation
- Revision (if any) suggested by the reviewer of the paper shall be included. Revisions suggested will be on the basis of blind peer review
- Duration of the presentation – 5 -7 minutes

Abstracts and full papers mailed to [germanseminars@keralauniversity.ac.in](mailto:germanseminars@keralauniversity.ac.in) will only be considered.

Status of the acceptance of full papers shall be communicated after blind peer review and plagiarism check. The registration details along with mode of payment shall be informed with communication of acceptance.

#### **Publication of SELECTED Edited Articles in German Studies in India or in Edited Book with ISBN**

- The selected full papers shall be published in GERMAN STUDIES IN INDIA bearing an ISSN number published by Department of German, University of Kerala. The full paper, if selected, shall be included in the publication and the same shall be intimated to the author.

**VENUE**  
**Google Meet**

## **IMPORTANT DATES & REGISTRATION**

Last date for Abstract: **November 30, 2021**

Communication of status of Abstract: **December 3, 2021**

Submission of Full length papers: **December 30, 2021**

Registration: **December 31, 2021– January 05, 2022**

Date of Webinar: **10– 12 th January 2022 (Three Day)**

### **Registration Fee**

Students & Research Scholar : ₹ 300

Teachers & others : ₹ 500

Foreign Delegates : ₹ 1000

Direct cash payment or online mode

**Account No 57002312686**

**Head, Dept of German**

**SBI, KUOC Branch, Palayam**

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### **CONTACT:**

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