

Amity School of Languages
Amity University, Lucknow Campus

Organizes

4th International Conference

On

**English Studies: Skill Development for
Sustainable Growth**

23- 24 February, 2017

Amity University, Uttar Pradesh

Lucknow Campus

Concept Note

English Studies: Skill Development for Sustainable Growth

“When learning is purposeful, creativity blossoms.

When creativity blossoms, thinking emanates.

When thinking emanates, knowledge is fully lit.

When knowledge is lit, economy flourishes”

A.P.J. Abdul Kalam *Indomitable Spirit*

Creation, acquisition and transmission of information perpetuated through a predominantly common language, namely English, is the key to sustainable development. As education is the single most important instrument for social and economic transformation, a well educated population, adequately equipped with knowledge and skills is not only essential to support the economic growth, but it is also a precondition for growth to be inclusive, since it is the educated and skilled person who can stand to benefit most from the employment opportunities which growth will provide.

Such needs are in high demand globally and have positioned themselves uniquely for professional empowerment. English language takes care of the packaging part of labour and brings it international recognition and dignity. While there is no dearth of qualified graduates with the right kind of technical know-how in India, the final test is to win the jury in soft skills / survival skills and proficiency in English . Internet and the cyber space as the global tools of projection, also need the medium of a unifying language. This common language in use is English in different *avatars*.

The Prime Minister of India, Mr. Narendra Damodardas Modi acknowledged, “India currently faces a severe shortage of well-trained, skilled workers. It is estimated that only 2.3% of the workforce in India has undergone formal skill training.”

The most recent development in knowledge societies and subsequent changes in the world of services at the Global level have raised skill requirement for employment

opportunities.

In the present conference, Global trends in skills will be debated to review and renew educational and training frameworks that can support labour markets across different regions.

The two day conference entitled 'English Studies: Skill Development for Sustainable Growth', shall explore and enquire into the multi-layered outreach of the English Language, through rigorous and robust brainstorming. In a global market a product or a service is more likely to succeed when it is customized not only for its immediate milieu but also for global usage. Will not the same be true for the skills in regard to the English Language?

It is an established fact that there are three groups of skills taught by any university degree. The first is **key skills**, the basic transferable skills taught, these are: communication skills; numeracy; the use of information technology and learning how to learn. The second group of skills is **cognitive skills** common to any humanities degree and the third group is **subject specific skills**, which one learns only from a specific subject.

Studying English Literature tutors one to scrutinize multifaceted information with the help of sophisticated and urbane ideas and theories. That facility to comprehend, replicate, critique and assess and then merge one's conclusion evidently is indispensable to many varieties of jobs, as is the skill to construct and defend an argument. Literature through its myriad activities expands writing, communication, and management skills. The investigative and communiqué abilities that an English degree provides are called 'transferable skills': they're constructive in almost any profession.

The need of the hour demands a reassessment and a reconsideration of the three-tiers of English Studies: Literature, Language and Communication leading to sustainable skill development.

This conference seeks to find out strategies and dwell upon methodologies that revolutionize the teaching learning process to assist skill development by reflecting on practices, to stimulate independent thinking, teamwork and co-operation.

The Conference would invite Scholarly papers and deliberations on the following areas:

1. Global Trends in Soft Skills Development: Challenges and Common Forces
2. English Studies: Blurring Boundaries (Theatre, Media: Print, Electronic and Social, Film Studies, Social Sciences,)
3. Culture Studies
4. English as a Language of Skills: From “Text” to “World of Work”
5. English in the Classroom: Theory meets Practice
6. Leadership Traits and Soft Skills
7. English Studies: Agents of Change
8. English Language, Literature and Communication: Retrospect and Prospect
9. English and Environment: Eco-critical Perspectives

Highlights of the Conference:

Plenary Sessions by experts.

Paper Reading, Presentation, Poster Presentation

Workshop

Cultural Evening

Who Should Participate?

Teachers, Researchers, Creative writers, Corporate Professionals, Trainers, PG and UG Students.

Call for Papers:

Inviting abstracts for Paper, Poster and Oral 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 arsrivastava@lko.amity.edu and CC to sptripathi@lko.amity.edu

Note: Selected papers will be published in the Conference proceedings with ISBN No.

Instruction for the Presenters:

Abstract length should not exceed 300 words. Full Paper length should not exceed 2000 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.

Duration of the Programme: Two-days

Dates: Thursday & Friday, 23-24 February, 2017

Time: 09.00 AM onwards

Venue: Auditorium Block, Amity University, Lucknow Campus

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 Center Aligned, Sub-headings should be Left Aligned and Complete Text should be justified.

Deadlines to Remember:

Submission of Abstract with completed Registration Form: December 25, 2016

Acceptance of Abstract: December 27, 2016

Submission of Full Paper: 15th February, 2017

On Spot Registration: February 23, 2017 (09AM-11AM)

Registration Fee:

A) Early Bird Registration (Before December 31, 2016)

Corporate Professionals: 1500/- (INR)

Indian Delegates (Teachers): 1000/- (INR)

Foreign Delegates: \$ 70 (USD)

Research Scholars: 800/- (INR)

PG & UG students: 500/-

B) On Time Registration (From January 01, 2017 to February 22, 2017)

Corporate Professionals: 2000/- (INR)

Indian Delegates (Teachers): 1500/- (INR)

Foreign Delegates: \$ 80 (USD)

Research Scholars: 1000/- (INR)

PG & UG students: 600/-

C) On Spot Registration (February 23, 2017)

Corporate Professionals: 2500/- (INR)

Indian Delegates (Teachers): 2000/- (INR)

Research Scholars: 1200/- (INR)

Foreign Delegates: \$ 100 (USD)

PG & UG students: 700/-

Mode of Payment:

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

OR

Delegates can directly deposit payment to the under mentioned:

Bank Name: Axis Bank Limited

Beneficiary Name: Amity University

Address: 31/93 MG Road Near Governor House,
Lucknow, Uttar Pradesh 226001

Account No.: 053010100284066

Type of Account: Saving Account

IFS Code: UTIB0000053

MICR Code: 226211002

Note:

In case of joint authorship, the second author must also register for participation in the conference

Registration Fee includes two complimentary lunches (February 23 & 24, 2017), one Dinner (February, 23, 2017) and two refreshments (February 23 & 24, 2017)

All registered participants will get a conference kit, a certificate of participation/presentation and conference souvenir (Soft Copy)

Travel and Accommodation:

About Lucknow and its Culture:

Popularly known as the City of Nawabs, Lucknow is famous for its traditional cuisine, fine arts and courtesies of bygone era. The cultural heritage Lucknow inherits was pretty much influenced by the Mughal, the French and the British. One finds the luxurious touch in almost everything that surrounds Lucknow.

The *Ganga- Jamuni Tahjeeb* of Lucknow makes people soft spoken. Lucknowites treat guests like Gods. Be it the lip-smacking cuisine, the delightful music and dance forms or the conversations, Lucknow flourishes in its distinct individuality and identity.

Best Time to Visit Lucknow

Lucknow is an experience and can be visited just about any time through the year. However, the best time to visit Lucknow is usually from October to March.

Tourist Attractions

Bara Imambara, British Residency, Chattar Manzil, Jama Masjid
Lucknow, Rumi Darwaza

Lucknow Excursions

Naimisaranya, Nawabganj Bird Sanctuary

How to Reach

By Air

The Amausi Airport at Lucknow is well connected with all metropolitan cities. Prepaid taxies 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. Limited accommodation on a sharing basis may be arranged.

Guest Houses and Hotels are located within a radius of five kilometers of the campus. It can be booked on payment; on prior request not later than February 10, 2016.

Conference Committee

Patron

Dr. Aseem K. Chauhan

Chancellor, Amity University, Rajasthan

President, Amity University, Mumbai

Chairman, Amity University, Lucknow Campus

Chairman

Maj. Gen. K. K. Ohri, AVSM

Pro- Vice Chancellor, Amity University, Lucknow Campus

Convener

Prof. Dr. Kum Kum Ray

Professor & Director

Contact: 0522-2399500 (Extn:1178)

(Email: kkray@lko.amity.edu)

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Amity School of Languages, Amity University, Lucknow Campus
Registration Form

Name.....

Designation.....

Category:

Student

Research Scholar

Industry Delegate University/Institute Delegate

Organization.....

MailingAddress.....

Telephone Fax

Email

Mobile

Title of Paper:

.....

.....

Author(s).....

PresentingAuthor.....

AccompanyingPerson(s).....

Arrival Date Arrival Time.....

Departure Date Departure Time.....

Accommodation Required (No. of Days and Nights)

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Registration Fee Details

DD No. and Date

.....

Online Payment Receipt No. and

Date.....

Amount(Rs).....

Bank.....