

CHIEF PATRON

Shri M. V. Muthuramalingam,
Chairman,
Velammal Educational Trust

PATRONS

Dr. N. Suresh Kumar,
Senior Principal & Coordinator,
Velammal Group of Institutions
(Madurai Region).

Dr. P. Alli,
Principal,
Velammal College of Engineering and
Technology, Madurai.

CONVENER

Dr. S. Gomathy,
Professor & Head,
Department of English.

ORGANIZING COMMITTEE

Mr. K. R. Surendran,
Assistant Professor/Eng, VCET

Dr. M. V. Arumugam,
Assistant Professor/Eng, VCET

Ms. V. Praveena,
Assistant Professor/Eng, VCET

Ms. S. Benita,
Assistant Professor/Eng, VCET

Mr. M. Thande Devarajan
Assistant Professor/Eng, VCET

Mr. A. Perumal
Assistant Professor/Eng, VCET

ABOUT VCET:

Velammal College of Engineering and Technology (Autonomous) Madurai is a renowned institute in Tamil Nadu, established in 2007. It offers a range of degree courses, including 7 undergraduate and 6 postgraduate programs. The Institute is known for its expertise in various streams of Engineering such as Artificial Intelligence and Data Science, Civil Engineering, Computer Science and Engineering, Electronics and Communication Engineering, Electrical and Electronics Engineering, Information Technology and Mechanical Engineering. The courses offered by the Institute are approved by AICTE and accredited by NBA and NAAC and provide a total of 663 seats for candidates.

ABOUT THE DEPARTMENT:

Since its inception, The Department of English plays a pivotal role in developing communication skills among the students and others who desire to sharpen their capability. In addition to that student pursue foreign languages like German and Japanese through VIEFL. An intensive, comprehensive approach is adopted for strengthening their language competency. The department has dedicated and well experienced staff members with expertise to offer various courses like BEC, TOFEL, IELTS and GRE. There is state-of-the-art Audio-Visual Language Lab and also Computer based Language Lab with a rich resource of Video, Audio collections for English Language teaching and learning which is an asset to the department. Students are motivated to participate in department association activities, national and international conferences, seminars, guest lectures and workshops and other such forums.



***Velammal College of Engineering
and Technology, Madurai
(Autonomous)***

(Velammal Nagar, Madurai - Rameshwaram Highway Road, Viraganoor,
Madurai - 625009, Tamil Nadu)

DEPARTMENT OF ENGLISH

organizes

LLAC - 24

A TWO DAY INTERNATIONAL CONFERENCE

on

**LITERATURE, LANGUAGE, AI AND
COMMUNICATION IN ENGLISH**

26.03.2024 (Tuesday)

&

27.03.2024 (Wednesday)

**SEMINAR HALL-I,
SWAMI VIVEKANANDHA BLOCK**

KEYNOTE SPEAKERS

DAY-1

Dr. S. Chitra

Assistant Professor in English,
Department of Arts and Humanities,
Royal University of Bhutan.

Topic: "Cognitive Restructuring: Technique & Modes of Dereflexion"

(09.45 a.m. - 10.45 a.m.)

Dr. C. Raju

Principal, Yadava College,
(Govindarajan Campus), Thirupalai, Madurai.

Topic: Portrayal of Women in Indian English Literature through the Ages

(11.30 a.m. - 12.30 p.m.)

DAY-2

Herdiana Dewi Nurfika

NLP, Master Practitioner
(American Union of NLP)

TESOL Trainer (Arizona State University)

Topic: Importance of Emotional Intelligence in Business

(09.30 a.m. - 10.30 a.m.)

Dr. G. Vinothkumar

Assistant Professor in English & Foreign Lang.
Bharathiar University, Coimbatore

Topic: Communicative English for Sustainable Growth

(11.30 a.m. - 12.30 p.m.)

ABOUT THE CONFERENCE

The Two-day International Conference on English Language, Literature, Artificial Intelligence, and Communication brings together researchers, professionals, and scholars to exchange their experiences and research on various aspects of English language, literature, AI and communication. It offers a global platform for authors to present their ideas and research findings in fields like language structure, teaching methodology, literature analysis, critical theories, and AI-related innovations. The conference covers topics such as curriculum development, language acquisition, assessment, genres, periods, communication management, personality traits, and soft skill acquisition. Authors are invited to submit their high-quality research articles in all areas of English language, literature, AI and communication.

THRUST AREAS

English language teaching in the digital era, English for specific purposes, English for academic purposes, Contemporary Media, Ethics and English Language Teaching, AI and English language teaching, ELT through Machine learning, Integrating AI to foster learner independence, AI Tools for English Language Teaching, AI-generated Literature: Creativity and Authorship, Gender Studies, War Literature and Dystopia, Indigenous Literature, Digital Humanities and Post Humanities, Cultural Studies, Science Fiction, Visual Communication Challenges, Cross Cultural Communication in Global Business, Communication and Social Networking, Leadership and Communication Process, Importance of Emotional Intelligence in Business, Corporate communication, Interpersonal communication, Innovation for Sustainable Development (*not restricted to the above areas)

GUIDELINES FOR THE CONTRIBUTORS

Original research papers related to the topics and relevant themes are invited for the presentation in the conference. Full papers including abstracts shall be sent in MS Word - MLA 8th format to the email id: lilacenglish2024@gmail.com

IMPORTANT DATES

Last Date for the submission of Abstract: **29.02.2024**

Intimation of Acceptance: **04.03.2024**

Last Date for Full Paper submission: **12.03.2024**

Conference Date: **26.03.2024 & 27.03.2024**

REGISTRATION

All the participants/ Paper Presenters are asked to fillout the registration link given below:

<http://tinyurl.com/2p98d8en>

The participants are asked to pay their fees before filling out the google forms. The Payment Screenshot has to be attached.

REGISTRATION FEE

Academicians & Industrialist : **INR 1500**

Research Scholars: **INR 1300**

Students: **INR 1000**

Participants: **INR 800**

Payment Mode: **UPI - 8639289738**



Registration fee includes Conference Kit, Certificate, Refreshments and Lunch on both the days.

PUBLICATION

Selected papers will be published in UGC Care/ Web of Science/ Scopus Indexed Journals with additional charges borne by the candidate. All the selected papers will be published in Conference Proceedings

FOR MORE INFORMATION

Contact: Mr. K. R. Surendran - 8639289738

Dr. M. V. Arumugam - 9842347341