

## Registration Information:

### Fee Details:

- **ETF Members:** ₹ 1000
- **Non-Members:** ₹ 1500
- **Spot registrations:** ₹ 1700 for all
- **International Participants:** \$30.00 (₹ 2700 if paid in INR)

### Mode of Participation:

Online for International Speakers and participants, Offline for Indian Participants and Speakers

SCAN & PAY



UPI ID: suvarna19742@sbi

### Payment details:

**Name:** G Suvarna Lakshmi & Anuradha Vemula

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**MICR:** 500002429

**Bank:** State Bank of India, EFLU Branch

### Contact details:

englishteachersforum2006@gmail.com

### Chief Patron:

Sri N. Subash, President, CBIT

### Patron:

Prof. C.V.Narasimhulu

### Convenor:

Prof. G. Suvarna Lakshmi

### Co Convenor:

Dr. Shagufta Parween

V Anuradha

### Organizing Committee:

Executive Committee members, ETF -Bharath

Faculty members, Dept. of English, CBIT

M R Malvika

Puja Kumari

## About CBIT

Chaitanya Bharathi Institute of Technology (CBIT) is one of the most prestigious and oldest engineering colleges in Hyderabad, Telangana. Established in 1979, it has built a formidable reputation for academic excellence, high-quality education, and producing industry-ready engineers. Affiliated with Osmania University, CBIT is known for its rigorous academic programs, state-of-the-art infrastructure, and a strong alumni network that spans the globe. It consistently ranks among the top private engineering institutions in the state and is a sought-after destination for aspiring engineers.

The **Department of English** at CBIT plays a crucial role in shaping the communication and soft skills of its engineering students. It focuses on enhancing technical communication, professional English, and overall linguistic competence, which are vital for success in the global corporate world.

### About the Conference

Mass Media, defined by digital immersion and transnational communication, has emerged as a dynamic force in shaping language learning and cultural literacy. From cinema and television to podcasts, memes, social media, newspapers, ads, pamphlets, wall writings, cartoons, graffiti, user manuals, greeting cards and a myriad of other forms, media cultures offer rich and authentic contexts for developing required levels of vocabulary, pronunciation, grammar, intercultural awareness, and communicative fluency.

This international conference seeks to explore the dynamic relationship between mass media and language teaching-learning. In the digital era, media can be harnessed to teach language skills and elements in addition to cultural competence focussing on the use of authentic materials from mass media. It will become a platform for teachers, trainers, researchers, media practitioners, and policy makers to critically examine the pedagogical potential of media texts, genres, and OTT platforms in diverse learning scenarios.

### Objectives:

- To explore the pedagogical potential of various forms of mass media
- To foster an interdisciplinary dialogue among English language teachers, teacher trainers, policy makers, media experts and cultural theorists.
- To promote media literacy in English language education that helps select, adapt and create media based resources



## A Two-Day International Conference

on

## Use of Mass Media Cultures for English Language Teaching, Training and Learning

13 & 14 October 2025

Organized by

**English Teachers Forum (ETF) Bharath**

In collaboration with

**CBIT Hyderabad**

### About ETF Bharath

The English Teachers Forum (ETF) Bharath was founded in 2006 by two distinguished academicians Prof. V. Prakasam and Dr. S.D. Subba Reddy, who held the positions of its first President and General Secretary, respectively. The Forum is committed to promoting solidarity and camaraderie among English teachers in schools, colleges, universities and other educational establishments throughout India. It promotes professional accountability and strives to improve the classroom proficiency of the English teaching community. ETF further serves as a collaborative platform for experienced educators to share their expertise and for novice teachers, trainers and researchers to receive support and guidance. Through its conferences and workshops, the Forum facilitates the exchange of experience and knowledge among the participants regarding how to teach and learn English.

### Important Dates:

- Abstract Submission: **10.10.2025**
- Early bird Registration Deadline: **10.10.2025**
- Conference Dates: **13 & 14 October, 2025**
- Camera-Ready Paper submission: **20.10.2025**  
For "An International Journal of Linguistics, ELT and Literatures"



## Call for Papers:

Research papers are invited related to sub themes of the conference or any other topic falling within the broad gamut of the main theme. Selected papers will be published in the first Volume and issue of ETF Bharat journal titled "An International Journal of Linguistics, ELT and Literatures", that is going to be inaugurated at the conference.

## Registration Link:

<https://forms.gle/a57oT2Gfo52BRany8>

**Submission of Full Paper with Abstract: 10.10.2025**

## Submission Guidelines

Abstract: 200-250 words

**Full length Paper: 3500-5000 words** (apart from abstract and references)

**Font: 12 size, Times New Roman**

**Form: Word Document**

Submission through **Registration link** only

### Sub-Themes:

#### Stream-I: Mass media based pedagogical approaches

##### Topics

- Use of authentic media learning material for English teaching, training and learning
- Media-based task design
- Gamification and media
- Blended and flipped classroom models with media-based materials
- Mobile learning
- AI and Machine learning to improve language proficiency
- Language skills specific applications
- Inclusive and accessible learning
- Digital literacies

#### Stream-II: Media Forms and their Application to ELT Classrooms

##### Topics:

- Use of newspapers, TV, film clips, podcasts, sitcoms, greeting cards, ads, wall writing, wall posters, graffiti, billboards, signboards, user manuals, cartoons, flyers, pictures, documentaries and other forms of mass media to teach, train, learn/improve English skills and elements besides enhancing the socio-cultural competence.
- Leveraging social media platforms for implicit language learning
- Audio media to improve language teaching-learning
- Advertising and marketing strategies to develop critical thinking
- Video games
- Digital story telling
- Virtual and augmented reality

#### Stream-III: Media in Teacher Education and training

##### Topics:

- Foundations of media literacy in language education
- Critical evaluation of media sources for language education
- Designing media rich teacher education curricula
- Generating media material
- Enhancing teacher's critical awareness on media biases
- Multimedia, multimode and multilingual education
- Cross-cultural and context sensitive media education
- Designing media- rich syllabi and lesson plans

#### Stream-IV: Socio-cultural and Discourse Dimensions for Language Teaching

##### Topics:

- Sociolinguistics and ELT
- Critical discourse analysis paradigm for language teaching
- Corpus linguistics and media-based language education
- Culture studies, critical thinking and language education
- Intercultural communication and global Englishes
- Advertising and persuasive skills

## Registration

Day 1 (13.10.2025)

**Registration** 9.00 am onwards

**Inauguration** 9.30 to 10.15

**Chief Guest:** Mr. Ravi Prakash, Founder TV9, Simba Fiber, President RTV

#### Guests of Honour

Prof (Retd.) V Prakasam, EFLU

Prof. C.V.Narasimhulu, Principal, CBIT

Prof. K Venkat Reddy, EFLU, President ETF- Bharath

**Keynote address** 10.15 to 11.15

Prof. Dat Bao, Monash University, Australia

**Topic:** Digital Silence and Media Based Learning Engagement

**Networking and Tea** 11.15 to 11.30

**Parallel presentations** 11.30 to 12.15

**Plenary speech** 12.15 to 1.30

Prof. Theron Muller & Prof. Jerry Talandis Jr, Toyoma University, Japan

**Topic:** Emerging Mass Medias and English Language Teaching: Integrating Generative AI into Writing Instruction

**Lunch** 1.30 to 2.30

**Plenary speech** 2.30 to 3.15

Sanjay Kumar Gupta, Regional Team Leader, Cambridge University Press & Assessment India Pvt Ltd

**Topic:** Pre-Tasks & Role of the Teacher in Mass Media Mediated Language Classroom

**Plenary workshop** 3.15 to 4.15 Prof (Retd.) Z N Patil, EFLU

**Topic:** Use of animation to develop speaking and writing skills

**Networking and Tea** 4.15 to 4.30

**Parallel presentations** 4.30 to 5.45

Day 2 (14.10.2025)

**Parallel presentations** 9.00 to 10.15

**Plenary talk** 10.15 to 11.00 by Prof. Nikhila, EFLU

**Topic:** From Consumption to Critical Engagement: Building Media Literacy in the Language Classroom

**Networking and Tea** 11.00 to 11.15

**Panel discussion** 11.15 to 12.45

**Moderator:** Prof. K Venkat Reddy, EFLU

**Panelists:** Prof. Kona Prakash, EFLU

Dr. Kshema Jose, EFLU

Dr. Ramamuni Reddy, EFLU

Dr. Maria Justina, Anurag University

**Topic:** Mass media as a multimodal and multilingual catalyst for Language teaching and training: opportunities and challenges

**Plenary workshop** 12.45 to 1.30

Prof. K Venkat reddy, EFLU

**Lunch** 1.30 to 2.15 Lunch and Net working

**Poster presentation** on Best practices in USA 2.15 to 2.45

Dr. Ravi Kumar Kola, Fulbright DAI Fellow, USA

**Mini Plenary-2** 2.45 to 3.15

Dr. Narayana Swamy, Chairman and Managing Director, Bharatheeya Educational Services and Technologies Pvt Ltd.

**Topic:** Mass Media materials to Enhance Critical thinking

**Panel discussion** 2.45 to 3.15

Dr. Maria Justina Grey, Assoc. Prof., Anurag University

**Topic:** Humour in Media for language teaching

**Mini Plenaries** 3.15 to 3.45

Prof. Hamidi Ahmad, Moray House School of Education, University of Edinburgh

**Topic:** Using authentic aural material in English Language Teaching

**Plenary talk** 3.45 to 4.30

Prof. Rosemary Douglas, University of Edinburgh, UK

**Topic:** Teaching and learning English in a mass media world: immersion or translanguaging?

**Parallel presentations** 4.30 to 5.15

**Valedictory & Certificate Distribution** 5.15 to 5.45

**Chief Guest:** Prof. (Retd.) Sayyad Sayeed, EFLU

1. Convener's report

2. Feedback from participants.

3. Certificate distribution

4. Vote of thanks

5. National anthem