

# A Two-Day International Conference on Use of Mass Media Cultures for English Language Teaching, Training, and Learning

*organised by*  
**English Teachers Forum - Bharath**

*in collaboration with*  
**The Department of English**  
**Chaitanya Bharathi Institute of Technology, Hyderabad**

## Programme Schedule

**Day 1- 13<sup>th</sup> October, 2025**

- 🕒 **9:30 – 10:15 AM - Inaugural Function** 🎀
- 🕒 **10:15 – 11:15 AM -** 🎤 **Keynote Address** by Prof. Dat Bao, Monash University, Australia, on “Digital Silence and Media-Based Learning Engagement” (Online)
- 🕒 **11:00 – 11:15 AM -** 🤝 **Networking & Tea**
- 🕒 **11:30 – 12:15 PM - Parallel Presentations** (Offline)
- 🕒 **12:15 – 1:30 PM -** 🎓 **Plenary Talk** by Prof. Theron Muller & Prof. Jerry Talandis, Toyama University, Japan, on “Emerging Mass Medias and English Language Teaching: Integrating Generative AI into Writing Instruction” (Online)  
🎤 Moderator: Prof. Sanjay Kumar Gupta
- 🕒 **1:30 – 2:30 PM -** 🍴🥗 **Lunch**
- 🕒 **2:30 – 3:15 PM -** 🧩 **Plenary Talk** by Prof. Sanjay Kumar Gupta, Cambridge University Press & Assessment India Pvt. Ltd., on “Pre-Tasks & Role of the Teacher in Mass Media Mediated Language Classroom” (Hybrid)  
🎤 Moderator: Prof. Suvarna Lakshmi
- 🕒 **3:15 – 4:15 PM -** 🎬 **Plenary Workshop** by Prof. (Retd.) Z. N. Patil, on “The Use of Animation to Develop Speaking and Writing Skills” (Hybrid)
- 🕒 **4:15 – 4:30 PM -** 🤝 **Networking & Tea Break**
- 🕒 **4:30 – 5:45 PM -** 📖 **Parallel Presentations** (Online)

🕒 9:00 – 10:15 AM - 📄 **Parallel Presentations** (Offline)

🕒 10:15 – 11:00 AM - 🎤 **Plenary Talk** by Prof. Nikhila, EFLU, Hyderabad, on “From Consumption to Critical Engagement: Building Media Literacy in the Language Classroom” (Hybrid)

🗣️ Moderator: Dr. Shagufta Parween

🕒 11:00 – 11:15 AM - 🍵🤝 **Networking & Tea**

🕒 11:15 – 12:45 PM - 🗣️ **Panel Discussion** on “Mass Media as a Multimodal and Multilingual Catalyst for Language Teaching and Training: Opportunities and Challenges” (Offline)

🗣️ Moderator: K. Venkat Reddy; 🧑🏫 Panellists: Prof. Sanjay Kumar Gupta, Prof. Kona Prakash, Dr. Maria Justina, Dr. Ramamuni Reddy

🕒 12:45 – 1:30 PM - 🧠 **Plenary Workshop** by Prof. K. Venkat Reddy, EFLU, Shillong, on “Men and Women in Ads: A CDA Perspective” (Offline)

🍽️ 1:30 – 2:15 PM - 🥗 **Lunch**

🕒 2:15 – 2:45 PM - 🖼️ **Poster Presentation** by Dr. Ravi Kumar Kola, ZPHS Panthini, Hanumakonda, on “Best Practices in the USA” (Offline)

🕒 2:45 – 3:15 PM - 💡 **Mini Plenary – 1**, by Dr. Narayana Swamy, Bharatheeya Educational Services and Technologies Pvt. Ltd., on “Mass Media Materials to Enhance Critical Thinking” (Online)

🗣️ Moderator: Dr. A Vijayalakshmi

🕒 3:15 – 3:45 PM - 🌐 **Mini Plenary – 2** by Prof. Hamdi Ahmad, Moray House School of Education, University of Edinburgh, on “Using Authentic Aural Material in English Language Teaching” (Online)

🗣️ Moderator: Dr. Shirisha Deshpande

🕒 3:45 – 4:30 PM - 🎓 **Plenary Talk** by Prof. Rosemary Douglas, University of Edinburgh, on “Teaching and Learning English in a Mass Media World: Immersion or Translanguaging?” (Online)

🗣️ Moderator: Prof. Z N Patil

🕒 4:30 – 5:15 PM - 📄 **Parallel Presentations** (Offline)

🕒 5:15 – 5:45 PM - **Valedictory Session (Day 2)** 🌟

📄 **Convener’s Report** – Prof. G. Suvarna Lakshmi

📄 **Feedback Form and Certificate Distribution** 🏆

🙏 **Vote of Thanks**

🎵 **National Anthem**