

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



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Payment details:

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Bank: State Bank of India, EFLU Branch

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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

Conference Schedule

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

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Invited Guests



Prof (Retd.) V Prakasham
EFL University
Guest of Honour



Prof (Retd.) Sayyad Sayeed
EFL University
Guest of Honour



Prof. C.V. Narasimhulu
Principal, CBIT
Guest of Honour



Mr. Ravi Prakash
President RTV
Chief Guest

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Day -1 Speakers



Prof. Dat Bao

Monash University, Australia

Keynote Speaker



Prof. Theron Muller

Toyoma University, Japan

Plenary Speech



Prof. Jerry Talandis Jr

Toyoma University, Japan

Plenary Speech



Mr. Sanjay Kumar Gupta

Cambridge University Press

Plenary Talk



Prof (Retd.) Z N Patil

EFL University

Plenary Workshop

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Day - 2 Speakers



Prof. Nikhila

*EFL University
Plenary Talk*



Prof. K Venkat Reddy

*EFL University
&
President ETF- Bharath
Plenary Workshop*



Prof. Kona Prakash

*EFL University
Panelists*



Dr. Kshema Jose

*EFL University
Panelists*



Dr. Ramamuni Reddy

*EFL University
Panelists*

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Day - 2 Speakers



Dr. Maria Justina

Anurag University
Panelists



Dr. Narayana Swamy

Bharatheeya Educational Services
and Technologies Pvt Ltd.
Plenary Speech



Prof. Hamidi Ahmad

University of Edinburgh
Plenary Speech



Prof. Rosemary Douglas

University of Edinburgh
Plenary Talk