



AMITY UNIVERSITY

LUCKNOW CAMPUS

Organizes

7th National Conference

On

Indian Folk Tradition: Studies in Language, Communication, Translation, and Theory

February 27-28, 2020

Amity School of Languages
in collaboration with
Lucknow Management Association (LMA)



CONCEPT NOTE

"In the beginning was the word" and it took years before mankind came to express itself through language. Perhaps, folklores were the first linguistic articulations of humanity where the primitive man registered his most innocent and natural joys and sorrows in the simplest idiom. In Oral traditions, they outlived generations of mankind and formed indigenous cultures and traditions in all the parts of the world. Like other civilizations of the antiquity, India, since the Vedic period, witnessed the emergence of folk cultures and traditions that preserved the highest wisdom of the ages that later on developed into various disciplines of knowledge and made our civilization enriched. With the advent of press and media, the literature of folk tradition could not get as much recognition as it deserved, and it became a part of nostalgia. Folk literature with its stories, songs, totems, folk arts, folklores and linguistic articulations etc. not only provided impetus to literatures of the elite class but also conserved the indigenous cultures and traditions, uncorrupted by the urban civilizations.

As the term "folk" has come to imply various concepts such as tradition, closeness to nature, indigenouness, belonging to a rural knowledge system and organic creation from the heart, folklore encapsulates the world views, beliefs and traditional knowledge systems of communities passed down through the generations in the form of storytelling, songs, totems, traditions, rituals and performance. In rediscovering our roots and in pursuit of a deeper meaning of life, we need study, research and shift towards folklores, folk arts, folk symbols and traditions, to find a meaning to our evolution and existence.

Literature, in the written form helps in preserving the oral narratives which can be passed on to the successive generations in the exact form unlike the oral retellings which are bound to transform in transition. The written word cannot capture the nuances of delivery and specific qualities of the verbal arts which Folklore is replete with.

This conference aims to discuss the aforementioned issues and to further build upon them through various critical approaches and multifarious dimensions.

Some of the areas that will be explored are as follows:

- Folklore and Discourse Analysis
- Dialectics between Orality and Literacy
- Folklore, Cinema and Theater
- Legends, Myths, Performances Spaces as Discourses
- Folklore Studies
- Practical and Ethical issues in Folk Literature
- Comparative Folklore Theory
- Folklore and Education
- Folklore and Sociology
- Folklore and Psychology
- Folklore and Science
- Folklore and Linguistics
- Folklore and Communication
- Folklore, Myths and History
- Folklore and Translation
- Folk Cultures and Studies

HIGHLIGHTS OF THE CONFERENCE

- Plenary Sessions by experts
- Paper Reading, Presentation, Poster Presentation
- Cultural Evening

CALL FOR PAPERS:

Inviting abstracts for Paper, Poster and Oral presentations engaging 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 rsingh6@lko.amity.edu)** and **(CC to sptripathi@lko.amity.edu)** with subject line as

"Abstract for National Conference on Indian Folklore"

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

INSTRUCTIONS 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 (02)

Date: February 27-28, 2020

Days: Thursday, Friday

Time: 09:00 AM onwards

Venue: Auditorium Block, Amity University, Lucknow

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 complete

Registration Form: January 25, 2020

Acceptance of Abstract: January 25, 2020

Submission of Full Paper: February 15, 2020

On Spot Registration: February 27, 2020
(09:00-11:00 AM)

REGISTRATION FEE

- **On Time Registration (Before January 25, 2020)**

Indian Delegates (Teachers)	: 1000/- (INR)
Research Scholars	: 800/- (INR)
Foreign Delegates	: \$ 40 (USD)

- **On Spot Registration (February 27, 2020)**

Indian Delegates (Teachers)	: 1400/- (INR)
Research Scholars	: 1000/- (INR)
Foreign Delegates	: \$ 50 (USD)

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

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 27 & 28, 2020) and two refreshments (February 27 & 28, 2020). All registered participants will get a conference kit, a certificate of participation/presentation and conference souvenir (Hard Copy within next 10 days after conference)

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 January 30, 2020.

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.

Tourist Attractions

Bara Imambara, British Residency, Chattar Manzil, Jama Masjid, 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 taxis are available at the Airport.

BY TRAIN

Lucknow is a major junction of the Northern Indian Railway as well as Northern Eastern Railway and it 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.

CONFERENCE COMMITTEE

PATRON

Dr. Aseem K. Chauhan

Chancellor, Amity University, Rajasthan

President, Amity University, Mumbai

Chairman, Amity University, Lucknow Campus

ADVISOR

Prof. (Dr.) Sunil Dhaneshwar

Pro Vice Chancellor

Amity University, Lucknow

CONVENER

Prof. (Dr.) Kum Kum Ray

Professor & Director

Contact: 0522-2399500 (Extn:1178)

Email: kkray@lko.amity.edu

SECRETARY

Prof (Dr.) Satyarth Prakash Tripathi

(Contact: +91-7376237707)

Email: sptripathi@lko.amity.edu

SECRETARY (FINANCE)

Dr. Satendra Kumar Mishra (Contact: +91-9307041344)

Email: skmishra2@lko.amity.edu

SECRETARY (ACADEMICS)

Prof.(Dr.) Jaya Srivastava (Contact No.8948248993)

Email: jsrivastava4@lko.amity.edu

Dr. Manjari Johri (Contact No. 9936569105)

Email: mjohri@amity.edu

SECRETARY (MEDIA AND COMMUNICATION)

Ms. Reeti Singh (Contact No. +91-9958700695)

Email: rsingh6@lko.amity.edu

Dr. Nidhi Mehta (Contact No. 8334036969)

Email: nmehta@lko.amity.edu

SECRETARY LOGISTICS

Ms. Trupti Mishra (Contact No. 8004482720)

Email: tmishra@lko.amity.edu

Ms. Shraddha Srivastava (Contact No.9919863256)

Email: sssrivastava2@amity.edu

SECRETARY (COORDINATION)

Dr. Deepshikha Srivastava (Contact No.9935994485)

Email: dsrivastava5@lko.amity.edu

AMITY UNIVERSITY LUCKNOW CAMPUS

Amity University Uttar Pradesh Lucknow Campus is built on a foundation which embodies all the qualities that have made Amity Institutions world-class over the last two decades. Amity has instituted global standards in education, training and research with world-class infrastructure and the latest teaching methodologies. With the mission to train future leaders of the corporate world, the university strives to blend modernity with tradition in each of its student. AUUP has been accredited by NAAC with A+ grade and also by Western Association of Schools and Colleges (WASC), USA. It is a matter of great pride for the Amitians that Amity University Uttar Pradesh Lucknow Campus has been ranked as NUMBER ONE PRIVATE UNIVERSITY on factual basis by INDIA TODAY June, 2017.



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