

Language is an instrument of expression and communication and therefore vital to employability in any framework. Even if we consider the mastermind as the original inceptor of any enterprise, we must concede that conceptualization is incomplete if not expressed in words and as soon as there is employment of words, language comes into being. Of all the varied human faculties, the most distinctive is the ability of man to give words to his thoughts. Articulation of thoughts has paved way for the rise and growth of language systems. In fact all processes of a civilized society owe their origin to language. In the past this unique human attribute accounted for the birth of new civilizations and the establishment of various socio-political and economic systems and ideologies. Language enabled and empowered man to sustain and survive in the backdrop of developments and transformations. The empowerment of mankind through language started when communication began to contribute to the growth of trade and industry. Lexical exchanges designed the fabric of cultures and distinguished one culture from the other. In this set-up language thrived and flourished on account of the immense possibilities it offered for growth and employability. The factors responsible for the continual significance of language and its contribution in opening avenues for growth and employability rested on one basic tenet and that was 'to connect'.

Therefore, the significance of language cannot be discounted in any entrepreneurial activity that generates employment for unless an idea is expressed in words, it is not worthy of being implemented. Language therefore is the essential catalyst in the process of employment generation as well as acquisition. If we look at employability as a repertoire of an individual's skills and abilities that make one employment-worthy then we must also visualize a scenario where unless the qualifications are articulated

they will remain unutilized. All the skills and expertise of an employee will remain in a state of limbo unless employed constructively and once again we find that for any kind of communication and expression, employment of language becomes inevitable. Since interaction is the undisputed basis of enterprise and entails commands, instructions, prescriptions, mandates, bids, contracts etc that need necessarily be expressed through language. Perhaps, it is not hyperbolic to say that language is the mother of employability.

Objectives:

The aims and objectives of this International Conference are to modernize language learning, as well as promote education systems to respond better to pupils' learning and professional needs and to initialize cooperation with employers, chambers of commerce and other stakeholders to support employability, mobility and growth.

The conference invites scholarly papers and deliberations in the following areas:

- Linguistics
- Literature
- Communication skills
- Culture studies
- Gender studies
- Subaltern studies
- Theatre studies
- Media studies
- Film studies
- Queer studies
- Comparative Eco criticism
- Diasporic writing
- Translation studies
- Language studies & Social Sciences
- English for Special Purposes
- Foreign Business Languages

Highlights of the Conference:

Pre conference Workshop on Communication Skills

Panel Discussions

Opportunity to conduct workshops

Opportunity to chair/facilitate roundtable discussions

Publication of select papers in the Conference Book of proceedings with ISBN No

Who Should Participate?

Teachers, Researchers, Creative writers, Professionals, Corporate Honchos and Students

Call for Papers:

Inviting abstracts for Paper presentations/ and proposals for Poster presentations dealing 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 nmehra@lko.amity.edu;

Duration of the Programme: Two-days

Dates: Thursday & Friday, 22nd & 23rd February, 2018

Time: 9: a.m. onwards

Venue: Amity University, Lucknow Campus

Instructions for the Presenters:

Instructions should not exceed 200 words. Full Paper length should not exceed 1,500 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.

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 Centre Aligned. Sub-headings should be Left Aligned and Complete Text should be justified.

Deadlines to Remember:

Submission of Abstract with completed Registration Form:

15th January, 2018

Acceptance of Abstract: 25th January, 2018

Submission of Full Paper: 5th February, 2018

On Spot Registration (without Accommodation): 21st February, 2018 (2:00 p.m.-3:00 p.m.)

Registration Fee:

A) Early Bird Registration (Before 25th January, 2018)

Indian Delegates: 1200/- (INR)

Research Scholars: 800/- (INR)

Foreign Delegates: \$ 50 (USD)

B) On Time Registration (From 25th January, 2018 to 5th February, 2018)

Indian Delegates: 1500/- (INR)

Research Scholars: 1000/- (INR)

Foreign Delegates: \$ 70 (USD)

C) On Spot Registration (21st February, 2018)

Indian Delegates: 2000/- (INR)

Research Scholars: 1200/- (INR)

Foreign Delegates: \$ 90 (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.

Postal Address: Amity School of Languages

Amity University,

Lucknow Campus,

Malhaur (near Railway Station)

P.O- Chihat

Lucknow -226028

Website: www.amity.edu/lucknow

OR

On time & on Spot Registration fees (only) can directly be deposited in under mentioned:

Bank Name: Axis Bank Limited

Address: M.G. Road (opposite Raj Bharwan)

Lucknow-226010

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 one complimentary lunch five refreshments and two dinners.

All registered participants will get a conference kit, a certificate of participation/presentation and conference souvenir