About the Institution

Bharathidasan Institute of Technology, Anna University is established by the Government of Tamil Nadu at Tiruchirappalli with a view to impart quality student centred technical education to produce proven technocrats and to strive hard for continuous development and improvement in learning, research and developmental activities. The institute also works towards fostering partnerships with Academic and Industrial experts to provide quality education and opportunities for entrepreneurial development by providing hands-on training.

Bharathidasan Institute of Technology has carved a niche for itself in providing technical education in the disciplines that are rare of their kind in our country. Aiming at excellence, the institute offers PG and Research programmes in Nanoscience and Technology and UG/PG programmes in Biotechnology, Pharmaceutical Technology, Petrochemical Technology, Information Technology, Automobile Engineering, Mechanical Engineering, Computer Science and Engineering, Electronics and Communication Engineering, Electrical and Electronics Engineering, and Civil Engineering and produces competent Engineers and Technologists.

About the Department

The Department of English was established in 2007. It is supported by a committed team of professors who aim at maintaining its standards of academic excellence over the years. It provides excellent training to the Engineering students to develop their proficiency in English. To meet the present demands of the liberalized global economy, communication skills and soft skills are also imparted to B.E/ B.Tech, M.C.A and M.B.A students to enable them to excel in their chosen fields.

About Tiruchirappalli

Tiruchirappalli is known as Rock Fort city. with rich cultural heritage and home to many reputed educational institutions like Bharathidasan University, Seethalakshmi Ramaswamy College, Holy Cross College, St.Joseph’s College, and National Institute of Technology. In addition to this, it has many spiritual places like Srirangam, Thiruvananaiakal, Samayapuram, and Rockfort temple and many. More important, the weather of Tiruchirappalli is always hot, excepting a few rare occasions and cotton dresses are most preferable here.

Abstract of the Conference

English is the most powerful language as it is a common international language. Any individual interested in learning English must know the relationship of the language, the literature and the environment.

This conference is to analyze…

1. The ideology of a language and literature of people from various walks of life.

2. To understand the different ways of expression of different literates from different places.

3. The common conclusion from the detailed analysis of the views of various people.
Objective

The proposed two days International Conference on Enlightenment the people about the richness of English Language and Literature for faculty members, Industrialist, Research scholars and students from 9th to 10th August, 2014 has the following objectives:

1. To improve the mutual understanding between selves.
2. To enhance the research scholars to develop their resourcefulness.
3. To explore one’s academic and professional skills.
4. To help learners to devise their approach to people.
5. To provide a platform to acquire language skills.

Special features

1. Get into the network of Language and Literature community.
2. Opportunity to interact with experts from the field of language, literature and industry
3. Plenary sessions of highly innovative speakers and trainers

Outcome

The lovers of English language and literature find themselves more exposed to language environment and train themselves to face the real life situations in a successful way.

Topics to be covered

- Improving vocabulary knowledge
- Grammatical principles
- Ways to equip LSRW skills
- Analysis of Literary Devices
- Acquisition of the knowledge of the industry in relation to the vocation
- Culture and heritage – enlightens the language
- Neuro linguistic programming based language patterns

(All topics related to the theme of the conference will also be accepted)

TEQIP II Sponsored

Two days International Conference on Enlightenment the people about the richness of English Language and Literature

Organizing Committee

Chief Patron
Dr. M. RAJARAM
Vice Chancellor
Anna University

Patron
Dr. S. GANESAN
Registrar (i/c)
Anna University

Chair
Dr. T. SEKAR
Dean i/c of the Regional Office
Anna University: Chennai, BIT Campus-Tiruchirappalli

Dr. T. Senthil KUMAR
Dean i/c
Anna University: Chennai, BIT Campus-Tiruchirappalli

Co-Chair
Dr. N.CHITRA,
Asst. Prof & Head i/c, AU: C, BIT-T.

Conference Coordinator

Dr. (Ms). R. KRISHNAVENI
Assistant Professor
Dept. of English
AU: C, BIT-T.

Advisory Committee Members

Dr. S. Muttan, Dean-Regional Office, BIT Campus-Trichy.

Dr. S. Nalini, Associate Professor & Head, Dept. of English, Govt.Arts College, Coimbatore,Tamilnadu.

Dr. S. Anu Radha, Associate Professor, Dept. of English, Nirmala College for Women, Coimbatore, Tamilnadu.

Dr. S. Christina Rebecca, Associate Professor, Dept. of English, Avinashilingam University, Coimbatore, Tamilnadu.

Mr. S. Chelliah, Retired Headmaster in Govt. Schools, Tamilnadu (1962-1990).

Dr. Geetha Durairajan, Professor, Dept. of Testing and Evaluation, English and Foreign Languages University, Hyderabad.

Prof. V.G. Chandramohan, Assistant Professor, Language and Linguistics Department, Mishuratha University, Libya.

Dr. Khairiah Othman
Assistant Professor, Centre for Languages and Pre-University Academic Development
International Islamic University Malaysia

Dr. Iyyappan Sundareswaran,
English Language Centre, Salalah College of Technology, Sultanate of Oman.

Dr. M. S. Thirumalai, Editor-Language in India, United States of America.

Mr. Joushua Gnanakkan, Client Relation Manager,
Cambridge English.

Dr. Moghjibhai Falajibhai Patel, Principal, Dept.of English, SMT C.C Mahila arts and sheth, C.N Commerce College, Visnagar, Gujarat.

Prof.(Dr.) Omana Antony
Head, Dept. of English, Lingaya's University, Faridabad, Haryana.

Ms. Jayasree Menon, Faculty and Coordinator,
The English Language Teaching Institute of Symbiosis (ELTIS), Pune, Maharashtra.
Guidelines for Submission

Academicians, students, research scholars, communication experts from the industry are encouraged to submit full papers/case studies of their current research.

- Each research paper study must clearly address one of the topics given under the conference area of focus
- Author(s) related information – name, affiliation and contact details should be mentioned clearly

- The manuscript must be in MS Word format
- The length of the paper including the references should be between 3000 to 3500 words
- **Font:** Times New Roman 12
- Double space the main text of the document
- List the references in the alphabetical order at the end of paper
- In case of acceptance of the manuscript, one of the authors must be available to present the paper at the conference
- Please e-mail your formatted manuscript to ienglishlanguageandliterature@yahoo.com

Dates to Remember

Last date for abstract submission: **6th July, 2014**
The selected papers will be intimated on **16th July, 2014**
Last date for submission of full paper: **26th July, 2014**
Last date for registration: **31st July, 2014**

Registration fees for participants as follows

- A) Students, Research Scholar- Rs. 1,000/-
- B) Faculty Member- Rs. 2,000/-
- C) Industrialist – Rs. 3,000/-

The payment should be made by DD drawn in favour of “Head of the Department, Department of English, BIT Campus, Anna University, Tiruchirappalli” payable at Tiruchirappalli.

Selection Criteria

The participants will be selected on first come first serve basis and the selected papers will be published with ISBN.

Accommodation

Participants have to make their own arrangements for travel and accommodation.

For enquiries please contact

**Dr. (Ms). R. KRISHNAVENI**
Assistant Professor, Dept of English
Bharathidasan Institute of Technology
Anna University,
Tiruchirappalli – 620 024.
Phone: 0431-240-7964/ Mobile: 9842686518.
E Mail: ienglishlanguageandliterature@yahoo.com / harishma21@yahoo.co.in
TEQIP II Sponsored

International Conference on
Enlightening the people about the richness of English Language and Literature

Department of English
Bharathidasan Institute of Technology
Anna University, Tiruchirappalli – 620 024
9th & 10th AUGUST 2014

Registration Form

Name (In Block letters): ..................................................
Designation: ..................................................................
Department: ..................................................................
Address: ...........................................................................
...........................................................................................
...........................................................................................
Pin: .......................  Email: ................................................................................
Mobile No:......................................................................

Payment details
D.D. No. & Date:........................................
Amount  :........................................  Bank/Branch  :........................................

Declaration

I……………………………………….. agree to abide by the rules and regulation governing the Conference. The information provided herewith is true to the best of my knowledge.

Place:                                      Signature of the participant

Date: