



A Two-Day Transdisciplinary International Conference

on
Transmedia Storytelling:
Narratives, Discourse and
Dissemination

Organised by

**Department of Literature
and Languages**

Faculty of Liberal Arts and Media
Studies

In alliance with
**The Shakespeare
Association, India**



(TS'26)

(February 18-19, 2026)

Hybrid mode



**JC BOSE UNIVERSITY OF
SCIENCE AND TECHNOLOGY,
YMCA, FARIDABAD (HARYANA)**
(Accredited 'A+' Grade by NAAC,
State Govt. University)
**NH- 2, SECTOR-6, FARIDABAD,
HARYANA-121006, INDIA |**
web: www.jcboseust.ac.in

conference email:
transmedia.ymca@gmail.com

For Details on Themes, kindly see the
CFP.

For Fee details, please see CFP

Department Facebook page:
<https://www.facebook.com/share/17XGGRu4th/>

For Global CFP:
<https://www.cfplist.com/CFP/46454>

<https://litandlangsimulacr.wixsite.com/website>

The above is micro-site is maintained by the Department of
Literature and Languages to showcase its literary content and
academic activities.



Primary Conference Tracks and Chairs

Track-1: Signs, Symbols, Poetics and Semiotics
Track 2: Narrative and Discourse: Fiction, Non-Fiction and Transmedia Storytelling
Track 3: Image, Text and Discourse Analysis with Transmedia Storytelling
Track-4: Text, Work, Performative: Shakespeare Studies: Renaissance to the Posthumanism
Track 5: Corporate Storytelling and Narrative Management
Track 6: Data Analytics, Generative AI and Transmedia Storytelling
Track-7: Animation, Multimedia and Multiplatform Narrative Expansion
Track-8: Sustainable Development Goals (SDGs), Universal Human Values (UHV) and Indian Knowledge System (IKS)

Important Dates:

Abstract Deadline: January 15, 2026

Acceptance Notification: January 18, 2026

Full Paper: January 27, 2026

Conference email: transmedia.ymca@gmail.com

Provision of Suitable Accommodation can be made on request basis.

Fee Details (Online/Offline):

UG/PG Students: 100/- INR

Academicians/Teachers: 2500/- INR

Research Scholars: 1000/- INR

Independent Professionals: 3,000/-INR

Account Details: A/C Holder:

Registrar, JC Bose UST, YMCA

A/C No.: 146601000000088

IFSC: IOBA0001466

Convenor

Prof. (Dr) Divyajyoti Singh, Professor and Chairperson, Department of Literature and Languages

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Ms Mamta Bansal, Assistant Professor, Department of Literature and Languages

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Dr Rajive Kumar, Vice-Chancellor

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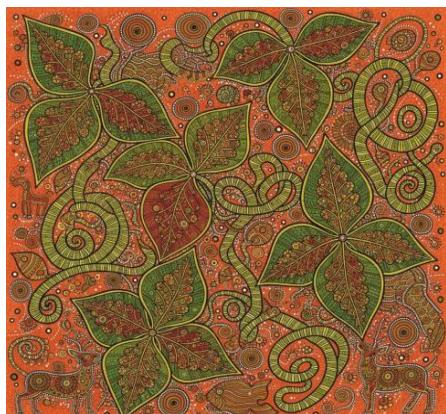
Prof (Dr) Bhim Singh Dahiya, President, Shakespeare Association of India; erstwhile Vice-Chancellor, Kurukshetra University, Kurukshetra.

Prof (Dr) Anuradha Sharma, Dean, Faculty of Liberal Arts and Media Studies, JC Bose UST.

Chief Facilitators

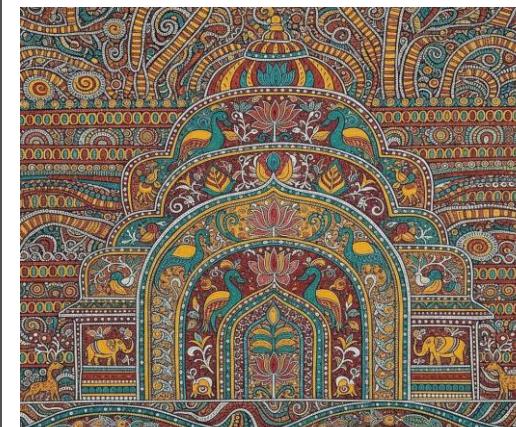
Prof (Dr) Ajay Ranga, Registrar

Prof (Dr) Maneesha Garg, Director, Research and Development Cell.

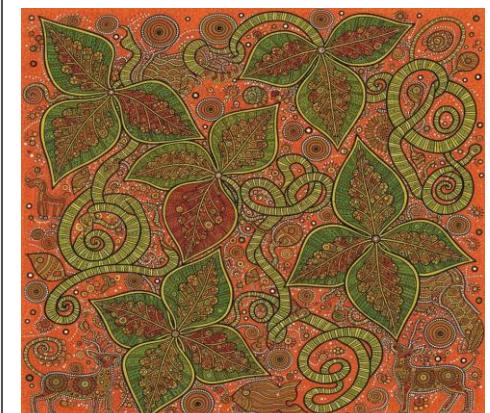
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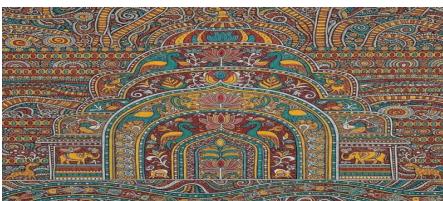
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- viii. Prof (Dr) Rashmi Attri, Professor of English, Aligarh Muslim University.
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- x. Prof (Dr) Pankaj Sharma, General Secretary, The Shakespeare Association, India.



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- xiii. Prof (Dr) Virender Pal, Professor and Registrar, Kurukshetra University, Kurukshetra.
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- xv. Dr. RK Verma, Sri Aurobindo College, University of Delhi.
- xvi. Dr Ram Niwas, Professor of English, Language and Communication, KUK.
- xvii. Prof. SN Sharma, Retd. Associate Professor, Sri Aurobindo College, University of Delhi/ Adjunct Professor, JCBOSEUST.
- xviii. Prof (Dr) Pramod Malik, Associate Professor of Law, Ch Bansi Lal University, Bhiwani, Haryana.

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- Ms Anita Rani, Research Scholar
- Ms Bharti Sharma, Research Scholar



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- Dr Anuj Arya, Physics.
- Mr Somvir Bajar, Environmental Sciences.
- Dr Praveen Gaur, Mathematics.
- Dr Taruna Narula, Media, CMT
- Dr Reena Grewal, Literature and Languages
- Dr Tabish, Social Sciences, CMT

Creative Works

- Mr Arko, Assistant Professor, Animation and Multimedia
- Mr Rajiv, Assistant Professor, Animation and Multimedia
- Ms Sangeeta, Instructor, Animation and Multimedia.

