



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](http://www.jcboseust.ac.in)

conference email:

[transmedia.ymca@gmail.com](mailto: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/17  
XGGRu4th/](https://www.facebook.com/share/17XGGRu4th/)

For Global CFP:

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

[https://litandlangsimulacr.wixsite.com  
/website](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](mailto: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

**Organising Secretary**

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

**Chief Patron**

Dr Rajive Kumar, Vice-Chancellor

**Patrons**

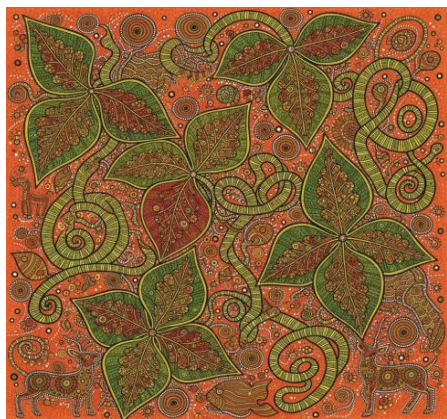
Prof (Dr) Bhim Singh Dahiya, President, Shakespeare Association of India; erstwhile Vice-Chancellor, Kurukshetra University, Kurukshetra.

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

**Chief Facilitators**

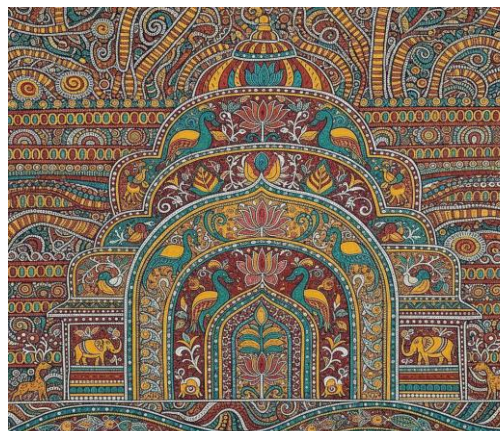
Prof (Dr) Ajay Ranga, Registrar

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

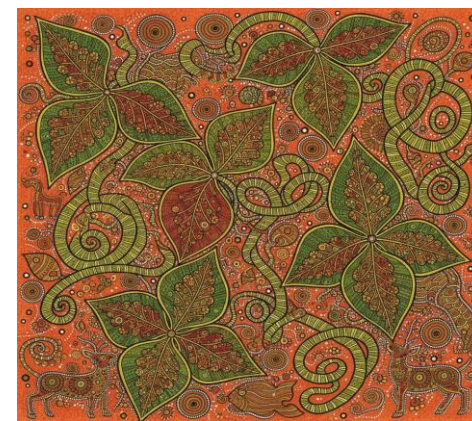
**Academic Advisory Panel (International)**

- i. Dr. Ahmar Mahboob, Associate Professor, University of Sydney, Australia.
- ii. Dr. Iulia Shamaieva, Associate Professor, Department of Foreign Languages for Professional Purposes, VN Karazin Kharkiv National University, Kharkiv, Ukraine.
- iii. Dr. Anna M Kuzio, Poznańska Akademia Medyczna, Poland.
- iv. Dr. Margit Koves, Visiting Faculty, Department of Slavonic and Finno-Ugrian Studies, University of Delhi.

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- i. Dr. Nibir Ghosh, Editor-in-Chief, Remarks, Agra.
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- iii. Prof (Dr) Brajesh Sawhney, Kurukshetra University, Kurukshetra.
- iv. Prof (Dr) Randeep Rana, Department of English and Foreign Languages, Maharishi Dayanand University, Rohtak, Haryana.
- v. Mr Ajay Suri, Awarded Wildlife Photographer and Documentary Film Maker,
- vi. Prof (Dr) Venkat Ramaiah, Department of Modern Indian Languages and Literary Studies, University of Delhi (DU).
- vii. Prof (Dr) Deepti Gupta, Panjab University, Chandigarh.
- viii. Prof (Dr) Rashmi Attri, Professor of English, Aligarh Muslim University.
- ix. Prof (Dr) Prasannanshu, Centre for Linguistic Justice and Endangered Languages, National Law University, Dwarka, New Delhi.
- x. Prof (Dr) Pankaj Sharma, General Secretary, The Shakespeare Association, India.





- xi. Prof Jyoti Kumar Verma, HoD, Department of English, Dayal Bagh, Agra. Dayalbagh Educational Institute, (Deemed University), Agra, (UP), India
- xii. Prof (Dr) Neer Kanwal Mani, Retd. Principal, Government College, Mohana.
- xiii. Prof (Dr) Virender Pal, Professor and Registrar, Kurukshetra University, Kurukshetra.
- xiv. Dr. Manu Mangattu, Chief Editor, AIFEST Literary Journal.
- 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.

#### **Executive Management Committee**

- i. Dr. Sonia Bansal, Chairperson, Physics
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- iii. Dr Rachna Agrawal, Associate Professor, Management Studies
- iv. Dr Ashutosh Nigam, Director, Admissions
- v. Dr Neelam Duhan, CS/IT
- vi. Dr Bindu Mangla, Chemistry.
- vii. Dr Renuka Gupta, EVS.



#### **General Advisory Team**

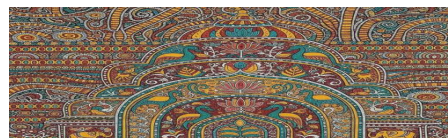
Dr Munish Vashishth, Dean of Institutions  
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 Dr Manjeet Singh, Dean Faculty of Engineering and Technology.  
 Dr Pradeep Kumar Dimri, Dean Students' Welfare.  
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 Dr Sachin Teotia, Life Sciences.

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 Dr Deepika, Associate Professor, CS/IT  
 Dr Anurag Sunda, Chemistry  
 Ms Nisha, Assistant Professor, Mathematics  
 Mr Satwinder, Electronics.

#### **Scholar and Faculty Support Committee**

Dr Vinod, Associate Professor, Chemistry.  
 Ms Rachita Rawat, Research scholars  
 Ms Perna Mehtani, Research Scholar  
 Ms Anita Rani, Research Scholar  
 Ms Bharti Sharma, Research Scholar



#### **Communication and Reception**

Mr Jeetinder Yadav, PRO  
 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.

