

Report on the Two-Day National Conference on “Reimagining Popular Narratives: Texts, Trends and Cultural Shifts”

The Department of English, Milad-E-Sherief Memorial College, Kayamkulam, in collaboration with the Kerala Sahitya Akademi, organized a Two-Day National Conference on “*Reimagining Popular Narratives: Texts, Trends and Cultural Shifts*” on 29th and 30th October 2025 in hybrid mode. The conference aimed to explore the evolving dynamics of popular narratives across literary and cultural contexts. As highlighted in the concept note, the conference sought to examine how popular narratives across literature, cinema, and digital media shape collective imagination and reflect contemporary social anxieties. It also emphasized the need to critically engage with the cultural shifts that redefine the boundaries between canonical and popular art forms. The event was inaugurated by Prof. Dr. A. Muhammed Thaha, Principal of MSM College, and the keynote address was delivered by Sri. Lajo Jose, noted novelist and scriptwriter. The conference was coordinated by Dr. Arshad Ahammad A., Assistant Professor of English, and jointly coordinated by Dr. Gopika Unni P., Assistant Professor on Contract, Department of English. The proceedings began with a pre-conference online lecture on 28th October 2025 by Dr. Anupama A. P. (Assistant Professor, School of Social Sciences and Humanities, VIT-AP University, Andhra Pradesh) on “*Pan-Indian Popular Cinema: Beyond Dubbing to Cultural Transcreation.*”

Over the course of two days, the conference featured a series of plenary lectures by eminent academicians and writers. Dr. Vishnu Narayanan (Director, Centre for English Language Teaching, University of Kerala) delivered a lecture on “*Comics as Literature: Understanding Form, Narrative, and Research Possibilities.*” Ms. Drishya Padmanabhan, a young scholar and public speaker, addressed the impact of popular literature, while Dr. George Sebastian (Assistant Professor of English, Newman College, Thodupuzha) discussed

“Of Narratives of Crime and Detection.” Sri. Sivan Edamana (Novelist and Senior Desk Editor, Children's Division, Malayala Manorama) presented a session on *“Picture Stories and Popular Culture.”* The post-conference lecture was delivered by Dr. Sucheta Sankar V. (Assistant Professor, Department of English and Cultural Studies, Christ University, Bangalore) on *“Reimagining Death, Power, and Social Order: Thanatopolitical Frameworks and Popular Narratives in South India.”* The event also included ten paper-presentation sessions conducted in both online and offline modes, providing a vibrant platform for scholars and students to exchange research insights, share perspectives, and engage in academic dialogue on contemporary trends in literature and cultural studies.

The conference concluded with a Valedictory Session chaired by Mrs. B. Sajitha, Head of the Department of English. The session included the presentation of the Conference Report by Mrs. Nazrin Sadiq, Assistant Professor on Contract, Department of English, followed by reflections and feedback from the delegates. The proceedings came to a close with a vote of thanks proposed by Dr. Arshad Ahammad A., Conference Coordinator. The Valedictory Session marked a fitting conclusion to the two-day event that celebrated the richness of popular narratives and the scholarly engagement they continue to inspire.