



KALASALINGAM
ACADEMY OF RESEARCH AND EDUCATION
(DEEMED TO BE UNIVERSITY)
Under sec. 3 of UGC Act 1956. Accredited by NAAC with "A++" Grade



SCHOOL OF LIBERAL ARTS AND SPECIAL EDUCATION

DEPARTMENT OF VISUAL COMMUNICATION

ORGANISES

**A TWO-DAY INTERNATIONAL CONFERENCE ON EVOLVING
PERSPECTIVES IN HUMANITIES AND SOCIAL SCIENCES:
THEORY, PRACTICE AND TRANSFORMATION**

ICEPHSS'25



PUBLISHING PARTNER



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About the University

Kalasalingam Academy of Research and Education (KARE), formerly Arulmigu Kalasalingam College of Engineering was established in 1984 by Kalvivallal Ayya Thiru. T.Kalasalingam, a freedom fighter & philanthropist, under the trust Kalasalingam Anandam Ammal Charities. KARE is located at the pristine foothills of the scenic Western Ghats at Krishnankoil, Virudhunagar District, Tamil Nadu and it is situated near the Thirumangalam-Kollam highway (NH 744) at a distance of 65 km from Madurai and 12 km from Srivilliputtur. The college obtained the Deemed to be University status in 2006. The Institution has been serving the society for thirty-nine long years and it caters to the needs of students from all walks of society. KARE offers 35 UG programmes, 20 PG programmes and 17 Ph.D. programmes. It is the first Institution in India to introduce a special B.Tech. programme in engineering for the differently abled (Speech and Hearing Impaired) students. The institution has been re-accredited (the third cycle) by NAAC with 'A++' grade with a CGPA of 3.56 in 2024. Also, 8 UG programmes and 3 PG programmes have been accredited by NBA under Tier-1. The UG programme of Horticulture is accredited by ICAR in 2022. KARE participates in NIRF every year and KARE has been ranked 30th in the University cadre, 36th in Engineering, 38th in Agriculture, 11-50th in Innovations and 50th in Overall categories in the year 2024. The Department of Agriculture has received the ICAR accreditation in October, 2024. KARE has received the ABET accreditation for 11 of the B.Tech. programmes in 2020. It is notable that in India, KARE is the only institution having the highest number of ABET accredited programmes.

Based on the inspections by the Ministry of Human Resources Development, Government of India, KARE has been ranked the 7th in Technical Institutions/Universities (Residential) category for Swachh Campus Ranking for the year 2018. AICTE has awarded the 3rd prize for application of Indian Knowledge System (IKS) in maintaining the campus as Clean & Smart for the year 2020. In UI Green Metric World University Ranking, KARE has been ranked 323 as the World's Most Sustainable University in 2023. In QS University Ranking Asia 2025, KARE has been ranked in the 521-540 band and in QS University Ranking Asia 2025: Southern Asia, KARE has secured the 148th position. In Times Higher Education World University Ranking 2025, KARE has been ranked in the band 800-1000. Considering the subject category for THE ranking 2024, KARE is at the band 501-600 under Computer Science, 601-800 under Engineering, and 601-800 under Physical Science category. KARE secured the Times Higher Education Asia University ranking 2024 in the band 301-350. KARE has also been ranked in the 251-300 band among Times Higher Education Young University 2024 (less than 50 years) category. Additionally, in THE impact ranking 2024, KARE is placed in the rank band 101 - 200 under SDG 7, 301-400 under SDG 9, 1000 + under SDG 3 and 1001-1500 under SDG 17. KARE has been securing platinum bands in the Mental Health Ranking since 2021.



About the School

The School of Liberal Arts and Special Education (SLASE) comprises of the Department of English, Department of Visual Communication, Department of Catering Science and Hotel Management and Department of Special Education. Under this school, Bachelor of Arts and Master of Arts in English, Bachelor of Science in Visual Communication, Bachelor of Science in Catering Science and Hotel Management and Bachelor of Education (B.Ed.,HI) in special education are offered.

The Department of Visual Communication

The Department of Visual Communication, Kalasalingam University is a hub for creativity, innovation, and academic excellence, dedicated to shaping future leaders in media, design, and communication. The department was established in 2015 with the vision to integrate theory with practical application. The department offers B. Sc in Visual Communication with a comprehensive curriculum that spans diverse disciplines such as film studies, graphic design, photography, advertising, video editing, cinematography practical, short film making, documentary making and television production. The courses are designed to nurture critical thinking, technical expertise, and artistic flair, enabling students to excel in the rapidly evolving landscape of visual storytelling. With a state-of-the-art infrastructure and an experienced faculty team, the department provides hands-on training, fostering creativity and encouraging interdisciplinary collaboration.

About the Conference

The International Conference on Evolving Perspectives in Humanities and Social Sciences: Theory, Practice, and Transformation (ICEPHSS'25) is a premier global forum designed to foster interdisciplinary collaboration and innovative thinking. This conference aims to explore how contemporary challenges such as technological advancements, globalisation, and cultural shifts impact and transform the humanities and social sciences. ICEPHSS'25 seeks to bridge the gap between theory and practice by bringing together a diverse audience of scholars, researchers, educators, practitioners, and policymakers. The conference provides a platform for presenting cutting-edge research, sharing innovative methodologies, and discussing actionable solutions for pressing global issues. It emphasizes practical applications of digital technologies, equity in education, and the preservation of cultural and historical legacies. Participants will benefit from engaging keynote speeches, interactive sessions, and collaborative networking opportunities. ICEPHSS'25 is not just an academic gathering — it is a transformative space aimed at driving meaningful change across disciplines and societies.



CHIEF PATRONS



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Dr M Pallikonda Rajasekaran
Director - R & D, KARE

ORGANISING CHAIRS



THRUST AREAS

DIGITAL HUMANITIES AND TECHNOLOGY

INTEGRATION

- Humanities in the Digital Age
- Artificial Intelligence and Society
- E-learning and Virtual Reality in Education
- Digital Storytelling and Media

REVOLUTION IN SOCIETY: MEDIA

- Positive and Negative Impact of Media
- Media Development Roles
- Media Freedom and Human Rights
- Mass Versus Niche Media
- Revolution in Society from a Media Perspective

NEW MEDIA AS A CATALYST OF SOCIETY

- The Future of Social Media: Predictions & Trends
- Social Media and Spread of Misinformation
- Social Media & Cyber Bullying: Prevention & Response
- (In)equities in Access, and Digital Divide
- Multicultural Media
- Gender, Media and Human Rights

SOCIAL AND CULTURAL TRANSFORMATIONS

- Globalisation and Cultural Identity
- Media and Communication in a Changing World
- Migration and Diaspora Studies
- Ecological Preservation and Sustainability

MEDIA & ITS EFFECTS ON SOCIETY

- Media, Mediation & Sociability •
- Typology of Media Effects •
- Media in Transition •
- Censorship, Affront, and Censoriousness in Media •
- Cultural Representation and Power in Media •

EMERGING TRENDS IN JOURNALISM

MEDIA AND TECHNOLOGY (AI, VR, AR)

- Fake News and Fact Checking •
- Media Ethics and Credibility •
- Media and Propaganda •
- Media Literacy and Education •
- Media and Social Movements •
- Media Regulation and Policy •
- Ethical Issues in New Media Journalism •
- Media and Conflict Reporting •

FILM AND MEDIA STUDIES

- Film and Literature •
- Evolving Cinematic Narratives •
- Globalisation of Film and Media •
- Media Representation and Social Impact •
- Media Literacy and Critical Consumption •

THE CONFERENCE WELCOMES SUBMISSIONS NOT ONLY WITHIN THE OUTLINED THRUST AREAS BUT ALSO ON RELATED AND INTERDISCIPLINARY THEMES, ENCOURAGING DIVERSE PERSPECTIVES AND INNOVATIVE IDEAS.



IMPORTANT DATES

Abstract Submission : 20.01.2025
Acceptance notification : 22.01.2025
Last date of Registration : 25.01.2025
Full Paper Submission : 17.02.2025
Conference Dates : 20.02.2025 – 21.02.2025

REGISTRATION DETAILS

S.NO	NAME	INR	USD
01	Faculty & Part time Scholar	Rs. 1000	20
02	Full time Scholar	Rs. 750	15
03	(UG/PG) Students	Rs. 500	10
04	Participation Only	Rs. 500	10

Account Details

Account No: 627302010018053

NAME: DEAN SLASE AND HOD ENGLISH

Bank: Union Bank of India

Branch: Krishnankoil, Watrap

IFSC Code: UBIN0562734

MICR Code: 626026503

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For Registration



Click to Register

Registration Link:

<https://docs.google.com/forms/d/12-gorN7RJmzSfua-xIN5CmD8I6qIJNvpvRPADvRqQ5A/edit>

SUBMISSION GUIDELINES

Accepted papers will be considered for publication with Taylor & Francis, Routledge.

Submission guidelines for paper to maintain the highest standards of academic integrity and quality, authors are required to follow the guidelines below for paper submission:

1. General Format

The paper must be written in English with clarity and coherence. All submissions must be in Microsoft Word (.doc/.docx) format. Font: Times New Roman, Size: 12pt for text, 10pt for references. Line Spacing: 1.5 Margins: 1 inch on all sides.

2. Length and Structure

Full-length papers: Maximum of 8–10 pages (including references, figures, and tables). Abstract: 250–300 words, clearly outlining the objectives, methods, findings, and implications. Keywords: Provide 4–6 keywords relevant to your paper. Structure: Title Page: Title, Author(s), Affiliation(s), Email ID(s). Abstract and Keywords. Introduction. Literature Review. Methodology. Results and Discussion. Conclusion and Future Scope. References (APA/MLA format as specified).

3. Figures and Tables

All figures, tables, and images must be included within the text at appropriate locations. Provide captions for each figure/table in 10 pt Times New Roman. Ensure high-resolution images (minimum 300 dpi).

4. Referencing Style

Use APA 7th Edition citation style. Ensure all references cited in the text are listed in the reference section and vice versa.

5. Originality and Plagiarism Check

Submissions must be original and not under consideration elsewhere. Plagiarism must be below 15%, excluding references and quotes. Papers exceeding this limit will be rejected.

6. Submission Platform

Papers must be submitted via the designated conference submission portal or emailed to [viscomicephss25@gmail.com]. Each submission will receive a confirmation email with a unique tracking ID.

7. Peer Review Process

All papers will undergo a double-blind peer review process. Authors may be required to revise their submissions based on reviewer feedback.

8. Deadlines

Submission Deadline: [20.01.2025] Notification of Acceptance: [22.01.2025] Final Paper Submission: [17.02.2025]

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