Anvaya
'The Dialogue'
EDUCATION | CULTURE | ARTS | RESEARCH | COMMUNITY

International Conference

# Popular Culture in South East Asia

## Identities, Media and Everyday Life

Presentation Schedule

**1st Session** | **Date: 30th October 2026** | **Time: 10am - 1pm** (*Indian Standard Time*)

Host: Ms. Sukanya Mustak

Keynote Speaker:Rajesh Kumar Dash

Session Chair: Dr. Prahllad Gain

*Welcome Note*

*About Anvaya: The Dialogue*

*About the Conference*

*Keynote Speech* - *Rajesh Kumar Dash*

*Technical Session*

1. *Curated Romanticism of Solitude* - *Mrs. Divya Subba*
2. *Domesticating the Sacred: Mah Prasad as Everyday Food in Assamese Households* - *Rajnandini Dam; Himakshi Choudhury*
3. *Raga Characteristics in Sri Lankan Folk Music: Exploring the Interrelationship between Hindustani Raga, Folk Traditions and Popular Culture* - *H.V.D.N. Anjalee Vidanage*
4. *Playing, Learning and Staying Healthy: Physical Health Risks among Young Wind Instrumentalists in Sri Lankan School Bands* - *A.S.C. Jayalath*
5. *From Tradition to Transnationality: Migration, Diaspora and the Cultural Flow of Indian Classical Music in the Modern Period* - *Dr. Rajesh Shah; Budhaditya Pradhan*
6. *Popular Literature in South Asia: Satirical works of Moni Mohsin* - *Dr. Asha Susan Jacob; Ms Mariam John*
7. *Noh Theatre Performance and Its Role in Shaping Identities, Communities, and Everyday Experiences* - *Prof. Abhinav Kumar Verma*
8. *Cinema, Music, and the Performance of Identity: Popular Culture and Cultural Belonging in Jhumpa Lahiri's The Namesake and Shyam Selvadurai's Funny Boy* - *Sanjida Yesmin*

*Q & As Session*

*Session Chair Speaks*

*Concluding notes*

**Click here for the Session link**

Anvaya
'The Dialogue'
EDUCATION | CULTURE | ARTS | RESEARCH | COMMUNITY

International Conference

# Popular Culture in South East Asia

## Identities, Media and Everyday Life

Presentation Schedule

**2nd Session** | **Date: 30th October 2026** | **Time: 2pm - 5pm** (*Indian Standard Time*)

Host: Ms. Shraddha Sharma

Keynote Speaker: Palash Ghosh

Session Chair: Dr. Samidha Vedabala

***Keynote Speech*** - *Palash Ghosh*

*Technical Session*

1. ***From Hoardings to Reels: The Migration of Social Advertising into India's Digital Public Sphere*** - *Aishwarya Jaiswal*
2. ***When Folk Songs Meet the Screen: The Adaptation of Bengali Folk Songs in Contemporary Bengali Films and Bengali Television Serials*** - *Dr. Sudokshina Manna Chatterjee*
3. ***Micro-Audios and Macro-Trends: A Netnographic Case Study of Gen Z Music Consumption and Digital Identity on Instagram Reels*** - *Dr. Subham Peter Gazmer*
4. ***From Ritual to Reel: Digital Recontextualisation of South Palakkad Folk Performance in Contemporary Popular Culture*** - *Shweta Ashok; Dr. S. Sophia*
5. ***From Green Messages to Green Lifestyles: The Role of Advertising in Shaping Environmental Consciousness in India*** - *Divya Tripathi*
6. ***Literature and Popular Culture in The Digital World*** - *Nilima Singh*
7. ***From Folk Festival to Digital Performance: Reimagining Bihu through Social Media among Assamese Youth*** - *Md Riyajul Islam*
8. ***Cheering the Nation: Digital Cricket Fandom and the Construction of Everyday Nationalism among Indian Youth:*** *Moksadur Rahman*

*Q & As Session*

*Session Chair Speaks*

*Concluding notes*

**Click here for the Session link**