**Report of the National Conference organized by PG & Research Department of English, Holy Cross College (Autonomous), Nagercoil.**

**Topic:** Innovative Reimagining of Language and Literature for Industry 4.0

**Resource persons:**

* Rev. Dr. Francis M. Peter, S. J, Province Advisor, Educational Resource & Research Centre, Formal Professor, XLRI School of Business, Jamshedpur.
* Mr. U. Peter Sahya Raj, MD & CEO, INDYDENOUS FASHIONS, Chennai.
* Mr. M.T. Saju, Author &Journalist, Thiruvananthapuram

**Date and Time** : 29-2-2024 (09:15 a.m. to 3:15 p.m.)

**Location** : Multipurpose Hall

**Beneficiaries :** Faculty, Research Scholars, UG and PG students.

**Participants : Department of English**

The National conference on “Innovative Reimagining of Language and Literature for Industry 4.0 convened experts, scholars and enthusiasts to explore the transformative role of language and communication in the context of the technological era. The conference aimed to decrypt the evolving landscape in technology, where it intervenes with human expressions and sets the futuristic world anew.

 The PG & Research Department of English, Holy Cross College (Autonomous), Nagercoil, organized a National level Conference on 29-2-2024 from 09:15 a.m. to 3:15 p.m. at the Multipurpose Hall, in collaboration with the IIC of Holy Cross College. The conference was congregated by Dr. Alby Grace, Head of the Department of English, Holy Cross College, the convenor of the programme. Ms. A. Judes Jalaja and Dr. Snow. J. Sharmilla, Assistant Professors of the Department were the organizing secretaries. The staff, scholars and students actively participated in the conference.

 The event began with a prayer song, sung by the Department choir. Following this, the gathering was duly welcomed by Dr. Alby Grace, the Head of the Department. She introduced the chief guests of the day with her warm words of welcome and expressed her gratitude towards the management especially the patrons, the Secretary Dr. Sr. Mary Gilda. The Principal Dr. Sr. Sahayaselvi and the Vice Principals, colleagues and the participants which encouraged all the research scholars to actively present in the programme. The Principal Dr. Sr. Sahayaselvi felicitated the gathering.

The first session began with the invoking talk of Rev. Dr. Francis M. Peter, S. J, Province Advisor, Educational Resource & Research Centre, Formal Professor, XLRI School of Business, Jamshedpur. He delved into the innovative ways literature and language emerge and converge with AI reshaping the future of the people. He shared the significance of AI in today’s world and the different fields where it is being adopted. He also probes the area of learning and how it would replace the maximum of the jobs.

The second session was carried out by Mr. U. Peter Sahya Raj, the MD & CEO, INDYDENOUS FASHIONS, Chennai. The speaker began his talk with a brainstorming session on wars and proceeded with the ‘technological warfare’ or the ‘digital war’, that hack websites, steal data and sell it for billions of dollars, without bloodshed. He clearly mentioned the change of the world and how it is carried out by people and technology. He examined how human intelligence is replaced by AI, which was not thought of few years ago. He explained the shifting paradigms of work, communication and societal structures. The session addressed the challenges and opportunities arising from technical advancements, emphasizing the importance of human-centric approaches like creativity and emotional intelligence.

The third session began with the talk of Mr. M.T. Saju, Author & Journalist, Thiruvananthapuram. Mr. Saju referred to Journalism and the limitations faced by the writers and journalists, with regard to the problems of the day. The session examined on the importance of new media such as social networks, interactive communication and the engagement of a massive group of audience. He discussed on how newspapers, magazines and radios are replaced by new media. The speaker highlighted the effective strategies for harnessing the power of new media to cultivate literary communities in the digital age, in politics, in education as well in entertainment.