

Sister Nivedita University

Department of English

in collaboration with

Creativitas: Critical Explorations in Literary Studies
(E-ISSN 3048-8575)

Presents

Pop Culture 6.0

6th Annual International Conference on Popular Culture

on

**Popular Culture in Transition: Media, Markets, and
Identities**

on

2-3 September, 2026

in

Hybrid Mode [Offline+Online]

Popular culture is no longer a secondary or “low” form of culture. It is one of the most important spaces through which contemporary societies produce meanings, circulate emotions, create identities, and debate power. Cinema, television, music, memes, fandoms, gaming, social media, fashion, celebrity culture, OTT platforms, comics, advertisements, and digital performances now shape the everyday imagination of people across the globe. These forms influence how communities understand class, caste, gender, sexuality, race, region, religion, nation, desire, belonging, and difference.

Scholars such as Raymond Williams have shown that culture is ordinary and deeply connected to everyday life. Stuart Hall reminds us that popular culture is a site of representation, struggle, and meaning-making. Pierre Bourdieu’s work on taste and cultural capital helps us understand how cultural choices are connected to class, education, and social power. Similarly, Theodor Adorno’s critique of the culture industry raises important questions about mass production, consumption, and the role of markets in shaping public taste. In the digital age, Henry Jenkins’s idea of participatory culture becomes useful for studying fandoms, fan fiction, online communities, memes, and transmedia storytelling.

Pop Culture 6.0 invites scholars, researchers, teachers, artists, practitioners, and students to critically engage with the changing forms, politics, and futures of popular culture. The conference aims to examine popular culture as a space of pleasure, entertainment, memory, ideology, resistance, commerce, and social critique. It also seeks to ask how popular forms respond to changing media technologies, global markets, political conflicts, and identity formations.

We welcome papers from Literary Studies, Cultural Studies, Film and Media Studies, Gender Studies, Sociology, Performance Studies, Digital Humanities, Visual Culture, Communication Studies, Translation Studies, and related fields. The conference encourages interdisciplinary approaches that study popular culture as a serious field of knowledge, public debate, and social transformation.

Papers may address, but are not limited to, the following themes:

- Popular culture, identity, and representation
- Cinema, OTT platforms, television, and web series
- Bollywood, regional cinema, and global screen cultures
- Fandoms, fan fiction, fan labour, and participatory culture
- Social media, influencers, reels, memes, and digital virality
- Celebrity culture, stardom, and public intimacy
- Popular music, independent music, rap, folk, and protest cultures
- Graphic novels, comics, manga, anime, and visual storytelling
- Gaming, virtual worlds, and interactive media
- Fashion, beauty, body cultures, and lifestyle media



- Food, travel, festivals, and everyday popular practices
- Popular culture and caste, class, gender, sexuality, race, ethnicity, and disability
- Youth cultures, campus cultures, and subcultures
- Popular culture and nationalism, religion, and political imagination
- Dystopia, fantasy, horror, science fiction, and speculative popular forms
- Sports, spectatorship, and mass affect
- Advertising, consumer culture, branding, and neoliberal desire
- Translation, adaptation, remix, and transmedia storytelling
- Memory, nostalgia, retro culture, and revivalism
- Popular culture in South Asia and the Global South
- Artificial intelligence, algorithmic culture, and the future of creativity

Pop Culture 6.0 aims to create an interdisciplinary space for critical conversations on the cultural forms that surround us, entertain us, disturb us, and define the textures of our everyday life.

Submission Guidelines

Abstracts of **250–300 words** should be submitted along with a brief bio-note of **100 words**. The abstract should clearly mention the title of the paper, research objective, theoretical framework or methodology, and key argument. Abstracts should have at most five keywords.

Submissions may be submitted to:

<https://forms.gle/hKEcsp4bwz9z9z4K7>

Important Dates

- Last date for abstract submission: 15 August 2026
- Notification of acceptance: 18 August 2026
- Last date for registration: 23 August 2026
- Conference dates: 2-3 September 2026
- Full paper submission: 15 November 2026

Who May Apply

The conference is open to faculty members, independent researchers, doctoral scholars, graduate and postgraduate students, artists, media practitioners, and cultural workers interested in the study of popular culture.

Publication Opportunity

Selected papers may be considered for publication in a special issue of *Creativitas: Critical Explorations in Literary Studies* (E-ISSN 3048-8575), a Diamond Open-Access, interdisciplinary journal (with DOI) after proper peer review and editorial approval.

Registration Fee

- Faculty Members: ₹1500
- Doctoral Research Scholars [not working in any substantive post]: ₹1200
- Independent Research Scholars and UG/ PG Students: ₹1000

Payment details and registration link will be shared with selected participants.

Conference Director	
Dr. Priyanka Chakraborty, Head and Assistant Professor, Department of English, Sister Nivedita University	
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