



ST ALOYSIUS

(DEEMED TO BE UNIVERSITY)

MANGALURU 575 003 - INDIA



SCHOOL OF LANGUAGES AND CULTURAL STUDIES

DEPARTMENT OF ENGLISH

ORGANISES

A WEBINAR ON

VISUALIZING FEAR: HORROR IN POPULAR CULTURE



KEYNOTE SPEAKERS



DR ASWATHY R

Assistant Professor

Department of English

Jain Deemed to be University

Kochi

DR PRIYA K NAIR

Associate Professor

Department of English

St Teresa's College (Autonomous)

Ernakulam



16 FEBRUARY 2026



09:30 AM



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ST ALOYSIUS DEEMED TO BE UNIVERSITY

St Aloysius Deemed to be University belongs to a network of educational institutions administered by the members of the Society of Jesus, a religious order which runs schools, colleges and universities in more than 105 countries in the world. Established in 1880, St Aloysius Deemed to be University prides itself in its history of 144 years. Despite its status as a minority institution, the university has imparted high-quality education to all sections of society regardless of caste, colour or creed. The motto of the university, "Lucet et Ardet" which means "Shine to Enkindle" has inspired countless students to become men and women for and with others and thus bring light and joy into the lives of people. It is for this reason that our education has become a touchstone for evolving new paradigms in higher education.

THE DEPARTMENT OF ENGLISH

The Department of English at St. Aloysius Deemed to be University is one of the oldest departments in the institution, having been established with the inception of the university in 1880. The postgraduate department, along with autonomy, was established in the academic year 2008-09. The department boasts NET-qualified, experienced, and competent staff. The key thrust areas of the department are research and NET. Keeping in mind the changing trends, the department offers papers on the Literatures of Britain, America, Asia, Africa, and Cultural Studies, as well as Language, Literary Theory, and Criticism. It trains its students for teaching, NET, research, and industry roles and strives to provide them with all-round development. As the focus area of the department is on research, it organizes seminars, encourages research projects, paper presentations, and publications by students and faculty.

CONCEPT NOTE

In contemporary popular culture, horror has increasingly found expression through visual and graphic forms that foreground the immediacy of fear, embodiment, and social anxiety. This webinar examines how horror narratives—across cinema, OTT platforms, comics, graphic novels, and digital visual media—deploy images, panels, screens, and fragmented storytelling to articulate cultural tensions that often remain unspoken in realist discourse. By bringing together horror studies and visual narrative theory, the webinar seeks to explore how fear is produced, circulated, and experienced through visual storytelling.

Horror in popular culture operates not merely as entertainment but as a critical mode that exposes the fractures of everyday life. Drawing on theoretical formulations of the uncanny (Sigmund Freud) and abjection (Julia Kristeva), the webinar investigates how visual horror destabilizes the familiar, rendering bodies, domestic spaces, and social relations strange and threatening. Monstrosity, excess, and distortion in visual narratives often encode anxieties related to gender, embodiment, class, caste, and marginality, transforming social fears into powerful visual metaphors.

Graphic narratives and visual storytelling intensify these effects through their unique formal strategies. As theorized by Scott McCloud and Thierry Groensteen, comics and graphic texts rely on fragmentation, closure, and spatial arrangement to shape readerly perception and affect. Horror, when mediated through panels and images, disrupts linear time and stable meaning, compelling readers to actively participate in the construction of fear. These visual forms foreground the body as both spectacle and site of vulnerability, aligning with visual culture studies and affect theory

(Sara Ahmed) that emphasize the circulation of emotions within cultural texts.

The webinar also considers the expanding visual ecology of horror in digital and popular media, where cinematic language, graphic aesthetics, and online imagery intersect. Influenced by media theory and cultural studies, discussions will explore how visual horror reflects broader social conditions, including urban alienation, domestic instability, and cultural repression. In these contexts, visual storytelling becomes a mode of social commentary, revealing how fear is shaped by historical, ideological, and material realities.

By situating horror within the frameworks of visual narrative theory, cultural studies, and critical theory, this webinar invites participants to reconsider the aesthetic, social, and political significance of horror in contemporary popular culture. It foregrounds visual storytelling as a powerful medium through which cultural anxieties are rendered visible and meaningfully contested.

SUB-THEMES

1. Horror as Visual Culture

Horror beyond genre: fear as a visual and cultural mode in popular narratives.

2. The Uncanny Image

Visualizing the uncanny in cinema, graphic narratives, and digital media.

3. Monstrous Bodies and Abjection

Gender, embodiment, and the aesthetics of monstrosity in visual horror.

4. Graphic Narratives and the Aesthetics of Fear

Comics, graphic novels, and visual fragmentation in horror storytelling.

5. Horror in Cinema and OTT Platforms

Visual spectacle, domestic spaces, and social anxiety in screen horror.

6. Affect, Emotion, and Visual Fear

Circulation of fear and affect in images, panels, and screens.

7. Digital Horror and Online Visual Storytelling

Memes, creepypasta, viral images, and participatory cultures of fear.

8. Popular Culture and the Politics of Representation

Visual horror as a site of ideology, power, and social critique.

CALL FOR PAPERS

We invite abstracts on the theme from academicians, research scholars, students, and working professionals from related fields.

GUIDELINES FOR PAPER SUBMISSION

- All submissions should follow the 9th edition of the MLA style.
- Abstracts should be submitted in MS Word format, and the file should be named after the author's name.
- Abstracts must not exceed 300 words.
- The title page should include the full name of the author(s), designation, email ID, affiliation, and title of the paper.
- Soft copies of the abstracts may be sent as email attachments to Aloysiusenglishseminars@gmail.com
- Last date for submission of abstracts: 07/02/2026

REGISTRATION

Registration can be completed online through the registration portal.

REGISTRATION FEE

Registration Fee for:	Students	Research Scholars	Faculty Members
Participation only	200/-	200/-	200/-
Paper Presentation	300/-	500/-	750/-

Scan the QR code for registration and payment



All participants will be given e-certificates one week after the webinar.

WEBINAR SCHEDULE

09:30 am - 10:00 am	Inauguration
10:15 am - 11:15 am	Keynote address by Dr Aswathy R
11:15 am - 11:30 am	Tea Break
11:30 am - 12:30 pm	Keynote address by Dr Priya K Nair
12:30 pm - 01:30 pm	Lunch Break
01:30 pm - 02:30 pm	Panel Discussion
02:30 pm onwards	Paper Presentation

CONVENORS

Dr Nimmi I

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