



Prof. Musavir Ahmed  
MEDIA ADVISOR

# Public Relations Centre UNIVERSITY OF KASHMIR

Hazrabal, Srinagar (J&K)- 190006



## Seminar on Kashmiri language & Social Media held at KU

**Srinagar, Feb 20:** To examine the evolving role of social media in shaping Kashmiri language and discuss strategies for its preservation in the digital age, the Department of Kashmiri, University of Kashmir (KU), organized a two-day national seminar on 'Kashmiri Language and Social Media: A Study of Online Language Use.'

The event focused on how digital media influences linguistic practices and provided a platform for experts and research scholars to share perspectives on the opportunities and challenges of promoting Kashmiri language online.

The inaugural session of the seminar was chaired by Head, Department of Kashmiri KU, Prof. Adil Amin Kak, who highlighted the contemporary relevance of Kashmiri language across various media platforms.

"Kashmiri language is adapting to new digital spaces and social media plays a vital role in shaping its future and accessibility," he said.

Senior faculty member, Department of Kashmiri KU, Prof. Mehfooza Jan shared insights on the language's modern applications and digital integration, while Dr. Shafqat Altaf, faculty at the department, presented the concept note and highlighted the role of social media in language preservation.

The technical sessions featured paper presentations by renowned Kashmiri writer and poet Shabir Hussain Shabir, alongside academics- Kaiser Ahmad Malik, Sajad Amin, Javaid Ahmad, and Tanveer Ahmad. Research scholars also presented their papers and engaged in meaningful discussions on the challenges and opportunities of digital language use.

The event concluded with a vote of thanks by Dr. Shafqat Altaf, faculty at the department.

#



0194- 2420134, Exchange No: 2420078, (Internal)



[www.kashmiruniversity.net](http://www.kashmiruniversity.net) | [www.prc.uok.edu.in](http://www.prc.uok.edu.in)



[pro@uok.edu.in](mailto:pro@uok.edu.in) | [mediaadvisor@uok.edu.in](mailto:mediaadvisor@uok.edu.in)