

CFP: Breaking Bad

35th Annual Southwest Popular/American Culture Association Conference
“Popular and American Culture Studies: Yesterday, Today, and Tomorrow”

February 19-22, 2014
Albuquerque, New Mexico
<http://www.southwestpca.org>

The Southwest Popular/American Culture Association will hold its 35th annual conference, “Popular and American Culture Studies: Yesterday, Today, and Tomorrow,” in Albuquerque, New Mexico, on February 19-22, 2014. We are now accepting proposals on Breaking Bad.

Over the past five years, Breaking Bad has been a hugely successful show on AMC. It concluded its run on September 29th 2013 with a finale episode viewed by over 10 million people. It has spawned numerous social media fan groups, and incorporated the popular StorySync platform as a second screen option for those watching it on live television.

Proposal topics may include, but are certainly not limited to, the following:

- Fandom
- Commerce
- Legal issues, copyright, etc.
- Tax Incentives (state and local)
- Economic Development, job creation, etc.
- Social Media engagement
- Content Analysis
- Media Theory
- Literary Criticism

This is only a partial list of topics related to Breaking Bad. We will also gladly consider proposals that touch upon other topics and/or issues related to the show. If you have questions about a potential topic or approach, please email the Breaking Bad area chair, Nick Gerlich, at ngerlich@wtamu.edu.

Please submit an abstract of 150-200 words by November 15, 2013, directly through the conference’s online submission database at <http://conference2014.southwestpca.org>

Area chairs will NOT consider any emailed proposals. To encourage graduate student participation at the conference and to feature excellent works by young scholars, the Southwest PCA/ACA is pleased to award monetary prizes for the best graduate student papers regarding a variety of topics. Please visit our website for a list of awards and guidelines for submission: <http://southwestpca.org/conference/graduate-student-awards/>

We are also pleased to announce the inaugural issue of Dialogue: The Interdisciplinary Journal of Popular Culture and Pedagogy, a peer-reviewed publication of the Southwest Popular/American Culture Association. Please visit <http://journaldialogue.org> for further information.