

CFP: *Breaking Bad*

36th Annual Southwest Popular/American Culture Association Conference
Theme: "Many Faces, Many Voices: Intersecting Borders in Popular and American Culture,"

February 11-14, 2015
Hyatt Regency Hotel and Conference Center
Albuquerque, New Mexico
<http://www.southwestpca.org>

We are now accepting proposals for the *Breaking Bad* area of the Southwest PCA/ACA conference.

Over the course of five seasons and 62 episodes, *Breaking Bad* was 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 spawned numerous social media fan groups, engaged viewers by using the popular StorySync platform as a second screen option for those watching it on live television, and has resulted in the prequel *Better Call Saul*.

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
- *Breaking Bad* and Gender: The Roles of Males and Females in the Show
- *Breaking Bad* and Philosophy
- *Breaking Bad* and Binge Viewing

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 01, 2014, directly through the conference's online submission database at <http://conference2015.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. For a list of awards and guidelines for submission, see <http://southwestpca.org/conference/graduate-student-awards/>

Papers presented at the conference may be submitted for potential publication in the SWPACA's new peer-reviewed, quarterly journal, *Dialogue: The Interdisciplinary Journal of Popular Culture and Pedagogy*. See <http://journaldialogue.org> for more information.