

CFP: *Breaking Bad* / *Better Call Saul*

37th Annual Southwest Popular/American Culture Association Conference  
February 10-13, 2016  
Hyatt Regency Hotel and Conference Center  
Albuquerque, New Mexico  
<http://www.southwestpca.org>

The Southwest Popular/American Culture Association will hold its 37th annual conference in Albuquerque, New Mexico, on February 10-13, 2016. We are now accepting paper proposals for the conference's panels on *Breaking Bad* and *Better Call Saul*.

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 29<sup>th</sup> 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. It also resulted in the critically acclaimed prequel *Better Call Saul*, which began airing in 2015.

Proposal topics may include, but are not limited to, the following aspects of *BrBa* and/or *BCS*:

- 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
- *BrBa/BCS* and Gender: The Roles of Males and Females in the Show
- *BrBa/BCS* and Philosophy
- *BrBa/BCS* and Binge Viewing
- Character development in *BCS* as it pertains to *BrBa*

This is only a partial list of topics related to *Breaking Bad* and *Better Call Saul*. 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 conference's *Breaking Bad* / *Better Call Saul* area chair, Nick Gerlich, at [ngerlich@wtamu.edu](mailto:ngerlich@wtamu.edu).

Please submit an abstract of 150-200 words by November 01, 2015, directly through the conference's online submission database at <http://conference2016.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, visit <http://southwestpca.org/conference/graduate-student-awards/>

Also, please visit <http://journaldialogue.org> for information about the organization's new, peer-reviewed journal, *Dialogue: The Interdisciplinary Journal of Popular Culture and Pedagogy*.