

Science permeates contemporary culture, from the technology in our daily lives to our dreams of other worlds in fiction. Studying science in popular culture is essential to understanding how scientific ideas are utilized, explored, critiqued and sometimes exploited outside of their formal contexts and how popular audiences understand science. Popular fascination with science has even created a cultural niche of its own, giving rise to new engagements with scientific knowledge, practice, and technologies.

The *Journal of Science & Popular Culture* publishes qualitative and quantitative research aimed at an interdisciplinary audience, exploring the interrelationship of popular culture and science – broadly defined as including traditional sciences like biology, chemistry and physics, as well as medicine, psychology and technology. In addition to peer-reviewed research articles, *JSPC* publishes relevant commentaries from scholars, practitioners, and professionals examining contemporary issues, controversies and future extrapolation, and reviews of new and notable works in the field.

Potential topics include (but are not limited to):

- Representations of science/scientists in television, film, art, print, and other media
- The cultural influence of science/influences of culture on science and scientists
- Use of popular culture texts (novels, films, television series, etc.) to argue for or against scientific theories such as evolution and climate change
- Science-related cultural artefacts
- Scientists as celebrities/celebrity advocates of science
- Science communication, popularization and education
- Non-western cultures and science
- Use of science in advertising and marketing
- Science fiction/science and fiction
- The artistic dimensions of science/science as art
- Critical examinations of scientifically framed popular beliefs and pseudoscience
- Science denial and science in a 'post-truth' world
- Public and popular dimensions of scientific debates
- Moments of conflict between scientific discoveries/knowledge/work and culture
- Authors from across the humanities and sciences are encouraged to submit their work.

Articles should be a minimum of 6000 words (not including notes and references). Shorter pieces can range from 1000-3000 words.

To submit a paper visit:

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