

Special Entry: Multimedia Presentation of “Why Popular Culture Matters”

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For my first issue as editor, I wanted to begin experimenting with how to conduct and present public scholarship. Popular culture studies exists at a unique intersection of disciplines and theoretical and methodological perspectives while being focused on examining elements of our world that people outside of the academy experience and construct every day. Popular culture studies is, and should remain, a field open to dialoguing with the general public, to learn from each other and to help each other make sense of the world and our places in it.

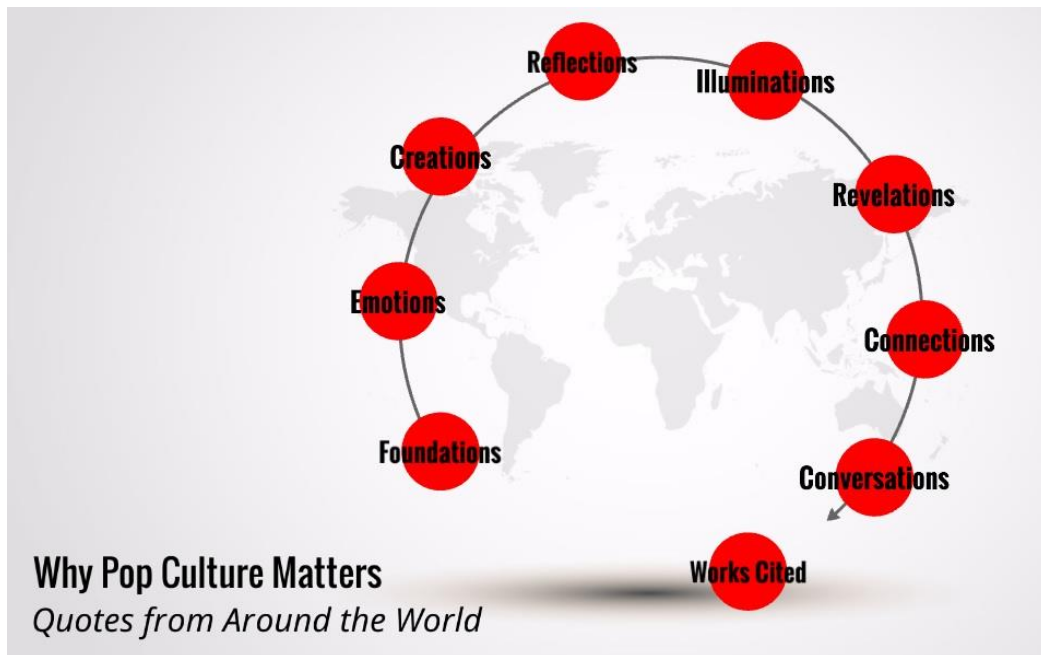


Fig. 1: Prezi Presentation

To that end, I put out a request via Twitter asking people—academics and non-academics—to consider how they see popular culture. I created the hashtag campaign #WhyPopCultureMatters to encourage these opinions. I even engaged my spring semester students with the same request. After collecting thoughts from a wide variety of people, I also consulted our published literature to find quotes from scholars who helped developed this field, as well as this journal’s founder.

An interactive Prezi (Fig. 1) collects these quotes for you to access and share: <https://prezi.com/view/75z5jrzoMU3NxQuILRpu>. As more thoughts and quotes come in, we will add to this presentation to hopefully inspire young scholars and communicate with the public the importance of popular culture studies. If you are interested in participating, use our Twitter account @ThePCSJ to contact us. Because, in the 21st century, we recognize that knowledge is not done just because something has been published.