



Journal of Popular Culture – Wiley-Blackwell

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Call for Papers Special Issue: Global Fashion: Media, Consumption and Technology

Fashion travels on a never-ending journey from one century to another, across country and culture and from one generation to the next. Moving from sweatshop to wardrobe; season to season, page to screen, newspaper to website, camera to blog, catwalk to shopping malls, designer to consumer, writer to reader, artist to audience, and across the lifetime of a individual's wardrobe.

The study and practice of fashion is located across space and place as a form of creative expression and as a subject for academic analysis. Fashion is a universal theme for novelists; poets, playwrights, directors, writers, creators, designers, merchants, advertisers, bloggers and consumerist who are drawn to the power of appearances.

This issue of the Journal of Popular Culture will focus on the material and non-material forms of fashion for a range of professional, commercial, historical, social, cultural and creative purposes. This issue will be international and cross-cultural in order to highlight the largely global multiple flows of fashion discourse and to broaden the analysis of fashion beyond a purely traditional Western frame of analysis.

Manuscripts could include the way that fashion has been used as a mediated form of content for advertising and branding campaigns or as a subject for fashion documentaries across the 20th century. Equally, these fashion narratives can encompass the professional expressions of fashion from design to journalistic commentary on the fashion industry in editorials and blogs. Events surrounding fashion on a global scale such as shopping behaviors and retailing's latest developments are key issues to this issue. Lastly, fashion can also be analyzed from the perspective of fashion as a literary and filmic device or trope for character development and authentic social scene setting in novels, films, videos, photographs and art. Submitters are also encouraged to define their own ideas of global narratives and cultural flows.

Papers fitting the issues theme are sought from those engaged in the cross disciplinary fields of fashion studies, humanities, anthropology, history, cultural studies, visual studies, creative writing, professional writing, communication, media studies, media production, cultural studies, language studies, design, architecture, art, curatorial studies, philosophy, management and business and the social sciences.

Possible topics may include, but are not limited to: Fashion and/in films and television programs • Fashion as/in art • Fashion in/as documentaries • Fashion in/as film • Fashion as/in poetry • Fashion journalism • Fashion and social media • Fashion events and shows • Fashion archives • Fashion illustration • Fashion and/in marketing communication • Fashion advertising • Fashion brands and branding • Fashion merchandising • Fashion promotion • Fashion writing • Fashion discourse • Fashion communication • Fashion as/in videos and viral media • Fashion photography • Fashion and performance • Fashion and the consumer • Fashion and the body • Fashion style trend • Fashion travel • Fashion and popular culture • Fashion and cultural hybridity • Fashion and politics • Fashion and trade • Fashion and economy • Fashion and gender

Essays likely to find publication in the journals are well-written and make a significant contribution to the field of popular culture studies. Essays should also be written in clear US English in the active voice and

third person, in a style accessible to the broadest possible audience. Authors should be sensitive to the social implications of language and choose wording free of discriminatory or sexist overtones. Essays written in the social sciences should be adapted for a humanities journal, using a more narrative voice and MLA format.

Effective August 7, 2014, please send submissions via our ScholarOne system: visit [Manuscript Central](#). An author's guide to using the site is available under the HELP tab. We require a title page with author's contact information, a short abstract and an author's bio as part of the submission process.

Essays must fall within the 5000 to 7500 word range and be double-spaced text in 12 pt Times New Roman font. The word count includes all endnotes and Works Cited. Please note that the 5000 word minimum should be of written article material. Less than 5000 words of written material will be rejected and the author asked to develop the article further.

Please make sure that the essay contains no identifying information that reveals authorship. The TJPC has a "blind review" process, meaning that a copy of the article will be sent to reviewers without revealing the author's name. All contributions to *The Journal of Popular Culture* will be forwarded to members of the Editorial Board or other reviewers for comment.

Manuscripts must not be previously published, nor should they be submitted for publication elsewhere while being reviewed by The Journal of Popular Culture's Editorial Board or outside reviewers. Prior to copy editing, authors may post early drafts of their essays in digital repositories, such as academia.edu. However, after publication, authors must wait for 24 months to place their JPC-edited articles in digital repositories or on websites.

For documentation, *The Journal of Popular Culture* follows the Modern Language Association style. Consult the most current editions of the *MLA Handbook for Writers of Research Papers* (New York: MLA) and *The MLA Style Manual* (New York: MLA). This style calls for a Works Cited list, with parenthetical author/page references in the text. Please keep use of explanatory endnotes to a minimum.

For punctuation, capitalization, hyphenation, and other matters of style, *The Journal of Popular Culture* follows the *MLA Handbook* and the *MLA Style Manual*, supplemented as necessary by *The Chicago Manual of Style* (Chicago: University of Chicago Press).

It is essential for authors to check, correct, and bring manuscripts up to date before final submission. Authors should verify facts, names of people, places, and dates, and double-check all direct quotations and entries in the Works Cited list.

We are happy to receive your artwork in digital format. Please save line artwork (vector graphics) as Encapsulated PostScript (EPS) and bitmap files (halftones or photographic images) as Tagged Image Format (TIFF), with a resolution of at least 300 dpi at final size. Do not send native file formats. More detailed information on the submission of electronic artwork can be found at: <http://authorservices.wiley.com/bauthor/illustration.asp>.

Before final submission, the author will be responsible for obtaining letters of permission for illustrations and for quotations that go beyond "fair use," as defined by current copyright law.

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Any questions regarding this issue should be sent to Joseph H. Hancock, II Drexel University at jhh33@drexel.edu.

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