



### Scope

*Brill Research Perspectives in Popular Culture (RPPC)* is a peer-reviewed, hybrid journal and reference publication that features studies exploring all aspects of popular culture today, from its traditional platforms, audiences and traditional electronic media, to the contemporary digital media. Each issue comprises a single, uniquely focused short monograph that examines some particular aspect, text, or event that falls under the rubric of “pop culture,” including popular programs (sitcoms, adventure series, etc.), celebrities, fads, theories of the popular imagination, the relation of popular culture to other cultures, the role of memetic culture vis-à-vis traditional forms of culture, the nature of performance, the psychological, anthropological, and semiotic aspects of popular culture systems, and the like. In addition, studies will also look at specific frameworks for analyzing popular culture, such as archetype theory and carnival theory.

### Ethical and Legal Conditions

The publication of a manuscript in a peer-reviewed work is expected to follow standards of ethical behavior for all parties involved in the act of publishing: authors, editors, and reviewers. Authors, editors, and reviewers should thoroughly acquaint themselves with Brill’s publication ethics, which may be downloaded here: [brill.com/page/ethics/publication-ethics-cope-compliance](http://brill.com/page/ethics/publication-ethics-cope-compliance).

### Submission

You have been invited to write a 70-100-page (30,000-40,000-word) survey article to be published as a single issue in *Brill Research Perspectives in Popular Culture*. We have asked you to write the article because you are an expert on the subject and should be able to write it with authority. For this reason, we will not tell you what you should or should not include. These Guidelines are merely to help point you in the right direction in what concerns scope, level, and purpose.

Please construct your article as a short monograph containing a Table of Contents, Parts (including an Introduction and a Conclusion or Perspectives) and a list of references/bibliography. Articles should not need to be illustrated since it is primarily historiographical.

Your article should provide an overview of the subject, taking into account recent scholarship, and provide a discussion of the most important publications on the subject. The target audience should be more advanced scholars unfamiliar with the subject as well as graduate students. Readers should be able to use the article as the starting point for researching the subject and be able to continue further research from there using the (hyperlinked) bibliography to get to the most important sources.

Your article should not be a dry, objective summing up of literature, and you should feel free to have the essay reflect your own ideas and perspectives on the subject as long as the outcome is a balanced overview of methods, theories, and approaches. Arrange your survey around major themes rather than



### *Instructions for Authors*

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on single works, explain very subject-specific terminology, but remember that your reader should have an advanced level of knowledge in general.

By reading your article, your audience may expect to benefit from an overview of, critical commentary on, and unique analysis of the subject and of the current state of scholarship in that area, to be directed to the essential sources, and to get ideas for new directions of research. Imagine yourself to be the reader of other issues in this series, reading into a related, possibly adjacent field of research with which you are not familiar enough to be able to find your way easily in the vast body of literature on the subject.

Your article will be peer reviewed. The purpose of the review is to solicit constructive feedback on your article in order to optimize its coverage and manner of presentation. You are expected to take this feedback into consideration, but we do not require you to adopt all points mentioned by the reviewer.

Brill will optimize the discoverability of the article to ensure that it is read and cited. These critical survey articles belong to the most-cited type of articles and will ensure visibility for years to come. You are encouraged to update your article in response to new publications or new developments in the field. Updates will be clearly marked as such in the original article and will not compromise the way in which the article gets cited.

At all times, feel free to contact the journal editor, Marcel Danesi, at [marcel.danesi@utoronto.ca](mailto:marcel.danesi@utoronto.ca) or the Acquisitions Editor at Brill, Jason Prevost, at [prevost@brill.com](mailto:prevost@brill.com) if you have any questions or concerns.

### **Submission Requirements**

Authors should submit their manuscript by e-mail directly to the Editor, Marcel Danesi, at [marcel.danesi@utoronto.ca](mailto:marcel.danesi@utoronto.ca).

#### *Language*

Manuscripts should be written in English. Spelling should be consistent throughout.

### **Manuscript Structure**

#### *Language*

RPPC publishes articles in English. Contributions should be grammatically correct and in good literary style. All spelling should be consistent.

#### *Font*

Ordinary Roman style text Arial and Times New Roman that come with Microsoft Windows are fine. For extended characters, authors should ensure that they use a Unicode friendly font such as the Brill ([brill.com/about/brill-fonts](http://brill.com/about/brill-fonts)).



### *Unicode and Non-Roman Fonts*

The Editors request the use of Unicode friendly fonts only.

If you have any questions about fonts or any other issue, please contact the editor.

### *Length*

The length requirement for *RPPC* articles is 70-100 pages (30,000-40,000-words).

## Manuscript Structure

### *Abstract and Keywords*

All manuscripts should be accompanied by an abstract in English of no more than 150 words and a list of no more than six or seven keywords.

### *Headings*

#### **The First Level Heading**

#### ***The Second Level Heading***

### *References*

Footnotes may be used for supplemental information, but references should be given as in-text citations following APA style, with a list of references (labeled "References") at the end of the article. A list of references is required for all contributions. For guidance on in-text citation according to APA style, you may visit [owl.english.purdue.edu/owl/resource/560/02/](http://owl.english.purdue.edu/owl/resource/560/02/) or [blog.apastyle.org/apastyle/2011/01/writing-in-text-citations-in-apa-style.html](http://blog.apastyle.org/apastyle/2011/01/writing-in-text-citations-in-apa-style.html) or any number of other resources on the internet.

For the References section:

- Do not use dashes for repeated author names.
- Capitalization of titles in both headline-style or sentence-style is allowed. Please follow the same capitalization style as in the original title.
- Reverse italics in titles are permitted when applicable.
- The Reference List should be presented in roman script. Use a transcribed version of the reference where necessary. The original script can be included within square brackets.

### *Book*

Author, A.A., and Author, B. (2019). *The Title of the Book*. Location: Publisher.

Author, A.A., and Author, B. (2019). *The Title of the Book*. Location: Publisher, pp. 1–10.

Author, A., and Author, B. (2019). *The Title of the Book*. 6<sup>th</sup> ed. Location: Publisher.



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#### *Edited Book*

Editor, A., ed. (2019). *The Title of the Book*. Location: Publisher, pp. 1–10.

Editor, A.A., and Editor, B., eds. (2019). *The Title of the Book*. Location: Publisher, pp. 1–10.

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Author, A., and Author, B. (2019). The Title of the Article. In: A. Editor and B. Editor, eds., *The Title of the Book*, Location: Publisher, pp. 1–10.

Author, A., and Author, B. (2019). The Title of the Article. In: *Proceedings of the Xth International Conference on Something 2018*, Location: Publisher, pp. 1–10.

#### *Multi-Volume Work (as a Whole)*

Editor, A., ed. (2019). *The Title of the Work*. (2 vols). Location: Publisher.

Author, A. (2019). *The Title of the Work*. (2 vols). Location: Publisher.

#### *Multi-Volume Work (Specific Volume)*

Editor, A., ed. (2019). *The Title of the Work, Volume 2*. Location: Publisher, pp. 1–10.

Author, A. (2019). *The Title of the Work, Volume 2*. Location: Publisher, pp. 1–10.

#### *Journal Article*

Author, A.A., Author, B., and Author, C. (2019). The Title of the Article. *Journal Title* 70 (1), pp. 1–10.

Author, A. (2019). The Title of the Article. *Journal Title* 70, pp. 1–10.

#### *Pre-published Journal Article*

Author, A.A., Author, B., and Author, C. (2019). The Title of the Article. *Journal Title*, pp. 1–10. DOI 10.1163/1234567X-12345678.

#### *Forthcoming Work*

Author, A. (forthcoming 2019). The Title of the Journal article. *Journal Title*, 1–10.

Author, A. (forthcoming). The Title of the Journal article. *Journal Title*, 1–10.

Author, A. (forthcoming). *The Title of the Book*. Location: Publisher.



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#### *Dissertation or Thesis*

Author, A. (2019). *The Title of the Thesis*, Dissertation, Department, University.

Author, A. (2019). *The Title of the Thesis*, Degree Thesis, Department, University.

#### *Newspaper Article*

Author, A. (2019). The Title of the Article. *The Newspaper*, June 24, p. 1.

#### *Other-language Work with Translated Title Included*

Author, A. (2019). *De titel van het boek* [*The title of the book*]. Location: Publisher.

Author, A. (2019). *De titel van het artikel* [*The title of the article*]. *Journal Title* 70 (1), pp. 1–10.

#### *Work in Non-Roman Script*

Author, A. (2019). *Nazvaniye knigi* [*Название книги*]. Location: Publisher.

Author, A. [Автор, А.]. (2019). *Nazvaniye knigi* [*Название книги*]. Location: Publisher.

Author, A. [Автор, А.]. (2019). “*Nazvaniye stat'i zhurnala*” [*Название статьи журнала*]. *Nazvaniye zhurnala* [*Название журнала*] 70 (1), pp. 1–10.

#### *Translated Work*

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Author, A. (2019). The Title of the Article. Translated by A. Translator. *Journal Title* 70 (1), pp. 1–10.

## Publication

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