

**The 2011 Joint Conference  
of the  
National Popular Culture &  
American Culture Association  
and the  
Southwest/Texas Popular  
Culture & American Culture  
Association**

**April 20 – April 23, 2011**

**The San Antonio Marriott Rivercenter Hotel  
&  
The San Antonio Marriott Riverwalk Hotel**

**Daily Schedule**  
**Saturday, 8:00 A.M.**

**Car Culture in Central Texas**

Joseph Lopez, University of Incarnate Word

**The Possibility for Sustainable Change in US Car Culture: An Examination of the 1970s**

Katherine Ryder, Xavier University-- PCA automobile culture

**Top-Down and Upside-Down: The Reoccurring and Distinctive Role of Convertible Cars in American "Debt Movies"**

Nicholas Calvert, Ontario College of Art and Design

Roberta Mitchell, Independent Scholar

**7501 Adaptation (Film, TV, Lit, and Electronic Gaming) (Cutchins et al): Detecting Genius: The Adaptations of Sherlock Holmes:** RW-Salon B

Session Chair: Natasha Alvandi Hunt

**Detecting Victorian Society in the BBC's "Sherlock" Adaptation**

Svetlana Bochman, The City University of New York

**Making the Transition: A Modern Representation of Sherlock Holmes and Dr Watson as Seen in *Bones***

Ana La Paz, Chemeketa Community College

**Missing a Key Component: Sherlock's Weakness as Highlighting an Adaptation's Problems and Strengths**

Natasha Alvandi Hunt, University of Southern California

**The Game is On: Adapting the Modern Day Sherlock to a Video Game**

William Hart, Norfolk State University

**7734 Gay, Lesbian, and Queer Studies (Drushel): The *Lost Syllabus* -- The Silence of HIV/AIDS Consciousness in Chicano/a Studies:** RC-Salon G

Session Chair: Gibran Guido, San Diego State University

**The *Lost Syllabus*: The Silence of HIV/AIDS Consciousness in Chicano/a Studies**

Omar Gonzalez, California State University, Northridge

Pablo Alvarez, California State University, Northridge

Gibran Guido, San Diego State University Chicana/o Studies

**7957 Horror (Fiction, Film) (Iaccino et al): Horror and the Apocalyptic: Disaster, Alienation, Recuperation:** RC Salon L

Session Chair: Will Dodson

**"Watching Things Burn: The New Politics of the Disaster Film"**

Christopher Sharrett, Seton Hall University

**'You Maniacs! You Blew It Up!': The Post-Apocalyptic and the Horror of Recuperation**

Will Dodson, University of North Carolina at Greensboro

**"Hell Ride through Apocalypse: 'The Horror, the Horror'"**