

# Genetics and Popular Culture



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EVERY SAGA HAS A BEGINNING



STAR WARS  
**EPISODE I**  
THE PHANTOM MENACE

STAR WARS EPISODE I THE PHANTOM MENACE  
Starring LIAM NEESON EWAN MCGREGOR NATALIE PORTMAN JAKE LLOYD IAN MCDIARMID  
Directed by JONATHAN DEMME  
Music by JOHN WILLIAMS Produced by RICK MCCALLUM

Written and Directed by  
GEORGE LUCAS



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Mesa Jar Jar Binks!



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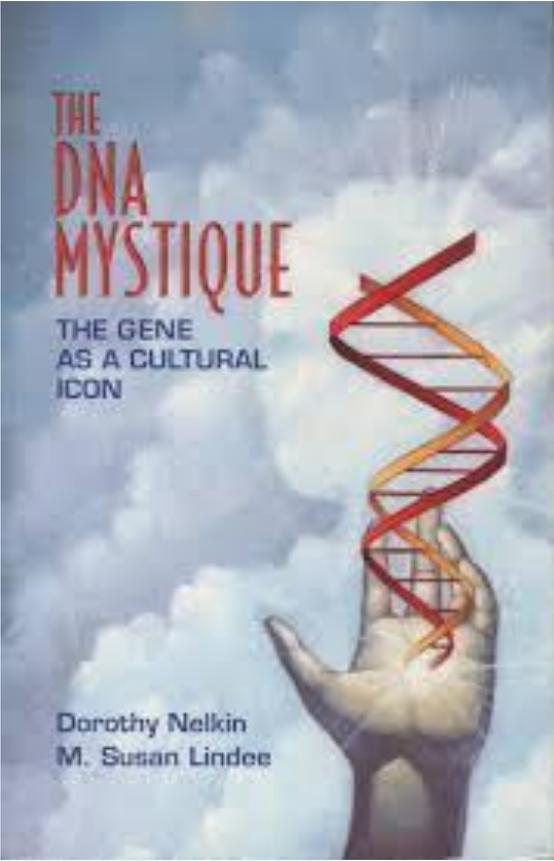




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“...worrying science literacy levels demonstrates that students have perhaps been learning about science through Jurassic Park instead of through the education system” -President of the Federation of Australian Scientific and Technological Societies (FASTS, 2010).



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# gene project

Ever wondered why some people love Marmite and why some people hate it? Well, now we know, and here's the science behind the discovery.

The Science Behind the Marmite Gene Project

**Thomas Roos**  
GENETIC SCIENTIST  
DNAFIT



NEW DISCOVERY SPORT  
**ADVENTURE. IT'S IN OUR DNA.**

#InTheDNA



ABOVE & BEYOND

Official fuel consumption figures for the x in l/100km (mpg): Urban x.x (xx.x) - x.x (xx.x), Extra urban x.x (xx.x) - x.x (xx.x), Combined x.x (xx.x) - x.x (xx). CO<sub>2</sub> emissions g/km: xxx - xxx. Drive responsibly on and off-road.



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THE  
SCIENCE  
OF  
INTERSTELLAR  
—  
KIP THORNE



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Joseph Campbell

COMMEMORATIVE EDITION



THE HERO WITH A



THOUSAND FACES



With an Introduction by **Clarissa Pinkola Estés, Ph.D.**  
author of *Women Who Run With the Wolves*



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Simon: so they made a new dinosaur a hybrid out of DNA from a Velociraptor and T-Rex

Interviewer: OK

S: to make the endominus-rex which was a very very clever yet very very dangerous dinosaur

I: yes

S: so it's nearly twice as long as a T-rex but it's got the brain of a Velcிரaptor so that's not great especially when it breaks out of its enclosure

Jane: which it inevitably does

(Laughter)

Dan: there was some plot line I mean I don't wish to spoil it for you

(Laughter)

D: there was some plot line about a frog wasn't there was that what made it bad or was that its ultimate downfall

S: ohh um it would have been easier to tackle if Dr Wu hadn't put some weird stuff into it so basically to get the DNA the missing DNA they used frog DNA

J: What there was like a bit missing in the sequence was there

S: yeah and well they used this in all the dinosaurs

J: Ohh

S: and then for some strange reason Dr Wu also put cuttlefish DNA in it I'm not sure why

J: Isn't that about the colour changing thing

S: yes! That's why it could turn practically invisible and appear out of nowhere

D: I think Dr Wu really needs a visit from health and safety

They take stories and they appropriate them and play with them. They become what the French Sociologist De Certeau (1984) describes as ‘habitable spaces’  
Texts, such as films and books are furnished by the ideas and beliefs of the person consuming them.

# Funds of Knowledge



## So what?

- Hybrid space
- Emotions



- Develop resonant messaging
- Socialising the genome

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# Questions?



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