

The article to which you were referring is one by Alan D. Sokal which was published in Social Text #46/47 in 1996. The original article is available here:

http://www.physics.nyu.edu/faculty/sokal/transgress_v2/transgress_v2_singlefile.html

This journal was not peer reviewed at the time. Here is a copy of the response from Andrew Ross, the co-editor of the journal:

<http://www.math.tohoku.ac.jp/~kuroki/Sokal/sokaltxt/00005.txt>

Sokal then wrote an article on the experience and his motivations:

http://www.physics.nyu.edu/faculty/sokal/lingua_franca_v4/lingua_franca_v4.html

Even later, he co-wrote a book on the same subject matter:

Fashionable Nonsense: Postmodern Intellectuals' Abuse of Science (ISBN 0-312-20407-8; French: Impostures Intellectuelles; published in the UK as Intellectual Impostures, ISBN 1-86197-631-3) by Alan Sokal and Jean Bricmont.

This did make its way into the mainstream media, in many, many articles. There are plenty, but below are some of the major ones, as well as a more exhaustive bibliography compiled by one J. Walsh.

News articles:

New York Times:

<http://query.nytimes.com/gst/fullpage.html?res=9901E2DD1039F932A15756C0A960958260&sec=&spn=&&scp=2&sq=Professor%20Sokals%20bad%20joke&st=cse>

Nature:

<http://www.nature.com/nature/journal/v385/n6615/pdf/385381a0.pdf>

<http://www.nature.com/nature/journal/v385/n6615/pdf/385373a0.pdf>

Useful bibliography of other articles with many links: <http://jwalsh.net/projects/sokal/articles/articles.html>