Dr. Mary Rachel Gould (Ph.D., University of Utah) is an Assistant Professor at Saint Louis University's Missouri Campus with hands-on experience of the Madrid Campus; she delivered one her specialty courses, "Digital Storytelling", in a Summer 2012 session. She will be returning to Madrid for the <<Globalization>> conference as one of the 38 presenters and is also serving on the event's Organizing Committee after judging abstracts as part of the Scientific Committee. Below, we pose a couple of questions to Mary about her involvement with the conference.

Brian Michael Goss: <<Hola>> Mary! Any thoughts to convey about our city, such as with what you may need to re-connect while back here?

Mary Rachel Gould: I'm thrilled to be coming back to Madrid. I offered a class here on our Madrid campus in the summer of 2012 and I have been itching to come back ever since. Madrid is a city that quickly incorporates you into its ebbs and flows. I can already feel my circadian rhythm starting to change in preparation for a city that comes alive at 10pm. Do not underestimate the importance of a siesta! For a three-tiered experience of the city I suggest starting with the Teleferico de Madrid (for an aerial view), Anden 0 (for an underground view) and Retiro Park (for the ground view).

BMG: As a member of the Scientific Committee, you were part of the selection process for the conference and thus have a good grasp of the contours of what will be presented across the two days. What strikes you about the program of papers for the event that you have been involved with assembling--what do you think we can we expect in this two-day discourse?

MRG: I'm excited to see the diversity of the proposals come to life at the conference. During the review process I could not help start to imagine the conversations that could emerge based upon the submissions. I think that presenters and audience members should expect healthy and
engaged discussions about the advances, challenges, promises, and threats of globalization.

BMG: Big question that I will ask you to address briefly and crisply: What is your take on globalization?

MRG: This conference, this interview and our continued collaborations speaks volumes about my thoughts on globalization. The advances in technology and transportation that make it possible for our two communication departments on two campuses (one in St. Louis and the other in Madrid) to share a curriculum, exchange faculty, and to work together to plan a conference would not have been possible three decades ago—which in the course of history is such a very short time.

BMG: What will you be talking about in your presentation and how does it reflect the direction of your research?

MRG: My research presentation is a continuation of work I am pursuing in the areas of travel and tourism studies. As an investigation into the tropes, images and themes that emerge in LGBTQ targeted travel advertisements, my co-author (Chris Chávez) and I examine the role of advertising as a site of competing ideologies—hailing audiences into the consumer market and at the same reifying social divisions. Our presentation specifically asks questions about which bodies (marked or unmarked) are allowed to or prevented from moving through space/place.