

To: Rita Goldberg
From: Stephen Papson
Re: Request for travel funds
Date: October 30, 2001

Proposal 2

I am requesting travel funds and tuition to participate in an AGI workshop on Adobe GoLive. I have been working with this program for several years and have taken a beginning level workshop. Students build websites as regular course assignments in three of my courses: Sociology of Advertising, Representations of Global Capital, and The Quest for Self. Several of the student projects are linked to the Sociology's Department home page. Also, with a colleague from Lewis and Clark College I am presently engaged in a research project creating a website that addresses how Capital constructs itself in advertising discourse. Using a data set of 700 commercials that aired between 1995 and we hope to describe the relation between this system of commodity signs and the emerging global system of production and investment, known as post-Fordism, flexible accumulation, and transnationalism. The website is presently in a state of construction. We are still experimenting with its architecture, video delivery formats, and style; we are constantly expanding and revising the analyses; and our data set continues to grow.

Next semester I am on sabbatical with the goal of completing the site. The AGI workshop would help me to hone my skills with this program and would support both my pedagogy and my research. AGI did not have the complete schedule for where the workshop would be offered in the spring. I know it will be available in Lancaster, PA. Since I shall be going to several conference and to Portland OR to work on this website, I'm not sure where I will take it. They usually offer every two weeks. Attached is a description of the workshop.

Tuition	\$450
Travel costs (est.)	\$750
Total	\$1200