

Syllabus Spring Semester 2016-2017

COMM 281.2 — Fashion, Communication and Media

Room: Martino Hall 225

Day/Time: F 1230-320p

Course Hours: 3

Instructor: Dr. Myles Ethan Lascity

Office: DeSales 2

Office Hours: 2-4p W and by appointment

Email: LascityM@chc.edu



About This Course

Required Readings

None. All readings will be posted on Blackboard.

Course Description

Fashion is one of the fundamental ways in which humans communicate about themselves and their desired self-image. Students will examine the intersection between fashion, media, personal identity, and image management in today's society. They will learn how the fashion industry creates powerful and persuasive messages through various channels, and how those images are reinforced through media.

Purpose of this Course

This course is intended to help students understand and critically analyze the relationship between fashion, interpersonal communication and the mass media. Students will familiarize themselves with both classic perspectives on fashion as well as contemporary scholarship. Students will practice exploring fashion from historical, written and visual perspectives, and making sense of popular texts with academic scholarship.

Course Objectives

Upon successful completion of this course, students will be able to:

- (1) Apply theories of rhetorical and social criticism to examine the intersection between fashion, media, personal identity, and image management in historical contexts and today's society
- (2) Identify, analyze and apply several critical approaches to public communication in fashion media and marketing.
- (3) Understand and reflect on how the fashion industry creates and sells

- powerful and persuasive images to consumers and how those images are reinforced and given authority through media.
- (4) Apply theoretical knowledge to the creation of a multi-media platform campaign for a fashion house, brand or designer.

Student Learning Outcomes

Chestnut Hill College has adopted ten Students Learning Outcomes that we believe should be an integral part of every CHC student's education. The following will be emphasized in this course: Communication, Critical and Creative Inquiry, and Knowledge of Self and Others.

Methods of Evaluation

Your grade will be graded out of 1000 points.

Attendance and Participation – 150 pts

Attendance and participation are extremely important in this class. This means regular and prompt attendance, coming to class having done the assigned readings, contributing to discussion and respectfully listening to others.

From the Undergraduate Studies Catalog (p. 59): There is a relationship between the academic success of the student and class attendance. The School of Undergraduate Studies expects its students to accept their responsibility to attend class regularly and promptly. An Instructor may lower a student's grade because of absences from class. It is the responsibility of the Instructor to set forth in writing at the beginning of a course any special conditions regarding absence in the course.

A student who finds it necessary to be absent from class should, if possible, inform the Instructor in advance of the absence. If absences occur, it is the student's responsibility to make up whatever work has been missed. Permission to make up laboratory assignments, studios, quizzes, and examinations may be granted at the discretion of the Instructor. When an Instructor determines that a student's progress is being seriously impeded by excessive absences from class or by other difficulties, the Instructor will refer the student to the Office of Student Success.

Each class you will be given five (5) points for coming to class. Contributing to the discussion will be worth up to an additional five (5) points. Being late to class, not paying attention to the discussion or actively disrupting class will result in a loss of participation points.

You are allowed **one (1)** unexcused absence from class. **Missing four (4) or more classes without a valid excuse will result in a failure of the course.**

Note: The instructor reserves the right to (a) assign and include pop quizzes into your participation grade and (b) give additional points for outstanding attendance and participation.

Assignments — 550 pts

Discussion Leader — 100 pts

Students will be assigned to lead class discussion twice throughout the term. This will be decided in the second week. After which, students are responsible for rearranging discussion leadership responsibility in case of illness or other circumstances.

Discussion Questions — 150 pts

For each class, students should question three **thoughtful** discussion questions prior to the start of class. For full credit, questions should be posted by 10a. Questions posted between 10a and 1230p will receive partial credit. **No credit will be given for questions posted after the start of class.**

Book Review and Presentation — 150 pts

Research Paper — 150 pts

PDE Assignments – 300 pts

Online Discussions — 300 pts (30 hours)

Written assignments are due by the beginning of class on the assigned due date. All assignments must be submitted via Blackboard. No exceptions.

Late assignments will be accepted, but one letter grade (10 points) will be deducted for every day the assignment is late. All late assignments must be emailed to me.

If you are having an issue or need an extension for any reason, please discuss it with the instructor as soon as possible. Accommodations can be made but they will not be made if you wait until the due date.

Plagiarism and story fabrication is a serious issue within the communication field. As such any instances of plagiarism or fabrication will result in a failing grade for the assignment and failing grade in the course. There are not exceptions to this rule. Please refer to the college's policies on academic honesty in your student handbook and online. Students will also be reported to the dean of SUS.

Grade	Average	Class Points	4.0 Scale
A	93-100	930-1000	4.0
A-	90-92	900-920	3.67
B+	87-89	870-890	3.33
B	83-86	830-860	3.0
B-	80-82	800-820	2.67
C+	77-79	770-790	2.33
C	73-76	730-760	2.0
C-	70-72	700-720	1.67
D+	67-69	670-690	1.33
D	60-66	600-660	1.0
F	59 and below	Less than 590	0.0

Academic Policies

Academic Integrity

Every student who enrolls in any course taught at CHC is required to abide by the CHC Academic Integrity Policy. Specific instructions from each faculty member may be added to the course requirements as well.

Special Accommodations/Disability Policy

Americans with Disabilities Act: Any student whose disability falls within ADA guidelines and has accommodations authorized by the Chestnut Hill College Disability Committee should inform the instructor at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course. This is presented to the instructor in the form of an Accommodations Letter provided by the CHC Disability Committee. If a student feels he/she may need an academic accommodation based on the impact of a disability (eg. sensory, learning, psychological, medical, mobility), he/she should contact the Disability Resource Center to arrange an appointment for assistance in verifying your eligibility for academic accommodations. Contact Kristin Tracy, Director of the Disability Resource Center, 331 St. Joseph Hall, Phone: 215-753-3655, Fax: 215-242-7748, TracyK@chc.edu.

College Policy for Withdrawal

From the Undergraduate Studies Catalog (p. 47): Students are permitted to withdraw from a course with the approval of a Faculty Advisor. A student who wishes to withdraw from a course or courses must complete the Change of Registration Form. If a student completes a Change of Registration Form before the deadline indicated on the Academic Calendar a non-punitive grade of “W-Withdrawal” is recorded on the transcript; the GPA is not affected. After the deadline, a grade of “WF- Withdrawal/Failing” is assigned and the GPA is affected. Students are responsible for all outstanding debts to the College regardless of the grade assigned.

College Policy for Incomplete Grade

From the Undergraduate Studies Catalog (p. 49): Students having earned at least 24 academic credits may take up to 4 credits per semester of electives on a Pass/Fail (P/F) basis. The total number of P/F courses taken may not exceed 18 credits. Electives are defined as any course not required for a major or minor or the core curriculum. A course may be taken P/F (even a course in the major department), but it will count as an elective and will therefore not be counted toward the requirements for the major or the minor. The only P/F credits that may be counted towards a major or minor requirement are those earned for fieldwork,

internships or practica at the discretion of the department.

Requests to change the grading option must be received in the Office of the Registrar by the deadline published in the Academic Calendar. The Instructor's permission is required to change the grading option of a course after the drop/add deadline as published in the Academic Calendar.

Class Schedule

This is a working schedule. Any changes will be made between the instructor and the class. You are responsible for knowing about any alterations to the syllabus if you are not in class when the changes are discussed.

Week	Date	Class Plans
Wk 1	Jan. 20	Class Introduction Kawamara, "Introduction"
Wk 2	Jan. 27	Dress and Identity Kaiser, "Fashion and Culture" Roach & Eicher, "The Language of Personal Adornment" Stone, "Appearance and the Self" Woodward, "Understanding Women and Their Wardrobes"
Wk 3	Feb. 3	What is fashion? Blumer, "Fashion: From Class Differentiation to Collective..." Hollander, "The Work of Fashion" Polhemus, "Fashion & Anti-Fashion" Simmel, "Fashion"
Wk 4	Feb. 10	Clothing as Communication Barnard, "Fashion Statements" Campbell, "When the Meaning is Not a Message" Davis, "Do Clothes Speak? What Makes Them Fashion?" Miller, "Why Clothing is Not Superficial"
Wk 5	Feb. 17	Fashion in Art Hollander, "Dress" Söll, "Fashion, Media and Gender ..."
Wk 6	Feb. 24	Fashion as Image Behrendt, "In the Business of Selling Dreams" Evans, "A Shop of Images and Signs" Kismaric & Respini, "Fashion Fiction in Photography ..." Maynard, "The Fashion Photograph"
Wk 7	March 3	Midterm Book Presentations
Wk 8	March 10	Spring Break — No Class

Wk 9	March 17	Fashion Press McNeil & Miller, "Understanding Taste" Miller, "Taste, Fashion and the French Fashion Magazine" Cheang, "Fashion and Ethnicity in the Vogue Fashion Shoot"
Wk 10	March 24	Fashion as Language Barthes, "The Fashion System" Barthes, "Language and Clothing" Lurie, "Clothing as Sign System"
Wk 11	March 31	Fashion in Film and TV Bruzzi and Church-Gibson, "Fashion is the Fifth Character" Warner, "The Place of Fashion in Television" Warner, "Fashion, Costume and Narrative"
Wk 12	April 7	Fashion Advertising Sill, "Stardom and Fashion" Hancock, "Chelsea on 5 th Avenue" TBA
Wk 13	April 14	Easter Break — No Class
Wk 14	April 21	Fashion and the Internet Duffy, "Interactive Consumers and Fashion Bloggers" Peters & Kurennaya, "Effortless consumption ..." Rocamora, "Personal Fashion Blogs ..." Lewis, "The Modest Fashion Blogospher" Reinach, "Fashion Films, Blogs and E-Commerce ..."
Wk 15	April 28	Fashion and Social Media (Street Style) Luvaas, "A Conceptual History of Street Style"
TUES	May 2	Student Research Presentations
	May 5	Final Papers due at 320p