THE UNIVERSITY OF NORTH CAROLINA GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES
FALL 2019

CRS 221: CULTURE, HUMAN BEHAVIOR, & DRESS
MWF • 12:00–12:50 pm • PETTY 136

PROFESSOR: Dr. Trish Kemerly
Email: twkemerl@uncg.edu
Office: 357 Stone Building
Office Hours: 9-10 am Tuesdays, 1:30-3:30 pm Wednesdays, or by appointment

REQUIRED TEXTS AND MATERIALS:
- The Visible Self by Joanne B. Eicher and Sandra Lee Evenson
- Required Culture Readings, available on Canvas
- 4 scantrons (Red, Ovals, 200 item) and #2 pencil(s) for exams

Recommended Materials (optional)
- Kiss, Bow, or Shake Hands: The Bestselling Guide to Doing Business in More than 60 Countries (2nd Edition)
- World atlas or map

COURSE DESCRIPTION:
Interaction of clothing and textiles with the individual and society: sociological and psychological implications for non-western cultures.

This course explores the significance of dress in the non-western world. Dress is treated as a sub-cultural system comprised of three distinctive but interrelated components: technology (material culture), ideology and social structure. Using this system, students should understand the more complex nature of non-western societies. Because this is an introductory course, some attention must be given to understanding the social significance of western dress. This will provide a basis for contrast and comparison with non-western cultures.

LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Define dress and the factors that influence dress within different cultures, including government, economy, and cultural scale.
- Identify the different social and behavioral motivations for dress, including its adornment, protective, and communicative qualities.
- Comprehend the social and behavioral theories used to explain the social significance of dress.
• Describe the ways by which dress is consistent with and bound by a particular culture and its meanings relative to specific social situations and contexts.
• Analyze descriptions of dress as material culture within a particular culture and within the context of contemporary global society.
• Analyze how the use of dress establishes social roles and identity within and across cultures.
• Contrast the different symbolic meanings of dress in cultures throughout the world, including the U.S.
• Evaluate and interpret the interrelationships between culture, human behavior, and dress from the perspective of the social and behavioral sciences.
• Synthesize and critically apply knowledge of dress as a form of human behavior in order to continue to be informed viewers of diverse forms and uses of dress.

STUDENT RESPONSIBILITY
Each student is responsible for reading the syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assigned readings. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance. Students are expected to read assignments prior to scheduled class dates. You are responsible for checking Canvas regularly to be apprised of any announcements pertaining to the course.

COURSE POLICIES
I. ATTENDANCE
Class attendance is expected. As outlined in the UNCG Undergraduate Bulletin: 

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Class attendance records will be monitored, and excessive absences reported. The Withdrawal Due to Class Attendance form serves as a request to withdraw students from class due to excessive absences. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Because class lectures will not be limited to readings alone, it is important that you be present. If you must be absent, arrange to get class notes from another class member. It is assumed that you are aware of ALL relevant due dates and course requirements.

I allow students to have up to three unexcused absences without it affecting your attendance grade. After that, your attendance grade will drop with each additional absence. For example, 0-3 absences = 100 points, four absences = 85, five absences = 80, six absences = 75, and so forth. Ten or more unexcused absences will result in a zero for your attendance grade, and/or you may be dropped from the course.

Exams missed due to an unexcused absence may NOT be made up.
Excused absences
An excused absence is limited to illness documented by a physician’s statement on original letterhead or death in the immediate family. Please note: “Personal problems” are not considered grounds for an excused absence unless documented by a physician’s statement. Written documentation of the excused absence must be submitted to me within one class period of the absence. You will be notified whether or not the absence was approved. It is your responsibility to initiate, follow-up and keep records of these procedures.

Promptness and attentiveness
Class begins at 12 pm. Don’t be late, and plan to stay the entire time. Do not plan to attend other activities during class (e.g., work, meetings); you will not be excused from class. Unnecessary noise and movement is distracting to your professor and class members. Excessively early departures will be considered as absences. You are expected to show both courtesy and respect towards other classmates as well as the professor. This includes refraining from talking while others are speaking. Excessive disruptions of ANY KIND can and will result in removal from the course at ANY POINT in the semester.

CARS Department Statement on Student Conduct and Complaint Behavior: The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

II. EVALUATION
All grades and scores recorded will remain confidential in accordance with University policy. Grades will be determined by the following components and distribution:

<table>
<thead>
<tr>
<th>Component</th>
<th>Point Value</th>
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<tbody>
<tr>
<td>Four exams @ 100 points each</td>
<td>400 points</td>
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<tr>
<td>Country Project Presentation</td>
<td>150 points</td>
</tr>
<tr>
<td>Article summaries (2 @ 15 pts each)</td>
<td>30 points</td>
</tr>
<tr>
<td>Class participation/attendance</td>
<td>100 points</td>
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<tr>
<td><strong>Total possible points</strong></td>
<td><strong>680 points</strong></td>
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</table>
**Grading Scale**

Final letter grades will be determined from the percentage of points earned out of the total required points (680). The following percent scale will be used to assign grades:

- **A** = 100 - 93
- **B** = 86 – 83
- **C** = 76 – 73
- **D** = 66 – 63
- **A-** = 92 – 90
- **B-** = 82 – 80
- **C-** = 72 – 70
- **D-** = 62 – 60
- **B+** = 89 – 87
- **C+** = 79 – 77
- **D+** = 69 – 67
- **F** = Below 60

The UNCG Academic Integrity Policy States: “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and will not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner. Academic dishonesty of any form will not be tolerated in this class. The minimum penalty is an “F” in this course, up to referral to the administration for disciplinary action.

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, [http://ods.dept.uncg.edu/](http://ods.dept.uncg.edu/), oars@uncg.edu.

**Make-up exams**

All students are required to take all exams during the scheduled class time.  
*Note: There will be no make-up exam for the final exam regardless of excuse. As with any university-level course, you are expected to take the final exam during the scheduled day and time. Exams will not be given early, regardless of reason or request.*

**III. COURSE STRUCTURE**

A variety of learning styles will be addressed in this class and are reflected in the structure of evaluation for the course. Class time will consist of a combination of lecture, slides, and class discussion as well as individual and group activities.

**Exams (59% of grade)**

- Four exams (including the final) will be given.
- Each exam will cover assigned textbook readings and concepts presented from the textbook during in-class lectures leading up to the exam.
- Exam questions will be objective (multiple choice, matching, and true/false) and will include information from lecture notes.
- Scantron answer sheets (red, five-response) are required.

**Exam procedure:**

On the day of an exam, all you need to bring is a red scantron sheet, and a sharpened #2 pencil. Other materials (including backpacks, cell phones, headphones, books and notes) should be placed on the floor. I do not supply or sell answer sheets, nor do I have a pencil sharpener in the classroom. Take care of these details before the exam.
Latecomers to an exam will NOT be allowed to take the exam once the first completed exam has been turned in. NO EXCEPTIONS.

Posting of scores:
Exam scores will be posted on Canvas as soon as possible, usually within 1-2 days. You will not be handed back your answer sheet or printed copy of the exam. These will remain on file in my office, where you are welcome to view them with me during office hours or an appointment.

Country Project Presentations (22% of grade)
On specified days throughout the semester, 2 groups will give a 20-minute presentation on a country and its cultural uniqueness, particularly in regard to dress. You will choose a group and country at the beginning of the semester. On the day of your presentation, both groups must arrive no later than 5 minutes before class to upload their presentations onto the classroom computer. Each member of the group must participate/present to get the points awarded for the group's presentation. Additional information about group presentations will be provided separately.

Article Summaries (4% of grade)
- To give you a little further insight into the course topics, you need to choose two articles from the list of reading articles (all articles are provided on Canvas or are in the textbook), and summarize each article in two pages. (That's a two-page summary per article.)
- Each summary is worth 15 points.
- You may turn these early during the semester on Canvas; however, the due dates for each article summary is listed on the course calendar.
- To be clear, you should read ALL of the articles listed, but you only have to summarize and turn in papers for two of the articles.

BONUS POINTS: CULTURAL DIVERSITY EVENT PAPER (up to 30 pts)*
- For extra credit, you may submit two pages summarizing a cultural event that you attend during the semester. You can do up to three events for a total of 30 possible bonus points.
- In the paper, you will describe the event (specify the date, time, and location of the event) and analyze the unique aspects of the culture you witness. I am particularly interested in the role of traditional dress within the context of the event and relative to the culture as a whole, but you may also describe traditional foods, rituals, or customs that you witness.
- Papers can include photographs of the event as well.
- Format for this paper should be in Times New Roman, 12 pt, and double spaced with 1 inch margins. I like APA format.

NOTE: You will need to submit article summaries and the cultural event papers on Canvas. No email submissions. Grades for article summaries will be lowered 10 points per day late — the articles are only worth 15 points each, so there is not much point in turning in a late paper.

Late Penalty for ALL Required Assignments
Assignments are due at the beginning of the class. Any assignment turned in after class starts will be lowered 5 points. Grades will be lowered 10 points per day late. Assignments will NOT be accepted after
two weekdays. No exceptions. The following is an explanation of how your grade will be affected if you turn in your assignments late:

IV. CANVAS
Canvas will be used throughout the semester for the following:

- **Announcements**: This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise.
- **Files**: Under this heading you will find the course syllabus, class lectures, exam preparation materials, project guidelines, and other relevant materials.
- **Assignments**: See deadlines and instructions of the different assignments.
- **Grades**: This is where you can look up your exam and assignment scores.
<table>
<thead>
<tr>
<th>Day</th>
<th>Topic</th>
<th>Corresponding readings &amp; items due</th>
</tr>
</thead>
</table>
| **Week 1**  | **Wed, Aug 21**  
Introduction and Course Requirements; Grouping & Country Project Discussion | Join your project group!                                                |
|             | **Fri, Aug 23**  
Part I: The Systematic Study of Dress  
• The Classification System of Dress | Chapter 1  
• The Baths (in textbook)                                                |
| **Week 2**  | **Mon, Aug 26**  
• Dress, Culture, and Society I | Chapter 2  
• Global Culture                                                        |
|             | **Wed, Aug 28**  
(continued) | • Vanishing Cultures                                                    |
|             | **Fri, Aug 30**  
No class today: I have a training thing to go to  
– I still learn stuff! |                                                                       |
| **Week 3**  | **Mon, Sept 2**  
Labor Day! No class today. |                                                                 |
|             | **Wed, Sept 4**  
No class today: I have a training thing to go to  
– still learnin' stuff! |                                                                 |
|             | **Fri, Sept 6**  
• Dress, Culture, and Society II |                                                                 |
| **Week 4**  | **Mon, Sept 9**  
Country Project Presentation:  
Argentina & Brazil |                                                                 |
|             | **Wed, Sept 11**  
• Dress, Culture, and Society II  
(continued) |                                                                 |
|             | **Fri, Sept 13**  
• Theories of Dress: Adornment, Protection |                                                                 |
| **Week 5**  | **Mon, Sept 16**  
Country Project Presentation:  
Peru & Jamaica |                                                                 |
|             | **Wed, Sept 18**  
• Theories of Dress: Modesty, Immodesty, and Communication |                                                                 |
|             | **Fri, Sept 20**  
EXAM #1 | Study!                                                                 |
| **Week 6**  | **Mon, Sept 23**  
Country Project Presentation:  
Fiji & Ghana |                                                                 |
|             | **Wed, Sept 25**  
Part II: Physical Appearance, Environment, & Dress  
• Physical Appearance and Dress | Chapter 5  
• The F Word  
• South Koreans and Plastic Surgery |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Chapters/Topics</th>
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<tbody>
<tr>
<td>Fri, Sept 27</td>
<td>• Body, Dress, and Environment</td>
<td>Chapter 6&lt;br&gt;• Innerskins/Outerskins: Gut and Fishskin (in textbook)</td>
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<td>Week 7</td>
<td>Mon, Sept 30</td>
<td>Country Project Presentation: Russia &amp; South Africa</td>
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<td>Wed, Oct 2&lt;br&gt;&lt;b&gt;Part III: Scales of Culture and Dress&lt;/b&gt;</td>
<td>Chapter 7&lt;br&gt;• They Don't Wear Wing Here (in textbook)</td>
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<td>• Domestic-scale Culture and Dress</td>
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<tr>
<td></td>
<td>Fri, Oct 4&lt;br&gt;• Political-scale Culture and Dress</td>
<td>Chapters 8 &amp; 9&lt;br&gt;• Helping or Hindering? (in textbook)</td>
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<td>Week 8</td>
<td>Mon, Oct 7</td>
<td>Country Project Presentation: Egypt &amp; UAE</td>
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<td>Wed, Oct 9&lt;br&gt;• Political-scale Culture and Dress (continued)</td>
<td>1st article summary DUE</td>
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<td>Fri, Oct 11&lt;br&gt;• Commercial-scale Culture and Dress</td>
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<td>Week 9</td>
<td>Mon, Oct 14&lt;br&gt;<strong>Fall Break! 😊</strong></td>
<td>Class dismissed</td>
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<td>Wed, Oct 16&lt;br&gt;<strong>CARS Advising Day! (No class)</strong></td>
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<td>Fri, Oct 18&lt;br&gt;<strong>Exam 2</strong></td>
<td>Study!</td>
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<td>Week 10</td>
<td>Mon, Oct 21</td>
<td>Country Project Presentation: Turkey &amp; Mongolia</td>
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<td>Wed, Oct 23&lt;br&gt;&lt;b&gt;Part IV: Art, Aesthetics, and Dress&lt;/b&gt;</td>
<td>Chapter 11&lt;br&gt;• Chinese Youth Create New Standards of Beauty Online&lt;br&gt;• Did Megan Fox Have a Nose Job and Boob Job?</td>
</tr>
<tr>
<td></td>
<td>• Ideals for Individual Appearance</td>
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<tr>
<td></td>
<td>Fri, Oct 25&lt;br&gt;• Ideals for Individual Appearance (continued)</td>
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<tr>
<td>Week 11</td>
<td>Mon, Oct 28&lt;br&gt;• Conformity and Individuality</td>
<td>Chapter 12&lt;br&gt;• Individuality vs. Conformity: The Issue Behind School Uniforms</td>
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<td>Wed, Oct 30&lt;br&gt;Country Project Presentation: Philippines &amp; Thailand</td>
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### Week 12
- **Mon, Nov 4**: Country Project Presentation: *Australia & Netherlands*
- **Wed, Nov 6**: Dress and the Future (continued)  
  - 2nd article summary DUE
- **Fri, Nov 8**: Country Project Presentation: *Ukraine & Germany*

### Week 13
- **Mon, Nov 11**: Exam #3
- **Wed, Nov 13**: Country Project Presentation: *Denmark & France*
- **Fri, Nov 15**: Part VI: Focus on Cross-Cultural Examples  
  - Africa  
  - Stitched with history: African textile and fashion

### Week 14
- **Mon, Nov 18**: Country Project Presentation: *Spain & Italy*  
  - Bonus papers due Nov. 18!
- **Wed, Nov 20**: Middle East  
  - Running for Cover: Women and Veils
- **Fri, Nov 22**: Asia: Japan  
  - Geisha

### Week 15
- **Mon, Nov 25**: Country Project Presentation: *England & Switzerland*
- **Wed, Nov 27**: Thanksgiving Holiday  
  - Class excused
- **Fri, Nov 29**

### Week 16
- **Mon, Dec 2**: Asia: China  
  - Suggested movie: *The Last Emperor* (1987)
- **Wed, Dec 4**: Asia: Korea  
  - The Next Serving of Hallyu?  
  - ‘Korean Wave’ of pop culture sweeps across Asia

**FINAL EXAM**: FRIDAY, DEC 6 — 12 PM–3 PM  
NOTE: Early final exams will not be given. No makeup exams.
# Required Readings
*(available on Canvas, if not in textbook)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Articles</th>
</tr>
</thead>
</table>
 |              | • Sen, S. (2008, October 13). Dress code: In stylish Bangalore, the sari co-exists gracefully with trendy pantsuits. *India Today*.  

**Optional Readings**