

**THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, AND RETAIL STUDIES
SPRING 2020**

**CRS 321: THE SOCIAL PSYCHOLOGY OF DRESS
Mondays and Wednesdays: 3:30–4:45 p.m. • SULLIVAN 203**

PROFESSOR: Dr. Trish Kemerly

Email: twkemerl@uncg.edu

Office: 357 Stone Building

Hours: 1:30-3:30 pm Mondays, 11-noon Tuesdays, or by appointment

REQUIRED TEXT

Damhorst, M., Miller-Spillman, K, & Michelman, S. (2012). *The Meanings of Dress (4th Ed.)*. New York, NY: Fairchild.

COURSE DESCRIPTION

Social and cognitive processes related to the meanings people assign to clothing cues when perceiving one another. Focus on use of dress as non-verbal communication in contemporary society.

This course fulfills a UNCG GEC Social and Behavioral Science category (GSB) requirement.

LEARNING OUTCOMES:

Upon completion of this course, the student will be able to:

- Define the role of dress in the development and understanding of the self and others.
- Identify and explain the factors influencing the use and interpretation of dress as a form of non-verbal communication.
- Describe the importance of contextual factors operating to define dress and identity in social terms.
- Evaluate and discuss the interrelationships between dress, identity, and society.
- Apply knowledge of social psychology to understanding and exploring issues and problems specific to the meanings communicated through 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, assignments, lectures and discussion, visuals, slides, videos, and handouts. Because class lectures may 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. 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 week 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 3:30 p.m. Late arrivals are unacceptable. Plan to stay the entire time. Unnecessary noise and movement is distracting to your professor and class members. Excessively late arrivals and 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 disruption of ANY KIND can result in removal from the course at any point in the semester.

II. EVALUATION

	Point Value
Three exams @ 150 points each	450 points
Group debate (presentation, essay, and peer eval)	250 points
Essays (2 @ 100 pts each)	200 points
Class participation/attendance	100 points
Total possible points	1000 points

Grading Scale

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

A = 100 - 93	B = 86 - 83	C = 76 - 73	D = 69 - 67
A- = 92 - 90	B- = 82 - 80	C- = 72 - 70	D- = 66 - 63
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.

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/>, ods@uncg.edu.

Make-up Exams

All students are required to take both 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.

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.

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 and class discussion as well as group and individual activities.

Exams (45%)

- Three exams will be given.
- Each exam will cover assigned textbook readings and concepts presented during in-class lectures leading up to the exam.
- Exam questions will be objective, subjective, or a combination format.
- Exam reviews will take place during the class period prior to the scheduled exam day.
- Answer sheets (red, five response) are required.

Group Debates: Oral Presentation and Typed Analysis (25%)

- Each person will be assigned to a group of approximately six students.
- Each group will be assigned one side — either for or against (to be determined by the professor) — of an issue relevant to dress in American society to research. The groups (for and against) will give a prepared debate during class at the end of the semester.
- The group will be given three opportunities to meet during class time. After each meeting the group will hand in a written description of strategy/progress to the professor.
- Debates will be held during weeks 13, 14 and 15. The professor will assign the dates for each group presentation.
- Along with the oral presentation, a two-page, double-spaced, typed paper will be submitted by each person in the group, describing her or his individual contribution to the preparation of the presentation. This will be due at the end of the presentation
- All members of the group will receive the same grade for both the oral portion of the project.
- Lack of participation will result in course grade being lowered. Peer evaluations will be taken.

Essays (20%)

- Two separate essays will be assigned during the semester. The first is a thought paper describing a personal experience with dress. The second is an analysis paper discussing a film that will be viewed outside of class.
- The essays will be double-spaced and done on a computer. Essays should have margins no larger than 1" on all sides, and consist of a 12-point font maximum. Essays will be submitted directly on Canvas. Handwritten and emailed essays will not be accepted.
- Further details regarding the content and evaluation of both essays will be provided separately.

Class Participation and Attendance (10%)

- In-class activities will occur throughout the semester and may or may not involve an outcome to be turned in and points recorded by the professor.
- As these activities are done during class time, they cannot be made up.
- As the material covered in this class is both timely and relevant to all majors, each student is expected to share thoughts, ideas, experiences, and opinions during class discussions.
- Be aware that the value of your class participation can and will make the difference of a whole grade point.

- Attendance will be taken every day. If you miss more than three class periods, your *Class Participation and Attendance* grade will be affected.

Late Penalty for ALL Required Assignments

Assignments are due at the beginning of the class (3:30 pm). Any assignment turned in after the class has started, will be lowered 3 points; 5 points will be deducted if turned in after class. Grades will be lowered 10 points per day late. Assignments will NOT be accepted after two days. NO EXCEPTIONS.

NOTE: Projects/assignments sent through email will be deducted **5 points** regardless of reason or the time that it was turned in.

Bonus points:

- You have the opportunity to earn plenty of bonus points throughout the semester by reading some of the articles that are included at the end of each chapter in your textbook and analyzing them.
- As various topics are discussed in class, you'll see corresponding readings listed on the course schedule below (the bonus point readings say "bonus" after them). You will have to turn in a short analysis, which will consist of a summary (what is it about) and the answers to questions provided (found at the end of the reading). Each will be worth 5 bonus points.
- The assignments must be submitted through Canvas on the days they are due on the schedule. Because I teach several courses, I have to stagger the grading of additional materials throughout the semester. Please do not ask me at the end of the semester if you can do any past-due readings for bonus points — the answer will be no.

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 for assignments and projects.
- **Grades:** This is where you can look up your exams and assignments scores.

V. EXAM PROTOCOL NOTE

Latecomers to an exam will NOT be allowed to take the exam once the first completed exam has been turned in. **NO EXCEPTIONS.**

TENTATIVE CLASS SCHEDULE
(Subject to change)

	Date	Topics	Required Readings / Assignments
Week 1	Mon., January 13	Course overview & requirements	
	Wed., January 15	The Social Psychology of Dress <ul style="list-style-type: none"> ▪ Defining Dress ▪ Dress and Culture 	<i>Chapter 1: Introduction to Dress, Culture, and Theory</i>
Week 2	Mon., January 20	MLK Holiday: Class dismissed	
	Wed., January 22	The Social Psychology of Dress (<i>cont.</i>) <ul style="list-style-type: none"> ▪ Dress and Culture ▪ Dress and Theory 	<i>Reading: "Etiquette 101: Dress Codes"</i> (bonus 1)
Week 3	Mon., January 27	Dress as Communication <ul style="list-style-type: none"> ▪ Defining and Understanding Non-Verbal Communication ▪ Dress and Identity ▪ Dress Communication Systems 	<i>Chapter 3: Dress as Nonverbal Communication</i>
	Wed., January 29	Dress as Communication (<i>cont.</i>) <ul style="list-style-type: none"> ▪ Dress and Identity ▪ Dress Communication Systems 	<i>Reading: "Power, Pride, and Kente Cloth"</i> (bonus 2)
Week 4	Mon., February 3	Fashion & the Fashion System <ul style="list-style-type: none"> ▪ Defining Fashion ▪ Fashion Lifecycle 	<i>Chapter 2: Fashion as a Dynamic Process</i>
	Wed., February 5	Fashion & the Fashion System (<i>cont.</i>) <ul style="list-style-type: none"> ▪ Fashion Change 	<i>Reading: "Attention Deficit Fashion"</i> (bonus 3)
Week 5	Mon., February 10	Debate team meeting #1	ESSAY #1 DUE
	Wed., February 12	Dress, the Self, & the Body: <ul style="list-style-type: none"> ▪ The Body ▪ Body Image ▪ Beauty and Beauty Ideals 	<i>Chapter 4: The Body</i> <i>Chapter 10: Dress and Media</i>
Week 6	Mon., February 17	Dress, the Self, & the Body (<i>cont.</i>) <ul style="list-style-type: none"> ▪ The Body and Media ▪ Exam review 	<i>Reading: "Bottoms Up: Why butt lifts are big business in parts of Africa."</i> (bonus 4)
	Wed., February 19	Exam #1: Chapter 1-4, 11	

Week 7	Mon., February 24	Communicating Dress & Identity: <i>Sex & Gender</i>	<i>Chapter 5-6: Appearance for Gender and Sexual Identity</i>
		<ul style="list-style-type: none"> ▪ Defining and Understanding Sex and Gender ▪ Power 	<i>Paris is Burning</i> activity
	Wed., February 26	Communicating Dress & Identity: <i>Sex & Gender (cont.)</i>	<i>Reading: "A comparative analysis of hijras and drag queens: The subversive possibilities and limits of parading effeminacy and negotiating masculinity." or "Queer women's experiences purchasing clothing and looking for clothing styles." (bonus 5)</i>

Week 8	Mon., March 2 Wed., March 4	Spring Break: NO CLASS ☺
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Week 9	Mon., March 9	Debate team meeting #2
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Wed., March 11	Communicating Dress & Identity: <i>Race & Ethnicity</i>	<i>Chapter 7: Race and Ethnicity</i>
	<ul style="list-style-type: none"> ▪ Defining and Understanding Race and Ethnicity ▪ Ethnic Dress ▪ Stereotypes 	<i>Reading: "Cosmetic Counter Connotations: Black millennial women and beauty." (bonus 6)</i>

Week 10	Mon., March 16	Communicating Dress & Identity: <i>Religion</i>	<i>Chapter 8: Dress and Religion</i>
		<ul style="list-style-type: none"> ▪ Monotheistic and Polytheistic religions ▪ Fundamentalism and Morality 	<i>Reading: "Fashion and Gender in the Middle East." (bonus 7)</i>

Wed., March 18	Communicating Dress & Identity: <i>Age</i>	<i>Chapter 10: Dress and Media</i>
	<ul style="list-style-type: none"> ▪ Life stages and Dress ▪ Exam Review 	<i>Reading: "Do thin models warp girls' body image?" or "The two faces of Twiggy at 59: How airbrushing in Olay ads hides the truth of the skin she's in." (bonus 8)</i>

Week 11 Mon., March 23 Exam #2: CHAPTERS 5 – 8

Wed., March 25

Communicating Dress & Identity:
Fashion, Status, & Inequality

- Status and Dress
- Inequality and Dress
- Dress in the workplace and Status

Chapter 9: Dress in the Workplace

Reading: “How your physical appearance impacts your career.” (bonus 9)

Week 12 Mon., March 30

Fantasy in Fashion

- The Self
- Public, Private and Secret Self
- Fantasy Dress
- Socialization

Chapter 11: Fashion and Fantasy

Wed., April 1 Debate team meeting #3 ESSAY #2 DUE

Week 13 Mon., April 6

Dress and Technology

- Innovations in the Apparel Industry

Chapter 12: Dress and Technology
Chapter 13: Ethics in Fashion

Wed., April 8

Ethics in Fashion

Reading: “5 technology trends transforming the fashion industry” or “Eco-fashion, sustainability, and Ethics.” (bonus 10)

Week 14 Mon., April 13 Group debates

Wed., April 15 Group debates

Week 15 Mon., April 20 Group debates

Wed., April 22 Group debates

Week 16 Mon., April 27 Group debates

Wed., April 29 Group debates
(Last day of classes!)

**FINAL EXAM (Online – Exam #3 – Chapters 9, 10, 12, 13, & 14)
WEDNESDAY, MAY 6, 2020 – 3:30 P.M. TO 6:30 P.M.**