

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

CRS 221: CULTURE, HUMAN BEHAVIOR, & DRESS

MWF • 12:00–12:50 pm • STONE 142

- **Section 01A:** In class on Mondays, online W/F
- **Section 01B:** In class Wednesdays, online M/F
- **Section 01C:** In class Fridays, online M/W

PROFESSOR: Dr. Trish Kemerly

Email: twkemerl@uncg.edu

Office: 357 Stone Building

Office Hours: 10 am-noon Mondays, 11 am-noon Tuesdays, or by appointment

REQUIRED TEXTS AND MATERIALS:

- *The Visible Self* by Joanne B. Eicher and Sandra Lee Evenson
- *Required Culture Readings*, available on Canvas
- 3 scantrons (Red, Ovals, 200 item) and #2 pencil(s) for exams
- Packback subscription (via bookstore or directly on <https://questions.packback.co/login>)

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.
- Recognize 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.

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:

	Point Value
Four exams @ 100 points each	400 points
Country Project Presentation	150 points
Reflection papers (2 @ 15 pts each)	30 points
Discussion boards	100 points
Class participation/attendance	35 points
Total possible points	750 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	= 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/>, 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 (56% 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.

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 Culture Analysis Project (21% of grade)

As your major term project, you will examine the culture of a particular country, paying special attention to the traditional dress of that country. You will put together a slide deck (using Powerpoint) to explain various facts about the country and its culture, and photos are encouraged! More specific guidelines for this project will be provided separately. There is no presentation for this project – it will be uploaded via Canvas. However, you will be responsible for reviewing two of your peers' projects and grading it according to the rubric provided.

Discussion boards (14% of grade)

To help you stay engaged in the material and make sure you understand the concepts, you will submit one thoughtful observation with a question to pose to the class via Packback. You will also need to respond to one or more of your peers' posts to be a part of any conversation that interests you! By the end of the semester, you have to posted an original question at least 10 times, and responded to someone else 10 times.

Reflection papers (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, including your reflection on how this article relates to concepts or theories discussed in class.
- Each summary is worth 15 points.
- You may turn these in early during the semester on Canvas; however, the due dates for each article paper is listed on the course calendar.
- To be clear, you should read ALL of the articles listed, but you only have to write reflection papers for two of the articles.

BONUS POINTS: CULTURAL DIVERSITY EVENT PAPER (up to 10 pts)*

- For extra credit, you may submit two pages summarizing a cultural event that you attend during the semester.
- 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.

*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.

CRS 221 - TENTATIVE COURSE SCHEDULE

(subject to change)

	Day	Topic	Corresponding readings & items due
Week 1	Wed, Aug 19	Introduction and course requirements; Country project discussion	
	Fri, Aug 21	Part I: The Systematic Study of Dress • The Classification System of Dress	Chapter 1 • <i>The Baths</i> (in textbook)
Week 2	Mon, Aug 24	• Dress, Culture, and Society I	Chapter 2 • <i>Global Culture</i>
	Wed, Aug 26	<i>(continued)</i>	• <i>Vanishing Cultures</i>
	Fri, Aug 28	• Dress, Culture, and Society II	
Week 3	Mon, Aug 31	• Dress, Culture, and Society II <i>(continued)</i>	
	Wed, Sept 2	• Theories of Dress: Adornment, Protection	
	Fri, Sept 4	• Theories of Dress: Modesty, Immodesty, and Communication	
Week 4	Mon, Sept 7	Labor Day! No class today.	
	Wed, Sept 9	Finish up and review for Exam 1	
	Fri, Sept 11	EXAM #1	Study!
Week 5	Mon, Sept 14	EXAM #1	Study!
	Wed, Sept 16	EXAM #1	Study!
	Fri, Sept 18	Part II: Physical Appearance, Environment, & Dress • Physical Appearance and Dress	Chapter 5 • <i>The F Word</i> • <i>South Koreans and Plastic Surgery</i>
Week 6	Mon, Sept 21	• Body, Dress, and Environment	Chapter 6 • <i>Innerskins/Outerskins: Gut and Fishskin</i> (in textbook)

	Wed, Sept 23	Part III: Scales of Culture and Dress • Domestic-scale Culture and Dress	Chapter 7 • They Don't Wear Wing Here (in textbook)
	Fri, Sept 25	• Political-scale Culture and Dress	Chapters 8 & 9 • Helping or Hindering? (in textbook)
Week 7	Mon, Sept 28	• Political-scale Culture and Dress (<i>continued</i>)	1st article summary DUE
	Wed, Sept 30	• Commercial-scale Culture and Dress	
	Fri, Oct 2	Finish up and review for Exam 2	
Week 8	Mon, Oct 5	Exam #2	Study!
	Wed, Oct 7	Exam #2	Study!
	Fri, Oct 9	Exam #2	Study!
Week 9	Mon, Oct 12	Part IV: Art, Aesthetics, and Dress • Ideals for Individual Appearance	Chapter 11 • Chinese Youth Create New Standards of Beauty Online • Did Megan Fox Have a Nose Job and Boob Job?
	Wed, Oct 14	• Ideals for Individual Appearance (<i>continued</i>)	
	Fri, Oct 16	• Conformity and Individuality	Chapter 12 • Individuality vs. Conformity: The Issue Behind School Uniforms
Week 10	Mon, Oct 19	No class today – just because.	
	Wed, Oct 21	Part V: Dress and the Future • Dress and the Future	Chapter 14 • <i>Smart Fashion</i>
	Fri, Oct 23	• Dress and the Future (<i>continued</i>)	2nd article summary DUE
Week 11	Mon, Oct 26	Exam #3	Study!

	Wed, Oct 28	Exam #3	Study!
	Fri, Oct 30	Exam #3	Study!
Week 12	Mon, Nov 2	Part VI: Focus on Cross-Cultural Examples • Africa	• Stitched with history: African textile and fashion
	Wed, Nov 4	<i>No class today – work on your country projects!</i>	
	Fri, Nov 6	• <i>Middle East</i>	• <i>Running for Cover: Women and Veils</i> COUNTRY PROJECT DUE!
Week 13	Mon, Nov 9	• <i>Asia: Japan</i>	• Geisha
	Wed, Nov 11	• <i>Asia: China</i>	<i>Suggested movie: The Last Emperor (1987)</i>
	Fri, Nov 13	• <i>Asia: India</i>	• Fast lane to the Future • Dress Code: In Stylish Bangalore
Week 14	Mon, Nov 16	• <i>Asia: Korea</i>	• The Next Serving of Hallyu? • 'Korean Wave' of pop culture sweeps across Asia
	Wed, Nov 18	Peer review of projects (in class assignment)	Bonus papers due!
	Fri, Nov 20	Peer review of projects (in class assignment)	
Week 15	Mon, Nov 23	Peer review of projects (in class assignment)	
	Wed, Nov 25	Thanksgiving Holiday	
	Fri, Nov 27		
FINAL EXAM (online): FRIDAY, DEC 4 — 12 PM–3 PM NOTE: Early final exams will not be given. No makeup exams.			

COVID-19 considerations and requirements

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- [Wearing a face covering that covers both nose and mouth](#)
- Observing [social distance](#) in the classroom
- Engaging in proper hand washing hygiene when possible
- [Self-monitoring for symptoms of COVID-19](#)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](#) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

Approved by the Faculty Senate Executive Committee on July 30, 2020

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling [336-334-5874](tel:336-334-5874), visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove

Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to recovery@uncg.edu

COVID-19 Spartan Shield Video

UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

<https://youtu.be/Mb58551qxEk>