

THE UNIVERSITY OF NORTH CAROLINA GREENSBORO  
BRYAN SCHOOL OF BUSINESS AND ECONOMICS  
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES  
FALL 2022

**CRS 221: GLOBAL PERSPECTIVES ON CULTURE, THE BODY, & DRESS**  
**MWF • 12:00–12:50 pm • NMOR 130**

**PROFESSOR: Dr. Trish Kemerly**

**Email:** [twkemerl@uncg.edu](mailto:twkemerl@uncg.edu)

**Office:** 357 Stone Building

**Office Hours:** 9 am-11 am Mondays, 11 am-noon Tuesdays, or by appointment

**REQUIRED TEXTS AND MATERIALS:**

- *Culture & Clothing: An introduction to culture, human behavior, and dress* (digital text), Dr. Trisha Kemerly. Access card available in UNCG Bookstore, or available directly at <https://www.grlcontent.com/>
- Required culture readings, available on Canvas
- 3 scantrons (Red, Ovals, 200 item) and #2 pencil(s) for exams

**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.

*\* This course addresses the Minerva Academic Curriculum (MAC) goal of Global Engagement and Intercultural Learning through the Social and Behavioral Sciences (MAC abbr. Global and Intercultural).*

**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.

**This course meets a MAC competency requirement for Global Engagement and Intercultural Learning.** In a Global Engagement and Intercultural Learning course, students will:

1. Describe dynamic elements of different cultures. These elements may include (but are not limited to) aesthetic systems, communication systems, economics, physical environments, ethics, gender norms, geography, history, politics, religious principles, or social beliefs, norms and practices.
2. Explain how similarities, differences, and connections among different groups of people or environmental systems affect one another over time and place.

## 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:

	Point Value	Percent of grade
Textbook activities, quizzes	100 points	14%
Four exams (100 pts each)	400 points	56%
Term project: Country Cultural Analysis	150 points	21%
Reflection papers (2 x 15 pts each)	30 points	4%
Attendance/participation	50 points	5%
<b>Total possible points</b>	<b>730 points</b>	<b>100%</b>

### 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:

<b>A</b> = 100 - 93	<b>B</b> = 86 - 83	<b>C</b> = 76 - 73	<b>D</b> = 66 - 63
<b>A-</b> = 92 - 90	<b>B-</b> = 82 - 80	<b>C-</b> = 72 - 70	<b>D-</b> = 62 - 60
<b>B+</b> = 89 - 87	<b>C+</b> = 79 - 77	<b>D+</b> = 69 - 67	<b>F</b> = 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](mailto: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. 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 Cultural Analysis Project (21% 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.

#### Textbook activities & quizzes (14% of grade)

You are required to purchase access to a digital textbook. Included in the chapters are various activities and chapter quizzes, worth points toward your total grade. These are completed on the textbook website and graded there, but those grades will also be posted on Canvas with your other grades for the course.

#### 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), 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.
- 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.

#### **BONUS POINTS: CULTURAL DIVERSITY EVENT PAPERS (up to 30 pts)\***

- For extra credit, you may submit a two-page paper 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.

#### **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 17	Introduction and course requirements; groups & country project discussion	Read your syllabus. Join a project group!
	Fri, Aug 19	<b>The Origins and Functions of Dress</b>	Chapter 1
Week 2	Mon, Aug 22	<ul style="list-style-type: none"> <li>• <i>Body modifications and body supplements</i></li> </ul>	
	Wed, Aug 24	<ul style="list-style-type: none"> <li>• <i>Theories of Dress</i></li> </ul>	
	Fri, Aug 26	<ul style="list-style-type: none"> <li>• <i>Dress as Communication</i></li> </ul>	
Week 3	Mon, Aug 29	<b>Culture and the Clothed Body</b>	Chapter 2
	Wed, Aug 31	<ul style="list-style-type: none"> <li>• <i>Enculturation, Acculturation, and Appropriation</i></li> </ul>	
	Fri, Sept 2	<ul style="list-style-type: none"> <li>• <i>Subcultural styles</i></li> </ul>	
Week 4	Mon, Sept 5	<b>Labor Day! No class today. 😊</b>	
	Wed, Sept 7	<ul style="list-style-type: none"> <li>• <i>Theories of Fashion Diffusion</i></li> </ul>	
	Fri, Sept 9	<ul style="list-style-type: none"> <li>• <i>Catch up &amp; review</i></li> </ul>	
Week 5	Mon, Sept 12	Country Project Presentations: <i>Argentina, Brazil, &amp; Peru</i>	
	Wed, Sept 14	<b>EXAM #1</b>	<b>Study!</b>
	Fri, Sept 16	<b>Dress and the Physical Body</b>	Chapter 3
Week 6	Mon, Sept 19	Country Project Presentations: <i>Jamaica, Fiji &amp; Ghana</i>	
	Wed, Sept 21	<ul style="list-style-type: none"> <li>• <i>Long-term physical variations</i></li> </ul>	
	Fri, Sept 23	<b>Environmental Influences on Dress</b>	Chapter 4

<b>Week 7</b>	Mon, Sept 26	Country Project Presentations: <i>Russia, South Africa, &amp; Egypt</i>	
	Wed, Sept 28	<ul style="list-style-type: none"> <li>Extending the body's capabilities</li> </ul>	<b>1st article summary DUE</b>
	Fri, Sept 30	<b>Tribal Sociocultural Systems</b>	Chapter 5
<b>Week 8</b>	Mon, Oct 3	Country Project Presentations: <i>UAE, Turkey, &amp; Mongolia</i>	
	Wed, Oct 5	<b>Imperial Sociocultural Systems</b>	
	Fri, Oct 7	<b>Commercial Sociocultural Systems</b>	Chapter 6
<b>Week 9</b>	Mon, Oct 10	<b>Fall Break!</b> 😊	<b>Class dismissed</b>
	Wed, Oct 12	<ul style="list-style-type: none"> <li><i>Catch up &amp; review</i></li> </ul>	
	Fri, Oct 14	<b>EXAM #2</b>	<b>Study!</b>
<b>Week 10</b>	Mon, Oct 17	<b>Beauty Ideals &amp; Cultural Standards</b>	Chapter 7
	Wed, Oct 19	<ul style="list-style-type: none"> <li><i>(continued)</i></li> </ul>	
	Fri, Oct 21	<b>Individuality versus Conformity</b>	Chapter 8
<b>Week 11</b>	Mon, Oct 24	Country Project Presentations: <i>Philippines, Thailand, &amp; Australia</i>	
	Wed, Oct 26	<ul style="list-style-type: none"> <li><i>(continued)</i></li> </ul>	
	Fri, Oct 28	<b>Globalization &amp; Fashion Disruption</b>	Chapter 9 <b>2<sup>nd</sup> article summary DUE</b>
<b>Week 12</b>	Mon, Oct 31	Country Project Presentations: <i>Netherlands, Ukraine &amp; Germany</i>	
	Wed, Nov 2	<ul style="list-style-type: none"> <li>Dress and the Future</li> </ul>	
	Fri, Nov 4	<b>EXAM #3</b>	<b>Study!</b>

<b>Week 13</b>	Mon, Nov 7	<b>Cultural Spotlights</b> • <i>Africa</i>	
	Wed, Nov 9	• <i>(continued)</i>	
	Fri, Nov 11	• <i>Middle East</i>	
<b>Week 14</b>	Mon, Nov 14	Country Project Presentations: <i>Denmark, France, &amp; Spain</i>	<b>Bonus papers due Nov. 16</b>
	Wed, Nov 16	• <i>Japan</i>	
	Fri, Nov 18	• <i>China</i>	
<b>Week 15</b>	Mon, Nov 21	Country Project Presentations: <i>Italy, England &amp; Switzerland</i>	
	Wed, Nov 23		
	Fri, Nov 25	<b>Thanksgiving Holiday</b>	<b>Classes excused</b>
<b>Week 16</b>	Mon, Nov 28	• <i>India</i>	
	Wed, Nov 30	<i>TBD</i>	

**FINAL EXAM: FRIDAY, DEC 2 — 12 PM–3 PM**  
**NOTE: Early final exams will not be given. No makeup exams.**