

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, AND RETAIL STUDIES
SPRING 2023

CRS 321: THE SOCIAL PSYCHOLOGY OF DRESS
Mondays and Wednesdays • 3:30–4:45 p.m. • NMOR 226

PROFESSOR: Dr. Trish Kemerly

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Office: 357 Stone Building

Hours: 1-3 pm Mondays, 2-3 pm 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.

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

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

Behold! The power of choice!

There's a lot of information in this course, and I recognize that exams may not be the best way to encourage you to engage in the material, nor assess your understanding of it. So, I'm offering you a choice. If you feel that you would do better on an essay or creative project rather than an exam, you are able to turn that in instead of taking Exam 1 or 2. (Exam 3 is the final exam, and everyone will be required to take that one.)

Guidelines are on Canvas, and the essay/project would be due on the same days as the exams. Know that I will expect you to demonstrate the same level of understanding of the course material in the essay/project as in an exam, so you will have to be sure to incorporate that well. *Be aware that using any AI-generated software (e.g., ChatGPT) or plagiarized material will result in a 0 for the assignment, and is grounds for failing the course.*

	Point Value
Three exams x 150 points each	450 points
OR essays/projects (2 x 150 pts each)	~300 points
Group debates	150 points
Essay 1 (required)	150 points
Discussion posts (10 x 10 pts each)	100 points
Article reflections (5 x 15 pts each)	75 points
Class participation/attendance	50 points
Total possible points	975 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/Essay option (46%)

- Three exams will be given, covering 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.
- If you choose to do an essay or project in lieu of Exam 1 or 2, then you can choose the topic from Essay 2a-c.
- Answer sheets (red, five response) are required.

Essay 1 (15%)

- Essay 1 is required for all students. The guidelines for Essay 1 are in Canvas > Files > Essays.
- The essay should be double-spaced with margins no larger than 1" on all sides, and consist of a 12-point font maximum. Essays will be submitted directly on Canvas. APA formatting is preferred.
- Further details regarding the content and evaluation of the essays are provided with the guidelines.

Discussion boards (10% 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 (a separate website). You will also need to respond to **two** of your peers' posts to be a part of any conversation that interests you! By the end of the semester, you will have posted an original question at least 10 times, and responded to someone else 20 times.
- The Sundays that a question/responses are due are noted on the course calendar below (but you can post anytime during the week prior to the due date).

Group debates (15% of grade)

- Each person will be assigned to a group of approximately 5-6 students.
- Each group will be assigned to research one side — either for or against (to be determined by the professor) — of an issue relevant to dress in American society.
- 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.
- Along with a second group assigned to the opposing side of the issue, each group will present their collective arguments during class time.
- The professor will assign the dates for each group presentation.
- Each member of the group is expected to research and present an argument.
- Additional written guidelines will be provided and discussed early in the semester

Article Reflections (8% of grade)

- To give you a little further insight into the course topics, you need to choose five articles from the list of reading articles (all articles are provided on Canvas or are in the textbook). You will briefly summarize each article, including your reflection on how this article relates to concepts or theories discussed in class, answering the questions at the end of the article.
- Each reading is worth 15 points, for a total of 75 points.
- You may turn these in early during the semester on Canvas; however, the due dates for each reading response is listed on the course calendar.
- To be clear, you are encouraged to read ALL of the articles listed, but you only have to write responses to five of the articles.

Class Participation and Attendance (5%)

- 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.

Late Penalty for ALL Required Assignments

Assignments are due on the dates listed below. Grades will be lowered 10 points per day late. Assignments will NOT be accepted after two days.

Bonus points:

- While you are required to read at least five articles for points (see above), you may earn bonus points by reading extra articles and responding to them (up to three additional articles for five points each). The due date for all bonus articles is listed on the calendar below. 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 extra article will be worth 5 bonus points.
- 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 extra credit — 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 8	No class today	Read your syllabus!
	Wed., January 10	No class today	
Week 2	Mon., January 15	<i>Martin Luther King day (no class today)</i>	
	Wed., January 17	Course overview/requirements The Social Psychology of Dress <ul style="list-style-type: none"> ▪ Dress and Culture ▪ Dress and Theory 	<i>Chapter 1: Introduction to Dress, Culture, and Theory</i> Discussion post #1 due: Sunday, Jan 21
Week 3	Mon., January 22	The Social Psychology of Dress <ul style="list-style-type: none"> ▪ Dress and Culture ▪ Dress and Theory 	
	Wed., January 24	Dress as Communication <ul style="list-style-type: none"> ▪ Dress and culture ▪ Defining and understanding non-verbal communication 	<i>Chapter 3: Dress as Nonverbal Communication</i> Discussion post #2 due: Sunday, Jan. 28
Week 4	Mon., January 29	Dress as Communication (cont.) <ul style="list-style-type: none"> ▪ Dress and Identity ▪ Dress communication systems 	<i>Chapter 2: Fashion as a Dynamic Process</i>
	Wed., January 31	Fashion & the fashion system <ul style="list-style-type: none"> ▪ Defining fashion ▪ The fashion life cycle 	Discussion post #3 due: Sunday, Feb. 4
Week 5	Mon., February 5	Fashion & the fashion system <ul style="list-style-type: none"> ▪ Defining fashion ▪ The fashion life cycle 	
	Wed., February 7	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> Discussion post #4 due: Sunday, Feb. 11
Week 6	Mon., February 12	Debate team meeting #1	
	Wed., February 14	Dress, the Self, & the Body (cont.) <ul style="list-style-type: none"> ▪ The body and media 	ESSAY #1 due

Week 7	Mon., February 19	Catch up and review	
	Wed., February 21	Exam #1 (or Essay 2a-c option)	
Week 8	Mon., February 26	Communicating Dress & Identity: <i>Sex & Gender</i> <ul style="list-style-type: none"> ▪ Defining and Understanding Sex and Gender ▪ Power ▪ Sexual Identity 	<i>Chapter 5-6: Appearance for Gender and Sexual Identity</i>
	Wed., February 28	Debate team meeting #2	Discussion post #5 due: Sunday, March 3
Week 9	Mon., March 4 Wed., March 6	Spring Break: NO CLASS ☺	
Week 10	Mon., March 11	“Paris is Burning” activity (watch in class, respond on Canvas)	Two articles due (on Canvas) <i>Chapter 7: Race and Ethnicity</i>
	Wed., March 13	Communicating Dress & Identity: <i>Race & Ethnicity</i> <ul style="list-style-type: none"> ▪ Defining and Understanding Race and Ethnicity ▪ Ethnic dress stereotypes 	“Paris is Burning” response due by Sunday, March 17 Discussion post #6 due: Sunday, March 17
Week 11	Mon., March 18	Communicating Dress & Identity: <i>Religion</i> <ul style="list-style-type: none"> ▪ Monotheistic and Polytheistic religions ▪ Fundamentalism and Morality 	<i>Chapter 8: Dress and Religion</i>
	Wed., March 20	Communicating Dress & Identity: <i>Age</i> <ul style="list-style-type: none"> ▪ Life stages and Dress ▪ Exam Review 	Discussion post #7 due: Sunday, March 24
Week 12	Mon., March 25	Exam #2 (Or Essay 2a-c option)	
	Wed., March 27	Communicating Dress & Identity: <i>Fashion, Status, & Inequality</i> <ul style="list-style-type: none"> ▪ Status and Dress ▪ Inequality and Dress ▪ Dress in the workplace and Status 	<i>Chapter 9: Dress in the Workplace</i> Discussion post #8 due: Sunday, March 31

Week 13	Mon., April 1	Debate team meeting #3	Articles 3-5 due
	Wed., April 3	Fantasy in Fashion <ul style="list-style-type: none"> ▪ The Self ▪ Public, Private and Secret Self ▪ Fantasy Dress ▪ Socialization 	<i>Chapter 11: Fashion and Fantasy</i> Discussion post #9 due: Sunday, April 7
Week 14	Mon., April 8	Hip-hop Style (watch in class, respond on Canvas)	
	Wed., April 10	Dress and Technology <ul style="list-style-type: none"> ▪ Innovations in the Apparel Industry 	<i>Chapter 12: Dress and Technology</i> Discussion post #10 and “Fresh Dressed” response due: Sunday, April 14
Week 14	Mon., April 15	Group debates	Bonus activities/extra readings due
	Wed., April 17	Group debates	
Week 15	Mon., April 22	Group debates	
	Wed., April 24	Group debates	
FINAL EXAM (Online – Exam #3) WEDNESDAY, MAY 1, 2024 – 3:30 P.M. TO 6:30 P.M.			