

IOWA STATE UNIVERSITY

Apparel, Events, and Hospitality Management Department (AESHM)

AMD 165: DRESS AND DIVERSITY IN SOCIETY
Spring 2016 January 11 – May 6, 2016

SYLLABUS

Course Meets: Lectures online; meet in classroom every other Tuesday and all Thursdays
12:40 – 2 pm in 0127 Curtiss

Instructor: Arienne McCracken
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Office Hours: by appointment - please email or talk to instructor to arrange a time

Teaching Assistants: Charity Calvin (calvincs@iastate.edu)
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AMD 165. Dress and Diversity in Society. (3-0) Cr. 3. F.S.SS. Examination of diversity among consumers and forecasting future trends in consumer behavior. Social responsibility issues related to appearance. No prerequisites.

No course fee is required. No textbook is required.

Course Objectives

During this course, we will:

- A. Examine how dress reflects various cultures, societies, groups, and individuals in the United States.
- B. Analyze how the apparel/fashion industry and society as a whole include and exclude various groups; i.e., examine issues of social equity and stereotyping related to appearances and diversity of ethnicity, socioeconomic status, religion, gender identity, sexual orientation, age, and body size.
- C. Understand the role of dress in nonverbal communication, development of the self, and social interaction of diverse individuals.

- D. Interpret fashion as collective behavior and social process.
- E. Identify how niche markets of consumers have values, attitudes, needs, interests, and lifestyles that shape their evaluations of products and services related to appearance.

Learning Outcomes

By the end of this course, students will:

- Demonstrate critical thinking related to how culture – including knowledge patterns, technology, social relationship structures, religion, etc. – shapes appearances and how people think about appearances and dress.
- Use skills to analyze current trends and forecast the impact of future trends on dress and adornment.
- Comprehend the contributions of various social sciences to understanding dress in U.S. society.
- Recognize the impact of the fashion industry on dress, the body, and diverse consumers; analyze the role of the fashion industry in society.
- Increase their tolerance and/or empathy toward commonly discriminated populations in U.S. society and others different from themselves.
- Increase the value they place on diversity in U.S. society
- Demonstrate effective and professional oral and written communication and documentation and use of current information technologies when communicating with individuals and groups.
- Execute leadership and critiquing techniques to facilitate necessary decisions and changes and/or modifications to individual and group work in comparison to professional standards.

Readings

All course reading materials and lectures are posted in Blackboard or available on the library Course Reserve site. Course Reserve is accessible through Blackboard, as well as the library site.

Course Policies

Attendance / Absence / Tardiness

- Students will receive in-class points for each class session. Additional points are built into the course to allow some missed points without penalty to your grade.
- For in-class learning activities, **you will be assigned to a small group and must sign your name to the group roster to receive credit for the activity. If you forget to sign in, you will not receive credit.**
- Tardiness - Students who enter the class late and/or leave before the class is over are subject to losing in-class activity points. This will be determined by the instructor and teaching assistants, but can also be recommended by group members who feel that the student did not equally participate due to not being present for the entire class.
- The instructor will only allow excused absences for absences representing ISU, military service, or court appearances. In the case of an emergency, please make the instructor aware.

- **Class absences because of study tours, course-related field trips, professional conferences, practicums, and other educational activities that require students to be absent from class:** Faculty supervising the activity should provide a memo or letter identifying specific dates and educational activity (study tour, field trip, etc.) to students. The instructor must be made aware of this no less than 5 days (excluding weekends) before the absence. Prior to the missed class, students need to discuss with the instructor how to make-up what will be missed.

Course Assignments

- Students should follow the instructor's policies on assignment submission for projects and assignments. Excuses for late submissions will only be accepted when the student has provided proper documentation and has contacted the instructor prior to the deadline for submission.
- **You will have one week after assignments are graded to contest your grade and/or report errors in your score.**
- The due dates for the assignments are included in the syllabus, schedule, and on the assignment descriptions. Assignment grades will be reduced by 10% for every day the assignment is late (unless proper documentation has been provided). **Assignments will not be accepted after one week beyond the due date.**

Classroom or Grade Problems

- Most assignments will be graded within 2 weeks. Larger projects may take up to 3 weeks to complete grading of the entire class.
- If there are issues within groups or with specific group members, please report it to the instructor or graduate assistants. The matter will be investigated and handled appropriately.
- If a student has a course-related problem, she or he should discuss it with the course instructor first. If the student is not satisfied, she or he should contact his/her advisor to address the situation. The advisor will suggest possible course of actions. For more information refer to <http://catalog.iastate.edu/academiclife/#appealofacademicgrievances>.

Use of Electronic Devices

- All usage of laptops or other similar devices must be approved by the instructor. All cell phones should be turned off and put away, or the instructor can ask the student to leave the classroom for the rest of the class period, in which case it will be counted as an absence.

Academic Dishonesty

- Several assignments have been changed from last semester. **If you turn in a paper following instructions from a previous semester, you will be given 0 points** and may be referred to the Dean of Students for academic dishonesty. You may not repair this error.
- **For in-class group work: Do NOT sign someone's name for them.** If we see two or more

names in the same handwriting on an activity or participation list, the two or more students will all receive a 0 on the activity.

Accommodation of Special Needs

Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. All students requesting accommodations are required to meet with staff in Student Disability Resources (SDR) to establish eligibility. A Student Academic Accommodation Request (SAAR) form will be provided to eligible students. The provision of reasonable accommodations in this course will be arranged after timely delivery of the SAAR form to the instructor. Students are encouraged to deliver completed SAAR forms as early in the semester as possible. SDR, a unit in the Dean of Students Office, is located in room 1076, Student Services Building or online at www.dso.iastate.edu/dr/. Contact SDR by e-mail at disabilityresources@iastate.edu or by phone at [515-294-7220](tel:515-294-7220) for additional information.

Special Accommodation Exams

All students who need special accommodations for exams as indicated in their SARS agreement must arrange taking the exams at the Exam Accommodation Center, Student Disability Resources, 1200 Hixson-Lied Student Success Center, 515-294-5197 or examaccommodations@iastate.edu

Violence-Free University

At ISU, violence, threats or implied threats of violence, and intimidation (verbal or physical acts intended to frighten or coerce) impede the goal of providing a safe environment and will not be tolerated. For more information, refer to <http://www.policy.iastate.edu/policy/violence> .

Emergency Response

In an emergency situation, follow the emergency response guide at <http://www.ehs.iastate.edu/sites/default/files/uploads/publications/posters/EmergencyPoster.pdf>.

For more information, refer to <http://www.policy.iastate.edu/policy/emergencynotification>.

Course Outline

“Blended Learning” Approach and Team-Based Learning

All lectures will be given online in Blackboard. Check for each week’s lectures in the Course Content section. Lecture materials will be posted prior to the class week. Most readings are posted in Library Course Reserves; others are posted in Blackboard Course Content units.

We will meet in class every Thursday for extra examples, discussions, small group activities, films, short quizzes, etc. related to each unit and readings. We will meet every other

Tuesday to free up time for you to work through the lectures online. These online lectures will prepare you for your bi-weekly quizzes.

Team-Based Learning

Team-based Learning is a collaborative approach to learning course content. The majority of your work done in this class will be with your assigned team. Every class period, there will be at least one small group learning activity, such as an open-book quiz, discussion of an issue, summary of a research study, or group generation of examples for a class concept. These activities each earn 10 to 35 points. The maximum amount of points available for in-class activities is 250. (If you earn more than 250 points, it will be given as extra credit. This will allow you to miss 2-3 in-class assignments without large penalties to your overall grade.)

You will be expected to sign-in each week to show attendance and to receive points for group activities and quizzes.

Team Contract and Peer Evaluations. An essential portion of this course is in-class group work. In order to maintain a collaborative learning space within your team, it is important that you come to class prepared, contribute to team work, and respect each other's viewpoints. Once teams are established, the members will work together to create a contract. This contract will be the rules or guidelines of the team. Each member of the group should follow these agreed upon directives in order to facilitate the best team learning experience. If group members do not abide by the team contract, consultation with the instructor will occur. A peer-evaluation of team members will be conducted at mid-term and the end of the semester. (Note: Each student will be in a group that he or she will work with all semester. Groups will be finalized by the end of the second week of the semester.

Quizzes

Every other week, a quiz consisting of 15 questions will be administered through Blackboard to cover the lecture and reading content from the previous week and to prepare you for the upcoming week's group activities. In addition, there will be a syllabus/schedule quiz that will be due on **January 19 at 11:59 pm**. Quizzes will be **due by 11:59 p.m. on the due date** (see schedule). Prior to that quiz, you will take a team quiz during Tuesday's class to go over the content. Team quizzes will also be taken every other week.

Other Required Assignments

Papers

The Fashion Street Counts and the Gender & Advertising are required papers. **If they are not turned in, you will receive an additional 50 point deduction on top of a 0 score.** This will be taken from both individual and team points for the Street Counts paper and off of the group paper Gender & Advertising.

Free-Choice Activities

These activities are called “free-choice” because students can choose which ones to do from a large selection of activities. However, **they are NOT OPTIONAL** – 20% of your grade is based on doing free-choice activities. See below for more information on free-choice activities.

Evaluation of Course Grade

This course will use a weighted grade system. Your grade will be comprised of 3 components: Individual, Group, and Free-Choice Points. The breakdown is as follows:

| GRADE COMPONENT | POINTS POSSIBLE |
|--|--|
| <p>INDIVIDUAL GRADE (40% OF GRADE)</p> <ul style="list-style-type: none"> - Fashion Street Counts Individual Paper* - Quizzes - Peer Evaluations - Team Contract | <p>100 105 90 60</p> |
| <p>GROUP GRADE (40% OF GRADE)</p> <ul style="list-style-type: none"> - Fashion Street Counts Group Paper* - Gender & Advertising Group Paper* - Group Unit Quizzes - In-Class Group Activities | <p>60 100 60 Max. 250</p> |
| <p>FREE-CHOICE POINTS (20% OF GRADE)</p> <p>This portion of your grade will be based on your participation in other projects, activities, and out-of-class learning opportunities to build the grade you want. None of these assignments are required, however you must complete some of them in order to contribute to your grade. Assignments are posted within the “Free-Choice” folder on BlackBoard.</p> <p>Involvement in activities beyond the A range (in the A+ range) will help to strengthen your grade and compensate for lower scores on other grade component areas. Throughout the semester, there will be more than 175 points offered for you to take advantage of.</p> | <p>Minimum to attain- 175 (anything over 175 points will work as extra credit toward your final grade up to 250 points maximum).</p> |
| <p>*The Fashion Street Counts and the Gender & Advertising are required papers. If they are not turned in, an additional point deduction on top of the 0 grade will be taken from both individual and team points.</p> | <p>-50 points each missing paper</p> |

Final course grade is based on a sum of points weighted by the percent of grade contribution.

The formula is:

$(\text{Individual points}/355 \times .40) + (\text{Group Points}/470 \times .40) + (\text{Free-choice points}/175 \times .20) = \text{total course percent.}$

Plus/minus grading is used. Percentile breakdown is:

| | |
|----------|----------|
| 100-93 A | 77-73 C |
| 92-90 A- | 72-70 C- |
| 89-88 B+ | 69-68 D+ |
| 87-83 B | 67-63 D |
| 82-80 B- | 62-60 D- |
| 79-78 C+ | 59-0 F |

Note: This syllabus is a contract between the student and instructor. It may be updated and changed at any time throughout the semester according to classroom and student needs.

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SCHEDULE TOPICS, READINGS, AND ASSIGNMENTS

Each week features **content folders** of lectures and readings on Blackboard.

Readings

R = reading on reserve in Library

B = reading posted in Blackboard course content folders

Other Abbreviations

BB = Due to Blackboard

FC = Free-choice activity (see syllabus)

| Unit 1: Dress in Cultural Context | | |
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| TUESDAY ONLINE / IN CLASS (We meet in class every other Tuesday) | THURSDAYS IN CLASS | READINGS TO PREPARE for Thursday's class |
| <p style="text-align: center;">MEET IN CLASS</p> <p>1/12: Content Folder 1</p> <ul style="list-style-type: none"> • Course Overview • Introduction to Dress | <p style="text-align: center;">MEET IN CLASS</p> <p>1/14: Content Folder 2</p> <ul style="list-style-type: none"> • Culture and Dress • Pluralism vs. Ethnocentrism | <p>"Dress Defined" (B)</p> <p>"Word for this is "Shameful" (B)</p> <p>"College of Vet Med Dress Policy" (B)</p> <p>"Can Anyone Wear a Bindi?" (B)</p> |
| <p>1/19: Content Folder 3</p> <ul style="list-style-type: none"> • Nonverbal Communication through Dress <p>Syllabus/Schedule Quiz due 11:59 pm on BB</p> | <p style="text-align: center;">MEET IN CLASS</p> <p>1/21</p> <ul style="list-style-type: none"> • Structure of Dress Communication System • Stereotyping <p>*in-class teams will be finalized by today</p> <p>Team contract due in class</p> | <p>"Shades of Prejudice" (R)</p> <p>"What exactly are Gay Pants?" (B)</p> <p>"The Hoodie" (B)</p> |
| <p style="text-align: center;">MEET IN CLASS</p> <p>1/26: Content Folder 4</p> <ul style="list-style-type: none"> • Fashion Diffusion Process & Leadership <p>In-Class Group Quiz 1</p> <p>Indiv. Quiz 1 due 11:59 pm on BB</p> | <p style="text-align: center;">MEET IN CLASS</p> <p>1/28:</p> <ul style="list-style-type: none"> • Fashion Diffusion and Leadership—Applications • Trend Analysis: Fashion Street Counts introduction (required project) | <p>Fashion Life Cycle Table (B)</p> <p>"Human Billboards" (B)</p> |

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| 2/2: <ul style="list-style-type: none"> Fashion Forecasting | MEET IN CLASS 2/4: <ul style="list-style-type: none"> Forecasting and Technology | Fashion Trends Outline 2 (B) |
| MEET IN CLASS 2/9: Content Folder 5 <ul style="list-style-type: none"> Appearance in Postmodern Society <ul style="list-style-type: none"> In-Class Group Quiz 2 Indiv. Quiz 2 due 11:59 pm on BB | MEET IN CLASS 2/11: <ul style="list-style-type: none"> Identifying Postmodern Trends In Class Work on Street Counts Paper | "Post-modernism in Fashion" (R) "Shopping Rebellion" (R) The Post-modern: Bricolage & Intertextuality (R) |
| 2/16: Content Folder 6 <ul style="list-style-type: none"> Ethnic Minority Identity and Dress | MEET IN CLASS 2/18: <ul style="list-style-type: none"> Marketing to Minority Consumers Empathy and Critical Thinking? 20/20 Video: "Race and Sex: What We Think But Can't Say" (FC)- Fashion Forecasting Assignment due to BB at 11:59pm | "Just Because It's a White Magazine.."(B) "Body Image and Weight Concerns among African American and White Adolescent Females" (B) "The Hispanic Market" (B) Multi-ethnic Beauty Consumers on the Rise (B) Fashion's Blind Spot (B) |
| MEET IN CLASS 2/23: Content Folder 7 <ul style="list-style-type: none"> The Global Consumer Immigrant Acculturation <ul style="list-style-type: none"> In-Class Group Quiz 3 Indiv. Quiz 3 due 11:59 pm on BB | MEET IN CLASS 2/25: <ul style="list-style-type: none"> Immigration and Ethnic Identity Individual Street Counts due to BB at 11:59pm (REQUIRED) | "Hmong Dress" (B) "To Apu, With Love" (B) "Mexican Barbie is Documented" (B) "When Asian Eyes are Smiling" (R) Optional: "American Odyssey" (R) |
| Unit 2: Dress and the Individual Self | | |
| 3/1: Content Folder 8 <ul style="list-style-type: none"> Symbolic Interaction; Self- Concept and Identity Content Folder 9 Values, Attitudes and Dress | MEET IN CLASS 3/3: <ul style="list-style-type: none"> Sustainability and Social Responsibility Attitudes Attitude Change Dress and Identity Experiment assignment introduced (FC) Mid-term Peer Evaluation Due (hand in at end of class in team folder) | "Learning the Language of My Daughter's Hair" (R) "Nonsurgical Cosmetic Technologies" (B) "Fashion Refigured" (R) "Bandaged Babes" (B) "Beauty and Hygiene" (B) |
| MEET IN CLASS 3/8: Content Folder 10 <ul style="list-style-type: none"> Body Satisfaction Physical Attractiveness <ul style="list-style-type: none"> In-Class Group Quiz 4 Indiv. Quiz 4 due 11:59 pm on BB | MEET IN CLASS 3/10: <ul style="list-style-type: none"> Body Shape History Eating Disorders Video:"Lookism" (20/20) Group Street Counts due to BB by 11:59 pm (REQUIRED) | "Your Mother, Your Body" (B) "A Web of Deceit" (R) "A Black Crip's Perspective on Fashion" (B) "No Weighting" (B) |

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| 3/15 and 3/17: No Class - Spring Break | | |
| 3/22: Content Folder 11 <ul style="list-style-type: none"> Obesity in the U.S. BMI – Body Mass Index; Obesity Stereotypes | MEET IN CLASS 3/24: <ul style="list-style-type: none"> Obesity/Plus-size Market Videos: Body-Typed 1-3 | "Weight of the World"(R) "Plus-Size Wars" (R) "Bigorexia" (B) "Measuring Up" (R) |
| MEET IN CLASS 3/29: <ul style="list-style-type: none"> Video: "Codes of Gender" Introduce Gender and Advertising Paper | MEET IN CLASS 3/31: Content Folder 12 <ul style="list-style-type: none"> Role Theory Conformity & Uniformity Content Folder 13 <ul style="list-style-type: none"> Gender Identity and Dress Alternative Sexual Identity and Appearances (FC) Dress Experiment due in class | "What is Gender?" (B) "Custom Suits for Transgendered" (B) "Life in Plastic" (R) "Supporting Boys or Girls When the Line Isn't Clear" (R) Gender and Advertising paper handout (B) |
| Unit 3: Dressing for Social Roles | | |
| 4/5: **Take this time to work on the Gender and Advertising paper and prepare for Quiz 5 | MEET IN CLASS 4/7: <ul style="list-style-type: none"> Guest speaker (tentative) | |

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| MEET IN CLASS 4/12: Content Folder 14 <ul style="list-style-type: none"> Subcultural Style <ul style="list-style-type: none"> In-Class Group Quiz 5 Indiv. Quiz 5 due 11:59 pm on BB | MEET IN CLASS 4/14: Content Folder 15 <ul style="list-style-type: none"> Religious Ideology Modesty Extreme Body Modifiers (FC) Consumer Interview Project Due to BB at 11:59 pm | "Constructing 'Neo-Tribal' Identities through Dress" (B) "A Look at Eyeball Tattoos" (B) "Dress and World Religions" (B) |
| 4/19: Content Folder 16 <ul style="list-style-type: none"> Lifecycle Roles: Children and Adolescents Content Folder 17 <ul style="list-style-type: none"> Lifecycle Roles: Mid-Adulthood and Older Age | MEET IN CLASS 4/21: <ul style="list-style-type: none"> Children and Adolescents Mid-Adulthood and Older Age Consumers Gender and Advertising paper due to BB at 11:59pm (FC) Obesity Testimonial Film Reflections Due in Class | "Doll Offers Image of Modesty and Self-Esteem for Muslim Girls" (R) "Media's Effect on Girls" (B) "Tales of a Modern Diva" (R) "The Danger of Fat Think" (B) "Older, Better, But Harder to Dress" (R) "An Older Generation Falls Prey to Eating Disorders" (R) "A Blissful Gift" (R) |

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| <p style="text-align: center;">MEET IN CLASS</p> <p>4/26: Content Folder 18</p> <ul style="list-style-type: none"> • Socioeconomic Status and Consumer Economics <p>Content Folder 19</p> <ul style="list-style-type: none"> • Occupational Dress <p>• In-Class Group Quiz 6</p> <p>• Indiv. Quiz 6 due 11:59 pm on BB</p> | <p style="text-align: center;">MEET IN CLASS</p> <p>4/28: Content Folder 20</p> <ul style="list-style-type: none"> • Consumers in the Future • Final learning activities <p>Final Peer Evaluation Due (hand in at end of class in team folder)</p> | <p>"Philanthropic Clothing Give-Away: Its Effects on Women in Transition" (B)</p> <p>"In the Lead: Female Executives Use Fashion to Send a Business Message" (R)</p> <p>"The Brand Image of You" (B)</p> <p>"Enterprise Takes Idea of Dressed for Success to a New Extreme" (R)</p> |
| <p>5/2-5/6: Final Exam Week (no exam or in-class meetings)</p> | | |