

University of Louisiana at Lafayette

Fall 2021

202220: ENGL 360 Section 010: Advanced Writing: The Rhetoric of Fashion: CRN: 22736

Meeting times: TR 9:30-10:45 AM

Classroom: HL Griffin Hall (HLG) 203

Instructor: Nicholas Mennona Marino, MA

Office: HL Griffin Hall (HLG) 341

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Office Hours: TR 11:00 AM-12:00 PM in HLG 341 and by appointment

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Course Description and Objectives

English 360 is an advanced course in the practice of academic writing, with a focus on rhetorical awareness and critical thinking. The course assignments, readings, activities, and lectures are about the theme of fashion and dress.

Can a person not care about fashion? Because of a culture of disposability and the rise of telecommuting, the dress of the early 21st century has become increasingly casual. Yet casual dress does not imply thoughtlessness. Our clothing choices, from cut to color to brand, broadcast messages about our intentions and desires toward others. The dominance of casual dress codes and the rise of fast fashion today allows for an overwhelming number of choices for sartorial self-expression. This course will explore how our clothing choices contain rhetorical or persuasive potential that is often overlooked.

LEARNING OUTCOMES

Students in this course will learn how to

• Understand their fashion choices within aesthetic and social contexts

• Expand their understanding of texts to include specific items of clothing

• Interpret and analyze discourse from the fashion industry

• Show critical thinking and writing skills through a rhetorical framework as applied to fashion theory

• Passionately argue about what fashion means to them rhetorically both in writing and orally

KEY QUESTIONS

• How are clothes rhetorical or persuasive?

• How do clothes define our identities?

• How can we be ethical consumers of clothes in terms of human labor, the environment and animal life?

• Can a person not care about fashion?

Textbooks

Students must purchase the following books:

Arnold, Rebecca. *Fashion: A Very Short Introduction*. Oxford, 2009. (note: the Dupre library has an e-Book version of this book, though users may not be able to access it off-campus)

Barnard, Malcolm. *Fashion Theory: A Reader*. 2nd edition. Routledge, 2020.

Klein, Naomi. *No Logo.* 10th Anniversary Edition. Picador, 2010.

Thomas, Dana. *Fashionopolis: Why What We Wear Matters*. Penguin, 2019.

Students will read excerpts from the following books as PDF scans or photos uploaded by the instructor to the course Moodle page:

Aristotle. *The Art of Rhetoric*. Translated by Hugh Lawson-Tancred, Penguin, 2004.

Entwistle, Joanne. *The Fashioned Body: Fashion, Dress & Modern Social Theory*. Polity, 2015.

Little, Tyler. *The Future of Fashion: Understanding Sustainability in the Fashion Industry*. New Degree, 2018.

The instructor may reference the following books in class, but students are not responsible for reading them:

Bari, Shahidha. *Dressed: A Philosophy of Clothes*. Basic, 2020.

Cline, Elizabeth L. *Overdressed: The Shockingly High Cost of Cheap Fashion*. Penguin, 2013.

(Note: students may borrow the instructor’s copy of Bari and Cline in order to find source material to help them write their FRE)

Additional course readings will include book chapter scans and online articles that will be available on the course Moodle page.

Assignments and Grade Breakdown

Garment Narrative Essay (GNE) 20%

In an essay of 5 pages choose an item of clothing that you wear and discuss what that item means to you. You should discuss when you wear it, why, as well as what you look for when purchasing that item or a similar one like it. Consider also what message you send rhetorically when wearing the item. Visual documentation of the garment(s) is required.

Fashion Brand Rhetorical Analysis (FBRA) 20%

Select an item of clothing you have recently purchased or been gifted. In an essay of 5 pages, analyze the brand using rhetorical terminology and focus on the garment itself, the tags and packaging, and the brand’s website and promotional materials. Your analysis should pay most attention to how the brand cultivates ethos. Visual documentation of the garment(s) is required.

Fashion Oral Presentation (FOP) 15%

In a 5-minute oral presentation, explain the ethos and design philosophy of a famous clothing designer or fashion house. Your presentation should briefly discuss the brand’s history, cultural specificity, and unique selling proposition (USP). Your presentation must include visual materials (either printouts of images or images using the overhead projector). You must choose a clothing brand different from the one you chose in your FBRA. Unlike in the FBRA, you do not need to purchase any garments from the company you choose for this assignment. Students may deliver their presentations in class or remotely through sharing their computer screen via Zoom during class.

Fashion Research Essay (FRE) 25%

Choose an ethical issue in the world of fashion and compose a 10-15 page research essay that frames the issue, presents your position on it, and includes a counterargument to your position. Your essay should integrate at least 5 scholarly sources as well as many examples of your own. The usage of images for this assignment is optional.

Participation and Attendance 20%

This portion of your grade covers how often you attend class and whether you post in the Moodle discussion forums. Excused absences will count for the same as attending class in terms of credit but only if the instructor gets documentation for each absence. This grade will be some number out of 66. The 66 consists of 56 points from 28 class meetings (you get 2 points per day that you were in class according to Moodle’s attendance calculator so 28 times 2 is 56).

The remaining 10 points come from posting in the Moodle discussion forums.

Grading Scale

A: 90-100 B: 80-89 C: 70-79 D: 60-69 F: 0-59

The instructor will use <https://www.thegradecalculator.com/> for calculating final course grades. Students should use this website to check their final course grade after grades are posted in order to make sure that they received the correct letter grade for their final numerical grade.

Participation

This portion of your grade covers whether you post on the Moodle discussion forums. Students will make a total of at least 10 posts over the course of the semester. 4 posts will be response posts to prompts by the instructor that require students to upload images relating to fashion and write about them. More information about these prompts will be available within the discussion forums section of the course Moodle page.

The remaining 6 posts consist of 3 posts in which students will upload the drafts of their GNE, FBRA, and FRE. The remaining 3 posts are peer review feedback posts for the GNE, FBRA, and FRE.

Attendance Policy

The course will meet a total of 27 times, with 27 class sessions and 1 mandatory midterm conference. In the interest of student health due to COVID-19 the instructor will provide Zoom links to each class session via Moodle announcement.

Students who are not required to attend class face to face because of quarantine or illness or any other documented reason should, if they are able, logon to Moodle during class time in order to participate in the class virtually through Zoom.

University policy suggests that students should miss no more than 10% of class meetings, which is roughly - meetings for this class. Students who have to miss class due to a documented emergency or health issue will be considered present for attendance purposes as long as the instructor receives documentation before 2 December 2021.

~~Students will be expected to attend their midterm conference meeting in person unless they have been waived from the in-person attendance requirement, in which case they must present their project through Zoom during class time.~~

Due to the difficulty of tracking attendance when most students are attending class via Zoom, the instructor has allowed for students to track their own attendance in Moodle. Students should honestly record how often they have attended class, either digitally or in person. This policy of allowing students to take their own attendance will not apply to the midterm conference sessions, and not showing up for the midterm conferences does constitute an absence.

Students will be allowed to present their FOP remotely via Zoom.

Extra credit

The optional extra credit assignment is a rhetorical analysis essay in which students must apply the rhetorical terminology to the instructor’s draft of the GNE assignment. Successful completion of the extra credit will boost a student’s final course grade by 5 percentage points. For example, a student who gets a 76 (C) in the class and who does extra credit will get an 81 (B). There may be other extra credit assignments that the instructor will discuss in class and post about on Moodle later in the semester.

Plagiarism Policy

Students that plagiarize in this class will automatically fail the assignment in question, except for minor citation issues that do not show an intent to deceive. Further plagiarism puts students at risk of automatically failing the course. The decision to fail the student for a second violation of plagiarism lies with the instructor and the severity of the offenses. Students are encouraged to check citation resources like the Purdue Online Writing Lab website (<https://owl.english.purdue.edu/owl/>) and the instructor materials on essay writing (on Moodle). Students who are unclear about plagiarism should contact the instructor with any issues that they have in understanding it, specifically in terms of MLA style.

For Students with Disabilities

In accordance with the Americans with Disabilities Act, the University of Louisiana at Lafayette makes accommodations for students with disabilities. If you have a documented disability, please contact the Office of Disability Services (ODS) office at 337-482-5252 or ods@louisiana.edu during the first week of classes. ODS will assist you with an accommodation plan. The university also has a Supported Education Program (SEP, http://disability.louisiana.edu/SEP.html), which provides free confidential help on campus for students with psychological disabilities (Bipolar Disorder, Depression, Anxiety, etc.). Please contact Kim A. Warren, MSW, PhD, LCSW, Supported Education Advisor, at 482-5252 or at kimawarren@louisiana.edu. She is located in the Conference Center, Room 126.

Office Hours

It is important to take advantage of office hours. Your professors and instructors are busy people with responsibilities that span beyond the courses they teach. However, they must set aside 2 office hours each week per class section. During this time, students take priority for their teachers’ attention. No appointment is necessary for office hours. If you cannot attend the office hours listed for your section, please email me and we can arrange a different time to meet or via Zoom at a specific time and day. All office hour meetings will be held in my office in HLG 341. Please come prepared with questions that you have about the course, the course readings, or your writing. If you have a question about something university related but not necessarily related to this class, I may still be able to help or direct you to who can help resolve your issue. Asking for help in college is not a sign of weakness but a sign of initiative to succeed, so take advantage of office hours! I am paid to hold office hours and I have no problem “earning” that money.

Technology policy

The use of technology is permitted in class so long as it does not cause a distraction to other students. Students may be asked to access the internet in class via laptop or mobile device. Students who do not have access to the internet through a laptop or mobile device will not be penalized but may have to rely on their classmates or the instructor to access the internet in class.

Students should familiarize themselves with the technology resources available at the Dupré library since this course has a research essay assignment.

Draft feedback

The instructor will provide final draft feedback on Moodle. Students that desire rough draft feedback for their assignments must meet with the instructor during office hours or else at a different time if they are unavailable during the instructor’s office hours. Each student will provide peer review feedback on the Moodle forums to at least one other student for each of the 3 writing assignments.

To reserve class time for discussing the assigned readings, peer review will be conducted entirely online, in discussion forums for each of the assignments (besides the FOP) on Moodle. The instructor will discuss peer review strategies in class and may upload materials related to peer review to Moodle if necessary.

Late work policy

Late work will be penalized by 5 percent for each calendar day. For example, an assignment due on a Monday that is turned in on a Friday would be penalized 20 percent as it is 4 days late so the maximum grade the late assignment could get is 80 percent. In cases of documented emergencies the instructor may waive this policy.

Classroom conduct

The instructor is not responsible for making sure that students learn but is responsible for maintaining an environment in which students can learn. The instructor reserves the right to remove from the classroom students that cause a disruption that threatens this environment.

ULL Writing Center

The Writing Center is a free service located on the first floor of Griffin Hall, in room 107. The Writing Center consultants are experienced writers and students who pride themselves on creating a comfortable environment for every phase of your writing project. From thesis statements, to research planning, document design, to just getting started, the Writing Center staff works to help you become more focused, organized, and confident with your work. In addition to providing the latest style manuals and handbooks, the Writing Center also operates a computer lab, located next door in Griffin Hall, room 108. Both of these services are free, student-operated, and devoted to helping you be a more successful and productive student. Walk-ins are accepted, but scheduling an appointment in advance (482-5224) is recommended. Students who are more than ten minutes late to an appointment must reschedule.

Campus Safety Information

Joseph Pons, Director of the Office of Environmental Health and Safety, has asked that in accordance with the UL Lafayette’s Environmental Health and Safety Procedures, to please include the following information on in all syllabi:

1. University Police are the first responders for all emergencies on campus. Dial 911 or 482-6447 to report any emergency.

2. The Emergency Information Floor Plan is posted in the hallways for every building. This document includes evacuation routes and other important information. Please familiarize yourself with this document.

3. In the event that the building fire alarm is sounded, please exit the building immediately and notify University Police. Do not use the building elevator - look for the illuminated Exit Signs to direct you to safety.

4. During times of emergency, information may be available on the University's Emergency Hotline - 482-2222. This number is printed on the back of your ID card.

5. The University utilizes a text message service to notify its students and employees of campus wide emergencies. To subscribe to this service, log on to www.ul.mobilecampus.com .

6. If you have a special medical condition that might render you incapacitated during class, please make this known to your instructor as soon as possible, including any emergency contact information for your next of kin or similar.

Class Schedule for TR

Note: The instructor reserves the right to move assignment deadlines forward.

Note: Because of the inevitability of a course schedule not reflecting the hectic reality of teaching a class, this course schedule is subject to change. Students are expected to read the assigned readings before each class. Students should check their Moodle page for this course in order to stay updated on which readings are due when in the case of schedule change.

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| Date | Notes/Lesson Plan | Readings due | Assignments due |
| M 23 August | No class – start of Fall 2021 semester |  |  |
| T 24 August | Syllabus overview  Show video clips (*Mean Girls*, *Frasier*, Downy WrinkleGuard, *The Devil Wears Prada*)  Show images introducing the rhetoric of fashion  Class introductions  Fabric game |  |  |
| R 26 August | Syllabus overview (continued)  Lecture on rhetoric | Aristotle *Rhetoric* sections 1.1-1.3, 2.1, 2.18-2.20, 2.22-2.23, 3.2, 3.7, 3.12-3.14, 3.19 (Moodle)  Csikszentmihalyi “Why We Need Things” (Moodle) |  |
| F 27 August | No class – drop/add deadline |  |  |
| T 31 August | Discuss fashion and identity readings | Adichie “Why Can’t a Smart Woman Love Fashion?” (Moodle)  Braganca “The Rhetoric of Appearance” (Moodle)  Layden “We are what we wear: How sports jerseys became ubiquitous in the U.S." (Moodle)  Ellis “Is Inclusivity Good for Fashion?” (Moodle) Psychologist World “Fashion Psychology: What clothes say about you” (Moodle)  Simmonds “How Diesel Called a Generation Stupid and Got Away With It” (Moodle) |  |
| - | No class – drop/add deadline |  |  |
| R 2 September | Discussion fashion and identity readings | Arnold 1-7 (library website)  Entwistle 112-139 (Moodle)  ~~Manthey “Wearing Multimodal Composition: The Case for Examining Dress Practices in the Writing Classroom” (Moodle)~~ | Forum Post 1 |
| T 7 September | Discuss fashion and identity readings | Davis “Do Clothes Speak? What Makes Them Fashion?” (Barnard 225-235)  Klein xv-xli  Klein 3-26  Thomas 2-11 |  |
| R 9 September | Review GNE prompt  Discuss fashion and identity readings | Barnard “Introduction” (Barnard 1-10)  ~~Barthes “The Analysis of the Rhetorical System” (Barnard 212-224)~~  Davis “Antifashion: The vicissitudes of negation” (Barnard 78-91)  ~~Sapir “Fashion” (Barnard 59-66)~~ | Forum Post 2 |
| T 14 September | Discuss miscellaneous fashion readings | Klein 27-61  Klein 63-85  Klein 87-105 |  |
| R 16 September | Discuss fashion and race readings  ~~Show video clip (CHANEL Paris Shanghai # 12 The Interview)~~ | ~~Vats “Racechange Is the New Black: Racial Accessorizing and Racial Tourism in High Fashion as Constraints on Rhetorical Agency” (Moodle)~~  ~~Vats and Nishime “Containment as Neocolonial Visual Rhetoric: Fashion, Yellowface, and Karl Lagerfeld’s ‘Idea of China’” (Moodle)~~ | GNE rough draft |
| T 21 September | Discuss fashion and gender readings | Entwistle 140-207 (Moodle)  Wright “Objectifying Gender: The Stiletto Heel” (Barnard 275-284)  Entwistle “’Power Dressing’ and the Construction of the Career Woman’” (Barnard 285-296) | GNE feedback |
| R 23 September | Discuss fashion and gender readings | Klein 107-124  Klein 365-396 |  |
| T 28 September | Review FBRA prompt  View fashion house websites in class  Discuss readings on the shopping experience | Arnold 48-66 (library website)  Blanchard “Introduction: Aboud Sodano and Paul Smith” (Barnard 144-155)  Carr “Thank You for Insulting Our Sandals” (Moodle)  VanSlette and Waymer “Exclusive and Aspirational: Teen Retailer Brandy Melville Uses the Country Club Approach to Brand Promotion” (Moodle) |  |
| R 30 September | Discuss fashion labor ethics readings | Arnold 67-84 (library website)  Thomas 39-67  Thomas 113-132  Thomas 231-260 | GNE final draft |
| T 5 October | Discuss fashion labor ethics readings | Arnold 85-104 (library website)  Fetouh “MLB players union urges New Era to reconsider closing Derby plant” (Moodle)  Goodwear “The History of American-Made Clothing” (Moodle)  Max “The Chinese Workers Who Assemble Designer Bags in Tuscany” (Moodle)  O’Shei “New Era Cap reaches severance agreement with workers, will close plant at end of March” (Moodle)  Roscher “New Era is eliminating over 200 New York jobs to make cheaper MLB on-field caps” (Moodle)  Transparency in Online Retailing Act (Moodle)  Vatz “Why America Stopped Making Its Own Clothes” (Moodle) |  |
| R 7 October | No class – Fall university holiday |  | Forum Post 3 due |
| T 12 October | Discuss fashion labor ethics and animal ethics readings | Klein 195-229  Stum “Violence in the Wool Industry: Truth and Rhetoric in PETA’s Claims” (Moodle)  Wicker “Eco-fashion’s Animal Rights Delusion” (Moodle)  Thomas 187-205 | FBRA rough draft |
| R 14 October | Discuss fashion and photography readings  Find examples of rhetorical terms in instructor supplied copies of *Vogue* | ~~Barthes “Fashion Photography” (Barnard 119-121)~~  ~~Laing “The Lula girl as ‘sublime and childlike’: Nostalgic investments in contemporary fashion magazine” (Moodle)~~  ~~Lennard “’Doing Fashion Photographs’” (Barnard 137-143)~~ |  |
| T 19 October | Review FOP prompt  ~~Review FRE prompt~~  ~~Review extra credit prompt~~  Discuss fashion sustainability readings | Arnold 8-28 (library website)  ~~Allen “Why I’m Boycotting the Clothing Industry” (Moodle)~~  Little 21-34 (Moodle)  ~~Patagonia “Don’t Buy This Jacket, Black Friday and the New York Times” (Moodle)~~  Thomas 69-87  Tonti “How green are your leggings? Recycled polyester is not a silver bullet (yet)”  ~~Wicker “We Have No Idea How Bad Fashion Actually is for the Environment” (Moodle)~~ | FBRA feedback due |
| R 21 October | Discuss fashion sustainability readings | Fletcher “Fashion, Needs and Consumption (Barnard 177-187)  Cervellon and Carey “Consumers’ Perceptions of ‘Green’: Why and How Consumers Use Eco-Fashion and Green Beauty Products” (Barnard 161-176)  Gwilt “Fashion and Sustainability: Repairing the clothes we wear” (Barnard 188-200)  Thomas 159-185 | FBRA final draft due |
| T 26 October | No class – midterm conferences in ~~HLG 341~~ remotely via Zoom |  | FOP brand selection due (Moodle discussion forum)  Midterm conference time and method selection due (Moodle discussion forum)  Read FRE assignment prompt (Moodle) |
| R 28 October | No class – midterm conferences ~~in HLG 341~~ remotely via Zoom |  |  |
| T 2 November | FOP in class |  | FOP presentations |
| R 4 November | FOP in class  Deadline to withdraw from course with W grade |  | FOP presentations |
| T 9 November | FOP in class (if necessary)  Discuss FRE prompt  Review earlier readings (if necessary) | Allen “Why I’m Boycotting the Clothing Industry” (Moodle)  Barthes “Fashion Photography” (Barnard 119-121)  Laing “The Lula girl as ‘sublime and childlike’: Nostalgic investments in contemporary fashion magazine” (Moodle)  Lennard “’Doing Fashion Photographs’” (Barnard 137-143)  Patagonia “Don’t Buy This Jacket, Black Friday and the New York Times” (Moodle)  Wicker “We Have No Idea How Bad Fashion Actually is for the Environment” (Moodle) | FOP presentations (if necessary) |
| R 11 November | Discuss fashion and health readings  Review FRE prompt  Review extra credit prompt | Barthes “The Analysis of the Rhetorical System” (Barnard 212-224)  “The Effect of Young Women’s Body Image and Mood From Exposure to Thin and Plus Size  Runway Models” (Moodle)  Pan and Peña  “The Exposure Effects of Online Model Pictures and Weight-Related Persuasive Messages on Women’s Weight-Loss Planned Behaviors” (Moodle)  Santonastaso et al. “Are Fashion Models a Group at Risk for Eating Disorders and Substance Abuse?” (Moodle) |  |
| T 16 November | Discuss fashion and health readings | Edwards “Express Yourself: The Politics of Dressing Up” (Barnard 269-274)  Manthey “Wearing Multimodal Composition: The Case for Examining Dress Practices in the Writing Classroom” (Moodle)  Moya et al. “Extreme thinness in models mobilizes eating disorders’ researchers and specialists” (Moodle)  Barnard “Fashion Clothes and the Body” (Barnard 461-476)  Sapir “Fashion” (Barnard 59-66) | FRE rough draft |
| R 18 November | Discuss miscellaneous fashion readings  Show video clip (CHANEL Paris Shanghai # 12 The Interview) | Arnold 29-47 (library website)  Klein 345-363  Parkins “Hurricane Sandy in *Vogue* Fashion, Disaster and Urban Neoliberalism” (Moodle)  Vats “Racechange Is the New Black: Racial Accessorizing and Racial Tourism in High Fashion as Constraints on Rhetorical Agency” (Moodle)  Vats and Nishime “Containment as Neocolonial Visual Rhetoric: Fashion, Yellowface, and Karl Lagerfeld’s ‘Idea of China’” (Moodle) |  |
| T 23 November | Discuss fashion and globalization readings | Arnold 105-123 (library website)  de Perthuis and Findlay “How Fashion Travels: The Fashionable Ideal in the Age of Instagram” (Moodle)  Skoggard “Transnational Commodity Flows and the Global Phenomenon of the Brand” (Barnard 770-781) | FRE feedback |
| R 25 November | No class – Thanksgiving holiday |  |  |
| T 30 November | Discuss fashion and globalization readings | Barnard “Globalization and Colonialism” (Barnard 743-756)  Brand and Teunissen “Extract from Global Fashion Local Tradition” (Barnard 757-769)  Skov “Dreams of Small Nations in a Polycentric Fashion World” (Moodle) |  |
| R 2 December | Sum up major takeaways from the course | Arnold 124-128 (library website)  Klein 439-446  Klein 447-458  Thomas 207-228  Thomas 261-262 | Forum Post 4  FRE final draft  Extra credit (optional) |
| F 10 December | No class – end of semester |  |  |
| M 13 December | No class – faculty deadline to submit course grades due by 12:00 PM CST |  |  |