

SAMPLE SYLLABUS



Fashion and Power

MCC-UE 9345 C01

Instruction Mode: Blended/Hybrid

Spring 2022

If you are enrolled in this course 100% remotely and are not a Go Local/Study Away student for NYU-Paris, please make sure that you've completed the online academic orientation via Brightspace so you are aware of site specific support structure, policies and procedures. Please contact nyu.paris.academics@nyu.edu if you have trouble accessing the Brightspace site.

Syllabus last updated on: 15/01/2022

Lecturer Contact Information

TBA

Prerequisites

General Background in the Social Sciences and Humanities

Units earned

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Course Details

- 14:15 – 17:15, Thursday
- Location: Rooms will be posted in Albert before your first class.
- Remote Participants: Your instructor will provide you with the Zoom link via NYU Classes.
- COVID-related details: In the interest of protecting the NYU Paris community, we are closely following CDC guidance around COVID-19 and adjusting our recommendations and policies accordingly. Your health and well-being is our top priority.
 - If you are attending in person, you will be assigned a seat on the first day and are expected to use that seat for the entire semester due to NYU COVID-19

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safety protocol. Please note that you are expected to attend every class meeting in-person; however, this may change during the drop/add period if in-person student registration increases significantly or at any point during the semester if local COVID-19 regulations require additional physical distancing.

Course Description

This course examines how fashion and the fashion system function as spaces of communication, meaning-making, and representation in which cultural politics are expressed and negotiated. Through media theory, cultural studies, and sociology, we develop an interdisciplinary approach to how fashion has been valued through history, popular culture, and media institutions, focusing on its ideological force constructing and deconstructing social borders. We examine the politics of fashion and identity, of self-presentation and power, and also try and rethink these processes in relation to French cultural history and the imaginary of the nation. In addition, this course explores how power is forged from within the relay of production, “taste-making,” consumption, performance, and the construction of “lifestyles.” We also attempt to rethink fashion in relation to bodily and identity politics (class, race, gender, sexuality etc.), global processes, sign-value and capitalism, art and status, celebrity cultures, youth cultures and subversive practices etc

Course Objective

Through this course, students will come to:

- Understand fashion as an ideological phenomena wherein circulate forms of cultural and social capital that serve as the grounds for social inclusion and exclusion
- Familiarize themselves with the key concepts and thinkers in the critical theory of fashion
- Recognize how fashion and fashion industries “dress up reality,” and thus function as modes of masking or inverting real social relations.
- Read fashion as bearer of meaning which are contested and continually mutating.
- Develop comparative approaches to Fashion and Power that place in relief the political and aesthetic antinomies between France, the USA, and the Global,
- Construct ethnographic approaches to fashion and power
- Analyze “fashion cycles” and the historical development of trends in relationship to the political and social norms/values of a given epoch (i.e. and archeology of fashion).
- Explore fashion media with a view to understanding “how it works” and “how it persuades and coerces...”

Assessment Components

You are expected to attend class in person or remote synchronously. Failure to submit or fulfill any required component may result in failure of the class, regardless of grades achieved in other assignments.

- Show and Tell Presentations
- Group Research Projects
- A “Fashion and Power Diary” (18 pages)

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Required Text(s)

Electronic Resources (via Brightspace / NYU Library Course Reserves)

Supplemental Text(s)

Available on Brightspace

Additional Required Equipment

N/A

January 27:

Fashion...

- Linda Welthers and Abby Lillethun, "Fashion Defined," pp. xxv - xxix
- Yuniya Kawamura, "Fashion and Sociology," pp. 1 - 10
- George Simmel, "Fashion," pp. 541-548

Fashion and Power

- Pierre Bourdieu, *Distinction*, pp. 1 – 7, 230 – 234, 298-301
- Gilles Lipovetsky, *The Empire of Fashion*, 203 – 225, pp. 242 - 252

February 3

Paris I: The Dialectical Image

- Walter Benjamin, *The Arcades Project*, pp. 61 – 83
- Charles Baudelaire, "Beauty, Fashion, and Happiness," pp. 1 – 35

Paris II: "Will I Never See You Again Before Eternity?"

- Agnès Rocamora, *Fashioning the City: Paris, Fashion, and the Media*, pp. 74-85, 126-155

February 10

Do Clothes Speak?

- Fred Davis, "Do Clothes Speak? What Makes Them Fashion?" pp. 148-156
- Mary Ellen Roach & Joanne Bulboz Eicher, "The Language of Personal Adornment," pp. 109 – 121
- Roland Barthes, "Language and Clothing," pp. 20-28

What Do Pictures Want?

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- W.J.T Michell, "What do Pictures Really Want," pp. 71 - 82
- Karen de Perthuis, "Fashion's Image: The Complex World of the Fashion Photograph," pp. 2 -21

Students – Please bring in a fashion photograph!

February 17

Body

- Tulika Ajwani, "Body Image," pp. 1342 – 1350
- Joanne Entwistle, "The Dressed Body," pp. 138-149
- Lucia Ruggerone, "The Feeling of Being Dressed: Affect Studies and the Clothed Body"

Sex and Seduction

- Alison Lurie, "Fashion and Sex," pp. 230 – 260
- Pamela Church Gibson, "Pornostyle: Sexualized Dress and the Fracturing of Feminism," pp. 189-206
- Gilles Lipovetsky, "The Greatest Seducer in the World is not a Geisha or Supermodel, it is Capitalism," see: <https://digismak.com/gilles-lipovetsky-the-greatest-seducer-in-the-world-is-not-a-geisha-or-a-supermodel-it-is-capitalism/>

February 24

Psyche I: The Nude Future

- J.C. Flugel, "The Fundamental Motives," pp. 169 – 173
- Michael Carter, "J.C. Flugel, and the Nude Future," pp. 97 – 116

Psyche II: Fantasy, Trauma, Jouissance

Selections from eds. Anita Weinreb Katz & Arlene Kramer Richards, *Psychoanalysis in Fashion*

March 3

Consumed

- Karl Marx, "The Fetishism of Commodities and the Secret Thereof," pp. 1 – 10
- Bjorn Schiermer, "Fashion Victims: On the Individualizing and De-Individualizing Power of Fashion," pp. 83-104
- Marilyn Clark and Kirsten Salerno, "Shopping Addiction: Is Shopping Costing More than Money?," pp. 180-184

Branded

- Jean Baudrillard, "Sign Exchange and Sumptuary Value," pp. 1-7

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- Naomi Klein, "New Branded World," pp. 25-45
- Myles Ethan Lascity, "Cool Workings: Glamour Labor and Identity Issues in Fashion Branding," pp. 163-180

March 10

Show and Tell

- Class Presentations

Spring Break: March 14 – March 20

Sessions XIV-XV: March 24

Immigration and Integration: Dressing Selves and Others

- Flavia Loscialpo, "I am an Immigrant: in Fashion, Immigration, and Borders in the Contemporary Trans-Global Landscape," p. 1 -36

"Too Visible:" Religion and the Public Sphere

- Paul Berman, "Why the French Ban the Veil," pp. 1 – 6
- Joan Scott, from *The Politics of the Veil*, pp. 1-21

March 31

Race and Representation

- Bell Hooks, "Eating the Other: Desire and Resistance," pp. 1-15
- Sanjay Sharma & Ashwani Sharma, "White Paranoia: Orientalism in the Age of Empire," pp. 301 – 317

Short Editorials to Peruse:

- Samantha Haran, "Through the Gaultier Glass; Couture, Colonialism, and Cultural Appropriation:"
<https://fashionandrace.org/database/through-the-gaultier-glass-couture-colonialism-and-cultural-appropriation/>
- Zari Alyssa Taylor, "Moving Beyond Performance: When Brand Allyship Goes Wrong,"
<https://fashionandrace.org/database/moving-beyond-performance/>
- Kathryn C, "The Racist Underbelly of Instagram Moodboards,"
<https://fashionandrace.org/database/the-racist-underbelly-of-instagram-moodboards/>

Gender – Past and Present

- Jo B. Paoletti and Claudia Brush Kidwell, "Men and Women; Dressing the Part," pp. 201-204
- Fred Davis, "Boys Will Be Boys, Girls Will Be Girls," pp. 33-54

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- Barbara Vinken, “Transvesty – Travesty: Fashion and Gender,” pp. 33-49

April 7

Visit to the *Palais Galliera – Musée de la mode*

April 14

Subcultures 1 – Punk and Anti-Fashion

- Dick Hebdige, *Subculture : The Meaning of Style*, pp. 90 – 127

Subcultures 2 - Street: From Resistance to Recuperation

- Janice Cheddie, “Troubling Subcultural Theories on Race, Gender, the Street, and Resistance,” pp. 331 – 353
- Tricia Rose, “Hip Hop,” pp. 423 – 426
- Alexander Fury, “How Streetwear Crossed over from Urban Cool to Catwalk Chic,” <https://www.independent.co.uk/life-style/fashion/features/how-streetwear-crossed-over-from-urban-cool-to-catwalk-chic-the-triumph-of-aesthetic-honesty-a6944721.html>
- Sophie Woodward, “The Myth of Street Style,” pp. 80-100

April 21

Suits and Singularities

- Stuart Cosgrove, « The Zoot Suit and Style Warfare, » p. 205- 215
- Rhonda Garelick, “Prince,” pp. 154-168
- Horace Ballard, « W.E.B. Du Bois Posing as a Dandy, » pp. 471 – 497
- Michael Stradford, *MilesStyle : The Fashion of Miles Davis*, pp. 57 - 64

Where do you come from?...The Future

- Patricia Flanagan, “2029: Fashion Futurism,” pp. 24-26
- Emily Braun, “Futurist Fashion: Three Manifestoes,” pp. 34-41
- Sonja Eisman, “Afrofuturism as a Strategy for Decolonizing the Global Fashion Archive,” pp. 65-71
- Tobias Woodford, “AfroFutures,” pp. 633 - 648

April 28

Made in Bangladesh

Screening of *The True Cost* (2015)

Fast/Slow

April Mcgrath, “Fashioning Sustainability: How the Clothes we wear can Support Environmental and Human Well-Being,” pp. 1-24

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May 4

Student Presentations of Research Projects

(Fashion Diaries Due Date TBC)

Classroom Etiquette

Please make you sur read and acknowledge the information regarding this section on the **NYU Paris Resources** site on Brightspace: <https://brightspace.nyu.edu/>

Suggested Co-Curricular Activities

N/A

Academic Policies

Grade Conversion

Your lecturer may use one of the following scales of numerical equivalents to letter grades:

US Letter Grade	US numerical	French numerical	
A	94-100 or 4.0	15-20	Excellent
A-	90-93 or 3.7	14	Very Good
B+	87-89 or 3.3	13	Good
B	84-86 or 2.7	12	Good
B-	80-83 or 2.7	11	Satisfactory
C+	77-79 or 2.3	10	Sufficient
C	74-76 or 2.0	9	Sufficient
C-	70-73 or 1.7	8	Sufficient

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D	65-66 or 1.0	5-7	Poor
F	below 65 or 0	1-4	Fail

Attendance Policy

Studying at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centers, or online through NYU Brightspaces if the course is remote synchronous/blended, is expected promptly when class begins. Attendance will be checked at each class meeting. If you have scheduled a remote course immediately preceding/following an in-person class, you may want to write to nyu.paris.academics@nyu.edu to see if you can take your remote class at the Academic Center.

As soon as it becomes clear that you cannot attend a class, you must inform your professor and/or the Academics team by e-mail immediately (i.e. before the start of your class). Absences are only excused if they are due to illness, Moses Center accommodations, religious observance or emergencies. Your professor or site staff may ask you to present a doctor's note or an exceptional permission from an NYU Staff member as proof. Emergencies or other exceptional circumstances that you wish to be treated confidentially must be presented to staff. Doctor's notes must be submitted in person or by e-mail to the Academics team, who will inform your professors.

Unexcused absences may be penalized with a two percent deduction from the student's final course grade for every week's worth of classes missed, and may negatively affect your class participation grade. Four unexcused absences in one course may lead to a Fail in that course. Being more than 15 minutes late counts as an unexcused absence. Your professor is entitled to deduct points if you frequently join the class late.

Exams, tests and quizzes, deadlines, and oral presentations that are missed due to illness always require a doctor's note as documentation. It is the student's responsibility to produce this doctor's note and submit it to site staff; until this doctor's note is produced the missed assessment is graded with an F and no make-up assessment is scheduled. In content classes, an F in one assignment may lead to failure of the entire class.

Regardless of whether an absence is excused or not, it is the student's responsibility to catch up with the work that was missed.

Final exams

Final exams must be taken at their designated times. Should there be a conflict between your final exams, please bring this to the attention of the Academics team. Final exams may not be taken early, and students should not plan to leave the site before the end of the finals period.

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Late Submission of Work

- (1) Work submitted late receives a penalty of 2 points on the 100 point scale for each day it is late (including weekends and public holidays), unless an extension has been approved (with a doctor's note or by approval of NYU SITE Staff), in which case the 2 points per day deductions start counting from the day the extended deadline has passed.
- (2) Without an approved extension, written work submitted more than 5 days (including weekends and public holidays) following the submission date receives an F.
- (3) Assignments due during finals week that are submitted more than 3 days late (including weekends and public holidays) without previously arranged extensions will not be accepted and will receive a zero. Any exceptions or extensions for work during finals week must be approved by Academic Affairs (nyu.paris.academics@nyu.edu).
- (4) Students who are late for a written exam have no automatic right to take extra time or to write the exam on another day.
- (5) Please remember that university computers do not keep your essays - you must save them elsewhere. Having lost parts of your essay on the university computer is no excuse for a late submission.

Academic Honesty/Plagiarism

As the University's policy on "[Academic Integrity for Students at NYU](#)" states: "At NYU, a commitment to excellence, fairness, honesty, and respect within and outside the classroom is essential to maintaining the integrity of our community. By accepting membership in this community, students take responsibility for demonstrating these values in their own conduct and for recognizing and supporting these values in others." Students at Global Academic Centers must follow the University and school policies.

NYU takes plagiarism very seriously; penalties follow and may exceed those set out by your home school. Your lecturer may ask you to sign a declaration of authorship form, and may check your assignments by using TurnItIn or another software designed to detect offences against academic integrity.

The presentation of another person's words, ideas, judgment, images, or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism. It is also an offense to submit work for assignments from two different courses that is substantially the same (be it oral presentations or written work). If there is an overlap of the subject of your assignment with one that you produced for another course (either in the current or any previous semester), you **MUST** inform your professor.

For guidelines on academic honesty, clarification of the definition of plagiarism, examples of procedures and sanctions, and resources to support proper citation, please see:

[NYU Academic Integrity Policies and Guidelines](#)

[NYU Library Guides](#)

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Inclusivity Policies and Priorities

NYU's Office of Global Programs and NYU's global sites are committed to equity, diversity, and inclusion. In order to nurture a more inclusive global university, NYU affirms the value of sharing differing perspectives and encourages open dialogue through a variety of pedagogical approaches. Our goal is to make all students feel included and welcome in all aspects of academic life, including our syllabi, classrooms, and educational activities/spaces.

Attendance Rules on Religious Holidays

Members of any religious group may, without penalty, excuse themselves from classes when required in compliance with their religious obligations. Students who anticipate being absent due to religious observance should notify their lecturer AND NYU SITE's Academics Office in writing via e-mail one week in advance. If examinations or assignment deadlines are scheduled on the day the student will be absent, the Academics Office will schedule a make-up examination or extend the deadline for assignments. Please note that an absence is only excused for the holiday but not for any days of travel that may come before and/or after the holiday. See also [University Calendar Policy on Religious Holidays](#)

Pronouns and Name Pronunciation (Albert and Zoom)

Students, staff, and faculty have the opportunity to add their pronouns, as well as the pronunciation of their names, into Albert. Students can have this information displayed to faculty, advisors, and administrators in Albert, Brightspace, the NYU Home internal directory, as well as other NYU systems. Students can also opt out of having their pronouns viewed by their instructors, in case they feel more comfortable sharing their pronouns outside of the classroom. For more information on how to change this information for your Albert account, please see the [Pronouns and Name Pronunciation website](#).

Students, staff, and faculty are also encouraged, though not required, to list their pronouns, and update their names in the name display for Zoom. For more information on how to make this change, please see the [Personalizing Zoom Display Names website](#).

Moses Accommodations Statement

Academic accommodations are available for students with documented and registered disabilities. Please contact the Moses Center for Student Accessibility (+1 212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance. Accommodations for this course are managed through NYU Paris.

Bias Response

The New York University Bias Response Line provides a mechanism through which members of our community can share or report experiences and concerns of bias, discrimination, or harassing behavior that may occur within our community.

Experienced administrators in the Office of Equal Opportunity (OEO) receive and assess reports, and then help facilitate responses, which may include referral to another University

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school or unit, or investigation if warranted according to the University's existing Non-Discrimination and Anti-Harassment Policy.

The Bias Response Line is designed to enable the University to provide an open forum that helps to ensure that our community is equitable and inclusive.

To report an incident, please contact one of the following:

- Online using the [Web Form \(link\)](#)
- Email: bias.response@nyu.edu
- Phone (NY): +1 (212) 998-2277
- Office of the Director, NYU Paris: +33 1 53 92 50 80