

Updated DTEM 2443 Fashion and Digital Media Syllabus

Digital Office Hours (g-hangout/skype): by appt and Wednesday 2-4 EST

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Hi everyone. I miss our class! I miss discussions, thinking together, and hearing your ideas. I'm not going to try to create a digital version of our class, because so much of class was thinking through the readings together. We also have numerous international students so I am not going to try to schedule and in class meetings. I will be available Wednesdays and you can email to set up another time for a virtual meeting. I am bummed our semester got cut short, but let's use the remaining time to continue thinking critically about fashion and the world around us. OK! Here's our updated plan:

1. **Concept Connect:** If you have not completed one yet, please make a short video or presentation and email it to me. You can do your concept connect on an article we've already read. Whatever format works for you, works for me. **DUE BY MAY 1.**
2. **Pham Google Worksheet:** Before spring break (what?!) I sent around the link for a google form with questions on the Pham readings. That is still due. I am happy to extend the deadline until March 30th. Here is the LINK: <https://forms.gle/weFGGAa277pqM7cD6>
3. **F U Edition Articles:** Ok, these still need to get done. Let's follow the protocol we set up in class. But I am going to add an additional step: **EMAIL ARTICLES TO ME.**
 - a. Then, put your article in the submit article folder, <https://drive.google.com/open?id=1MMIOimcfHBgTtoYviQBZDXIDb9SEFkV9q>
 - b. editors will edit and place in the edited article folder, https://drive.google.com/open?id=1p36mOfZy2xfz_LYpbxC6oxiye-i_jFnU
 - c. and website will post (WEBSITE: I CAN ALSO POST, PLEASE SEND EMAIL WITH LOGIN INFO).
 - d. Social Media, keep your eye on the website, make a post for every article on the site. WEBSITE URL: <https://fyou562225914.wordpress.com/>
INSTAGRAM: @fu.edition
 - e. Visuals, coordinate with social media.
 - f. PR: make a virtual campaign, or make a series of stories to post on the insta account.
4. **Fashion Reflection Study (25% of grade/replacing exam 2):** Since we cannot meet in person, I'd like you all to create a weekly fashion journal for the remaining 5 weeks. Email me your weekly entries every **Friday by 5 PM EST starting March 27**. You have free reign as to the format but please include links to any outside media your use, discuss, or cite. Feel free to create and use your own media. You can create a website, or just use google docs and send me your post for the week that way. I am looking for about 400-700 words each entry, but this is not rigid. If you do a video or photo essay, the word count would not have to be as high. Some entries may be longer (week 3!), some shorter. Here is what I am looking for: creativity and engagement with the

class ideas, concepts. I am envisioning you all as fashion anthropologists, taking notes as you observe the fashion world. These do NOT have to be formal, academic essays but show me engagement with ideas.

Here is the schedule:

Week 1 (March 27th): Open reflections. How has life changed? How has your relationship to fashion changed? How has your relationship to digital media changed? Are you following any new hashtags (#ootdistancing? #wfh, work from home)? What are you seeing?

Week 2 (April 3): Do some cursory research (check out the website the Business of Fashion, or the New York Times, for example) on how the fashion industry is responding to this moment. You can focus on the workers (retail sales people, garment makers, factory workers, influencers, social media teams) or the companies themselves. How does a company promote itself in these times? Do you sense a shift in tone via a company's social media? Are they discussing their workers? Do you see a disconnect between how the fashion industry is responding, or promoting its role vs how you/your friends/everyday people are responding?

Week 3 (April 10): The role of fashion in times of crisis. What is the role of fashion when we can't go outside, when we can't socialize? Is there a role for fashion in these times? What is it? Please read the following article and discuss any similarities or differences you find between post 9/11 vs today. What is the role of shopping, has it changed?

“The Right to Fashion In the Age of Terrorism” by Minh Ha T Pham, URL:
<https://www.jstor.org/stable/pdf/10.1086/655979.pdf?refreqid=excelsior%3A1f36f294d484738821812acb3ad16c2c>

Week 4 (April 24): Racism. This week, I'd like you to reflect on and discuss narratives of racism you see surrounding Covid 19. Can you make a connection between any new/emerging narratives of racism and Pham's discussion of “racial aftertaste”? Or any of her discussions of racism from the chapters we read in *Asians Wear Clothes on the Internet*? Please be sure to include links and sources to articles you find. Check the *New York Times* or other major newspapers for articles discussing racism. Email me if you need help.

Week 5 (May 1): Open reflection but be sure to include, discuss and pull together some ideas from class and connect them to your observations from the past five weeks. What have we learned? How are you thinking/seeing fashion differently now?

Beyond including these concepts, I want you to be as creative as you can be! You do not have to write five essays. Your entries can be a mix of photo stories, videos, personal reflections, outfit of the day type of posts, outfit of the distancing #ootdistancing, work from home #wfh reflections, the role of social media in this moment, how has self-presentation online changed, and a discussion on how the fashion industry is responding to this global crisis.

This journal will replace your second exam. It needs to be completed, five entries in total by **May 1, 5 PM EST**. I am looking for engagement with the ideas from class (think Simmel, Friske, Banet-Weiser, Pham, Connell). Please let me know ASAP if you cannot meet this deadline. If you do not make arrangements with me prior to May 1, I will deduct 5% off for each day the completed five entries is late.

Website: All articles posted by May 6th!!