REVISED Revised Fashion and Digital Media Schedule

April 4th:   Carah, N., & Shaul, M. (2016). Brands and Instagram: Point, tap, swipe, glance. *Mobile Media & Communication*, *4*(1), 69-84.

Strugatz, Rachel. 2017. "Digital Download: The Power of Influencer Referrals" September 19, 2017. WWD. URL: http://wwd.com/business-news/retail/influencers-chriselle-lim-man-repeller-leandra-medine-reward-style-drive-traffic-and-sales-10994073/

Madrigal, Alex. 2018. "The Strange Brands in Your Instagram Feed" URL: https://www.theatlantic.com/technology/archive/2018/01/the-strange-brands-in-your-instagram-feed/550136/

April 11th:   "Fashioning Protest for the Women's March" by Katie Rogers, New York Times, January 18, 2017.

Excerpt from*: Resilience and Melancholy: Pop Music, Feminism, Neoliberalism*. 2015. Robin James

Connell, Catherine. 2013. " Queer Fa(t)shion Blogging as Counterdiscourse" *WSQ*, 41

April 18th:   Branding the Post-Feminist Self…

URL: https://socyeventsucsc.files.wordpress.com/2011/02/banet-weiser_reading.pdf

"Excluded by the Wedding Industry, black brides turn to Instagram" by Tobi Oredien URL: **https://www.the-pool.com/life/life-honestly/2017/22/tobi-oredein-on-black-brides-on-instagram#**

April 25th: Wissinger, Elizabeth 2016 "From 'geek' to 'chic': Wearable technology and the woman question" in *Digital Sociologies*.

Barker, Jessica. "Considering Snapchat Filters as Digital Adornment" *The Fashion Studies Journal*. URL:

http://www.fashionstudiesjournal.org/commentary/2017/7/2/considering-snapchat-filters-as-digital-adornment

May 2nd:   Sneft, T"The Skin of the Selfie"

Whitefield-Mandrano, Autumn. 2016 "Like" Me: How Social Media and 24/7 Surveillance are Shaping Women's –and Men's—Self Image" in *Face Value: The Hidden Ways Beauty Shapes Women's Lives*. Simon & Schuster: New York.

FINAL DATE: sharing website projects

Online Fashion Journal (25%): Using any platform you like, but one that includes blogging/writing capabilities, you'll create a 'fashion' website of your own. You will need to make these at the beginning of the semester and update them throughout. I will give out writing prompts, or other assignments, and have you post your answers on your own site.

At the end of the semester you'll need **3 polished textual and visual posts** (one can be the race post most of you have completed). These THREE posts must incorporate the ideas from class, our readings and discussions. Up until the midterm, we'll mainly spend time setting these up. After the midterm, I'll assign most of the writings, etc. These will be graded! We will discuss and work on these throughout the semester. You will need to email me your website's URL. I will periodically check them throughout the semester so you will need to keep them updated. Failure to have a response to one of my prompts will result in a deduction of points from this portion of your grade. I will always give you a heads up about upcoming check-ins!

Remaining Prompts:

1. Gender and looking at women/ softly and persistently promotional –is that all instagram is?
2. Can fashion be feminist? Can digital media?
3. Does digital media change the fashion industry/hierarchies (gender, race, class) or does it reinforce existing hierarchies?

Finally, before you send me the link with the completed writings, please be sure to do the following:

1. clean up the website so there are no empty posts, pages etc
2. make sure you have an "about me page"
3. make sure you have an #ootd post (or turned in the alternative! In fact, if you did the alternative please email to me with #ootd in the subject line).
4. Make sure all of your posts are edited, clear, the images show up, any links work etc…

I will grade these on:

1. Engagement with the course materials: do you show an understanding of the issues and concepts we've been discussing?
2. Are your topics, ideas, images, links relevant and illustrative of the concepts in your posts?
3. Is your website easy to read, follow, navigate?
4. Are you posts creative? (or, do you communicate your ideas in interesting and novel ways?) are your posts engaging and fun to read/look at?
5. Are all the posts there?

Fashion Archive Project (25%): In addition to creating your own website, we will create and fashion archive website together. You will each have to submit ONE entry for the site on a fashion object, trend, history, figure, hashtag, etc of your choosing. You will have to write an essay that explains the history, the labor, or the cultural meaning of the object, including visual aids (and please feel free to take your own pictures, interviews, etc). These should be no longer than 750. These should also be very polished and edited! You should engage some topic or idea from class—gender, working and living in a digital world, fashion and distinction in digital media, race and fashion, fashion hierarchies, creative labor, narratives of resilience, fashion and social protest.

We will have a "launch" party for our website during the final exam period. You'll give a brief presentation of your topic to the class. This will count towards 20% of your grade for the project. You can overlap the writings on your own website but you should turn in something slightly different.

We will set up the website in class, you'll either upload your post directly or email to me and I will upload. More to come!