
FASHION JOURNALISM PRACTICUM in Spring 2019 (CM4013)

Course Code	CM4013	Professor(s)	Madeleine Czigler
Prerequisites	None	Office Number	G-402
Class Schedule	TF: 13:45-15:05 in C-104	Office Hours	By appt.
Credits	4	Email	mczigler@aup.edu
Semester	Spring 2019	Office Tel. Ext.	575

Course Description

This course examines the many facets of communicating fashion to the outside world. We shall analyze the ways various media: print, visual, and new cover fashion. The role of PR in facilitating access to coverage will also be examined.

Fashion journalism is undergoing a major shift with the advent of new technology. In order to understand this revolution, we shall consider the larger context in which fashion coverage is being played out. We shall look at newspapers, magazines, TV, movies and the web. We shall analyze how fashion can be presented: as spectacle, as image, as art, as craft, and as a commercial, industrial entity.

There is a Newsroom element to the course as well. Students will be introduced to the fundamental journalistic practices in understanding how a news setting works. They will contribute to the AUP online platform: Peacock Plume, on a regular basis. This contribution will enable them to have a comprehensive portfolio by the end of term.

An introduction to the major players and characters in the fashion world will also part of the course.

Course Learning Outcomes

Students will understand the different ways fashion topics can be covered.

They will become aware of the advantages and disadvantages of various media used and how to apply this awareness to their fashion coverage

They will acquire depth in understanding how fashion has been covered over the past four decades

They will acquire a good knowledge of the major fashion players and the emergence of big business in fashion

As a result, students will develop practical competence in the field of contemporary communications

General Education

Course Outline

CLASS SCHEDULE: THIS SYLLABUS IS PROVISIONAL SCHEDULE MAY BE CHANGED DEPENDING ON FASHION EVENTS AND GUEST SPEAKERS AS THEY BECOME AVAILABLE

January

Week I – 21st – 25th

Tuesday January 22nd - Session I Topics An introduction to the course

Readings for January 25th:

Bradford Chapter 1: Working in Fashion Journalism

Bradford Chapter 6: Writing Fashion News and Features

Thursday January 25th - Session II Topics Newsroom Practicum

January 27th – last day to drop/add courses online

Week II – 28th – 1st (February)

Readings for Session for January 29th: Bradford: Chapter 4 The Fashion Industry

Tuesday January 29th - Session I Topics The Fashion Industry

Readings for February 1st: Bradford Chapter 8: Reporting the Catwalk

Friday February 1st - Session II Topics Newsroom Practicum

February

Week III - 4th – 8th

Readings for February 5th: The Business of Fashion, WWD, NYT, Vogue, W, Elle Tuesday

February 5th - Session I Topics Reporting the Trends

Friday February 8th - Session II Topics Newsroom Practicum

Week IV - 11th - 15th

Readings for February 12th: Bradford Chapter 5: Ideas, Sources and Interviewing

Tuesday February 12th - Session I Topics Ideas, sources, and interviewing

Readings for February 15th Brartlett: Fashion Media: Chapter 1: Taste, Fashion and the French Fashion magazine

Friday February 15th - Session II Topics Newsroom Practicum

Week V - 18th – 22nd

Readings for February 19th Bradford Chapter 3: Fashion Media and Audiences

Tuesday February 19th - Session I Topics Fashion Media and Audiences

Readings for February 22nd Glossy Fashion Magazines: Vogue, Numero, Jalouse, etc.

Friday February 22nd - Session II Topics Newsroom Practicum

Week VI - 25th –1st (March)

Tuesday February 26th - NO CLASS Faculty Retreat

Readings for March 1st Bill Cunningham Documentary Bradford: Chapters 7-9

Friday March 1st - Session II Topics Newsroom Practicum

March

Week VII – 4th –8

Spring Break No Class!!!!

Week VIII –11th - 15th Spring Break No Class

Week IX - 18th -22nd

Readings for March 19th Bartlett Chapter 10: The Fashion Film Effect

Tuesday March 19th - Session I Topics Fashion Films and Documentaries

Readings for March 22nd Website: A Shaded View of Fashion Film

Friday March 22nd - Session II Topics Newsroom Practicum - Examining Video

March 22nd Mid-semester grades due

Week X - 25th – 29th

Readings for March 26th Bradford: Chapter 11 - Fashion Blogging and Social Media

Tuesday March 26th - Session I Topics Fashion Blogging and Social Media

Readings for March 29th Choose top 5 Fashion Blogs

Friday March 29th - Session II Topics Newsroom Practicum

April

Week XI – 1st -5th

Readings for April 2nd Bartlett Chapter 14

Tuesday April 2nd - Session I Topics Blogs

Readings for April 5th Bartlett Chapter 12

Friday April 5th - Session II Topics Newsroom Practicum: Blogs

April 5th, last day to withdraw from a course /no credit option

Week XIII – 8th – 12th

Readings for April 9th Bartlett Chapter 15: Fashion's Digital Body

Tuesday April 9th - Session I Topics Blogs and Interactive

Readings for April 12th Bradford Chapter 12 Fashion Journalism and PR

Friday April 12th - Session II Topics Newsroom Practicum

Week XIV – 15th – 19th

Readings for April 16th Press Release provided

Tuesday April 16th - Session I Topics Fashion PR

Readings for April 19th Business of Fashion Reading to TBA

Friday April 19th - Session II Topics Newsroom Practicum

Week XV – 22nd – 26th

Readings for April 23rd Bradford Chapter 13: Law and Ethics

Tuesday April 23rd - Session I Topics Law and Ethics

Readings for April 26th Bartlett Chapter 6: Fashion and the Law

Friday April 26th - Session II Topics Newsroom Practicum

April 22nd, Easter Monday, no classes

Week XVI – 29th – 3rd (May)

Readings for April 30th Bradford Chapter 2

Tuesday April 30th - Session I Topics A Career in Fashion Journalism

Readings for May 3rd Business of Fashion Reading TBA

Friday May 3rd - Session II Topics Newsroom Practicum

May 1st, Holiday, no classes library closed May

Week XVII – 6th – 10th

Tuesday May 7th - Session I Topics Review and Conclusion of the Semester Final Project Outlines

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May 8th, last day of classes, May 9th - 12th, reading days

May 13th – 17th, Final Exam

Textbooks

Title	Author	Publisher	ISBN	Required
BUSINESS OF FASHION DESIGNING, MANUFACTURING, & MARKETING, 5TH ED	BURNS, MULLET & BRYANT	BLOOMSBURY	9781501315282	Yes

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Class participation, including readings and work in progress, and presentations : 40%

MIDTERM: Individual project: 20%

RESEARCH FINAL PROJECT: 40%

Other
