

**Fall 2011**  
**FS 101: Academic Discourse I**  
**“Sex’ Sells”—Sex and Gender in American Consumer Culture**  
**MWF-1:30pm, Oddfellows 203**

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Dr. Terra Caputo

Office Location: Odd fellows 230

*Office Hours:*

- Monday 2:30-4
  - Wednesday 10-12
  - Friday 2:30-5
  - and by appointment
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***Course Description:***

The FS program provides students opportunities to develop communication and research skills useful for generating, exploring, defending, and challenging ideas. The three seminars in the FS sequence are designed to develop:

- critical thinking
- careful listening and reading
- thoughtful speaking and writing
- reflective academic planning and self exploration

This particular section of FS 101 focuses on the use of sex—in all its forms and definitions—in contemporary advertising. Over the course of the semester we will consider a number of key questions, including but not limited to: is it true that “sex sells”? If so, why? In what ways does advertising affirm, challenge, or appropriate traditional, binary constructions of sex and gender through particular advertising strategies? In what ways do such advertisements construct the American consumer? In what ways do particular constructions of sex and gender in contemporary advertising contribute to and even shape existing ideas and debates about these issues?

**Required Texts:**

Course Packet (only available at the Allegheny bookstore)

Hacker, Diana, and Nancy Sommers. *A Writer's Reference*. 7<sup>th</sup> Edition. New York/Boston: Bedford/St. Martin's, 2010.

Reichert, Tom. *Sex in Advertising: Perspectives on the Erotic Appeal*. New York: Routledge, 2002.

**Course Requirements:**

- You must visit the Learning Commons for peer consultations at least twice this semester—at least once for a writing consultation and at least once for a speech consultation. You may choose the assignment for which you schedule the

consultation, but it must be a formal assignment. You may visit the consultant at any stage of the drafting process—brainstorming, drafting, revision, or polishing. Please request a receipt and submit the receipt to me on the day the assignment is due.

- Attendance is mandatory and is an assumed, bare minimum requirement of the course. Unexcused absences will inhibit your academic progress and negatively impact your course grade.
- No late assignments will be accepted. No emailed copies of assignments will be accepted, unless specified by me. No exceptions.
- All written assignments must be typed, double-spaced, use Times New Roman font, and follow MLA documentation guidelines.
- Come to class ready to think and work. Simply filling up space won't cut it.
- Any and all instances of plagiarism will result in automatic failure of the course. Plagiarism is defined, and described in the Allegheny Honor Code, as “using the ideas or words of another without citing the sources from which the ideas or words are taken.” If you have questions about citation, please ask me or visit a writing consultant at the Learning Commons.

### **Grading:**

#### *Writing:*

Response Papers (1-2 pages each, apprx. 1 per week): 15%

Critical Paper #1 (4-5 pages): 15%

Researched Critical Paper #2 (6-8 pages): 20%

#### *Speaking:*

Contributions to Class Discussion: 15%

Formal Speech #1 (3-4 minutes): 15%

Researched Formal Speech #2 (5-6 minutes): 20%

### **Course Schedule**

*\*subject to change with due notice—expect additional readings and written assignments to be added, when and where appropriate*

<b>Date</b>	<b>Assignments</b>
8-28	2:30pm (First FS Meeting)
8-29	9am group meeting; individual meetings throughout the day
9-2	Tom Reichert—“What is Sex in Advertising” (Ch 1 in <i>Sex in Advertising</i> )
9-5	Juliann Sivulka—“Historical and Psychological Perspectives on the Erotic Appeal of Advertising” (Ch 3 in <i>Sex in Advertising</i> ) *Advertisements Due*
9-7	Allan Johnson— <i>The Gender Knot</i> , Ch 1 (course packet)
9-9	TBA

9-12	Susan Bordo—"Hunger as Ideology" *Writing/Speech Consultant Visit*
9-14	*Honor Committee Visit*
9-16	"Hunger as Ideology" continued
9-19	Aristotle's <i>Masterpiece</i> (course packet)
9-21	Thomas Laqueur— <i>Making Sex</i> , Ch 1 (course packet)
9-23	James Fordyce—excerpts from <i>Sermons for Young Women</i> (course packet)
9-26	TBA
9-27—9-29	Meet with Peer Leaders for individual writing consultations (outside of class, by appointment)
9-28	Jean Kilbourne—"Two Ways a Woman Can Get Hurt" (course packet)
9-29 (7pm in Oddfellows 221)	FILM—Kilbourne's <i>Killing Me Softly 4</i>
9-30	Critical Paper Due
10-3	<i>No Class—Individual Writing Conferences</i>
10-5	Karen Ross— <i>Gendered Media</i> , Ch 1 (course packet)
10-7	TBA
10-10	Barbara Stern—"Masculinism(s) and the Male Image" (Ch 12 in <i>Sex and Advertising</i> )
10-12	Susan Bordo—"Beauty Rediscovered the Male Body" (course packet) *Critical Paper Revision Due*
10-14	"Beauty Rediscovered" continued
10-17	<i>No Class—Fall Break</i>
10-19	Peer Leader Sample Speeches
10-21	Speech Workshop; Sample speech evaluation/analysis due
10-24	<b>Speech #1</b>
10-26	<b>Speech #1</b>
10-28	<b>Speech #1</b>
10-31	Library Visit—Finding and Evaluating Academic Sources
11-2	Writing Workshop
11-4	Researched Analysis—Source Summaries, Evaluations, and Citations Due
11-7	Gary Hicks—"Media at the Margins" (Ch 13 in <i>Sex and Advertising</i> )
11-9	Hester and Gibson—"Consumer Responses to Gay-Themed Imagery in Advertising" (course packet)
11-11	Researched Analysis—Introduction and Thesis Due
11-14—11-17	Meet with Peer Leaders for individual writing consultations (outside of class, by appointment)
11-14	Writing Workshop
11-16	Writing Workshop

11-18	Researched Critical Analysis Due
11-21	<i>No Class—Individual Writing Conferences</i>
11-23	<i>No Class—Thanksgiving Break</i>
11-25	<i>No Class—Thanksgiving Break</i>
11-28	Researched Critical Analysis—Revision Due
11-30	Final speech workshop
12-2	Researched Speeches—Practice Sessions
12-5	Researched Speeches—Practice Sessions
12-7	<b><i>Researched Speeches</i></b>
12-9	<b><i>Researched Speeches</i></b>
12-12	<b><i>Researched Speeches</i></b>
12-14	LAST DAY OF CLASS