

ENGLISH 101: ADVERTISING AND CONSUMER CULTURE

Instructor: Dr. Amanda Golden
Office: Callaway N303-B
Office Hours: T, Th 10-11 a.m.
and by appointment.

Fall 2011
Emory University
T,Th 8:30-9:45 a.m.
Callaway N204

COURSE TEXTS

- Diana Hacker, *A Pocket Style Manual* (2010) ISBN: 0312674651
- Sloan Wilson, *The Man in the Gray Flannel Suit* (1955) ISBN: 1568582463

COURSE OVERVIEW

Advertising and Consumer Culture is a course in writing about literature, history, and society from the late nineteenth century to the present. Students will learn to assert more effective arguments that demonstrate creativity, critical thinking, and intellectual risk taking. Central themes and concerns in our analysis of the course texts will include the roles of language, audience, gender, race, culture, class, and the arts. We will read the prose, poetry, and fiction of Virginia Woolf, James Joyce, Gertrude Stein, Roland Barthes, Susan Sontag, Gwendolyn Brooks, Sylvia Plath, Sloan Wilson, Ted Hughes, Sherman Alexie, and Salman Rushdie in addition to considering such contemporary examples as the television series *Mad Men*. Students will complete writing in class, weekly writing assignments, and four essays.

ASSESSMENT

- Essay 1 (4 pages) 10%
 - Essay 2 (5 pages) 15%
 - Essay 3 (5 pages) 20%
 - Research Paper (10 pages) 25%
 - Class Participation 30%
- Papers are due on Blackboard at least thirty minutes before our class session begins.
 - Papers must be typed in 12-point Times New Roman font, and double-spaced with 1-inch margins on all sides. Students must use MLA format.
 - The **Emory Writing Center** and its website (<http://writingcenter.emory.edu/index.html>) are excellent resources.
 - The last class session will be a class conference in which students will present their final papers. During the classes leading up to the conference, students will propose a theme for the conference and form groups based on their topics. The groups will not only serve as in class peer review groups for critiquing each other's paper drafts, but will also provide panels for the conference. Students' contributions to the conference will count toward class participation.
 - **Late Policy:** Each day that a paper is late, the grade will decrease by 3 points.

- **Class participation** is 30% of your final grade. Participation consists of your contribution to class discussion, group work, in class writing, weekly writing assignments, and quizzes.

ACADEMIC HONESTY

- **The Emory College Honor Code**
(http://www.college.emory.edu/current/standards/honor_code.html) will be discussed and must be observed at all times. Plagiarism is a serious academic offense and all suspected cases will be reported to the College Honor Council
- Plagiarism, or academic dishonesty, is presenting someone else's ideas or writing as your own. In your writing for this class, you are encouraged to refer to other people's thoughts and writing -- as long as you cite them.
- If you are ever in doubt about whether you are citing something correctly, please contact the professor.
- You must list all sources you consult in your works cited list. You must cite web pages.
- In moments of crisis students sometimes make decisions that they would not otherwise make. If you find yourself in a situation that affects your work in this class, please see the instructor or the Academic Dean's Office.

DISABILITY SERVICES

- Any student who, because of a disability or any other circumstance, may require special arrangements in order to meet course requirements should let the instructor know and must register with the **Office of Disability Services**. <http://www.ods.emory.edu/>

COUNSELING

- Free and confidential counseling services are available from the **Emory Counseling Center** (404-727-7450). <http://studenthealth.emory.edu/cs/index.php>

ASSIGNMENT SCHEDULE

Thursday 8/25: First Day of Class. Introductions. Virginia Woolf, "Middlebrow." **In Class Writing.**

Tuesday 8/30: Writing Assignment Due. Woolf, "Street Haunting," and "Am I a Snob?" (1936).

Thursday 9/1: Woolf, "Mrs. Dalloway in Bond Street" (1923).

Tuesday 9/6: Writing Assignment Due. Elizabeth Outka, "Introduction" and "The Past is a Present Country: Model Towns and Commercial Utopias" from *Consuming Traditions: Modernism, Modernity, and the Commodified Authentic* (2009).

Thursday 9/8: Barthes, "The World of Wrestling," "Soap-Powders and Detergents," "Toys," "The Brain of Einstein," "The New Citroën," and "Plastic" from *Mythologies* (1957).

Tuesday 9/13: Writing Assignment Due. Gertrude Stein, “Objects,” from *Tender Buttons* (1914).

Thursday 9/16: Susan Sontag, “Notes on Camp” (1964). In class: *Mad Men*.
http://www.cwrl.utexas.edu/~bourque/Sontag_NotesonCamp.pdf

Tuesday 9/20: James Joyce “Aeolus” chapter of *Ulysses* (1922), and excerpt from Jennifer Wicke, *Advertising Fictions* (1989).

Thursday 9/22: Rough Draft of Paper 1 Due. In Class Peer Review.

Tuesday 9/27: Paper 1 Due. Read Sylvia Plath poems, “The Colossus” (1959), “Lady Lazarus” (1962), “Daddy” (1962), and “Ariel” (1962).

Thursday 9/29: No Class: Rosh Hashanah

Tuesday 10/4: Excerpt from Plath, *The Bell Jar* (1963) and *The Unabridged Journals of Sylvia Plath* (2000)

Thursday 10/6: Writing Assignment Due. Finish excerpt from Plath, *The Bell Jar* (1963) Class visit to Emory’s Manuscripts, Archives, and Rare Book Library to see Plath’s manuscripts and volumes from her personal library.

Tuesday 10/11: No Class: Fall Break.

Thursday 10/13: Read Tracy Brain, “Packaging Sylvia Plath,” from *The Other Sylvia Plath* (2001) and Luke Ferretter, “Gender and Society in *The Bell Jar*” from *Sylvia Plath’s Fiction* (2010).

Tuesday 10/18: Rough Draft of Paper 2 Due. Peer Review.

Thursday 10/20: Paper 2 Due. Read Elizabeth Alexander’s introduction to *The Essential Gwendolyn Brooks* and Brooks’s poems, particularly “kitchenette building” (1945), “A song in the front yard” (1945), “Sadie and Maud” (1945), and *The Anniad* (1949).

Tuesday 10/25: Read beginning of Sloan Wilson, *The Man in the Gray Flannel Suit* (1955). In Class: *New Yorker* magazines (1957).

Thursday 10/27: Writing Assignment Due. Continue Wilson, *The Man in the Gray Flannel Suit*. In Class: Clip of film, *The Man in the Gray Flannel Suit* (1956).

Tuesday 11/1: Read Salman Rushdie, “Free Radio” and “At the Auction at the Ruby Slippers” from *East, West* (1994).

Thursday 11/3: Rough Draft of Paper 3 Due. Online and in Class Peer Review.

Tuesday 11/8: Read Ted Hughes, “Crow Tries the Media” (1971) and Sherman Alexie, “A Facebook Sonnet” (2011).

Thursday 11/10: Paper 3 Due. Read interview with Rushdie and essay, "Out of Kansas" (1992). Discuss research methods for final essay.

Tuesday 11/15: Visit MARBL.

Thursday 11/17: Final Paper Proposal and Bibliography Due. Continue discussing Rushdie.

Tuesday 11/22: No Class: Thanksgiving.

Thursday 11/24: No Class: Thanksgiving

Tuesday 11/29: Rough Draft Due. In Class Peer Review.

Thursday 12/1: Class Conference: Part I

Tuesday 12/6 Class Conference: Part II. Final Paper Due.