

“It is far more difficult to murder a phantom than a reality.” – Virginia Woolf

HIST 399: American Beauty Culture
Winter 2015
Mondays & Wednesdays 10-11:20pm
189 Prince Lucien Campbell Hall

Professor Jamie Mayhew Bufalino
Office: 340W McKenzie Hall
Office hours: Mondays & Wednesdays 12-1:30pm (or by appt)
bufalino@uoregon.edu

Course Overview:

This course will examine the development of modern American beauty culture from the mid-nineteenth century to the present. Students will examine and discuss secondary sources on the rise of the beauty industry and the promotion of beauty ideals in American culture. Students will engage in a historical research project analyzing the history of American beauty culture as chronicled through popular women’s magazines. Topics of discussion will include changes in notions of the female body resulting from industrialization and the rise of American consumer culture, the role of women in the development of American beauty industry in the early twentieth century, the significance of beauty ideals in influencing women’s social roles throughout the twentieth century, & lastly, the impact of American beauty culture on personal identity and power relations based on class, race, & gender.

Learning Objectives:

- 1) To demonstrate a detailed knowledge of rise of U.S. beauty industry with special emphasis on the role of women in the creation of an American beauty culture**
- 2) To evaluate secondary sources on the impact of American beauty culture on women’s roles in society as well as on personal identity & power relations**
- 3) To engage in historical analysis of primary documents from the late 19th through the early 21st centuries including advertisements and editorial content in popular women’s magazines for evidence of changes in beauty ideals over time**

Teaching Method:

This is a reading & writing-intensive discussion-based course. It is vital that students come to class prepared to discuss the day’s reading assignments. Most of our class time will consist of group discussion. There will be occasional short lectures to provide necessary context for course readings. Discussions will be focused on analysis of primary and secondary documents related to the history of U.S. consumer culture. Students will be graded on participation.

Required Texts:

Joan Jacobs Brunberg, *The Body Project: An Intimate History of American Girls*

Nan Enstad, *Ladies of Labor, Girls of Adventure*

Kathy Peiss, *Hope in a Jar: The Making of American Beauty Culture*

Blaine Roberts, *Pageants, Parlors, & Pretty Women: Race and Beauty in the Twentieth-Century South*

Naomi Wolf, *The Beauty Myth: How Images of Beauty Are Used Against Women*

Additional resources on course website on blackboard

***See Course calendar for schedule for readings & assignments**

Attendance Policy & Participation:

As class participation is vital to the success of this course, attendance is mandatory and will be recorded at the beginning of each class period. **More than three absences from class will result in failure of the participation component of the course.** Students are expected to come to class prepared to discuss each day's readings. Students will be graded on the quantity & quality of participation.

Discussion Etiquette:

Students are permitted to take notes using a computer. However, I will alter this policy if I find that either I or other students are disturbed by the improper use of electronic devices during class. Please silence devices & remain quiet during class unless called on by instructor. Arrive and depart the classroom on time so as not to distract others. During classroom discussion, students are encouraged to provide multiple perspectives on course readings. However, please respect the views of others by responding with alternative arguments rather than personal remarks.

Course Assignments:

Student grades will be determined on the basis of the following criteria:

1. Essays – (20% each) 2 short papers analyzing assigned readings (5 pages each). These essays will be included in the final paper produced at the end of the term. See individual assignment instructions on blackboard.
2. Participation (20% of course grade). *Students are expected to contribute to each class discussion. More than 3 absences will result in automatic failure of this portion of the course.*
3. Group Presentation (20% of course grade each). See assignment instructions on blackboard.
 - a. Project Abstract & Contract (5%)
 - b. Final Presentation (15%)
4. Final Paper (20%) Paper based on research for group presentation. See assignment instructions on blackboard.

Incompletes, Late Assignments, and Academic Dishonesty:

Incompletes will be given in rare cases such as serious illness but must be discussed with me prior to the end of the term. Late assignments will be docked at a rate of one-third grade level per day following the due date (for instance an A- paper would earn a B+ if one day late, a B if two days late and so on). It is the responsibility of the student to make sure that I receive the late paper. Academic dishonesty will result in disciplinary action and potential assignment/course failure. Academic dishonesty includes plagiarism of published works including online sources and passing off the work of another student as one's own. For guidelines see

<http://libweb.uoregon.edu/guides/plagiarism/students/>.

History 399: American Beauty Culture

Week	Day	Reading	Lecture/ Discussion Topic	Assignments
1	Mon 1/5		Introduction to American Beauty Culture	
	Wed 1/7	<i>The Body Project: An Intimate History of American Girls</i> , pgs. xvii-55	Changing Views of the Adolescent Female Body in U.S. History	
2	Mon 1/12	<i>The Body Project</i> , pgs. 56-137	Changing Views of the Adolescent Female Body in U.S. History	
	Wed 1/14	<i>The Body Project</i> , pgs. 137-192	Changing Views of the Adolescent Female Body in U.S. History	
3	Mon 1/19	No Class	Martin Luther King, Jr. Day	Project Contract & Abstract due via Blackboard 10pm
	Wed 1/21	<i>Hope in a Jar: The Making of America's Beauty Culture</i> , pgs. 9-60	Creating the Beauty Ideal	
4	Mon 1/26	<i>Hope in a Jar</i> , pgs. 61-133	Creating the Beauty Ideal	
	Wed 1/28	<i>Hope in a Jar</i> , pgs. 134-202	Creating the Beauty Ideal	
5	Mon 2/2	<i>Hope in a Jar</i> , pgs. 203-270	Creating the Beauty Ideal	Paper 1 due via blackboard 10pm
	Wed 2/4	<i>Ladies of Labor, Girls of Adventure</i> , pgs. 1-47	The Role of the Beauty Ideal in Class Politics	
6	Mon 2/9	<i>Ladies of Labor, Girls of Adventure</i> , pgs. 48-118	The Role of the Beauty Ideal in Class Politics	
	Wed 2/11	<i>Pageants, Parlors, & Pretty Women: Race & Beauty in the 20th-Century South</i> , pgs. 1-56	The Role of the Beauty Ideal in Racial Politics	
7	Mon 2/16	<i>Pageants, Parlors, & Pretty Women</i> , pgs. 57-104	The Role of the Beauty Ideal in Racial Politics	
	Wed 2/18	<i>Pageants, Parlors, & Pretty Women</i> , pgs. 105-148	The Role of the Beauty Ideal in Racial Politics	
8	Mon 2/23	<i>Pageants, Parlors, & Pretty Women</i> , pgs. 149-191	The Role of the Beauty Ideal in Racial Politics	Paper 2 due via blackboard 10pm
	Wed 2/25	<i>Pageants, Parlors, & Pretty Women</i> , pgs. 192-257	The Role of the Beauty Ideal in Racial Politics	
9	Mon 3/4	<i>The Beauty Myth: How Images of Beauty Are Used Against Women</i> , pgs. 9-57	The Role of the Beauty Ideal in Gender Politics	
	Wed 3/6	<i>The Beauty Myth</i> , pgs. 58-130	The Role of the Beauty Ideal in Gender Politics	
10	Mon 3/9	<i>The Beauty Myth</i> , pgs. 131-217	The Role of the Beauty Ideal in Gender Politics	
	Wed 3/11	<i>The Beauty Myth</i> , pgs. 218-291	The Role of the Beauty Ideal in Gender Politics	

11	Wed 3/18	Final Presentations 10:15-12:15	Final Paper Due via Blackboard 5pm
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