

	MAHATMA GANDHI UNIVERSITY Kottayam, Kerala Undergraduate Programmes (HONOURS) 2024 Admission Onwards
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SYLLABUS			
SIGNATURE COURSE			
Name of the College	Rajagiri College of Management & Applied Sciences, Kakkanadu		
Faculty/ Discipline	English		
Programme	BA (Hons) English		
Course Coordinator	Geethu Johny		
Contributors	Salu Varghese, Kavitha Krishnadas		
Course Name	Sustainable Narratives: Writing Fashion in the Age of Climate Crisis		
Type of Course	SEC		
Specialization title	This Signature Course does not have a specialization.		
Course Code	MG6SECENGA00		
Course Level	300		
Course Summary	The course explores the fast-changing world of fashion journalism through the lens of sustainability, ethics, and cultural storytelling. Students will learn to write fashion features, critiques, and editorials while engaging with debates around ethical fashion, greenwashing, fast fashion, and circular design. The course examines the role of journalism in shaping fashion trends, consumer awareness, and policy advocacy for sustainable practices like recycling and upcycling.		
Semester	6	Credits	3
Course Details	Learning Approach	Lecture	Practical/Lab-P
	Credits	2	1
Pre-requisites, if any	There are no formal prerequisite this course.		

Course Outcomes (CO)

Number of COs		5	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the scope and history of fashion journalism within cultural discourse.	U	PO1, PO2
2	Analyze fashion media through critical, ethical, and ecological lenses.	An	PO1, PO3
3	Explore sustainable practices in fashion and represent them through journalistic writing.	An	PO2, PO3
4	Develop fashion journalism pieces including features, critiques, and interviews.	C	PO2, PO4
5	Evaluate fashion narratives for inclusivity, ethical framing, and climate impact.	E	PO3, PO4

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	2	-	-	-	-	-	-	-	-
CO 2	2	-	2	-	-	-	-	-	-	-
CO 3	-	1	2	-	-	-	-	-	-	-
CO 4	-	2	-	2	-	-	-	-	-	-
CO 5	-	-	2	2	-	-	-	-	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Introduction to Fashion Journalism			
	1.1	Evolution of fashion writing in print and digital formats	3	["1", "2"]
	1.2	Writing styles: runway reporting, trend commentary, critique	3	["1", "2"]
	1.3	Notable fashion journalists and publications	3	["1", "2"]
	1.4	Writing task: critique of a fashion editorial	3	["1", "2"]
	1.5	Fashion and identity: class, gender, ethnicity, caste	3	["1", "2"]
	1.6	The language of fashion: semiotics, performance, power	3	["1", "2"]
	1.7	Indigenous and regional fashion as cultural expression	2	["1", "2"]
2	Sustainability and Ethics in Fashion Media			
	2.1	Fast fashion's environmental toll: waste, labour, and emissions	5	["1", "3", "4"]
	2.2	Journalism as climate advocacy: reporting greenwashing, ethical labels	5	["1", "3", "4"]
	2.3	The circular economy: reuse, repair, thrift, upcycle	5	["1", "3", "4"]
	2.4	Workshop: Writing an exposé on unsustainable practices or profiling eco-fashion advocates	5	["1", "3", "4"]
3	Practical Applications in Fashion Journalism			
	3.1	Conducting interviews and writing human-interest stories	5	["2", "4", "5"]
	3.2	Building visual and narrative stories: zines, blogs, reels	5	["2", "4", "5"]
	3.3	Multimedia storytelling for slow fashion campaigns	5	["2", "4", "5"]
	3.4	Final Project: Feature article or multimedia story on a local or global sustainable fashion initiative	5	["2", "4", "5"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Guest Lecture, Group Activity, Story Pitching Workshop, Article Review, Filed work with ethical fashion enterprises.
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Practical
	A. Continuous Comprehensive Assessment (CCA) • Practical - 25 Marks Presentation & Viva
	B. End Semester Evaluation (ESE) • Practical - 50 Marks Assessment Methods - Project & Viva Duration of Examination - 1.00 Hrs

References

- Julie Bradford - Fashion Journalism Malcolm Barnard - Fashion as Communication Clare Press - Wardrobe Crisis: How We Went from Sunday Best to Fast Fashion Clare Press - Wardrobe Crisis: How We Went from Sunday Best to Fast Fashion Dana Thomas - Fashionopolis: The Price of Fast Fashion and the Future of Clothes Seth Gitner - Multimedia Storytelling for Digital Communicators in a Multiplatform World .

Suggested Readings

- Lucy Siegle - To Die For: Is Fashion Wearing Out the World? Tansy Hoskins - Stitched Up: The Anti-Capitalist Book of Fashion Articles from The Voice of Fashion, BOF (Business of Fashion), Ethical Fashion Forum, Slow Factory Documentaries: The True Cost, Minimalism, Unravel (Meghna Gupta) Podcasts: Wardrobe Crisis, Conscious Chatter

Affidavit

- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and Geethu Johny, retain the copyright of this syllabus and expressly prohibit its distribution in complete form to any institution outside our own.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu, agree to appoint a new course coordinator for the proposed Sustainable Narratives: Writing Fashion in the Age of Climate Crisis in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and Geethu Johny, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.