

myptk ► Quizzes ► Honors In Action Project Award - Application ► Review of attempt 1

Honors in Action Project Award - Application

Review of attempt 1



Alpha Epsilon Kappa Chapter1 Chapter

Started on Monday, 9 January 2017, 03:42 PM

1

Provide a brief abstract or summary of your Honors in Action project including the following components: academic research and analysis, leadership roles, leadership development, action, collaboration, reflection and outcomes.

Word Count Limit: The essay responses for the entire application cannot exceed 2600 words. No limit is given for each essay question, but to the application as a whole.

Answer:

When we started our Honors in Action project, we wanted to pick a theme through a careful process. We knew we would be working on this for months, so it had to be a theme for which we could all find a common passion. For approximately one month we worked on researching different issues that we were interested in and their matching themes, using several academic sources such as books and scholarly articles. Finally, we chose "Beauty and Vulgarly" and more specifically decided to focus on media's effect on women. Once we decided on this route, we finally felt ready to start brainstorming project ideas. We wanted something that would create impact not only on campus, but on our whole community. Through our research, we realized how much media impacts women's placement in society and their self-esteem in general. We realized that if women know this kind of phenomenon is happening when viewing media, they can ultimately overcome it. We decided that we wanted to somehow educate our community on women's exploitation in media, and decided that a documentary viewing could be very beneficial. After searching around, we found the documentary *Miss Representation*. This film embodied everything we wanted to get across to the community; it showed how women are portrayed in different forms of media such as advertisements and news broadcasts, and how this in turn affects their positions in society and even in politics. Once we decided on this, we all took different leadership roles. Some officers helped with securing the facilities we needed, some with advertising, and some with the "script" for the evening. Once the night came, we had an amazing turnout. The best part of our project was the discussion we held right after the documentary ended. Based on our prepared questions, we received input from many people in the room on what they thought of the film, how they felt about women in media, and ultimately, how these circumstances could change.

Word Count: 330

2

What theme in the current Honors Program Guide did your chapter focus on?

Choose one answer.

Theme 1 - Myth and Reality

Theme 2 - Individualism and Collectivism

Theme 3 - Rights and Responsibilities

Theme 4 - Peace and War

- Theme 5 - Beauty and Vulgarly

Theme 6 - Natural and Engineered

Theme 7 - Innovation and Replication

Theme 8 - Nostalgia and Pathos

3 Why and by what process did you choose this theme?

Answer: Our team first purely brainstormed. We involved our whole chapter by inviting them to help us list on sticky notes issues that were important to each person. After the sticky notes were placed on a board, the issues were categorized in terms of one of the eight Honors in Action Guide Themes. Then, the top five themes with the most sticky notes were handed off to individual officers to study and report back to the chapter. Since we have six officers, one of them volunteered to do additional research on "Beauty and Vulgarly" even though it was not in the top five. We had a lively debate regarding the themes as officers selected themes of most interest to them. After presenting research on each topic to the rest of the officer team at two different meetings, we narrowed our themes down to three. Everyone did research on these three themes. Finally after another in-depth debate, we voted on the them "Beauty and Vulgarly." While we were interested in many themes, because we have an all-female officer team, we felt we could all find a passion for this theme. Even though each officer had strong feelings about her topic and lobbied hard for it being chosen, once the decision was finalized, everyone came together to produce an outstanding outcome.

Word Count: 219

4 List the 8 academic/expert sources that were most enlightening regarding multiple perspectives of the Honors Study Topic theme you selected. Briefly explain why these were the most important sources and what you learned from each of them as you researched your theme.

Example:

St. Amant, Mark. *Committed*. 2005.

St. Amant discusses fantasy football, a competitive activity for some 20 million people. He tracks progression of the hobby from its beginnings in the early 1960s to what is now a multibillion dollar business. St. Amant explains why fantasy sports capture people's attention in a culture of competition and helped us better understand their appeal.

Be consistent with and formal in the way you present the citations for your sources. While it is NOT necessary to use APA or MLA formatting for your sources, please be sure to include the author's name, title of publication, publication year, and a brief description.

For websites, provide a document title or description, a date (either the date of the publication or the date of retrieval from the Internet), and a web address (URL). Whenever possible, identify the authors of a document as well.

For individual or group resources, list contact person's name, email address and/or telephone number, job title, and place of employment.

Submitting more than 8 sources is not allowed. Additional ancillary materials and/or links to those materials will not be considered for judging.

Resource 1

Answer: Eco, Umberto. *History of Beauty*. 2010. In this book, Eco discusses a basic history of beauty

and how beauty has been defined throughout different periods of time. By learning a general knowledge of the history of beauty, it became easier for us to compare modern beauty standards.

Word Count: 46

5 Resource 2

Answer: Eco, Umberto. *On Ugliness*. 2011. This book discusses society's attraction towards things that are vulgar, and also attempts to explain how ugly can be defined. It was interesting to see Umberto Eco's contrast between beauty, ugliness, and vulgarity.

Word Count: 39

6 Resource 3

Answer: Espejo, Roman. *The Culture of Beauty*. 2010. This book is one of the main reasons we chose the media route for our project. It discussed how media has changed women's modern ideas of beauty, and touched on topics such as plastic surgery and even global impacts of sexual imagery in media.

Word Count: 51

7 Resource 4

Answer: Higgins, Lesley. *The Modernist Cult of Ugliness*. 2002. This book touched on the history of beauty, mainly during the Lost Generation and how these post-World War II authors tried to break the stereotypical mold of beauty. Again, this book was interesting as a source of comparison. We learned about how women in the 1920's broke their expected beauty standards, and how this has affected women's beauty ideals until our present history.

Word Count: 71

8 Resource 5

Answer: Chun-Tuan, Chang. *Can Sex Sell Bread?* 2013. This article, published in the *International Journal of Advertising*, specifically zoned in on how sexual imagery is used in marketing, and its overall effectiveness. We liked this article because it actually discussed why marketers feel the need to use sexual images of women in their advertisements.

Word Count: 52

9 Resource 6

Answer: Dejmanee, Tisa. *The Burdens of Caring*. 2013. This article was published in *Australian Feminist Studies*, and it discusses how ethical organizations such as PETA even use sexual imagery in their media advertising. This article appalled us and really showed us the true extent of the issue- if even ethical organizations must resort to sexual images in media, this problem must be a lot bigger than we thought.

Word Count: 66

10 Resource 7

Answer: Jones, Abigail. Sex and the Single Tween. 2014. This article, published in *Newsweek* and written by *New York Times* bestselling author Abigail Jones, zoned in on how women's portrayal in media affects young women in particular. This article helped us in planning our project because we could each remember being exposed to media while younger that made us feel insecure or that we could feel better about ourselves just by buying a product, and we realized how important it is for young women to become aware of what they are being exposed to at an early age.

Word Count: 96

11 Resource 8

Answer: Lull, Robert B. Do Sex and Violence Sell? 2015. This article discussed sex in advertising, but also brought in another viewpoint of violence against women in media and how this perhaps affects their positions in society. This was an aspect that we had not yet considered, so it was interesting to read about another perspective. It was published in *Psychological Bulletin*.

Word Count: 60

12 **What conclusions did your chapter reach based on your research and how did these conclusions guide you to select the action part of your project?**

Answer: Based on our research, we arrived at the conclusion that women in particular are exploited in media, which affects their positions and respect in society. We knew there were several different avenues that we could take when focusing on beauty and vulgarity, but media made the most sense to us because we are surrounded by it almost every second whether we like it or not. We discussed how we constantly hear women comparing themselves to women in media, and the women in media are practically compared to objects. What kind of society does that create for women? We wanted women to be conscious of the problems that exist in the media relating to women, so that perhaps more women can overcome these comparisons and expectations of themselves. This was the main goal we had in mind while developing the actual "action" portion of the project.

Word Count: 145

13 **Summarize your objectives for this Honors in Action project and the process by which the chapter set these objectives.**

Answer: For this project, our main objectives were increasing awareness in the community of women's portrayal in media and inspiring others to overcome their comparison of themselves to women in the media. This is a two-part process—in order to overcome insecurity, women must first be aware that a problem exists. We discussed how, before extensive research in this area, our whole research team had certain insecurities, and these mostly stemmed from comparing ourselves to other women we see in advertisements, on television, or in social media. However, we were so used to seeing these images that we did not realize it was a problem at first. We simply thought it was just a normal part of our society. Once we started researching, we made the startling discovery that this does not

have to be a component of society, and that we were good enough just being ourselves rather than constantly comparing our images to unrealistic ones. This was an amazing idea—we were free from what society expected us to be! We knew that we wanted women in our community to share this experience. Through knowledge of the problem, perhaps they could overcome the negative effects of comparing themselves to other women in media.

Word Count: 205

14 **With whom did you collaborate for this Honors in Action project?**

Answer:

In order to have a bigger impact on the community as a whole, we first had to collaborate with our school. Once we decided to show *Miss Representation*, we quickly decided that a building on campus would be the perfect spot to which we could invite both students and community members. We had to receive approval from our college's Student Life office to use this building, so after filling out paperwork and request forms, they helped us obtain the building for the evening and also were excellent in helping us get all of the equipment we would need to successfully show the documentary. We also wanted to advertise both on and off campus in order to reach both students and community members. We worked with graphic designers at our school, and they helped us create advertisements that were approved to be displayed on campus and in the community. We posted paper flyers all around campus, and a digital version was shown on the informational television monitors we have on campus. We also displayed the flyers at one of our team members' workplaces, at Starbucks, and even a few places in downtown Springfield. Additionally, the Public Relations and Marketing department at our school even arranged for a radio interview, which helped us further promote the event to the public. One of our team members was able to speak about the event on a local radio station, and our college's Facebook page shared the link to the interview afterwards so that anyone could click the link and listen to the interview. Finally, we collaborated with numerous instructors at our school. One of our officers emailed several instructors in the fields of English, sociology, psychology, political science, and more, and asked them to share this opportunity with their students, both male and female. A few instructors even offered extra credit to students who came and participated in the viewing of the documentary and the discussion afterwards. Overall, our school was amazing in collaborating with us to help us reach the most people possible for our project.

Word Count: 345

15 **Describe the leadership of chapter members that contributed to the planning, preparations, and implementation of this Honors in Action project. The exercise of leadership may come from groups/committees, officers, and non-officers. Leadership roles are not necessarily those that come with "titles."**

Answer:

The main leadership role that all of our officers took was in the initial research step. Every officer picked a topic and coinciding theme that mattered to them and became responsible for not only researching that topic but presenting the research to other team members and trying to explain why they thought it would be a good topic to pursue. Once we finally decided on "Beauty and Vulgarly", leadership roles were adopted in several different ways. There was definitely one of our officers who was designated as the "leader" for the project, but everyone did their part in helping the project get organized. There were non-members who attended almost every meeting and had valuable input on what they thought of the project and documentary, and this was very valuable in our final decision of picking *Miss Representation*. Officers also aided in deciding what documentary we would show, filling out paperwork and securing our venue, making sure we were allowed to show our chosen documentary (due to copyright laws), checking on equipment needs, corresponding with public relations and marketing and our college's graphic designers to help market the event, and of course, actually putting on the event! All of our officers were able to attend the event and played an active part in the discussion following the showing of the documentary. Overall, our team effort was amazing for the project. Since we had a shared passion for "Beauty and Vulgarly" and women's portrayal in media, it was easy to find the drive to get

everything done that needed done for the project.

Word Count: 264

16 **Describe leadership education and training activities taken to specifically help chapter members be more effective leaders for *this* Honors in Action project.**

Answer: One of the events that specifically helped us prepare to undertake our project was going to the Phi Theta Kappa Illinois Regional Convention in June 2016. Most members of our officer team were new to Phi Theta Kappa and had no idea how even think about starting a large project like this. After attending several educational forums, we began to lay out a process that we wanted to follow. Our main goal was to start the project early, so we would not have to rush through it and could pick a theme that we truly cared about. Another aspect that really helped us develop our project was the fact that we had all taken composition classes beforehand that showed us the correct way to conduct research objectively on a topic. This was very important because even though we all chose topics that we were very interested in, we still wanted to remain open-minded when it came to other topics. Since we already had some experience in leadership, we were ultimately able to choose the best topic for our whole group.

Word Count: 179

17 **Describe the service or "action" components of this Honors in Action project that were inspired by and directly connected to your Honors Study Topic research. (Action can also include promoting awareness and advocacy.)**

Answer: The main "action" that we performed in response to the theme "Beauty and Vulgarity" was showing a documentary that promoted awareness of how women are sexualized and exploited in media, and holding a discussion amongst viewers afterwards. When we first started our research, we found ourselves constantly asking questions such as "What is beauty? What is vulgarity? Can they exist in unison?" We found these questions became even harder to answer when we began viewing dozens of advertisements of women with little-to-no clothing in compromising positions, and harder again when we became conscious of how often we saw these advertisements in real-life. Were these images of women beautiful or vulgar? Or both? We finally came to the conclusion that these images could be beautiful if they empowered women, but they rarely did. Instead, they compared women to objects, which ultimately diminishes the value of women as a whole. We wanted our viewers to realize this, and be able to reject the validity of the negative portrayal of women in media.

Word Count: 171

18 **What were the quantitative and qualitative outcomes of your project, including the lessons learned by your chapter members and others?**

Answer: On the actual evening of our project, we had sixteen students, four community members, and two advisers attend. However, regardless of the numbers, we had an excellent discussion following the documentary showing. Attendees seemed truly impacted and moved by the film, and that was what our main goal was all along. As a team, the biggest lesson we learned was that putting a large-scale project together is definitely a challenge, but very worthwhile in the long run. We also had the opportunity to learn about the portrayal of women in media through in-depth research, and it is deeply satisfying to feel like we are knowledgeable in this topic.

Word Count: 108

19 **What is left undone or what opportunities remain for the future?**

Answer: We think the biggest opportunity that remains for the future is educating even more people on how they can overcome media's expectations. Our project was a one-time documentary showing, but it would definitely be interesting to see if we could continue these showings and impact even more people in the community. Another opportunity that remains is simply educating people by word of mouth. Instead of keeping quiet when we hear one of our friends say "I wish I looked like her" or "If only I was that skinny", we can pass on our knowledge of women in media and promote self-love instead. When people do not realize there is a problem, that problem is impossible to overcome. However, if we continue our efforts to educate as many women (and men) as possible on both media and their true value as a person, we can overcome the negativity in media.

Word Count: 151

Chapter Advisor Certification

Certifying the application should be the final step after all parts of the application are complete. The person responsible for certifying the application must log in to certify. Choose your name below and press "Save without submitting." A check box to affirm the statement below will appear. Check this box and click "Save without submitting." Once the application has been certified, edits can no longer be made unless the certification is un-checked. Once the application has been completed and certified, a "Submit All and Finish" button will appear to submit the final application.

I certify that the award application is the work of our chapter's members and that only supervision and/or assistance was provided by chapter advisors, faculty members or alumni in the preparation of this award entry. The activities represented in this entry are, to the best of my knowledge, an accurate portrayal of the work the chapter has completed.

I affirm this statement.

To be certified by Gordon, Claire



You are logged in as Claire Gordon (Logout)