



English 2305: Intro to Fiction
Young Adult Fiction and the Television Adaptation:
The Branding of the American Teenager

Instructor: Brandon HERNsberger
M W F 9am-10am
#12408

In this course, we will investigate the representation of the American teenager in popular pieces of fiction that have since been adapted for television. We will carefully study (particularly Female) gender roles as seen in these books and television series through a somewhat historical lens as we look back at teenage identity in canonized works of fiction, such as *Little Women* and *Sister Carrie*, then make our way to the present, highlighting the differences these eras afford us in our understanding of the feminized and masculinized role in pop-culture. Along with this, we will discuss the marketing and consumption of the American teenager by examining branding strategies (as seen in Naomi Klein's *No Logo*) that certain television networks employ in their desire to almost literally turn the teenager into an object to be consumed and replicated by teenage audiences. Through all of this, we will hopefully come to a more thorough understanding of how popular (and somewhat abject) gender roles are being constructed and perpetuated by the creators of the books and television shows now ubiquitous in the consciousness of the American teenager.

Books to be used in the course:

Little Women (Louisa May Alcott)

Sister Carrie (Theodore Dreiser)

Gossip Girl (Books 1-3) (Cecily von Ziegesar)

Pretty Little Liars (Books 1-4) (Sara Shepard)

Vampire Diaries (Books 1-2) (L. J. Smith)

No Logo (Naomi Klein)