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# University of Pretoria Yearbook 2019

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## Social and cultural aspects of clothing 311 (KLD 311)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Faculty of Natural and Agricultural Sciences</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">BConSci Clothing Retail Management</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	3 lectures per week
<b>Language of tuition</b>	Afrikaans and English are used in one class
<b>Department</b>	Consumer and Food Sciences
<b>Period of presentation</b>	Semester 2

### Module content

Social-Psychological and cultural aspects of clothing: Development of a framework; Symbolic-Interaction as a framework; the cognitive approach. Development of the self: self and self-concept: the body as indicator; personal values and norms. Appearance management and presentation of the self: role acceptance, identity, social control, roles in social cognition. Cultural context and dress: reflection of human adaptation; culture creations (technical, moral and ceremonial patterns); societies and clothing; beauty standards and beauty ideals.

Social context, identity, change and clothing: the family, politics, religion, economy and the role of clothing as a reflection of social and personal identities; mentefacts and identities; social change and clothing

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