



University of Pretoria Yearbook 2020

Social and cultural aspects of clothing 311 (KLD 311)

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

Module content

Social-psychological and cultural aspects of clothing: development of a framework to study individuals' clothing behaviour, symbolic-interactionism and a cognitive perspective. 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 social cognition. Cultural context and dress: 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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.