



University of Pretoria Yearbook 2016

Social and cultural aspects of clothing 311 (KLD 311)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
Programmes	BConsumer Science Clothing: Retail Management
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Consumer Science
Period of presentation	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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