



University of Pretoria Yearbook 2022

Social and cultural aspects of clothing 311 (KLD 311)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	15.00
NQF Level	07
Programmes	BConSci (Clothing Retail Management)
Prerequisites	No prerequisites.
Contact time	3 lectures per week
Language of tuition	Module is presented in English
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.

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