



University of Pretoria Yearbook 2019

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; 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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