

FACULTY OF ARTS AND LETTERS

DEGREE COURSE IN: **FASHION AND DESIGN BA**

SUBJECT: SOCIOLOGY OF FASHION II

LECTURER: AMBROGIA CEREDA

Email: ambrogia.cereda@uniecampus.it

OBJECTIVES

The final exam of Sociology of fashion II cannot be taken without first passing the final exam of Sociology of fashion I.

The course aims to explain fashion as an articulated set of meaningful practices, which reflect social and cultural transformations occurring on a specific time period, as well as individual social needs.

In particular, students will develop the ability to analyse different constitutive and aesthetic modes of existence of the fashion world, which have followed one another in quick succession starting from the mid 20th century.

Students will also learn how to apply this competence to contemporary emerging phenomena.

CONTENTS

The course will analyse:

1. the evolution of the Italian fashion system and its relationship with cultural, economic and social transformations
2. the shift from modernity to late industrial modernity (post-modernity)
3. conceptual tools to understand the cultural changes and the specific features of the new scenario (Italian fashion - Italian style - subculture - counter culture).

The process of identity construction will be also considered in its relation to fashion as a tool for the expression of social and individual meanings.

ASSESSMENT

Written exam: Multiple choice and open questions.

RECOMMENDED TEXTBOOKS

Elizabeth Rouse, *Understanding Fashion*, Blackwell, Oxford, 1999.

An essay among the followings:

Dick Hebdige, *Subculture. The Meaning of Style*, Routledge, London, 1979.

Diana Crane, *Fashion and its Social Agendas. Class, Gender, and Identity in Clothing*, University of Chicago Press, Chicago, 2000.
