

**Sociology**  
**Generic Elective (GE) 12**  
**Sociology of Fashion**

**GENERIC ELECTIVE COURSE -12 (GE-12) : Sociology of Fashion**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>GE 12 Sociology of Fashion</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>12<sup>th</sup> Class Pass</b>	<b>Nil</b>

**Learning Objectives:**

1. This paper aims to introduce students to the sociological study of fashion and its associated domains such as dress and clothing.
2. The objective of the paper is to introduce students to a range of issues arising out of a sociological consideration of fashion: the semiosis, social forms, relationship between fashion and social locations, culture and identity, and the global fashion industries in relation to consumption and sustainability.

**Learning outcomes:**

Students will be able to:

1. *Acquire* a basic knowledge of the theories and substantive issues in the sociology of fashion.
2. *Identify* and assess the meanings of fashion in its various dimensions such as material culture, as identity, as an economic power, and aesthetic style.
3. *Develop* an informed approach to read fashion in order to analyse and appraise relations between the economic, symbolic and socio-political aspects of contemporary society.

**SYLLABUS OF GE-12: Sociology of Fashion**

**Unit I: Fashion: Between History and Sociology (9 Hours)**

*This unit introduces students to the basic theoretical and conceptual issues in the sociological study of fashion*

**Unit II: Making and the Meanings of Fashion (27 Hours)**

*This unit maps the various dimensions of the sociological study of fashion and enables students to grasp the many meanings of fashion in relation to culture, power and economy.*

- a. Sociality and Material Culture
- b. Commodity and Consumption

### **c. Identity and Change**

#### **Unit III: Fashion in a Global Society (9 Hours)**

*This unit familiarizes students with the sociology of fashion in the contemporary context of globalization and cultural change.*

**Practical Component: NIL**

#### **Essential/Recommended Readings:**

##### **Unit I: Fashion: Between History and Sociology**

Wilson, Elizabeth. *Adorned in Dreams: Fashion and Modernity*, London and New York: I. B. Tauris, 2003. Introduction. Pp. 1-15.

Blumer, Herbert. Fashion: From Class Differentiation to Collective Selection. *The Sociological Quarterly*, 10(3), 1969. Pp. 275–290.

Barthes, Roland. *The Language of Fashion*. United Kingdom: Bloomsbury Publishing, 2013. Pp. 3-14, 85-91.

##### **Unit II: Making and the Meanings of Fashion**

###### **a. Sociality and Material Culture**

Simmel, Georg. Georg Simmel on Individuality and Social Forms. Chicago: University of Chicago Press, 2003. Chapter 19. Fashion. Pp. 294-323.

Bovone, Laura. ‘Approaches to Material culture: The sociology of fashion and clothing’ in *Poetics*, 34(6), 2006. Pp. 319–331.

###### **b. Commodity and Consumption**

Barnard, Malcolm. *Fashion Theory: An Introduction*. United Kingdom: Taylor & Francis, 2014. Chapter 9. Fashion, Production and Consumption. Pp. 128-144.

Veblen, Thorstein. *The Theory of the Leisure Class*, Oxford: OUP, 2007. Chapter 7. Dress as an Expression of the Pecuniary Culture Pp. 111-124.

Fletcher, Kate. *Sustainable Fashion and Textiles: Design Journeys*. London: Taylor & Francis, 2007 2<sup>nd</sup> ed. Chapter 6 Local and Light . Pp. 139-159.

###### **c. Identity and Change**

Crane, Diana. *Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing*. United Kingdom: University of Chicago Press, 2012. Chapter 1. Fashion, Identity and Social Change. Pp. 1-22.

Davis, Fred. *Fashion, Culture, and Identity*. United Kingdom: University of Chicago Press, 1994. Pp. 21-29, 33-54.

Angela McRobbie (ed.) *Zoot Suits and Second-Hand Dresses*, London: Macmillan, 1989. Chapter 2. Second-Hand Dresses and the Role of the Ragmarket. Pp. 23-48.

##### **Unit III: Fashion in a Global Society**

Maynard, Margaret. *Dress and Globalization*. United Kingdom: Manchester University Press, 2004. Pp. 32-49, 69-85

Tarlo, Emma. 'Dress and the South Asian Diaspora', in Joya Chatterji and David Washbrook (ed.) *Routledge Handbook of the South Asian Diaspora*, London & New York: Routledge, 2013. Pp. 363-373.

Green, D. N., Kaiser, S. B. *Fashion and Cultural Studies*. United Kingdom: Bloomsbury Publishing, 2021.2e. Chapter 5. Pp. 95-116.

### **Suggested Readings:**

Arnold, Rebecca. (2001). *Fashion, desire and anxiety: image and morality in the 20th century*. United Kingdom: Rutgers University Press, 2001.

Beverly Lemire & Giorgio Riello (eds.) *Dressing Global Bodies. The Political Power of Dress in World History*, London & New York: Routledge, 2019.

Edwards, Tim. Express Yourself. The Politics of Dressing Up, in Malcolm Barnard (ed.) *Fashion Theory: A Reader*, London & New York: Routledge, 2007.

Gilman, Charlotte Perkins (2002). *The Dress of Women: A Critical Introduction to the Symbolism and Sociology of Clothing*. United Kingdom: Greenwood Press, 2002.

Jacque L. Foltyn & Laura Petican (eds.) *In Fashion: Culture, Commerce, Craft and Identity*, Leiden & Boston: Brill, 2022.

M. Angela Jansen & Jennifer Craik (ed.) *Modern Fashion Traditions*, London: Bloomsbury, 2016.

M. L. Damhorst et.al. (eds.). *The Meanings of Dress*, New York: Fairchild Publications, 1999.

Ribiero, Aileen. Introduction, in *Dress and Morality*, London: B. T. Batsford, 1986.

Veblen, Thorstein. *On Culture and Society*. United Kingdom: SAGE Publications, 2003.

**Note:** Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.