

SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

Paper No HSCT (301)

CC - 7

Credits : 4 + 0 = 4

SEM – III(M.Sc. C.T.)

Marks : 100

Objective

The aim of this course is to study the psychological effect of clothing on the individual in social situations.

Unit -1

Origin of Clothing

- Why costumes differ all over the world, material aspects and climate.
- Religious influence
- Events of the world
- Clothing symbols

Unit -2

Socialisation and development of the self

- Social norms
- Attitudes and value formation
- Individuality and conformity
- Person and group identification

Unit -3

Personality theories

- Sigmund Freud – defense mechanisms
- Jung
- MurrayS

Unit -4

Over all influence of clothes on individual life

References

1. Avis. M. Dry (1961): The Psychology of Jung, Methuen & Co., London
2. Horn, Marilyn J. (1968): The Second Skin, Houghton Mifflin Co., USA.
3. Flugel, J.C. (1950): The psycho-analytical study of the family, The Hograth Press & The Institute of Psycho Analysis, London.
4. Richard Wollheim (1985): Freud, Fontana Press, London.
5. Vincent Brome (1978): Jung, Granada Publishing, London, Toronto Sydney, New York.