



Symbolic and material production of fashion

Symbolisk och materiell produktion av mode

7.5 credits

Ladok Code: AE1SP1

Version: 1.0

Established by: Committee for Education in Business and Working Life 2024-02-07

Valid from: Autumn 2024

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Textile Management (G2F)

Disciplinary Domain: Social sciences

Prerequisites: At least 60 credits and English 6

Subject Area: Sociology

Grading Scale: Seven-degree grading scale (A-F)

Content

The course highlights the production of fashion as a symbolic, sociocultural, and material phenomenon. The aim of the course is to give an in-depth understanding of the production of fashion as a symbolic, identity-shaping marker and the production of fashion as a material product, as distinct but still deeply interrelated phenomena. The course underscores in particular the emergence and interaction between fashion systems and the textile industry in a modern and late modern context in a global perspective. Emphasis is also placed on the dynamic between fashion as associated with the international generation of fashion novelties and trends on the one hand, and the cultural anchoring of the locally specific, which includes fashion capitals as well as places of textile production, on the other. By clarifying the deeper mechanics of these phenomena and their shifting cultural contexts, a more complete and nuanced understanding of contemporary field of fashion is provided.

Learning Outcomes

After completing the course, the student will be able to:

Knowledge and understanding

- 1.1 Explain basic scientific perspectives on fashion as a symbolic socio-cultural phenomenon,
- 1.2 present key scientific perspectives on the fashion system and how this is linked to the fashion industry and its production of fashion products,
- 1.3 be able to describe at a basic level the relationship between the production of fashion as symbolic value and the production of material fashion products,
- 1.4 demonstrate basic scientific perspectives on how fashion as a marker of identity relates to fashion as an overall system and industry,
- 1.5 describe interconnected challenges facing fashion systems and industry and discuss possible solutions;

Competence and skills

- 2.1 use adequate theory to analyse how fashion as a symbolic, identity-building, socio-cultural phenomenon relates to the production of fashion as a material product,
- 2.2 identify differences and links between, fashion systems and the clothing industry;
- 2.3 reflect on the relationship between, and interconnected problems and solutions within, fashion systems and the clothing industry;

Judgement and approach

- 3.1 reflect on the driving forces of fashion, both in a local and global context, within its systems and industry,
- 3.2 with the support of relevant theory and previous research, critically reflect on the impact of fashion as industry and systems on sustainable development.

Forms of Teaching

The course consists of lectures and seminars.

The language of instruction is English.

Forms of Examination

The course will be examined through the following examination elements:

Exam: Individual exam

Learning outcomes: 1.1, 1.2, 1.3, 1.4, 1.5, 2.1, 2.2, 2.3, 3.1, 3.2

Credits: 6.5

Grading scale: Seven-degree grading scale (A-F)

Participation in seminars

Learning outcomes: 2.1, 2.3, 3.1, 3.2

Credits: 1

Grading scale: Fail (U) or Pass (G)

In case of failure or absence, the student will receive a supplementary written assignment.

Grades on the entire course are determined by grades on the individual exam. For grades (A-E) on the whole course, a passing grade is also required on the seminar.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Breward, C & Gilbert, D. (2006). *Fashion's World Cities*. Oxford: Berg.

Casadei, P & Gilbert, D. (2022). "Material and symbolic production of fashion in a global creative city. Industry's perception of the 21st century London", *Creative Industries Journal*, DOI: 10.1080/17510694.2022.2143664.

Grumbach, D. (2014). *History of International Fashion*. Northampton: Interlink Books.

Lee Blaszczyk, R. (2008). *Producing Fashion: Commerce, Culture, and Consumers*. Philadelphia: University of Pennsylvania Press.

Lantz, J. (2016). *The Trendmakers: Behind the Scenes of the Global Fashion Industry*. London: Bloomsbury Academic.

Morsiani, B. (2020). "From Local Production to Global Relations: The Congo Fashion Week London", *Fashion Theory*, 26 (2), 263-281.

Evans, C. (2001). "The Enchanted Spectacle." *Fashion Theory*, 5 (3), 271-310.

Gilbert, D. (2013). "A New World Order?" i *Fashion Cultures Revisited: Theories, Explorations and Analysis*, eds Bruzzi, S & Church Gibson, New York: Routledge.

McQuarrie, E.F., Miller, J., & Phillips, B.J. (2013). "The Megaphone effect: Taste and audience in fashion blogging." *Journal of Consumer Research* 40 (1), 136-158.

Reinach, S.S. (2011): "National Identities and International Recognition." *Fashion Theory* 15 (2), 267-272.

Paulicelli, E. (2014). Fashion: The Cultural Economy of Made in Italy, *Fashion Practice*, 6 (2), 155-174.

Rocamora, A. (2002). "Fields of Fashion: Critical Insights into Bourdieu's Sociology of Culture," *Journal of Consumer Culture* 2 (3), 341-362.

Rovine, L.V. (2009). "Viewing Africa through Fashion." *Fashion Theory* 13 (2), 133-139.

Skov, L. (2011). "Dreams of Small Nations in a Polycentric Fashion World." *Fashion Theory* 15 (2), 137-156.

Additional course literature and other teaching materials are provided/informed about via the learning platform (max 150 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is a freestanding distance course.

This syllabus is a translation from the Swedish original.