

**2<sup>ND</sup> SEM. 2011/2012**

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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN  
TEXTILE AND APPAREL DEASIGN &  
MANAGEMENT YEAR III**

**COURSE CODE : TADM 303**

**TITLE OF PAPER : DRESS AND HUMAN BEHAVIOUR**

**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS : ANSWER QUESTION ONE (1)  
AND ANY OTHER (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN  
GRANTED BY THE CHIEF INVIGILATOR**

**QUESTION 1 (COMPULSORY)**

- a) Describe the following **subcultures in terms** of their **dress code** and assigned meanings:
- |     |             |           |
|-----|-------------|-----------|
| i)  | Cyber Goths | iv) Peppy |
| i)  | Bikers      | v) Emo    |
| ii) | Ganguro     |           |
- [5 x 3 = 15]
- b) Why is **Dress and Human Behaviour** termed an **inter-disciplinary subject** or course? Explain, citing at least three areas. [3]
- b) List and explain **two (2) premises** of the **symbolic interaction perspective** that relate to clothing. [2 x 3 = 6]
- d) Name and discuss **four (4) theories** on why people wear clothes. [4 x 4 = 16]

[TOTAL MARKS =40]

**QUESTION 2**

- a) Briefly describe **two (2) gender identities** in relation to behaviour and dress. [2 x 2 = 4]
- b) List and discuss **five (5) factors** that would **encourage fashion** changes. [5 x 3 = 15]
- c) Name and explain **four (4) reasons** for the **emergence of subcultures**. [4 x 2 = 8]
- d) What have you learnt by doing Dress and Human Behaviour as a course? Briefly explain. [3]

[TOTAL MARKS = 30]

**QUESTION 3**

- a) Dress and technology is a new topic for the 21<sup>st</sup> century and beyond. List and describe five (5) "**Smart Clothing**" their **advantages to humans and environment**. [5 x 3= 15]
- b) Name and describe **three (3) methods** of **fashion flow** or **fashion dissemination** You know. [3 x 2 = 6]

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c) Explain how and why the following **gender identities** express themselves in terms of dress:

- i) Hijras of India
- ii) Fa'afafines of Samoa
- iii) Female husband of West Africa.

[3 x 3 = 9]

[TOTAL MARKS =30]

**QUESTION 4**

LOBAMBA: Inkosikati LaMasango yesterday lashed out at the kombi conductors Who allegedly sexually harassed her younger sister.

*Her sister was allegedly sexually abused for wearing a mini-dress at the Manzini Bus Rank last Tuesday. "What you wear should not be a problem and that is just how young people express themselves; through their clothes," she said.*

*The conductors allegedly tried to undress the Inkosikati's sister by pulling up her dress and trying to take off her maroon leggings. "It is shocking that they can do such a thing, including the female vendors whom I understand also swore my sister and called her all sorts of names including Jezebel," said LaMasango. She said her sister was wearing leggings which were not see-through and therefore there was nothing wrong with her outfit (Source: Times of Swaziland dated 06/02/2012). A snippet from the local newspaper of an incident that took place at Manzini Bus Rank*

a) Discuss the incident in relation to **dress and human behaviour** under the following themes:

- i) Clothing symbolic interaction.
- ii) Cultural perspective

[2 x 5 =10]

b) Name and **describe five (5) messages conveyed by clothes**, citing examples.

[5 x 3 =15]

c) List and describe **two (2) types of references** an individual uses to compare the self.

[2 x 2 = 4]

d) What is **nano-technology**?

[1]

[TOTAL MARKS = 30]