

**1<sup>ST</sup> SEM. 2008/2009**



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**UNIVERSITY OF SWAZILAND**

**FINAL EXAMINATION PAPER**

**PROGRAMME : BACHELOR OF SCIENCE IN HOME  
ECONOMICS, HOME ECONOMICS  
EDUCATION AND TEXTILE  
APPAREL DESIGN MANAGEMENT  
YRAR III**

**COURSE CODE : TADM 303**

**TITLE OF PAPER : SOCIAL PSYCHOLOGY OF  
CLOTHING**

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

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

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GRANTED BY THE CHIEF INVIGILATOR**

**SOCIAL-PSYCHOLOGY OF CLOTHING**

**QUESTION 1**

- a) List and discuss five (5) ways clothing can reveal personal information. [10 marks]
- b) explain what the following terms of non-verbal communication in clothing mean
  - i) kinetics
  - ii) proxemics
  - iii) paralinguistics
  - iv) facial expression[8 marks]
- c) Differentiate between the two (2) terms GENDER and SEX as stated in The Meaning of Dress. [4 marks]
- d) Discuss the term cross-dressing, giving examples. Is cross-dressing common in southern region of Africa? [5 marks]
- e) Which religious groups still have rules about dress for their followers and why? [8 marks]
- f) According to your understanding, what does prom dress mean? Discuss briefly. [5 marks]

**[TOTAL MARKS = 40]**

**QUESTION 2**

- a) List and discuss five factors that influence fashion change. [5 x 3 = 15]
- b) In which century did social-psychology of clothing become a discipline of study? [1 mark]
- c) Name and discuss four (4) major reasons that led to the development of social-psychology of clothing as a discipline or area of study. [12 mark]
- d) Explain the difference between socialization and diffusion? [2 marks]

**[TOTAL MARKS = 30]**

**QUESTION 3**

- a) By means of a well labelled diagram, show fashion change or fashion cycle. [15 marks]
- b) List and describe three (3) early theories on why people wear clothes. [9 marks]
- c) Name three (3) types of corporal adornment and give examples. [6 marks]

**[TOTAL MARKS = 30]**

**QUESTION 4**

- a) List and discuss four (4) economies and how they influence clothing of their citizens. [12 marks]
- b) Name and discuss three (3) methods of fashion flow or fashion dissemination. [9 marks]
- c) What does the occupational role of a doctor's coat mean? Discuss. [6 marks]
- d) Discuss why the blue collar dress was developed. [3 marks]

**[TOTAL MARKS = 30]**