



(Master of Science –Home Science) (General Home Science)  
(M.Sc.-H.Sc.) (General Home Science) Semester (II)

Course Code	PH02EGEN52	Title of the Course	Sociological and Psychological Aspects of Clothing
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ol style="list-style-type: none"><li>1. To give knowledge regarding origin of clothing</li><li>2. To acquaint students regarding influence of society and psychology on selection of clothing design</li><li>3. To give knowledge regarding role of clothing in influencing human behavior.</li></ol>
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Course Content		
Unit	Description	Weightage* (%)
1.	Theories explaining origin of clothing: Theory of protection, Theory of decoration, Theory of modesty, Theory of immodesty	20
2.	General considerations of social-psychological aspects of clothing: First impression, Communication through clothes	15
3.	Influence of society on clothing choices: Cultural difference, attitude towards women, attitude towards children, current events, types of activity, technical development	20
4.	Interrelationship of clothing and culture: (a) Folkways, customs, mores and laws (b) Clothes, attitudes and values (c) Cultural change and fashion change	15
5.	Clothing and human behaviour : (a) Clothing and self concept (b) Conformity and individuality in dress (c) Clothing symbolism (d) Clothes, roles and status	20
6.	Conformity and individuality in dress	10

Teaching-Learning Methodology	Classroom lectures (Blackboard/Power Point Presentations), Discussion with examples
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Gain knowledge regarding origin of clothing.
2.	Better understand importance of selecting clothing as they would gain knowledge regarding inter-relationship between clothing and society and clothing and psychology.
3.	Become better selector of clothing.

Suggested References:	
Sr. No.	References
1.	Marilyn, J. H. (1966), <i>Second Skin- An interdisciplinary study of clothing</i> . Boston: Houghton Mifflin Company.
2.	Rayan, M. S., Rinehart and Winston (1966). <i>Clothing: A study in human behaviour</i> , New York.

On-line resources to be used if available as reference material
On-line Resources
<a href="http://www.bloomsburyfashioncentral.com">www.bloomsburyfashioncentral.com</a>
<a href="http://www.jstor.org">www.jstor.org</a>

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