UNIT 1
CLOTHING & SOCIETY

Clothing: Fashion, Fabrics, & Construction
Chapter 1- Influences on Clothing, Chapter 2- Cultures and Customs,
& Chapter 4- Clothing and Self-Expression
**BELLRINGER**

**WHY DO I NEED TO WEAR THIS?**

• Explain why someone would choose to wear each of the items shown below.
THE BASIC FUNCTIONS OF CLOTHING

• There are 5 basic functions for the clothes that we wear.
  #1- Protection
  #2- Identification
  #3- Modesty
  #4- Status
  #5- Adornment
#1- PROTECTION

- The clothing that we wear protects our bodies.
- It can insulate from the cold and keep the sun from burning our skin.
- Special clothing protects people from harm in sports and certain occupations.
- Construction workers, firefighters, and police officers need special clothing for safety.
- Workers in hospitals and restaurants wear sanitary clothing and hair coverings to prevent the spread of germs.
• Clothing and accessories can identify people as members of a group.
• Uniforms provide instant recognition of police officers, firefighters, and members of the military.
• Uniforms create a special image for hotel staffs and airline workers and identify athletic teams.
• Badges and pins on jackets and caps show participation in organizations and honors.
#3- MODESTY

- Clothing provides *Modesty*- a belief about the proper way to cover the body with clothes.
- Modesty varies for different occasions.
  - Ex: Bathing suits and bare feet are okay for the beach, but not for school.
- Modesty also varies throughout history.
  - Ex: Woman used to be covered from the elbow to the knee even when swimming, now the bikini is common.
• Clothing and accessories can show a person's status - position or rank within a group.
• Members of the military wear insignias to indicate their rank.
• Captains of athletic teams may have a special badge or marking on their uniform.
#5- ADORNMENT

- People wear clothing and jewelry to enhance their appearance and attract attention.
- As adornment, these decorations express uniqueness and creativity.
- They may bring admiration and recognition.
- Throughout history people have adorned their bodies with cosmetics and tattoos in addition to clothing and jewelry.
On a piece of paper you will need to...
- Identify the 5 Basic Functions of Clothing
- Provide a picture example for each of the 5 functions. (2 Points Each)
- Provide a brief description explaining how your picture example illustrates the basic function. (3 Points Each)
- For Example:

**Protection**

The helmet in this picture illustrates the basic function of protection because the man is wearing the helmet to keep his head and brain safe as he rides his bike.
Some people use clothing as a tool for relating to others. To them, clothing is a shortcut that reveals facts about a person. As a result, they may base the way they treat others on what that person is wearing. Others may believe clothing to be misleading and believe that it does not reveal facts about a person.

What do you think? What do you believe clothing reveals about a person? Should clothing guide the way we treat others? Explain your answer.
CHOOSING WHAT TO WEAR

• Who decides what clothing you wear?
• A number of reasons interact to help us decide each day the clothing that we will wear.
  – Basic Needs
  – Activities
  – Personal Preference
  – Influence of Family, Friends & Media
  – Society & Community
  – Marketplace & Money
Remember the basic functions of clothing?

- Physical Needs - comfort, protection & safety.
- Social Needs - communicates information about our lives, helps identify with other people and feel like part of a group.
- Emotional Needs - make you feel attractive and self-confident.
Clothing choices are linked to how and where you spend your time.
A hiker or shopper will likely choose comfortable walking shoes.
Even the people you will spend your time with influence what you wear—weekend activities with family or friends may call for casual or dressy attire.
Weather will influence how you dress—do you need a raincoat?
You may have to wear specific clothing if you are part of a team or organization and are attending those activities.
Think about the activities that you are involved with that have special clothing linked to them.
Everyone has likes and dislikes which is why clothes come in so many colors, fabrics & styles.

Your likes and dislikes are determined by your *Values*- beliefs about what is important, desirable & worthwhile.

What do you look for in clothes?
  — Comfort, Durability, Low Cost, Easy Care, Latest Style

The more you understand your personal preferences the easier it is to make the best clothing choices for every occasion.
• Family is a constant presence in most people’s lives so it’s impact easily goes unnoticed.

• Where the family lives and favorite activities greatly influences what is worn.

• Friends have a large influence on how we dress and act.

• We all have the need to feel accepted by others many times this is linked to having the right look or style.
The messages communicated through media also influence clothing.

Media is all around: tv, magazines, radio, movies, newspapers, catalogs, billboards.

Advertising- lets you know where to go to get the item and how much it costs.
  – Appeals to the emotions- making you feel like you need the item.

Celebrities inspire trends and are spokespersons for advertisements.

Media uses Status Symbols- give the wearer a special feeling of importance or wealth- to encourage the consumer.
• *Society*- a group of individuals who live together in a particular area.

• American society used to be more formal with many clothing rules.
  – People dressed up to travel, women were not allowed to wear slacks.

• Today American dress is more casual.
  – People dress for comfort when traveling, men and women both wear denim in a variety of settings.

• Worldwide Communication means that media outlets from across the world are influencing the way Americans dress.
• Global Marketplace- you can buy clothing from around the world in local stores and with a click of a mouse online!

• Every consumer wants the best quality for the lowest price and will shop where they can get the best deal.

• Depending on the money available families and individuals turn to various shopping options to find clothing.
  – Second-hand or Consignment shops are common.
INFLUENCES ON CLOTHING REVIEW QUESTIONS (15 POINTS)

As you can see there are a variety of things that influence the clothes that we wear everyday. Now it is time for you to apply what you have learned to determine what influences your personal clothing choices by answering the questions below.

1. Identify 5 personal values that you use when choosing clothes for your wardrobe. (5 Points)

2. List the clothing items you are wearing today and explain what influenced you to buy or wear each item. (5 Points)

3. Choose an activity or organization that you belong to. Describe or draw an article that identifies people of that group. (5 Points)
Today many people spend time living and working outside of their home country. Some even relocate permanently. Many continue to wear the traditional garments of their own culture wherever they go. Many feel most comfortable in the clothing that they have always worn and believe that others should respect their choice. Some prefer to wear the styles of the culture where they are living because they want to fit in and avoid potential issues.

What do you think? Do people need to adapt a culture’s clothing styles in order to fit in? Are other behaviors more important for acceptance? Explain your answer
Today people communicate and travel across the world with ease.
Places that once seemed far away and different are now familiar.
Each society has its own Culture - collected ideas, skills, beliefs, and institutions.
Food, entertainment, art, religion, politics, & technology are all a part of a society’s culture.
Cultural differences are what set one society apart from another.
Every culture has unique and special qualities including the clothing that people wear.
Over centuries cultures have developed their own distinctive clothing style or national costume.

Most clothing styles have very practical beginnings.

For Example:

In Middle Eastern countries where it is very hot during the day and very cold at night the turban is common. It absorbs sweat and insulates the head from the cold.

Ancient Celts in the highlands of Scotland wore blankets with special plaid patterns to identify each clan.
• How similar are the clothes that you are wearing now to the clothes that other students around you are wearing?

• Do you think they would be different if you traveled to Brazil, China, or Australia?

• Today many people where similar clothing styles in countries all around the world.

• A business man in Beijing wears the same type of suit as a business man in New York.

• Many national costumes are now worn only for festive occasions and holidays.
Why does a bride in the U.S. traditionally wear a white gown?

In American culture white symbolizes innocence, faith, and purity.

In China brides wear red garments because it symbolizes joy and permanence.

Clothing has many symbolic meanings.

It can tell you about a person's heritage, occupation, role, gender, and values.
Every person has a special *Heritage*—cultural background and ethnic traditions handed down from ancestors.

Heritage defines identity and produces pride.

To celebrate heritage people participate in ethnic festivals and holidays.

For Example:

At the Navajo Nation Fair, Native Americans wear stunning garments with feathers, beads, and leather. Many even wear headdresses.
Many clothing pieces symbolize specific cultures.
  – For example the Japanese Kimono.
Because the U.S. is a diverse society no single clothing is specific to our country.
However we can see regional differences.

For example, cowboy boots from Texas and floral prints from Hawaii.
• In a courtroom drama on TV, how do you know who the judge is? Do you notice the traditional black robe?

• Clothing identifies many professions.
• For graduation you will have a special robe and hat—these symbolize your role as a graduate.
• Clothing identifies many *Roles*—positions that people have in society.
• For Example: The bride is symbolized by her white dress. The marching band by their uniform, and the athlete by his jacket and badges.
For many years clothing symbolized gender.
Women wore skirts and men wore pants.
Today both wear pants, however, the way that clothes are designed for men and women still remain different.

Compare the buttons on men’s and women’s shirts!
Clothing and accessories also show values of a culture or group.

Membership in a religious group might be symbolized by jewelry with crosses, stars or other religious symbols.

Clothing reflects modesty.

In some cultures wearing very little clothing is acceptable.
   - For example a loincloth.

Others require that the body be completely covered.
People sometimes wonder whether clothing affects a person’s behavior. Some say it does and others that it doesn’t. For example, does wearing clothing that is very casual mean that less work gets done at the office? Are students more studious if they wear school uniforms? Does wearing a revealing outfit affect behavior?

What do you think? What impact would you say clothing has on behavior? Explain your answer.
Clothing is one of the many tools that we use daily to express ourselves.

It sends messages about a person—sometimes accurate, sometimes not.

People use clothing to express their personality, emotions, and individual style.

Clothing creates an Impression—image that forms in the mind of others.

When you come into contact with other people, you create an impression.
Very quickly when you meet someone or enter a room, judgments are made.

This is what we call a *First Impression* and is usually formed within a minute or two.

First impressions are powerful and may determine whether or not you get the opportunity to make a second impression.

People quickly interpret what they see and hear with little thought.

The visual and verbal clues that you send out link to assumptions or impressions in other people’s thoughts - they may or may not be true.
Often people notice what someone is wearing before they see their face or hear their voice.

The style, color, fit and neatness of clothing will influence opinions.

An impression is based on a combination of clothes, grooming, behavior, and general health.

Good grooming is key to a good appearance.

Make sure your hair, skin, hands, and teeth are all clean.
“Actions speak louder than words!”

The way you act and behave toward others, shows a lot about you.

Politeness gives one impression, while rudeness gives another.

Manners have a strong influence on whether an impression is favorable or not.

Behavior is conveyed through verbal and non-verbal messages.
• **Verbal Messages** - is communication with words.
  – This is easy to observe.
  – The tone of the voice and specific words spoken quickly add to an impression.

• **Nonverbal Messages** - is communication without words.
  – People send nonverbal messages with their body language.
  – Eye contact, facial expressions, posture, arm and leg positions, and even distance from others.
ACCURACY OF FIRST IMPRESSIONS

• No matter who you are, you are judged by first impressions.
• Think about what first impressions you have formed lately about different people you have met.
• First impressions affect what you think and how you will interact with other people.
• First impressions can be misleading, and cause us to form stereotypes.
• A stereotype tries to sum up another person based on a few obvious traits.
  – EX: race, age, size, or gender.
We focus on what people are wearing because unlike height and eye color, clothing is a choice.

It is important to understand the message that clothing communicates so that you can become aware of how others might react to what you wear.

Understanding what clothing communicates helps to insure that the message that you are sending about yourself is on that you truly want to send.

Clothing tells people about your personality.

It can connect you with a group of people or set you apart.
Personality is an individual’s unique combination or mental, emotional, and social qualities.

Your personality influences the clothing styles that you like.

Emotions can affect clothing choices.
- If you’re happy you are more likely to choose bright colors.
- If you’re feeling down you may subconsciously choose dark colors.

You may choose to wear your favorite t-shirt because it makes you feel comfortable and secure.
• Have you ever seen a picture or video of yourself and said, “That doesn’t look like me.”
• We each have our own *self-concept*- or image of ourselves.
• Thoughts about who you are and what you’re like can be positive, negative, or somewhere between.
• Self-concept can influence how you look.
• If you see yourself as friendly and cheerful, that is how you will act. You will project positive feelings.
DEVELOPING YOUR PERSONAL STYLE

• Some people have a strong desire to *Conform* or go along with what others are doing.
• They want to dress the same or alike someone they know or admire.
• Others want to express their *Individuality*—this is the characteristics that set you apart from others.
• They may dress in ways that seem strange or extreme to others.
• Spending too much time, energy, and money on clothing can be dangerous.
• On the other hand, showing no interest in your appearance can cause problems as well.
• Your style will change over time as your personality develops.