

# Syllabus

for course at advanced level

**Magister Course in Fashion Studies**  
**Magisterkurs i modevetenskap**

**60.0 Higher Education  
Credits**  
**60.0 ECTS credits**

<b>Course code:</b>	FS7000
<b>Valid from:</b>	Autumn 2011
<b>Date of approval:</b>	2007-06-12
<b>Changed:</b>	2011-06-10
<b>Department</b>	Department of Media Studies
<b>Subject</b>	Fashion Studies

## Decision

### Prerequisites and special admittance requirements

Applicants must hold a university degree of 120 credits or the equivalent (Bachelor's degree).

### Course structure

<b>Examination code</b>	<b>Name</b>	<b>Higher Education Credits</b>
7001	Meanings of Fashion	7.5
7003	Dress and Fashion as Form and Material Culture	7.5
7005	The Social Meaning of Dress	7.5
7007	Thesis	15
7008	Consumer Culture Theory & Fashion	7.5
7009	Fashion as an Industry	7.5
7010	Philosophy of Science for Fashion Scholars	7.5

### Course content

This preliminary research programme addresses questions concerning fashion as a discourse and the construction of identity with regard to fashion as an industry. The programme also investigates fashion as an aesthetic and material form, including representations of fashion in the visual arts, photography, theatre, film, advertising and marketing. The programme concludes with an independent thesis of 15 ECTS, which should evidence high scholarly quality and prepare students for research.

### Learning outcomes

At the end of the course students are expected to:

- Have developed independent critical thinking which demonstrates originality and an ability to problematise the subject area
- Possess clear familiarity with the field of research
- Have a good command of investigation in the discipline and have acquired an appropriate academic background
- Demonstrate advanced knowledge in one or two specialist areas
- Account for and critically reflect on Fashion Studies as an academic discipline
- Reflect and problematise the role of fashion in historical, cultural, economic and social processes
- Write and speak about fashion studies from a scholarly perspective

And further:

Having completed the course the student has demonstrated an ability to

- integrate knowledge and to analyse, assess and deal with complex phenomena, issues and situations within the major field of study;
- independently identify and formulate issues and to plan and, using appropriate methods based on deepened methodological insight, carry out an advanced task within specified time limits;
- clearly present and discuss the essay's conclusions and the knowledge and arguments underlying them, orally and in writing;
- observe the appropriate principles of research ethics

### **Education**

The teaching consists of lectures, seminars, peer-reviews, and tutorials. All teaching and all course literature is in English.

### **Forms of examination**

a. The following methods of examination are used: take-home exams, oral presentations, hand-in assignment, academic papers, obligatory attendance, active participation.

b. Grades are given according to a criterion referenced seven-point scale:

- A = Excellent
- B = Very Good
- C = Good
- D = Satisfactory
- E = Adequate
- Fx = Insufficient
- F = Fail

c. The grading criteria for this course are to be distributed at the beginning of the course.

d. A grade of at least E on all modules is required in order to obtain a grade for the whole course

e. In order to obtain at least a grade of E, a student who has received an F or Fx has the right to an additional four tests provided the course is still offered. A student who has been failed on a work experience (or similar) module has the right to a second practical training period.

A student who has received a grade of E or higher may not take the test again in order to get a higher grade.

A student who has received the grade of Fx or F twice on a given test and by the same examiner can, on application, be granted a new examiner, unless there are specific reasons against it. The application should be addressed to the board of the department.

### **Interim**

When the course is no longer offered or its contents have been essentially revised, the student has the right to be examined according to this course syllabus once per semester for a three-semester period. However, the restrictions above under e still hold

### **Required reading**

Delkurs 1: Meanings of Fashion, 7.5 hp

Böcker:

Agins, Teri 1999 The End of Fashion: How Marketing Changed the Clothing Business Forever. New York: Quill Publishers.

Barthes, Roland 2006. The Language of Fashion. Translated by Andy Stafford; edited by Andy Stafford and Michael Carter. Oxford: Berg

Davis, Fred 1992. Fashion, Culture, and Identity. Chicago & London: University of Chicago Press.

Eicher, Joanne et al. Fashion Foundations: Early Writings on Fashion and Dress. Oxford: Berg

English, Bonnie 2007. A Cultural History of Fashion in the 20th Century. Oxford: Berg Publishers.

Entwistle, Joanne 2000. *The Fashioned Body: Fashion, Dress and Modern Social Theory*. Cambridge: Polity Press

Kawamura, Yuniya 2005. *Fashion-ology. An Introduction to Fashion Studies*. Oxford: Berg

Lipovetsky, Gilles 2002. *The Empire of Fashion: Dressing Modern Democracy*. Princeton: Princeton University Press

Purdy, Daniel Leonhard, ed. 2004. *The Rise of Fashion: A Reader*. University of Minnesota Press

Wilson, Elizabeth 2003. *Adorned in Dreams. Fashion and Modernity*. New Brunswick, N.J.: Rutgers University Press

Delkurs 2: History of Dress and the Social Meaning of dress, 7.5 hp

Böcker:

Arnold, Rebecca 2001. *Fashion, Desire and Anxiety: image and morality in the twentieth century*. London: Tauris

Breward, Christopher & Caroline Evans (red) 2005. *Fashion and Modernity*. Oxford: Berg

Breward, C., Conekin, B. & C. Cox 2002. *The Englishness of English Dress*. Oxford: Berg

Evans, Caroline 2003. *Fashion at the Edge*. Yale University Press.

Ribeiro, Aileen 1986/2004. *Dress and Morality*. Oxford: Berg

Ribeiro, Aileen 1995. *The Art of Dress: Fashion in England and France 1750-1820*. Yale University Press.

Taylor, Lou 2004. *Establishing Dress History*. Manchester: Manchester University Press

(Additional texts will be added by guest lectures)

Delkurs 3: Philosophy of Science for Fashion Scholars, 7.5 ECTS

Böcker:

Alvesson, Mats & Kaj Sköldberg (2009) *Reflexive Methodology: New Vistas for Qualitative Research* (2nd edition). London, UK: Sage. (341 sidor)

Pickering, Michael & Gabriele Griffin (red.) (2008) *Research Methods for Cultural Studies*. Edinburgh, UK: Edinburgh University Press. (256 sidor)

Kawamura, Yuniya (2011) *Doing Research in Fashion and Dress: An Introduction to Qualitative Methods*. London, UK: Berg. (145 sidor)

Artiklar:

Denzin, Norman K. & Yvonna S. Lincoln (2008) "Introduction: The Discipline and Practice of Qualitative Research" ingår i Norman K. Denzin & Yvonna S. Lincoln (red.) *Strategies of Qualitative Inquiry* (3rd edition). London, UK: Sage, 1-44. (44 sidor)

(Additional texts will be added by guest lecturers)

Delkurs 4: Dress and Fashion as Form and Material Culture, 7.5 hp

Böcker: Barnes, Ruth & Joanne Eicher 1993. *Dress and Gender: Making and Meaning in Cultural Contexts*.

Oxford: Berg (230 sidor)

Eicher, Joanne 1995. *Dress and Ethnicity*. Oxford: Berg (316 sidor)

Gale, Colin 2004. *Fashion and textiles: an overview*. Oxford: Berg. (210 sidor)

Miller & Kuchler 2005. *Clothing as material culture*. Oxford: Berg (200 sidor)

Artiklar: Anderson, Fiona, "Museums as Fashion Media", in eds. Bruzzi & Church Gibson, *Fashion Cultures*.

Balasescu, Alexandru 2003. "Teheran Chic: Islamic Headscarves, Fashion Designers, and New Geographies of Modernity", in *Fashion Theory* vol 7, issue 1

Delkurs 5: Fashion as an Industry, 7.5 hp

Böcker:

Aspers, Patrik (2005 or 2001), *Markets in Fashion, A Phenomenological Approach*, (Chapters 1-2, 4-6).

Bonacich, Edna and Applebaum, Richard 2000. *Behind the Label, Inequality in the Los Angeles Apparel Industry*, Berkeley: University of California Press.

Gronow Jukka (1997), *The Sociology of Taste*, London: Routledge. (Chapter 4 and 5).

Gronow Jukka (2003), *Caviar with Champagne*, Oxford: Berg. (Chapter 1 and 6)

Kawamura, Yuniya 2004. *The Japanese Revolution in Paris Fashion*. Oxford: Berg.

Gronow Jukka (1997), *The Sociology of Taste*, London: Routledge. (Chapter 4 and 5)

Hale, Angela and Willis, Jane (eds.) 2005. *Threads of Labour, Garment Industry Supply Chains from the Workers' Perspective*, Oxford: Blackwell Publishing.

Slater, Don. 1997. *Consumer Culture and Modernity*. Cambridge: Polity Press.

Artiklar:

Aspers, Patrik (2005b), "Ethics in Global Garment Chains", in Nico Stehr (ed.) *The Moralization of Markets*, New Brunswick, N.J Transaction Press.

Aspers, Patrik (2008). "Order in Garment Markets", *ACTA Sociologica*, 3:187-202.

Hirsch, Paul (1972). "Processing Fads and Fashions: An Organization-Set Analysis of Cultural Industry Systems," *American Journal of Sociology*, 77: 639-659.

Power, D. and A. Hague (2008). "No man's brand - Brands, institutions, fashion and the economy." *Growth and Change* 39(1): 123-143.

Power, D., Malmberg A. and A. Hague (2008). "The Spaces and Places of Swedish Fashion". *Special Issue of European Planning Studies*.

Warde, A (1994) 'Consumption, Identity-Formation and Uncertainty'. *Sociology* 28(4): 877-98.

Gladwell, M. (1997) 'The Cool Hunt'. *The New Yorker*. Can be downloaded from:  
[http://www.gladwell.com/1997/1997\\_03\\_17\\_a\\_cool.h](http://www.gladwell.com/1997/1997_03_17_a_cool.h)

(Additional texts will be added by guest lecturers)

Artiklar:

Ahuvia, Aaron C. (2005), "Beyond the Extended Self: Loved Objects and Consumers' Identity Narratives," *Journal of Consumer Research*, 32 (1), 171-84.

Arnould, Eric J. and Craig J. Thompson (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31 (March), 868-82.

Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (September), 139-68.

Belk, Russell W., Güliz Ger, and Søren Askegaard (2003), "The Fire of Desire: A Multisited Inquiry into Consumer Passion," *Journal of Consumer Research*, 30 (December), 326-51.

Campbell, Colin (1995), "The Sociology of Consumption," in *Acknowledging Consumption*, ed. Daniel Miller, Florence, KY, USA: Routledge, 95-124.

Cayla, Julien and Eric J. Arnould (2008), "A Cultural Approach to Branding in the Global Marketplace," *Journal of International Marketing*, 16 (4), 86-112.

Elliott, Richard and Kritsadarat Wattanasuwan (1998), "Brands as Symbolic Resources for the Construction of Identity," *International Journal of Advertising*, 17 (2), 131-44.

Firat, A. Fuat and Alladi Venkatesh (1995), "Liberatory Postmodernism and the Reenchantment of Consumption," *Journal of Consumer Research*, 22 (December), 239-67.

Friedman, Monroe (2007), "The Consumer Culture Research Landscape," *The Journal of American Culture*, 30 (1), 1-5.

Goldman, Robert and Stephen Papson (2006), "Capital's Brandscapes," *Journal of Consumer Culture*, 6 (3), 327-53.

Harold, Christine (2004), "Pranking Rhetoric: "Culture Jamming" As Media Activism," *Critical Studies in Media Communication*, 21 (3), 189-211.

Holt, Douglas B. (2002), "Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding," *Journal of Consumer Research*, 29 (1), 70-90.

--- (2006a), "Jack Daniel's America: Iconic Brands as Ideological Parasites and Proselytizers," *Journal of Consumer Culture*, 6 (3), 355-77.

--- (2006b), "Toward a Sociology of Branding," *Journal of Consumer Culture*, 6 (3), 299-302.

Kjeldgaard, Dannie (2009), "The Meaning of Style? Style Reflexivity among Danish High School Youths," *Journal of Consumer Behaviour*, 8 (2-3), 71-83.

Kozinets, Robert V. and Jay M. Handelman (2004), "Adversaries of Consumption: Consumer Movements, Activism, and Ideology," *Journal of Consumer Research*, 31 (3), 691-704.

Luedicke, Marius K., Craig J. Thompson, and Markus Giesler (2010), "Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict," *Journal of Consumer Research*, 36 (April).

Mick, David Glen and Claus Buhl (1992), "A Meaning-Based Model of Advertising Experiences," *Journal of Consumer Research*, 19 (December), 317-38.

Miller, Daniel (2004), "The Little Black Dress Is the Solution, but What Is the Problem?," in *Elusive Consumption*, ed. Karin Ekström and Helene Brembeck, Oxford, UK: Berg, 113-27.

Murray, Jeff B. (2002), "The Politics of Consumption: A Re-Inquiry on Thompson and Haytko's (1997) "Speaking of Fashion"," *Journal of Consumer Research*, 29 (December), 427-40.

Nicosia, Francesco M. and Robert N. Mayer (1976), "Toward a Sociology of Consumption," *Journal of Consumer Research*, 3 (September), 65-75.

Rief, Silvia (2008), "Outlines of a Critical Sociology of Consumption: Beyond Moralism and Celebration," *Sociology Compass*, 2 (2), 560-76.

Shankar, Avi, Richard Elliott, and James A. Fitchett (2009), "Identity, Consumption and Narratives of Socialization," *Marketing Theory*, 9 (1), 75-94.

Shankar, Avi, Julie Whittaker, and James A. Fitchett (2006), "Heaven Knows I'm Miserable Now," *Marketing Theory*, 6 (4), 485-505.

Thompson, Craig J. and Diana L. Haytko (1997), "Speaking of Fashion: Consumers' Uses of Fashion Discourses and the Appropriation of Countervailing Cultural Meanings," *Journal of Consumer Research*, 24 (June), 15-42.

Thompson, Craig J. (2004), "Marketplace Mythology and Discourses of Power," *Journal of Consumer Research*, 31 (June), 162-80.