



Teaching Guide

Identifying Data					2021/22
Subject (*)	Anthropology of Clothing and Fashion	Code	710G03007		
Study programme	Grao en Xestión Industrial da Moda				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	2nd four-month period	First	Basic training	6	
Language	Spanish				
Teaching method	Face-to-face				
Prerequisites					
Department	Humanidades				
Coordinador	Garcia Allut, Antonio	E-mail	antonio.allut@udc.es		
Lecturers	Garate Castro, Luis Alberto Garcia Allut, Antonio	E-mail	luis.garate@udc.es antonio.allut@udc.es		
Web					
General description	Se promoverá la reflexividad del alumno en torno al ser humano, su diversidad cultural y biológica, etc. en el marco de la "moda" como fenómeno sociocultural y económico complejo. La "moda" como lenguaje para la construcción social de la identidad (género; clase; etnia; grupo; etc) así como los impactos sociales, económicos y ambientales de la industria de la moda en los países y regiones pobres, productoras y transformadoras de las materias primas.				
Contingency plan	1. Modifications to the contents 2. Methodologies *Teaching methodologies that are maintained *Teaching methodologies that are modified 3. Mechanisms for personalized attention to students 4. Modifications in the evaluation *Evaluation observations: 5. Modifications to the bibliography or webgraphy				

Study programme competences / results

Code	Study programme competences / results
A2	To know the aspects of the environment that shape the evolution of the fashion industry and its firms, with particular focus on the impact of economic and legal trends
A4	To master the fundamentals of design in general and fashion design in particular, and to frame them in their historical context, both specific and general
A5	To develop the necessary skills to generate creative and innovative ideas
A7	To know the reality and social conditions that influence fashion, with a perspective of its historical development
A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
A13	To know the impact of technology on the different processes of the textile industry
A15	To know and to commit to the ethical perspective and values that the fashion industry and its firms must rest upon
A16	To apply sustainability criteria to decision making in the fashion firm (and generally to the fashion industry)
A17	To know how to implement Corporate Social Responsibility programs (in fashion markets)



A18	To know the plastic and visual languages in the realm of fashion industry design, in order to understand and interpret the artistic creations of fashion garments
B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
B10	Capacity to understand the social and historical-artistic dimension of fashion design and industry, as vehicle for creativity and the quest for new and effective solutions
C1	Adequate oral and written expression in the official languages.
C3	Using ICT in working contexts and lifelong learning.
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C6	Acquiring skills for healthy lifestyles, and healthy habits and routines.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.

Learning outcomes			
Learning outcomes	Study programme competences / results		
To know the main concepts of Social Anthropology. Knowing cultural diversity and understanding the role of cultures and social change as complex systems of adaptation to a globalized environment. To know the analytical potential of the anthropological approach to address the knowledge of the transcultural reality of human societies. To use the basic tools and instruments of social research of a quantitative and qualitative nature, and very specifically ethnographic, for their application in areas of intervention. To understand the role of fashion as a behavioural expression associated with the construction of individual and/or collective identity. To identify stereotypes and attitudes of rejection or cultural discrimination. Manage the basic bibliographic and documentary resources of social anthropology.		B1 B2 B3 B4 B5 B6 B10	
To assimilate and apply the basic concepts of social anthropology, especially those that allow us to understand cultural diversity and the processes of transmission and change in culture. To approach the analysis of the different logics of social construction of reality. To make possible the acquisition of conceptual and methodological instruments useful for the future performance of their professional task. To manage basic bibliographic and documentary resources of anthropology	A2 A4 A5 A7 A8 A13 A15 A16 A17 A18	B7 B8 B9	C7 C8



To develop an anthropological and reflective look at the issues addressed. Cultivate the criticism of one's own cultural categories, deconstructing ethnocentric positions from the recognition of the diversity of cultural responses and constructions.			C1 C3 C4 C6
---	--	--	----------------------

Contents	
Topic	Sub-topic
What is Sociocultural Anthropology	Concept of culture Cultural Diversity
Methodologies in Sociocultural Anthropology to address the understanding of fashion as a cultural phenomenon	Fieldwork and social research techniques Case Studies
Fashion, gender and social structure	The role of fashion in shaping gender roles and identities Fashion, gender and social change Fashion as a marker in the social hierarchy
Clothing and apparel in indigenous communities vs. developed societies	Previous conceptual issues Tradition and the re-signification of tradition in the dynamics of modernization Acculturation, Westernization and Resistance in Ancestral Peoples The cultural appropriation of local traditions from the political periphery in Western society Case Studies
Fashion as a language	Anthropological analysis of cultural meanings and their application to fashion analysis Dress and other accessories as a non-verbal system of communication
Fashion as a construction of identity models	The dynamics of the construction of individual and collective identities in the field of fashion
Fashion in its expression of power	Fashion and processes of consolidation of power and resistance to power (fashion as a mechanism of authority formation and as a strategy of opposition to authority). Fashion, cosmovision and ritual. Neocolonialism and fashion.
Fashion as economics. Production and consumption logic of fashion	Local production, local consumption Vs Local production, global consumption. Impacts and proposals for mitigating impacts

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Guest lecture / keynote speech	A2 A4 A5 A7 A8 A13 A15 A16 A17 A18 B1 B2 B3 B4 B5 B6 B9 B10 C1 C3 C4 C6 C7 C8	6	48	54
Supervised projects	A2 A4 A5 A7 A8 A13 A15 A16 A17 B1 B2 B3 B4 B5 B6 B7 B8 B10 C1 C3 C4 C6 C7 C8	2	40	42
Objective test	C1 C3 C4 C6	2	0	2
Directed discussion	A2 A5 A7 A8 A13 A15 A16 A17 B1 B2 B3 B4 B5 B6 B7 B8 B10 C1 C3 C4 C6 C7 C8	6	36	42
Personalized attention		10	0	10



(*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	Masterly presentation of the topics associated with the subject's program
Supervised projects	Individual or group choice of topics related to the subject and execution of the work by the students
Objective test	Written test
Directed discussion	Written test of topics covered in class, to be developed by the student

Personalized attention	
Methodologies	Description
Supervised projects	Choice of themes/structure of work/field work/results and conclusions You can consider a classroom presentation of the work done

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Directed discussion	A2 A5 A7 A8 A13 A15 A16 A17 B1 B2 B3 B4 B5 B6 B7 B8 B10 C1 C3 C4 C6 C7 C8	Degree of participation and quality of interventions in the discussion process of any of the topics developed in class	10
Guest lecture / keynote speech	A2 A4 A5 A7 A8 A13 A15 A16 A17 A18 B1 B2 B3 B4 B5 B6 B9 B10 C1 C3 C4 C6 C7 C8	Maximum oral session with the support of readings, graphic documents, ethnographic documentaries, etc. Class attendance is valued	10
Supervised projects	A2 A4 A5 A7 A8 A13 A15 A16 A17 B1 B2 B3 B4 B5 B6 B7 B8 B10 C1 C3 C4 C6 C7 C8	When choosing a topic, the structure, the ethnographic fidelity of the story and the analytical capacity to discuss results and draw conclusions will be particularly valued	10
Objective test	C1 C3 C4 C6	written test	70

Assessment comments
<p>Students who fail or do not show up at the first convocation, may present themselves at the second convocation which may consist of a new exam or new tutored work. This question will be raised in due course by either of the two teachers who teach the subject.</p> <p>Students who are recognised as having a part-time job and who do not need to attend class must talk to the teachers who teach the subject in order to establish a proposal for evaluation and monitoring. In any case, these students will have the obligation to carry out, like the rest of the students, the most relevant activities (supervised work, seminars, etc.) to be evaluated and marked by the teachers of the subject.</p>

Sources of information



Basic

- Barnes, Ruth; Eicher, Joanne B. (1992). Dress and Gender. Making and Meaning. . New York, Oxford (Berg)
- Allman, Jean (ed.) (2004). Fashioning Africa: Power and the Politics of Dress (African Expressive Cultures).. Allman, Jean (ed.) (2004): Fashioning Africa: Power and the Politics of Indiana University Press. Se
- Barthes, Roland (1978). Sistemas de Moda. Ed. Gustavo Gilí.
- Bergua Amores, José Ángel (2008). ¿Diseñadores y tribus?. Revista Española de Investigaciones Sociológicas (Reis), N.º 124, 2008, pp. 45-71.
- Bietti, Federico (2012). ¿La industria cultural del vestir, hacia una fenomenología de la moda. VII Jornadas de Sociología de la Universidad Nacional de La Plata: Argentina en el escenario latinoamericano
- Bourdieu, P. y Delsaut, Y. (1975). ¿O-costureiro e sua grife?. Educaçao em Revista, Belo Horizonte, n.º 34, dec 2001. Orig.: ¿Le couturier et sa griffe?, Actes de l
- Bourdieu, P. y Delsaut, Y. (1988). La Distinción, criterio y bases sociales del gusto. Madrid. Ed. Taurus
- Cáceres Zapatero y Díaz Soloaga (2008). ¿La representación del cuerpo de la mujer en la publicidad?.. Estudios sobre el Mensaje Periodístico, 2008, 14 309-327.
- Caldevilla Domínguez (2010). ¿Los dictados (insalubres) en las pasarelas de moda?.. Revista de Comunicación Vivat Academia. no 113. Diciembre 2010, pp 88-121. Versión digital <http://we>
- Casablanca, L; Chacón, P. (2014). ¿El hombre vestido?. Cartaphilus, Revista de investigación y crítica estética, n.º 13, 2014, pp. 60-83.
- Davis, Fred (1992). Fashion, Culture, and Identity. Chicago: The University of Chicago Press, 1992.
- Díaz Soloaga y otros (2009). ¿Consumo de revistas de moda y efectos en la autopercepción del cuerpo de mujeres?. Comunicación y Sociedad, n.º 2, 2009, pp. 221-242.
- Eicher, Joanne (1995). Dress and Ethnicity: Change Across Space and Time. Oxford, Berg
- Entwistle, Joanne (2002). El cuerpo y la moda. Paidós, 2002, Barcelona.
- Guerschman, Barbara (2010). ¿La marca comercial y el diseño. Una reflexión antropológica sobre la producción, consumo y el espacio?. KULA, Antropólogos del Atlántico Sur, n.º 3, oct. 2010, pp 67-81.
- Kyunghye Pyun; Aida Yuen Wong (eds.) (2018). Fashion, Identity, and Power in Modern Asia (East Asian Popular Culture). Springer International Publishing AG, 2018
- Lipovetsky, G. (2009). El imperio de lo efímero. La moda y su destino en las sociedades modernas.. Anagrama, Barcelona.
- Lozano, Jorge (2000). ¿Simmel. La Moda, el atractivo formal del límite?. REIS, Revista Española de Investigaciones Sociológicas, nº 89, Enero-marzo 2000, pp.237-250. Versión
- Luvaas, Brent (eds.) (2018). The Anthropology of Dress and Fashion: A Reader. Bloomsbury Publishing
- Margulis, M.; Urresti, M (1995). ¿Moda y Juventud?. Estudios Sociológicos, n.º 37, 1995, pp. 109-120.
- Martínez Barreiro, Ana (1996). ¿Elementos para una teoría social de la moda?. Sociológica: Revista de pensamiento social, Nº 1, 1996, págs. 97-124.
- Martínez Barreiro, Ana (1998). ¿La moda en las sociedades avanzadas?. Papers, nº 54, pp 129-137.
- Martínez Barreiro, Ana (1998). Mirar y hacerse mirar. La moda en las sociedades modernas.. Ed. Tecnos. Madrid 1998.
- Martínez Barreiro, Ana (2004). ¿Moda y globalización. De la estética de clase al estilo subcultural?. Revista Internacional de Sociología, n.º 39, sep-dic. 2004, pp 139-166.
- Martínez Barreiro, Ana (2006). ¿La difusión de la moda en la era de la globalización?. Papers, nº 81, 2006, pp 187-204.
- Raik, J. (1993). The Face of Fashion. Culture Studies on Fashion.. Londres y Nueva York: Routledge
- Tranberg Hansen, Karen (2004). The World in Dress: Anthropological Perspectives on Clothing, Fashion, and Culture?. Annual Review of Anthropology, Vol. 33 (2004), pp. 369-392. Versión digital: <http://www.jstor.org/pa>
- Lipovetsky, Gy Jean Serroy (2015). La estetización del mundo: vivir en la época del capitalismo artístico. Anagrama, Barcelona.
- Breward, C and Evans, C. (2005). Fashion and modernity. Berg Publisher
- Lurie, Alison (2002). El lenguaje de la moda: una interpretación de las formas de vestir. Paidós, Barcelona
- Hutcheson, Francis (1992). Una interpretación del origen de nuestra idea de la belleza. Tecnos, Madrid
- González, Ana Marta (2003). ¿Pensar la moda?.. Nuestro Tiempo, no 594, pp. 14-27

- García Bourrellier, Rocío (2007). "Identidad y apariencia: aspectos históricos". en González González, Ana Marta y García Martínez, Alejandro Néstor (coords.), Distinción social y m
- Eicher, Joanne B (2000). "The Anthropology of Dress". Dress 27: 59-70.
- Luiré, Allison (2013). El lenguaje de la moda una interpretación de las formas de vestir. Ed. Paidós, Barcelona
- Sanchez-Contador, Amaya (2016). "La identidad a través de la moda". Rev. Humanidades, Unv. de Deusto;<http://www.revistadehumanidades.com/articulos/124-la-identidad-a-tr>
- Kottak, C, (2016). Introducción a la Antropología Cultural. McGraw Hill, Eds.



Complementary	
---------------	--

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Art and Fashion History/710G03001

Corporate and Professional Ethics in the Fashion Industry/710G03011

Global Trends in Fashion: Digital Transformation and Sustainability/710G03008

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.