

Malcolm Barnard Fashion as Communication



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What kinds of things do fashion and clothing say about us? Any kind of real distinctions between Hip-Hop style and Punk anti-designs? What will it mean to wear Gap or Gaultier, Milletts or Moschino? Drawing on a variety of theoretical approaches from Barthes and Baudrillard to Marxist, psychoanalytic and feminist theory, Barnard addresses the ambivalent position of fashion in contemporary culture. In this completely revised and up to date edition, Malcolm Barnard introduces fashion and clothing as means of communicating and challenging class, gender, sexual and sociable identities.



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Pure Textbook Though informative in the way the title describes, it lacks any personality. Though the details is solid and probably applicable for the fashion student. He introduces every subject (nearly every two webpages) by stating "We just discussed x and we'll now discuss y" and yet a single maruels at what little was actually actually said. It is like reading a dry, boring, antiquated textbook. It discusses the theory of clothes and how different society and tribes adorn themselves. I could appreciate reading textbooks. It stays more on theory of fashion as communication..certain ones are actually a good read. Especially when the author has some wit.or the student of anthropology or psychology, it is like taking in spoonsful of plain flour rather than taking in a slice of warm bread. Style Theory: A Reader (Routledge Student Uisitors) No question it is in the next edition! It generally does not provide many vibrant descriptions and examples. A FANTASTIC Primer on Fashion Theory Malcolm Barnard is one of the leading style theorists alive today. Malcolm is among the few fashion theorists publishing these days who gets the philosophical tools to believe through semiotic theory. And how the culture perceives such adornments and his forthcoming Four volume Fashion (Critical Ideas in Press and Cultural Studies) by the same publisher) is matched with this extremely concise and important study of fashion theory utilizing the lens of communication. His experience in the literature (observe his reader His chapter on fashion clothing and postmodernity will probably be worth the price of the reserve. I've browse tens of books on fashion theory, but keep time for this obvious and concise summary of so many important themes. It compares what outsider perceptions may be and how we not only communicate messages with this adornment but how those perceptions can differ from culture to culture. This is quite frustrating and disappointed and an exceptionally boring read. But if you're interested in among the best primers on style theory in print today, that is your book. No communitication! This book, with such an important and wonderful premise, says very little. He also spends an inordinate period of time defending style seeing that "important" by ridiculously comparing it to things such as medicine yet he utilizes zero clear examples or "evidence" of the actual import of style to support his claims at any level - not even regarding the title of conversation. But the author ultimately makes no real independent observations or helps to make sense of many references supplied by past historians..We had purchased this book thinking it might be a marvelous introduction book for costume design college students to greatly help them understand the conversation power of clothes and fashion. If you are looking for costume history with lots of types of clothing designs and anecdotes, this publication is not for you.



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