



Chapter Three

Dress as Non-Verbal Communication

What is Non-Verbal Communication

- Communication that does not necessarily involve verbal expression through speaking or writing
 - Facial expressions
 - Physical movement and actions
 - Physical distances people maintain
 - Sound of the voice
 - Hand gestures

Definitions of Communication

- Communication is an interactive process among two or more people
- To complete communication, receiver sends a feedback message to sender
 - Compliments or insult
 - No comment
 - Getting a job
 - Accepting a date

- Communication is ongoing and dynamic with meanings being negotiated and created
 - Sender and receiver must find a minimal level of agreement
 - Job interviews, wedding dresses, uniforms
 - Often complete agreement on dress meanings is never reached
 - Parents

- Communication through dress is the production and exchange of meanings
- Changing fashion continually modifies meanings
- Meanings of dress in the US are coding generally and imprecisely
- Many traditional cultures are more stable

Channels of Transmission

- Visual
- Hearing
 - Jewelry, heels, rustle of fabrics
- Smell
 - Perfume, deodorants, new leather
- Touch
 - Soft, slick
- Taste
 - Flavored lip stick or chap stick

Grammar

- The rules that are used to assemble dress components into attractive, fashionable, and appropriate combinations
 - Learned through media, groups association, family
 - Grammar rules can be broken
 - Laws
 - Strictly held traditions
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Perceptual Elements

- Integral units of fabric and apparel
 - Color
 - Hue, value (lightness), intensity (brightness)
 - Fabrics
 - Silk verses denim
 - Gender
 - Rounded verses angular
 - Fabric choice
 - Today, these differences are becoming less defined
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Context of Use

- How elements are combined, who wears them, and in what situation they are worn.
 - Condition of fabrics
 - Stains and tears (ice cream)
 - Stonewash
 - Accessories
 - Hats
 - Body size
 - Height
 - Color and culture
 - Red (Chinese verse American)
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Post Modern Era

- Characteristics of cultures at the end of the 20th century
- Eclectic
 - Mix and match
 - Cultural influences
 - Separates and accessories
- Nostalgic
 - Flared pant legs from bell-bottoms
 - Tie-dye

- Questioning of Traditions
 - Gender
 - Tearing jeans
- Simulations
 - Animal prints
 - Fake fur
 - Cosmetic surgery
