

2ND SEM. 2008/2009



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UNIVERSITY OF SWAZILAND

SUPPLEMENTARY EXAMINATION PAPER

**PROGRAMME : BACHELOR OF SCIENCE IN HOME
ECONOMICS EDUCATION AND
TEXTILE SCIENCE AND LAUNDRY
YEAR III**

COURSE CODE : TADM 303

**TITLE OF PAPER : SOCIAL PSYCHOLOGY OF
CLOTHING**

TIME ALLOWED : TWO (2) HOURS

**INSTRUCTIONS : ANSWER QUESTION ONE (1) AND
ANY OTHER TWO (2) QUESTIONS**

**DO NOT OPEN THIS PAPER UNTIL PERMISSION HAS BEEN
GRANTED BY THE CHIEF INVIGILATOR**

QUESTION 1

- a) Compare corporal adornment and temporal adornment, giving examples. Tabulate your answer in this way:

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[10 marks]

- b) List and discuss **five (5)** factors that will restrict fashion change.
[5 x 3 = 15 marks]

- c) From the field ^{trip} to Swaziland Museum, write about the following topic under cultural dynamics.

- i) What did the reed dance girls wear in the olden days?
- ii) What do the reed dance girls wear now in the 21st century?
- iii) Discuss the differences you observed.

[5 x 3 = 15 marks]

[Total Marks = 40]

QUESTION 2

- a) Name and discuss **four (4)** modesty variables, giving examples.
[4 x 3 = 12 marks]

- b) List and discuss four (4) fashion role models who help to spread fashion.
[4 x 3 = 12 marks]

- c) Discuss the following terms to bring out their meaning.

- i) Power Extender
- ii) Intrinsic Adornment
- iii) Sartorial Adornment
- iv) Amulets
- v) Repelling Elvis
- vi) Tattoo

[6 marks]

[Total Marks = 30]

QUESTION 3

- a) When is diffusion likely to take place? Name **four (4)** conditions.
Discuss briefly. [10 marks]
- b) Discuss one ceremonial dress found in most cultures, i.e. wedding,
colour and meaning. [10 marks]
- c) From the field ^{trip} to the museum, write about one of the Swazi
ceremonies and ^{its} attire. [10 marks]

[Total Marks = 30]

QUESTION 4

- a) Name and discuss one of the cultural aspects of dress or clothing you
researched on during the semester, under these subtopics:
- i) Cultural dress in the olden days
 - ii) Cultural dress in the 21st century
 - iii) Discussion on the differences
 - iv) Factors that brought about the change
 - v) Lessons learnt or conclusion
- [5 x 6 = 30 marks]

[Total Marks = 30]