



Detailed Course Syllabus

Academic year: 2024/2025	Semester: Summer semester
Study programme: Komunikologija (R) (elective)	Year of study: 1

I. BASIC COURSE INFORMATION

Name: Social Psychology of Dress

Abbreviation: IZBP244

Status: Compulsory	ECTS: 4	Code: 264648
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Prerequisites: No

Total Course Workload

Teaching Mode	Total Hours
Lecture	30
Seminar	15

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Name and Surname: Batinić Lana

Academic Degree:	Professional Title: docent
Contact E-mail: lana.batinic@unicath.hr	Telephone:

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: English

Course Description	<p>Subject goal: Understanding concept of dress in the context of the social psychology. Acknowledging important social cognition processes associated with dress. Comprehension of dress as a stimulus and way of communication and the effect of dress on making impressions. Assessment of the importance of dress in forming body image. Establish association between the dress and the self.</p> <p>Subject content: Importance of study of the dress. Origins and functions of dress. Research methods on dress. Dress and social cognition. Dress and impressions, physical appearance, body image, personality and self.</p>	
Educational Outcomes	<p>Explain social cognition processes related to dress. Recognize dress as a stimuli. Distinguish effect of the dress on attributions by other and attributions about self. Relate dress with physical appearance and body image. Analyse dress in the context of self. Comment dress and its function in the specific context.</p>	
<i>Textbooks and Materials</i>		
Required	<p>Lennon, S. J., Johnson, K. K., & Rudd, N. A. (2017). Social Psychology of Dress. Bloomsbury Publishing USA.</p> <p>Johnson, K., Lennon, S. J., & Rudd, N. (2014). Dress, body and self: Research in the social psychology of dress. Fashion and textiles, 1, 1-24.</p>	
Supplementary	<p>Baumgartner, J. (2012). You are what you wear: What your clothes reveal about you. Da Capo Lifelong Books.</p>	
<i>Examination and Grading</i>		
To Be Passed DA	Exclusively Continuous Assessment NE	Included in Average Grade DA
Prerequisites to Obtain Signature and Take Final Exam	<p>Regular class attendance (attendance at least 70% of each form of class)</p> <p>Obtaining a minimum of 35% points (out of a total of 100 points) during classes (colloquia, seminar work)</p>	
Examination Manner	<p>Teaching activities (70% of the grade):</p> <p>seminar work – 20%</p> <p>colloquium – 25%</p> <p>colloquium – 25%</p> <p>Final written exam – 30% of the grade</p> <p>excellent (A) – 90 to 100% points</p> <p>very good (B) – 80 to 89.9% points</p> <p>good (C) – 65 to 79.9% points</p> <p>sufficient (D) – 50 to 64.9% points</p> <p>insufficient (F) – 0 to 49.9 % points</p>	
Grading Manner	<p>Continuous evaluation of student work through teaching activities</p> <p>Final written exam (minimum for passing the written exam is 50% correct answers)</p>	
Detailed Overview of Grading within ECTS		

VRSTA AKTIVNOSTI	ECTS bodovi - koeficijent opterećenja studenata	UDIO OCJENE (%)
Pohađanje nastave	1.2	0
Seminarsko izlaganje	0.6	20
Kolokvij-međuispit	0.7	25
Kolokvij-međuispit	0.7	25
Ukupno tijekom nastave	3.2	70
Završni ispit	0.8	30
UKUPNO BODOVA (nastava+zav.ispit)	4	100

Midterm exam dates:

Exam period dates:

IV. WEEKLY CLASS SCHEDULE

[Predavanja]

#	Topic
1	Introduction
2	Why Study Dress?
3	Origins and Functions of Dress
4	Conducting Research on Dress
5	Dress and Social Cognition (part 1)
6	Dress and Social Cognition (part 2)
7	1st colloquim – midterm exam
8	Dress and Impressions
9	Dress and Physical Appearance
10	Dress and Body Image (part 1)
11	Dress and Body Image (part 2)
12	Dress and Personality
13	Dress and the Self
14	2nd colloquim – midterm exam
15	Final lecture

[Seminari]

#	Topic
1	Defining seminar topics
2	Seminar presentation of the selected topic
3	Seminar presentation of the selected topic
4	Seminar presentation of the selected topic

5	Seminar presentation of the selected topic
6	Seminar presentation of the selected topic
7	1st colloquim – midterm exam
8	Seminar presentation of the selected topic
9	Seminar presentation of the selected topic
10	Seminar presentation of the selected topic
11	Seminar presentation of the selected topic
12	Seminar presentation of the selected topic
13	Seminar presentation of the selected topic
14	2nd colloquim – midterm exam
15	Final lecture