



Faculties of Humanities and Theology

**MODA16, Fashion Studies: Contemporary Fashion -
Production, Communication and Consumption, 7.5 credits**
*Modevetenskap: Samtidsmode - produktion, kommunikation och
konsumtion, 7,5 högskolepoäng*
First Cycle / Grundnivå

Details of approval

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2019-05-27 to be valid from 2019-05-27, autumn semester 2019.

General Information

The course is a compulsory component of the Bachelor of Arts programme in Fashion Studies. It can be included in a first or second cycle degree.

Language of instruction: Swedish

Some components may be taught in other Scandinavian languages and English.

Main field of studies

Cultural Sciences with specialization in Fashion Studies

Cultural Sciences

Depth of study relative to the degree requirements

G1N, First cycle, has only upper-secondary level entry requirements

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Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- identify and describe at a basic level how fashion is created through interaction between specific key actors
- identify and describe at a basic level the different genres of fashion communication, both in print and in digital channels

- identify and describe at a basic level key processes for the emergence of the fashion trade, both in traditional market places and online

Competence and skills

- use relevant tools and strategies for information retrieval
- apply relevant techniques for the implementation of an observation study
- complete at a basic level an academic text in the form of a take-home exam

Judgement and approach

- critically discuss the relationship between production and consumption of modern day fashion, and how this relates to the consumption of fashion items
- assess the usefulness of different communication genres in the fashion sector and critically review their contents

Course content

The course is included in the first semester of the Bachelor's programme. It provides a basic introduction to the organisation of modern day fashion, both as a cultural phenomenon and as an industry. The course is organised around a focus on three different aspects of modern day fashion: fashion and production, fashion and communication and fashion and consumption. The consumption aspect includes use of the ethnographic method of participant observation, in which students are expected to engage in participant observation in a retail environment. The course focuses on creating a basic understanding of how different parts of the fashion system interact to create the symbolic value of fashion while the fashion industry is examined from critical perspective. The course also includes an introduction to different technologies for information retrieval as well as discussions and arguments around the importance of source evaluation.

Course design

Teaching consists of lectures and seminars. Participation in seminars is compulsory. Absence from the seminars is compensated for with a written assignment.

Assessment

The assessment is based on a written take-home exam.

Three opportunities for examination are offered in conjunction with the course: A first examination and two re-examinations. Within a year after the end of the course at least two additional examination sessions on the same course content are offered. Thereafter, the student is offered further examination opportunities but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

Entry requirements

General requirements for university studies in Sweden

Further information

1. The course is offered at the Department of Arts and Cultural Sciences, Lund University.
2. The credits allocated for course content that in whole or in part is commensurate with another course can only be credited once for a degree. For further details, see the current registration information and other relevant documentation.

Subcourses in MODA16, Fashion Studies: Contemporary Fashion - Production, Communication and Consumption

Applies from H19

1901 Written exam, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction