



APA FORMAT LITERATURE REVIEW SAMPLE

APPAREL AS A COMMUNICATION TOOL

Whether it's gestures, dressing, contact with your eyes, words or some other way - we talk about communication. "Communication is everything. Most of our needs and indeed everything that makes us people in their roots has communication. One of the basic human needs for love and intimacy was the result of communication through which we recognize ourselves and our roles in society, but also learn about others and organize ourselves into different groups" (Rouse and Rouse, 2001). Sometimes we are not even aware of how often and at what level we communicate. Even when we are not in a position to talk, we actually communicate. When our cell phone rings, we do not want to answer the call and it is a certain way of communication. Communication is when we slaughter our eyes or when we decide to dress a gray coat in the foggy day so that we can melt with the mass and the body around us. The word communication means: to divide, to do something general or common. Communication is defined by three main factors: content, form, and goal. Combined, the content of the communication and form creates messages that are sent to the destination. The goal can be the very person, the other person (interpersonal communication) or other entities, for example, a group, an organization or a society. After we have concluded what communication is and that we can communicate in various ways, some basic features should also be listed. According to Kathleen K. Reardon (1987) "the basic features of human communication are: people communicate from a variety of different reasons (for fun, getting information, giving a good impression, breaking silence ...); communication results in intentional but unintended effects (it is not always understood how it was thought); communication is usually duplex (mass media, letters, speeches, but non-verbal communication of the interlocutor); communication involves at least two people that affect each other equally (creating a common meaning, responding to each other as verbal and nonverbal partner behavior), with the exception of intrapersonal communication; communication also took place when it was not successful (regardless of whether the communicator achieved the goal); communication involves the use of symbols (the symbols are contained in words and gestures, and the meaning of the symbols may differ)". There are several different segments of communication, but one might say that the basic division is verbal, non-verbal and paraverbal communication.

"Verbal communication is the one that the individual realizes through speech and / or script, as a record of speech, and non-verbal communication is the one that accomplishes it with nonverbal signs, (...) by which people communicate without words, deliberately or unintentionally, and used to express emotions, reflecting the characteristics of a human individual, but also for stimulating or altering verbal communication". Simply put, verbal communication, like the name itself, contains words in communication, paraverbal refers to voices, sounds, intonation, articulation and the like, and nonverbal communication It takes place like paraverbal without words, but with various channels and modes (gestures, holding, touch, eye contact, clothing, etc.). Before entering the problem, it is necessary to clearly distinguish and explain terms such as fashion and style, the term dress code and the term sociology of fashion. "The fashion is (Moles, 1967) a cultural phenomenon that occupies us as much as we are interested in the world in which we live."

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Various cultural factors act in fashion, so Lefebvre (1973) emphasizes that "we must recognize that fashion and culture are established refers to the fact that culture operates in fashion, and fashion is not only in clothing, decoration, and furniture, but is also reflected in other cultural-cultural areas", so the elements such as uniforms and clothes generally speak of our functions in society, social roles, aesthetic values and the way of life we live in. When it comes to fashion, it must be said that the definition of fashion has as many fashion styles, and according to Moles (1967) "fashion is an ambiguous term with numerous meanings. Thus, from the mode of work proposed to us by the etymologically modus, the mathematician performed the term masculine gender. This marks the average tendency of a population's growth in terms of its distribution on measurable size. However, the national language has done a way of dressing, a way of behaving, what everyone does and accept, and at the same time reject". As fashion is just because some accept it and some reject it, it" produces its creatures for cultivated sociability, for the free zone of the common life, spared from coercion of every kind, where people compete in different ways, show power, position, spirit or beauty, represent each other in roles, and in doing so they get abundant material for conversation" (Fink, 1972).

People often think that fashion and style are synonymous, so it is important to recognize whether there are differences. "Although they have some related elements, according to Dorfles (1997, p. 50), each new style usually becomes fashionable, and when fashion passes (this style), he is usually sentenced to decay. In general terms, style is considered to be an ideological movement embodied in an artistic structure, while fashion does not have to have a foothold in such profound reasons". The notion of style relates primarily to the history of art, while the notion of fashion today is important in the context of the lifestyle - which occurs with the emergence of an industrial society, and is mentioned in his analyzes and descriptions of the social phenomena of Weber, Tard, Simmel and Weblen" (Odak, 2003, p. 98). Speaking of fashion, style, and dress as a way of communication, and not mentioning the term dress code is by no means possible.

"Dress code is anglicism and originally comes within the academic circles of the English speaking area. This phrase primarily refers to a certain set of rules of dressing in certain situations or situations". There may be certain written or unscriptural rules, but we all know deeply what is and which is not appropriate to a particular situation. Some institutions can prescribe their own rulebooks, tips are often printed on invitations, but this ultimately depends on the opportunity. For a more detailed description of the term dress code, it is to be said that "both words used in a term have their noun and verb meaning. The nomenclature version of the expression dresses to the original source implicitly refers to clothing, uniforms, military uniforms, dresses, toilets and even jewelry or jewelry. So something dignified and beautiful, to the aids that make life more beautiful. At the same time, the verbal version of this expression means to edit, correct; align, straighten; dress, dress; ornaments, decorating, enjoying and the like, or pointing to the need to achieve order and harmony in dress". As already mentioned, in order to fully understand the subject of this work, it is certainly necessary to mention and define the concept of fashion sociology.

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"The term sociology of fashion was first used by German sociologist Rene König in the seventies of the last century. In his works he studied several aspects of fashion, among other things, he dealt with the history of fashion and the manifestation of fashion related to social dynamics, while ultimately he dealt with the analysis of the fashion phenomenon associated with the evolution of styles and expansion. (...) The phenomenon mode has its own relative independence and is quite variable. But the fashion industry produces a certain fashion that ultimately entails creating the human need for certain things. For this reason, sociology of fashion, as a special social discipline, has to deal with the phenomenon of fashion, which should include the fashion industry that actually creates fashion. This is a too complex topic in order to be easily determined, but when we briefly define the subject of fashion sociology, then we could say that the sociology of fashion for the subject of his study has the facts of fashion, the relation of social groups and the mass towards fashion and the special laws determining the development and the evolution of fashion. This definition can also be described in this way:

1. Fashion is a part of culture, it consists of clothing, jewelry, furniture, art objects and other material handicrafts.
2. Different social groups have a certain attitude towards fashion, while in the art of fashion it is manifested through the imitation of certain art forms and styles.
3. Masses through their behavior and attitudes also have a certain attitude towards fashion.
4. Various social factors influence the evolution of fashion, while some authors think that fashion becomes a means of adaptation that evolves according to its own laws.

When it comes to fashion, it must be said that it can be expressed on several levels. There is the manifestation of fashion as social, theoretical and empirical facts, then there are fashion facts as the facts of the knowledge of this fashion as a process of imitation. When it comes to expressing fashion as a social fact, it should be emphasized that fashion is determined by society and occurs in a particular society. It does not happen in a vacuum or quarantine, closed by the world and the eyes of the public, it is a living organism in a society that exists precisely because of a society that gives the same fashion certain meanings and functions.

1. Fashion is expressed through clothing, jewelry, and more. However, it is not just a decoration of a man, but a wider and more complex social phenomenon.
2. Fashion is a way of behaving, that is, it is reflected precisely through a way of behaving towards certain elements of social reality.
3. Fashion is a social institution and it has a general character, a person is interested in it and it transforms it; therefore, in the mode it should be seen as a relation of a person institution, a human thing (clothes, jewelry, furniture, art).
4. König (1974) writes that we are out of reality if we define fashion as a skill or history dressing. Fashion is a universal principle, it is one of the elements of civilization, and it does not apply only to the human body, but to all its means of expression.
5. Fashion is related to civilization, but not identical. It plays a certain role in the evolution of civilized life, but cannot be identified with it.
6. Fashion is related to style, but it cannot be identified with this particular phenomenon called style.

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König (1974) points out that fashion consists in precise behavior towards a variety of situations and objects, and it is precisely this that defines the first empirical fact. The second empirical fact refers to the short duration of behavior, the third to the short duration of behavior determined by social determinants, while the fourth empirical feature of the fashion is reflected in reality by the behavior in certain situations rapidly changing, while in some situations or in relation to some objects, it changes relatively slowly. Through fashion and fashion change, we find certain facts and get a wider picture of the world. "Through changing fashion, our knowledge gets the first empirical data on events in objective reality and seeks to find the causes that have led to a certain change. Clothes give out certain signs, serve to establish relationships among individuals, and determine their affiliation to society, classes, layers, professions, ethnic and other groups. "

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