

PHILOSOPHY
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Maltseva T.G. Clothes visual culture as a content aspect of social life

Clothes are one of the factors of everyday life, its typicalness is determined by the development of the strata of society at the certain time interval. Clothes are presented as the certain marker for the further social adaptation in the society of the exponents of the other cultural tradition. The visual culture of clothes appears before the person in the semantic world of visual images which are handed from generation. By connecting and inspiring people clothes give them the ability of world comprehension and mutual understanding, they are the socially significant aspect of life in the modern society.

Key words: clothes, casual, tradition, visual culture, image, society.

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