

Uncovering Fashion: Fashion Communications Across the Media (Paperback)



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(Dr. Pat Hegmann)

UNCOVERING FASHION: FASHION COMMUNICATIONS ACROSS THE MEDIA (PAPERBACK)

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Bloomsbury Publishing PLC, United Kingdom, 2009. Paperback. Book Condition: New. 234 x 188 mm. Language: English . Brand New Book. The dynamics of fashion depends on visuals: when we see something we like, we respond to its color, line, form, and eye-appeal. In that sense, fashion communicates itself-without words, without added graphics. But the world of fashion demands much more than the mere presence of garments and accessories and footwear. It involves a wide range of communications, including words-printed, spoken, and electronically transmitted. Those words may serve alone, or they may be paired with images and designs that enhance and illustrate their meaning. This text takes a systematic approach to uncovering fashion to reveal the industry's underlying network of communications. The term fashion communications refers not only to monthly fashion magazines, but also to every facet of information relating to fashion-from the names of colors at the dye factory, to the latest runway reviews posted on fashion Web sites. Focusing on four key areas-manufacturing; business; sales and advertising; and representation in the media-Wolbers uses a who-what-where-when- why approach. As Professor Horacek so eloquently states in her Foreword, this book is truly a must for fashion programs anywhere or for anyone who seeks to develop and hone their communication skills. Features -- Specific assignments and exercises designed for both inside and outside the classroom to help students master the unique language of fashion -- Profiles of various forms of fashion communications related to the content of each chapter -- Tips and guidelines for efficient research and information presentations -- Personal Profiles in each chapter support material in text -- Additional assignments and projects, along with samples of grading rubrics to assist instructors -- Instructor's Guide contains tips on how to use the text in a variety of different courses,...



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