

The Research Method for Analyzing Contemporary Fashion Phenomena – focused on Mass Culture Theory –

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The contemporary culture phenomena looked like a same thing apparently, but various individual characters appeared in them. And all cultures were mixed in the name of mass culture, but the subordinate concepts which could classify the culture were still in existence. And this equally appeared in the contemporary fashion, one of culture phenomena.

Thus the purpose of this study was to indicate the framework to analyze the contemporary fashion phenomena taking on aspect as above by grafting the mass culture theory onto the study for fashion phenomena.

The results of this study were as follows :

- 1) The concept of contemporary mass culture could be explained by H. Gans' taste culture divided into highbrow culture, middlebrow culture, and lowbrow culture for studying the aspect of the contemporary mass culture in the basis of the documents for the mass culture study. The taste culture theory H. Gans' indicated was to see nothing but difference in taste, each of cultures had equal value.
- 2) The phenomena in the contemporary mass culture could be explained as globalization condensed into homogenization having the same shape in all cultures, regionalization keeping the identity of each of cultures, and hybridization mixing various cultures.
- 3) Applying the concept of the contemporary mass culture to the contemporary fashion phenomena, they could be classified into high fashion worn by some fashion leaders, mass fashion chosen by most people, and street fashion dressed by subculture group independent of public fashion phenomena. At this time, each of fashion groups had equal value, but only tastes for fashion were different.
- 4) Applying the contemporary mass culture phenomena to the contemporary fashion phenomena, could be explained as globalization condensed into homogenization having the same shape in all fashion groups and regions, regionalization keeping the

identity of each of fashion groups and region, and hybridization mixing various fashion groups and regions.

In the basic of the result of study above, the analyzing frameworks indicated for the study of contemporary fashion phenomena were as follows :

