

A Study on the Phenomenon of Conformity Found in the Costume in the Chosun Dynasty

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This study was intended to investigate the literature, relics and materials related to the art history by incorporating the socio-cultural cause as the phenomenon of conformity into the evolution of dresses in the Chosun Dynasty. As a result, the following findings were drawn:

1. Conformity means that one changes his/her behavior or psychology of his/her own will, or not of his/her own will to conform to the expectation of the group or its members. The conformity of dresses means that a person follows costume behavior well-suited to the norms of the group or its members to get acceptance or a sense of belongingness from them. This study attempted to inquire into the socio-cultural aspect as the cause of the conformity phenomenon found in dresses. The conformity phenomenon took place in accordance with social strata, norms, group and gender. This conformity can be said to the basic aspect of human behavior that arises from the social needs of the human being.
2. An attempt was made to investigate the social background of the Chosun Dynasty by relating the cause of the conformity phenomenon to the Chosun Dynasty. It was the aristocratic(*yangban*) class society revolving around regal authority and had the well-defined social hierarchical structure. And it was founded on the Providence of Heaven, moralism, patriarchy, sexism and constitutionalism and was provided with a wide range of laws such as the caste law, national law, social law, ceremonial law, educational and scholarship law, police law, the art of war and the like in addition to civil and criminal laws throughout society. The Chosun Dynasty had the sex role of man and woman was clear-cut based on the patriarchy and the thought of *Um* and *Yang* and Five Elements(陰陽五行說) that governed its society and was the male-centered society pursuing predominance of men over women. Partisan cohesiveness was very strong due to the party rivalry arising from the difference in the metaphysical or philosophical view.
3. The phenomenon of conformity to dresses in the Chosun Dynasty occurred on the basis of social strata, regulation, party strife, and gender(male/female).
4. In terms of social strata, the phenomenon of conformity appeared in form of upward conformity phenomenon and downward conformity phenomenon. Upward conformity phenomenon means that the *yangban*, the intermediary class and the commoner all conformed to the court costume style, and it had the aspect of luxury promotion but set the model for people in

that the Royal Family took the lead in austerity. Downward conformity phenomenon means that the upper class conformed to the dresses of *Kiseng*, the lowest class in society. This phenomenon began on a full scale after the caste society changed in the late Chosun Dynasty.

5. The phenomenon of conformity by regulation can be divided into prohibition and reformation decrees. The prohibition decree was the decree aimed at maintaining the caste system, protecting people's economy and curbing luxury and included the prohibition decrees on colors, textile and luxury. The reformation decree aimed at prohibition and improvement with an aim of guiding people in a right direction and included the clothing reformation of *Kapsin*(甲申) and *Kapo*(甲午). These regulations on dresses and its ornaments generated resistance due to punishment and coercion and resulted in conformity in that people was compelled to conform to it.
6. The faction in the Chosun Dynasty showed a strong phenomenon of conformity to costume due to very great cohesiveness.
7. Since the sex role of men and women was clearly divided in the Chosun Dynasty, the difference in costume was certain between men and women. But, there was the phenomenon of conformity that similar changes occurred in forms, the costume-wearing method and the like and there occurred the costume co-wearing phenomenon that men and women wore the same type of costume together.

In terms of forms, it was found that men's clothing and women's clothing made the same change in waist line, sleeve line and collar.

In terms of the costume wearing method, people could create the effect of wearing two suits of clothes using breast-tie and collar though they wore a suit of clothes by sewing several layers of clothes together into a suit of lined clothes from wearing clothes in layers. This phenomenon was appearing in such ceremonial clothes as *Danryeong*, *Wonsam* and *Dangeui* out of reasonable conception based on the metaphysical thinking.

In terms of the costume co-wearing phenomenon, there was the case that men and women co-wore dress and its ornaments such as purple breast-tie or coat string and then wore them separately. And there was the case that men and women came co-wear such clothes as *Jangeui*, *Jueui* and *Magoja* which were first men's clothing. This phenomenon was the phenomenon of conformity that resulted from the unstable situation of the late Chosun Dynasty, the consciousness of equality due to enlightening, and the meager promotion of women's rights.

8. The phenomenon of conformity in the Chosun Dynasty was the propensity of conformity inherent in our nationality appearing as the phenomenon of costume and found expression in conjunction with the overall social phenomenon over the whole period of the Chosun Dynasty.