

Abstract

Thesis "Clothing and its role in human life" deals with the role and importance of the clothing in a postmodern society. The clothes, as an integral part of everyday life, is seen as an important element in creating an individual identity. The clothing is a part of the sign system and one of the means of nonverbal communication between individuals and can be regarded as one of the most important tools, by which an individual can show to their surroundings their identity and clearly define the membership of a particular group. The issue is devoted to an individual's identity based on the work of Zygmunt Bauman, who dedicated to this issue in his work called Liquid Modernity.

Another important role of clothing is its importance to social interaction. The clothing is one of the means, by which we communicate with the world, through which we reveal information about ourselves as well as our views on the world. The clothing is a part of the world system of signs and one from the non-verbal communication between individuals of the theoretical basis for the role of clothing in the context of social interaction is drawn from the work of Goffman E. – The presentation of Self in Everyday Life.

The last part is devoted to the analysis of data obtained through qualitative research, with respondents drawing on the inspiration for their style of clothing in traditional African societies in black Africa.