Join Radboud Summer School 2017!
Psychology of Fashion and Beauty
Psychology of Fashion and Beauty

How do we explain ‘beauty’ and how people react to it? How can we explain fashion and the changes that taste, trends and fashions undergo? Psychologists have engaged with all these questions! This module aims to encourage students to engage with appearance in a wide sense including facial disfiguration and body issues, including cosmetic surgery addiction or the use of the body as “art”. This is then linked to the fashion cycle and how fashion changes and how self presentation and clothing are integral to self identity and social group memberships and symbolic communication.

Topics will include:
• Defining beauty, history and psychological approaches, cognitive, social, bio-evolutionary and modern integrated theories
• Beauty Halo effect
• First impressions & stereotypes
• Beautiful bodies – shape / dissatisfaction / body dysmorphia
• Looking different – disfigurement & cosmetic surgery addiction
• Cultural and historic differences
• Male body image / the Adonis complex / body building addiction
• Fashion process – origins of fashion; fashion theories; psychology of change
• Adornment, body modification (tattooing, piercing), cosmetics – psychological factors
• Fashion & personality
• Social self, impression management and role adoption, group membership
• Group membership, identity and Fashion as communication
• Luxury products
• Sustainable fashion
• Advertising and celebrity

After this course you are able to:
• demonstrate an understanding of psychological principles applied to beauty, fashion consumerism
• demonstrate an understanding of the various psychological theories related to attractiveness/appearance, impression management and body image
• demonstrate familiarity with some major theories used to understand the fashion cycle/change process and psychological processes such as self esteem, group membership and identity
• finally through your assessments (in English) you will demonstrate independent learning
and research, as well as the ability to communicate your ideas effectively

**For whom is this course designed**
Suitable for beginners at the bachelor's level of psychology as well as of interest to those studying business, management, fashion, media at a higher level who may have no prior knowledge or relevant work experience but who feel they would benefit from gaining an understanding of relevant psychological principles.

**Number of EC**
2 ECTS

**Entry level**
Bachelor and Advanced bachelor

**Course leader**
Dr Felix de Beaumont, Senior Lecturer, Department of Psychology, Regents University London

**Dates**
Monday 7 August – Friday 11 August 2017

**Course fee**
€525

**Discounts**
• 10% discount for early bird applicants. The early bird deadline is 1 April 2017.
• 15% discount for students and PhD candidates from partner universities.
Want to be part of the RSS experience?

More than just a course!
Radboud Summer School is more than an academic event. It is a unique opportunity to meet other international students and researchers and to get to know Radboud University and the city of Nijmegen. Our participants come from all over the world and have different cultural and academic backgrounds. Our programme includes the following activities free of charge: welcome reception, sports activity, guest lecture and farewell drink. We offer also a BBQ, River Cruise, City Tour, Pub quiz and excursion for a small fee.

Have a look at what participants had to say about their experience!

And do not forget to register now!

Deadline application
June 1, 2017

Contact
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www.ru.nl/radboudsummerschool, August 6-18 2017