



COMMUNICATION AND EXPRESSION OF PERSONALITY THROUGH CLOTHING

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Abstract: *In the world of business, behavior and appearance are equally important; namely, a person represents his institution (organization) with both personality and clothing - to dress in a recognizably good style means to prepare oneself for success. Clothes emphasize the personality, they should to reflect the occupation, status, individuality of the wearer. They send certain messages. Every suit and the way someone dresses says a lot about that person. Today, business behavior and business attire are more important, because the behavior and appearance of managers and employees as a whole strongly influence the reputation and business success of each company. Also, one of the functions of clothing is to achieve a sense of spiritual balance. Clothing and fashion enable the multiplication of several personalities in one person. With the help of clothes, certain shortcomings of a person can be compensated and covered, and in that way, a certain spiritual and psychological balance is achieved. The social status of a person can be successfully shown through the dressing. This paper studies clothing as a type of communication and shows how one can communicate with clothing. Communication with clothes is effective when it is in accordance with the accompanying circumstances and the person wearing it. Fashion and clothing act as a way of communicating identity. The paper will also analyze fashion as a cultural phenomenon, but as a form of communication that provides an opportunity for an individual to get closer and identify with a person who dominates in a certain time and space.*

Key words: *Business communication, non-verbal communication, clothing, business clothing, fashion, expression of personality.*

1. INTRODUCTION

Good physical appearance in the business world opens many doors because it is of great importance when creating the first impression of a person [1]. It is known that people tend to create stereotypical notions about other people based on their appearance, clothing, and behavior in public. The appearance of each individual emits a large amount of information about certain aspects of their personality [2].

In the world of business, behavior and appearance are equally important; namely, a person represents his institution (organization) with both personality and clothing - to dress in a recognizably good style means to prepare oneself for success. Clothes emphasize the personality, the



clothes should be with a complete appearance, to reflect the occupation, status, individuality. They send certain messages with the clothes that people wear. Every suit and the way someone dresses says a lot about that person [3].

Today, business behavior and business attire are more important, because the behavior and appearance of managers and employees as a whole strongly influence the reputation and business success of each company. Also, one of the functions of clothing is to achieve a sense of spiritual balance [4].

Clothing and fashion enable the multiplication of several personalities in one person [5]. With the help of clothes, certain shortcomings of a person can be compensated and covered, and in that way, a certain spiritual and psychological balance is achieved [6].

The social status of a person can be successfully shown through the clothing. Clothing can show a person's status through many different things, for example, through the colors of clothes, their price, and even though the material from which the clothes are made, that is, through their quality. Clothing, in a way, is a kind of visual signature of a person. The business look also reflects the attitude towards work, which means that it is equally important for the employee and the organization.

This paper studies clothing as a type of communication and shows how one can communicate with clothing. Communication with clothes is effective when it is in accordance with the accompanying circumstances and the person wearing them. Fashion and clothing act as a way of communicating identity [7,8]. The paper will also analyze fashion as a cultural phenomenon, but as a form of communication that provides an opportunity for an individual to get closer and identify with a person who dominates in a certain time and space.

2. FORMS OF BUSINESS COMMUNICATION

Organizational communication is close to understanding a business culture that varies from company to company. General, national and organizational culture have the greatest influence on the creation of business culture. Cvetanović believes that business culture consists of business morale, business behavior and appearance, business communication and public relations [9]. Pavlović, on the other hand, classifies organizational culture, communication, conflict resolution and national culture as elements of business culture [10].

Business communication is considered to be oral or written contact between business partners, which is carried out in order to disrupt business activities. Business communication requires mastering a whole set of skills, and refers to communication between organizations and within the organization [11]. Research shows that the strategic orientation of business is the continuous improvement of business skills and enables the achievement of business results.

If the use/non-use of words is taken as a criterion for the division of forms of communication, ie the use of a symbolic system for creating a message, then business communication is divided into verbal and non-verbal (Figure 1). Verbal communication has two forms - oral and written (printed).

Non-verbal communication is defined as wordless communication and includes visible characteristics such as eyes, facial expressions, touch and tone of voice, clothing, posture, and spatial distance between persons communicating. Nonverbal communication is the process of using behavior without using words [12]. Non-verbal communication takes place in different ways. Body language is manifested mainly through special body movements, ie through gestures, facial expressions and posture. Of great importance is the way people use space, attitude towards time, as well as the style of clothing [3,13, 14].

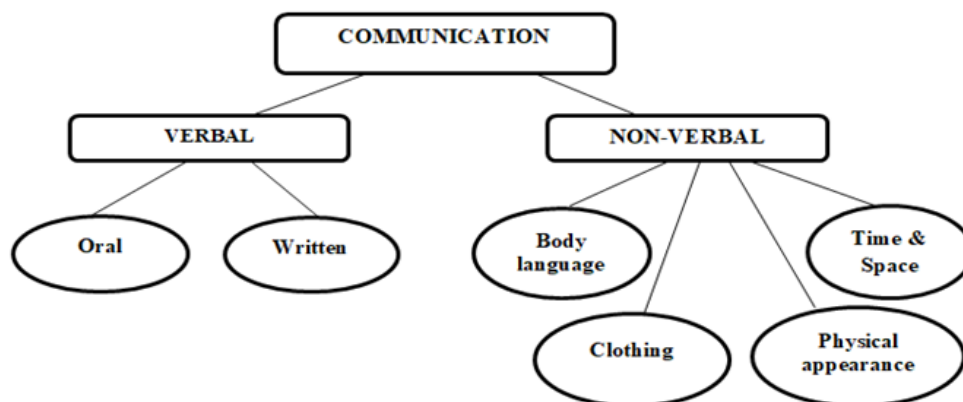


Fig. 1: Ways of communication [15]

3. CULTURE OF BUSINESS BEHAVIOR AND CLOTHING

Realizing the importance of employee behavior for success, today many companies around the world are trying to standardize the behavior of their employees. By standardizing business behavior, an organization shows how much it cares about doing a good job. Thus, business behavior is not left to the individual, rather his upbringing and assessment of the situation. Good business manners thus become a recognizable style of organization, which creates a very favorable impression in business contacts.

We express business behavior by the way we behave, how we address people in communication, how we look, how we treat colleagues, customers, users of our services and the rest of the population. By our behavior, we express the personality, but also the organization in which we work. According to us and our behavior, people usually conclude about our organization. Today, business behavior is increasingly considered a condition for business success.

Physical appearance is very important when creating a first impression of a person. It is known that people tend to create stereotypical notions about other people based on their appearance, clothing and behavior in public. The appearance of each individual emits a large amount of information about certain aspects of his personality. However, the way we dress, groom and nurture, the way we sit or stand, the tone and color of our voice, posture, etc., are all essential elements for a good appearance.

Dressing varies from country to country, depending on tradition, customs and climatic conditions. However, there are also standard forms of clothing that are used on certain occasions. Good behavior and clothing starts with the little things and is recognized by the little things. It starts with the look of the clothes and everything that is available to our senses and perception in the first contact. Most often, this first contact predetermines the later relationship between people. The foundation of business and personal culture is orderliness, or cleanliness. Good looks in the business world open many doors. What applies to the body also applies to the suit. The first rule is cleanliness and tidiness, and maintenance is a daily task. Clothing should be appropriate for the age, season and occasion in which it is worn [1]. In the business world, employees of special managers need to stick to a formal style of dress.

Business people need to pay a lot of attention to their appearance. This applies to almost all aspects of nonverbal communication. Non-verbal communication plays a significant role in public speaking. Personal style, ie physical appearance is the first component that can be seen in employees and managers. Research has shown that appearance has a great influence on the general impression.



The criteria that define a good appearance also depend on the culture [16].

4. EXPRESSING PERSONALITY THROUGH CLOTHING

Although at the beginning it seemed that the clothes were used exclusively for practical purposes, to protect the body from the weather, today we can say with certainty that the clothes gained additional meaning. Our clothing is now seen as an instrument of nonverbal communication [17,18,19]. We can also say that today fashion is an instrument of non-verbal communication. We see this language of clothes everywhere, e.g. blue "identifies" boys, or pink, on the other hand, identifies girls. Also, uniforms are identified with certain occupations, so immediately think of a police officer or officer. Through these examples, we can see that clothes speak to us before a single word is said. However, there are more subtle signs that clothing conveys, which may be more difficult to read or interpret immediately. In general, clothing and fashion have the ability to reflect the identity of the wearer.

Clothing will create a certain image of the user. We often use our clothes but also other fashion accessories as a medium for expressing ourselves and conveying the social message through a symbolic instrument. A message conveyed through symbolic instruments may be related to other characteristics. For example, wearing expensive brands is associated with wealth. So, we can see that the function of clothing has changed slightly, because now it can and will be related to attitudes, character, values, social status or status [20]. There is no doubt that the dress code is one of the forms of communication, and, therefore, it is a misconception that it endangers individuality - personal identity. The dress code is, in fact, a professional and even civilizational standard.

As in speech, the meaning of any garment depends on the circumstances, because the garment is not spoken "in vain" but in a certain place and at a certain time. Every change in the situation changes its meaning. On the other hand, just as it is easy to recognize people who speak clearly, with dignity and security in everyday life, so it is easy to recognize the way clothes are worn, which is as important as the clothes themselves. With the same care with which the aesthetics of a garment is assessed, the question should be considered in terms of whether a certain suit suits the person wearing it. Starting from aesthetic criteria, it is not only important that the clothes appear in a certain place and at a certain time, but also that a certain person wears them. Apart from age and gender, all the psychophysical characteristics of the person wearing it have a decisive role in judging the choice of clothes.

The appearance of each individual emits a large amount of information about certain aspects of his personality that can be true or false. Occupation, origin, taste, opinion, sexual desires and current mood can be unambiguously expressed through clothing [3]. Clothes emphasize the personality, they should be with a complete appearance, to reflect the occupation, status, individuality. Good taste in clothing means the right choice of clothes, shoes, jewelry and other accessories, but of course it should be tailored for every occasion. Clothing is not just a way of dressing, it is an external characteristic and feature of a person who appears in public [4]. Business attire implies respect for certain unwritten rules, to be elegant and unobtrusive, to emphasize and preserve authority, and not to act rigid or too nonchalant, to be in line with fashion trends, but not fashionable, because it is a bit frivolous [5].

All business people and those who come into contact with customers must act elegantly and authoritatively in the first place. Behavior and appearance are also important at work, because a person represents his company with his personality and clothes [21]. That is why all the details must be designed and carefully selected. The rules related to business attire are color harmony, simplicity, inconspicuousness, moderation unrelated to fashion trends. The business style of dressing will



mainly depend on where you work and what the dress policy of that house is. Only respecting the rules guarantees success in business, a good impression on partners and a strong image of the company [13,14].

"Suit does not make a man" is a well-known saying, which we use every time we are disappointed in a man when we, at first glance, thought he was pleasant and honest. Experiments can be seen on social networks in which people treat beggars in a bad way, while decently dressed people are treated with a lot of respect and esteem. If someone wears a clean suit and is nicely dressed, we immediately think that he is honest, and vice versa. From this, people's reaction indicates that the suit affects the first impression we leave on others and others on us. If we are clean and decent, we open the possibility for establishing communication, while other qualities such as communication skills, professionalism and morality come on only later [22].

Considering the connection between personality and clothing, personality and fashion, it can be concluded that clothing is used more to convey social meanings than to express personal emotions and moods [23]. Fashion helps a person a lot in expression, because a person can communicate with other people through various signs, for example, through clothes. The suit primarily indicates social status or class, ethnic, urban, rural and other affiliation. Fashion can also have a compensatory role. When a person wants to be psychologically affirmed, but cannot do so through his activities and values, he does so through fashion.

Today, fashion is also present at work, so we cannot imagine a bank clerk who is not pleasantly dressed, a manager who is not in a suit or a presenter who does not captivate with make-up and beautiful clothes. Fashion accompanies employees not only at work but also in their free time, so that fashion fully participates in creating identity. In the end, it should be said that fashion helps in self-affirmation and self-expression of a person.

5. CONCLUSIONS

Communication is very important in all professions. Communication is established between the employee and the client, the superior and subordinate in the company, the media and the public, etc. Communication that involves a transaction, whether it is material goods, information or knowledge, is called business communication. Nonverbal communication plays a significant role in public speaking. Personal style, ie physical appearance is the first component that can be seen in employees and managers, and therefore business people must pay a lot of attention to their appearance. Appearance refers to clothes, neat dress or neglect. Although it is known that "a suit does not make a man, but a suit in any case makes them look more attractive." Physical appearance is very important when creating a first impression of a person. It is known that people tend to create stereotypical notions about other people based on their appearance, dress and behavior in public. Clothes emphasize the personality, they should be with a complete appearance, to reflect the occupation, status, individuality. Clothing is not just a way of dressing, it is an external characteristic and feature of a person who appears in public. Fashion helps a person a lot in expression, because a person can communicate with other people through various signs, such as clothes.

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