

Abstract of Doctoral Thesis

The Sociological Study of The Herbert Blumer`s Collective Behavior Theory : A Fashion Theory as an Axis.

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The article analyzed the fashion theory that an American Sociologist, Herbert Blumer`s placed in one of the collective behavior theory sociologically. The collective behavior theory of Blumer`s is a study to understand the formation process when how confused social order in established.

In this article, a sociologist studied it and, about the fashion that was not active, took up the Blumer`s fashion theory that discussed the need and analyzed it and was intended that I investigated the contemporary meaning that social, the fashion gave. The fashion study of Blumer`s showed a “collective selection theory” for a “class differentiation theory” in the classic theory and explained a state to generate the fashion from a vertical thing horizontally.

It means that I changed I in collectivity and style differentiated on a small scale to occur every area from the large scale from that today`s fashion rolled up grate society in. In this article, I found a factor of the fashion outbreak by the aggregate in the point at issue of the collective behavior theory of Blumer`s in collective taste, collective selection and explained the process. Furthermore, I took up the “social control functions” of Blumer`s and, in the association between social order and social change process, accessed fashion perspective

As a result, I chased the theory study that reconsidered Blumer`s fashion theory as a new fashion theory by Fred Davis in succession to Blumer`s sociology. I will arrive at the effectiveness of the collective selection theory some other time there by explaining the fashion and the relations of the fashion from the process of the social change.

In this article, I discussed a fashion generation process in there and the collective selection theory submitted that it was a theory to adapt itself to the analysis in the process when a form of today`s fashion change and did it with an end.