acknowledged. It separates from its function to protect and cover the body, and also conveys a message sent through clothing, proving to be more than that – it expresses our personality, attitude, background, heritage etc.

The best indicator that clothing is a sign, a word or language is theatre/cinema-costume design. Through the development of this form of communication, we develop their expressiveness, as an addition to the shifting the boundaries of their own social and cultural development.

By given examples, it was proven that the visual, nonverbal language of clothes exists; pictures send deeper messages. Furthermore these visual messages can be interpreted as either comments or prediction of the future by using well-known symbols of the past. Nonverbal messages comment on society and events, and they point out the consequences of these developments. Through clothing or costumes, respectively, we are not talking only about our own style and ourselves, we are also accentuating the problems, changing people's styles and appearances, periods in the history, subcultures etc.

It was also noticed that the same clothing can produce different messages, enabling a different way of communication. The meaning of a message depends on different colours, textures, cuts, styles or contexts. For example, the material used for textiles and shapes gives them both quality and appearance. In the theatre and fashion industry, these two aspects are closely connected to each other [5]. With the combination of visual elements from the past and present, we are able to open new questions and send new messages to a wider audience. For these reasons, costumes are more and more frequently seen in fashion and in the streets, while the clothes of "ordinary" people can be frequently found in the theatre or cinema. In this way, clothing sharpens our vision and perception in relation to a current problem, events or dramatic text.

To summarise, clothes are not only visual signs of a language or nonverbal methods of communication among people, They also exist as witnesses and commentators of social activities, problems, history, people and human habits. Clothing is thus a medium for establishing communication at several levels, from everyday life to artistic expression.

References

- Roach-Higgins M. E., Eicher B. J. Dress and identity. Clothing and Textiles Research Journal 1992: 1-8.
- Barnard M. Fashion as communication. London; New York: Routledge, 2005.
- Davis F. Fashion, Culture, Identity. Chicago; London: The University of Chicago Press 1992.
- Cybulska M. Understanding Textiles from Artist to Spectator. Fibers & Textiles in Eastern Europe 2015: 133-140.
- 5. Lurie A. *The Language of Clothes*. London: Bloomsbury, 1992.
- Cacciari C., Gibbs R, Katz A, and Turner M. Figurative Language and Thought. Oxford University Press, 1998.
- Barthes R. The Fashion System. Translated by Matthew Ward and Richard Howard – Berkeley: University of California Press, 1990: XII, 303.
- 8. Online English Dictionary http://www.dictionary.com/browse/dress.
- Jakobson R. Language in Relation to Other Communication Systems. Mouton, The Hague 1971: 570-579.
- Fiske J. Introduction to communication studies. London; New York: Routledge, 1992
- Online article by Richard Clarke Linguistic and poetics http://www.rlwclarke. net/courses/LITS3304/20042005/05A-JakobsonLinguisticsAndPoetics.pdf.
- Jakobson R. Linguistics and Poetics in T. Sebeok, ed., Style in Language, Cambridge, MA: M.I.T. Press, 1960: 350–377.
- Middleton R. Studying Popular Music, Philadelphia: Open University Press, 1990/ 2002: 241.
- 14. Genosko G. Baudrillard And Signs. London: Routledge; 1994
- Baudrillard J. Pour Une Critique De L'economie Politique Du Signe. [Poitiers]: Gallimard; 1972.
- Royal Design Group has done a study about stereotypical associations by human appearance, http://theroyaldesigngroup.com/identity/identity-project/.
- Barthes R. The responsibility of forms: critical essays on music, art, and representation. Berkeley; Los Angeles: University of California Press, 1991.
- 18. McDowell C. *Literary of Companion to Fashion*. Sinclair-Stevenson Ltd., 1995.
- 19. Cunningham R. *The magic garment:* principles of costume design. Prospect Heights, Ill.: Waveland Press, 1994.
- "The Colour of Pomegranates" (Sayat Nova), film critics, 1969, http://www. theguardian.com/film/2014/oct/07/ the-colour-of-pomegranates-sergei-parajanov-london-film-festival-2014.

Received 07.06.2016 Reviewed 03.08.2017

Institute of Textile Engineering and Polymer Materials



The Institute of Textile Engineering and Polymer Materials is part of the Faculty of Materials and Environmental Sciences at the University of Bielsko-Biala. The major task of the institute is to conduct research and development in the field of fibers, textiles and polymer composites with regard to manufacturing, modification, characterisation and processing.

The Institute of Textile Engineering and Polymer Materials has a variety of instrumentation necessary for research, development and testing in the textile and fibre field, with the expertise in the following scientific methods:

- FTIR (including mapping),
- Wide Angle X-Ray Scattering,
- Small Angle X-Ray Scattering,
- SEM (Scanning Electron Microscopy),
- Thermal Analysis (DSC, TGA)

Strong impact on research and development on geotextiles and geosynthetics make the Institute Institute of Textile Engineering and Polymer Materials unique among the other textile institutions in Poland.

Contact:

Institute of Textile Engineering and Polymer Materials University of Bielsko-Biala Willowa 2, 43-309 Bielsko-Biala, POLAND +48 33 8279114.

e-mail: itimp@ath.bielsko.pl www.itimp.ath.bielsko.pl