

# Fashion as communication: A semiotic analysis of fashion on 'Sex and the City.'



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# Fashion as communication: A semiotic analysis of fashion on 'Sex and the City'

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## Abstract

In this article, I demonstrate the phenomenal role that fashion, as a form of communication, plays within contemporary society specifically in television media. This paper makes use of semiotic and fashion theory in order to analyze the popular television show '*Sex and the City*.' Despite its reputation as an innovative program that allows women a distinct 'voice' within a male dominated society, '*Sex and the City*,' reinforces gender-based stereotypes with the use of fashion. This article is divided into three sections. First, a brief history and definition of fashion is provided in order to establish a basis for analysis. Second, the significance of fashion and branding is outlined. Third, '*Sex and the City*' is examined in detail. Notions about how fashion contributes to the overall character development are discussed in relation to how the show perpetuates gender-based and cultural stereotypes.

**Keywords::** [semiotics](#); [fashion](#); [media](#); [stereotype](#); [gender](#); [culture](#)

## About the article



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