

# **Clothing Communication of the Typical Costume of Han Nationality in Modern Times**

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## **ABSTRACT**

*The typical dress of modern Han nationality is a part of Chinese traditional culture. In ancient times, this kind of dress was popular among the public at that time. However, with the development of time and people's ideas, the typical dress of modern Han nationality has gradually disappeared in everyone's eyes. People put on modern clothing for social communication, which illustrates the traditional culture of modern Han nationality's typical dress. If this situation is not reversed, it will inevitably lead to the defects of Chinese culture. Therefore, in a modern society, we must adopt relevant methods to realize the effective dissemination of modern Han nationality's typical costume. This paper discusses the significance and characteristics of modern Han nationality's typical clothing communication by analysing the development status of the clothing communication, and then putting forward the main points of clothing communication, communication methods, and precautions.*

**Keywords:** *Typical costume; Han nationality; traditional culture; clothing communication; modern times*

## **INTRODUCTION**

Culture is the treasure of every country, and any loss of it will be heart breaking, which is the same for China. In the historical development of China, there have been a lot of phenomena of traditional culture passing away. Therefore, modern people attach great importance to cultural protection, and modern Chinese clothing is one of the key protection objects. The significance of this study lies in the dissemination of modern Chinese clothing, in which the purpose is to protect the relevant traditional culture. The typical costume of modern Han nationality originates from the "Han suit" of pre-Qin period in China. After a series of improvements, it began to spread in modern society. Although there are some differences between the modern Han nationality's typical clothing and the ancient Han nationality's clothing, there are still many characteristics of the ancient Han nationality's clothing. Thus, it has the function of spreading the traditional culture and is also the representative form of the traditional culture. However, the modern communication of the typical dress of Han nationality in modern times is not good. Most people only know that the dress exists, but they don't know about it and don't attach too much importance to it. As a result, the clothing has a narrow audience in modern times, and has encountered a communication bottleneck. Therefore, in order to protect the traditional culture, it is necessary to study the dissemination of modern Han typical clothing.

## **CLOTHING COMMUNICATION**

### **Communication Significance and Characteristics of the Typical Dress of Han Nationality**

The Chinese fashion design enterprises help design and disseminate information with regards to the Chinese characteristics of clothing. The modern Chinese clothing can be one of the manifestations of Chinese traditional culture. The dissemination of the typical costume of the Han nationality in modern times has two great meanings, which are to protect the traditional culture and establish the unique Chinese aesthetics. The specific contents are as follows.