



Waxprints im soziokulturellen Kontext Ghanas (German Edition)

Gabriele Gerlich

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Magisterarbeit aus dem Jahr 2004 im Fachbereich Ethnologie / Volkskunde, Note: 1,7, Johannes Gutenberg-Universität Mainz (Institut für Ethnologie und Afrikastudien (Fachbereich Sozialwissenschaften)), 82 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Kleidung im Allgemeinen gilt als Medium, über das sich eine Person identifiziert und über das sie ihre Gesinnung öffentlich ausdrückt. In der Art, sich zu kleiden, sind verschlüsselte Botschaften enthalten, denen zahlreiche kulturspezifische Zeichenbildungsprozesse vorangegangen sind. Für diejenigen, die die Zeichenelemente und ihre Kombination zu entziffern wissen, wird das äußere Erscheinungsbild zu einer Art Sprache.

Ganz besondere, bunt bedruckte Baumwollstoffe – die sogenannten Waxprints – gehören in Ghana zum wesentlichen Bestandteil afrikanischer Kleidung. Über sie werden visuelle Botschaften übermittelt, die aus einem komplexen Zeichensystem hervorgehen, das von den Beteiligten ständig neu definiert und ausgehandelt wird.

Es entsteht eine nonverbale Kommunikation, die in diesem Buch veranschaulicht wird. Um diese Kommunikationsform zu verstehen, ist die Erörterung des soziokulturellen Kontextes, in den Waxprints in der ghanaischen Gesellschaft eingebettet sind, unabdingbar.

Den Ausführungen liegen nicht nur die Auswertung schriftlicher Quellen zugrunde, sondern auch die Informationen und Kenntnisse, die die Autorin während ihrer Forschungsarbeit in Ghana gewinnen konnte.

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