

Abstract

The need to explain what people used to wear in a specific Era, was an attempt to make a chronology of the importance of clothes that became a trend in a communicative way. It appeared by the curiosity of the messages transmission through these fields (t-shirt, poster, fashion- while transmission vehicles).

Since I considered other aspects or criteria in the making of this essay, this search was not only made of these researches but also through the similarity between the printed t-shirt and other situations like the poster and the connexion between the concept of a t-shirt as a "moving outdoor" ; by its portable aspect through men-sandwich, made through the ages by social sciences as public people or else, considering the new technologies, relating and understanding the t-shirt as an electronic panel and also the fashion that has imagery connotations making use of the visual language to pass different messages to the individuals.

In the perspective of the communicational interest adopted, as well as by the fact of proposing or establishing a relation between this piece of clothing and other printed resources, as posters or banners, it was overcome the initial attention for the t-shirt¹, apart from its widely sense, the different modelling and forms, short or long, with or without sleeves, colourful or colourless and with or without print.

Therefore, and in the range of the communicational processes, this essay, which mainly aim of investigation, apart from the interactions and senses already mentioned, is the product as a mean of communication, that has as its aims:

- The media and inscriptions (general object from which it is part the specific object – t-shirt);
- The visual urban communication (significant context in which it is inserted the t-shirt and the poster);
- The sociability and the urban actions in the social cultural processes;
- An interface between the communication and fashion fields.