

# The hijab fashion a hybrid cultural expression in dialogue with its context

**Daniel David Muñoz Morcillo**

Universidad Carlos III de Madrid  
[danieldavid.munoz@alumnos.uc3m.es](mailto:danieldavid.munoz@alumnos.uc3m.es)

## **Abstract**

This communication, which begins as part of a doctoral thesis, approaches the phenomenon of the hijab fashion as a phenomenon of current socialities, since it understands it as a cultural expression of the western Muslim woman subject that vertebrates a dialogue of belongings in which current aesthetic proposals are integrated with emerging forms of a fashionable modesty. In this exploratory phase we ask ourselves how the communicative proposals related to this hybrid hijab are being constructed on YouTube.

We start from the premise that we are at a historical juncture in which there is a need on the part of Muslim women born in Spain for their own cultural references, as well as to have a collection of collective imaginaries that deal with their daily practices, affections and experiences. In this sense, this proposal of the fashionable hijab is situated as an inclusive and positive proposal of their dissimilar belongings (Tarlo and Moors, 2013), which finds in digital platforms the means through which to make visible, disseminate, discuss and negotiate the referents and representations of their own for the community (Papacharissi, 2010;2018; Pennington, 2018). It is in this scenario that we approach Elisabet Costa's idea of affordance-in-practice that allows us to understand how these women appropriate digital media to generate content that makes it possible to develop proposals aimed at accommodating these sociocultural needs in the Spanish context (2019). We understand that the platforms make it possible to fulfill these objectives, although due to the architecture and affordances with which they are built, they favor the flourishing of proposals aimed at a culture of consumption (Van Dijck, 2013; Marwick, 2013) not exempt in turn of contradictions for this group (Rahman, 2015; Waninger, 2015).

The methodology employed combines the qualitative approach, discourse analysis, and the quantitative approach, content analysis. The latter technique is used from the use of an analysis tool created ex profeso in which Goffman's dramaturgical model (2003) is adapted to analyze the audiovisual proposals (Díaz Moreno and Muñoz Morcillo, 2022). The analyzed sample is n=3 videos belonging to the modeling genre category -in which YouTubers model with fashion garments- observed in the corpus of N=102 on hijab videos constructed from self-representation on YouTube Spain between 2015-21 (Muñoz, 2022).

One of the central findings consists in the presentation of an aesthetic proposal in which a headscarf is combined with tight-fitting garments, the use of makeup or heels, and that has as a scenario different spaces of the city of Barcelona. This performative proposal generates a positive representation of the Muslim woman, in which she makes visible her religious belonging in dialogue with urban and current fashion trends, showing herself as a cosmopolitan and modern agent subject; and that, therefore, makes it possible to generate a positive image for the new generations of Spanish Muslim women that breaks with prejudices associated with the garment.

**Keywords:** hiyab fashion, socialidades, affordances-in-practice, YouTube

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## BIO

Daniel David Muñoz Morcillo holds a PhD in Media Research from the Universidad Carlos III de Madrid, from which he obtained Cum Laude, international mention. He graduated in

Sociology from the Complutense University of Madrid and later studied Documentary Directing at the Nordic Institute of Film and Theater (NISS) in Oslo. He complemented his studies in Cuba with a Master's degree in Audiovisual Production at the Instituto Superior de Arte (ISA) specializing in Community Audiovisual. He is currently a member of the Communication, Politics and Citizenship Research Group of RICCAP and AE-IC.