The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer



Filesize: 2.45 MB

Reviews

It is easy in study better to understand. Of course, it is actually play, nonetheless an amazing and interesting literature. I am quickly could possibly get a satisfaction of reading through a published ebook.

(Ms. Lucinda Koelpin)

THE COMMODIFICATION OF CHILDHOOD: THE CHILDREN'S CLOTHING INDUSTRY AND THE RISE OF THE CHILD CONSUMER



Duke University Press. Paperback. Book Condition: new. BRAND NEW, The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer, Daniel Thomas Cook, In this revealing social history, Daniel Thomas Cook explores the roots of children's consumer culture--and the commodification of childhood itself--by looking at the rise, growth, and segmentation of the children's clothing industry. Cook describes how, in the early twentieth century, merchants, manufacturers, and advertisers of children's clothing began to aim commercial messages at the child rather than the mother. Cook situates this fundamental shift in perspective within the broader transformation of the child into a legitimate, individualized, self-contained consumer. The Commodification of Childhood begins with the publication of the children's wear industry's first trade journal, the Infants' Department, in 1917 and extends into the early 1960s, by which time the changes Cook chronicles were largely complete. Analyzing the pages of trade journals, Cook shows how the industry created a market by developing and promulgating new understandings of the "nature," needs and motivations of the child consumer. He discusses various ways that discursive constructions of the consuming child were made material: in the creation of separate children's clothing departments, in their segmentation and layout by age and gender gradations (such as infant, toddler, boys, girls, tweens, and teens), in merchants' treatment of children as individuals on the retail floor, and in displays designed to appeal directly to children. Ultimately, The Commodification of Childhood provides a compelling argument that any consideration of "the child" must necessarily take into account how childhood came to be understood through and structured by a market idiom.

Read The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer Online

Download PDF The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer

See Also

Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee (Paperback)

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 209 x 149 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read... Read PDF »

| = | |
|---|--|
| | |

Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

Read PDF »

| | ľ | 1 |
|---|---|---|
| = | | |
| | | |

Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and...

Read PDF »

| | = | | |
|--|---|--|--|
| | - | | |

Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

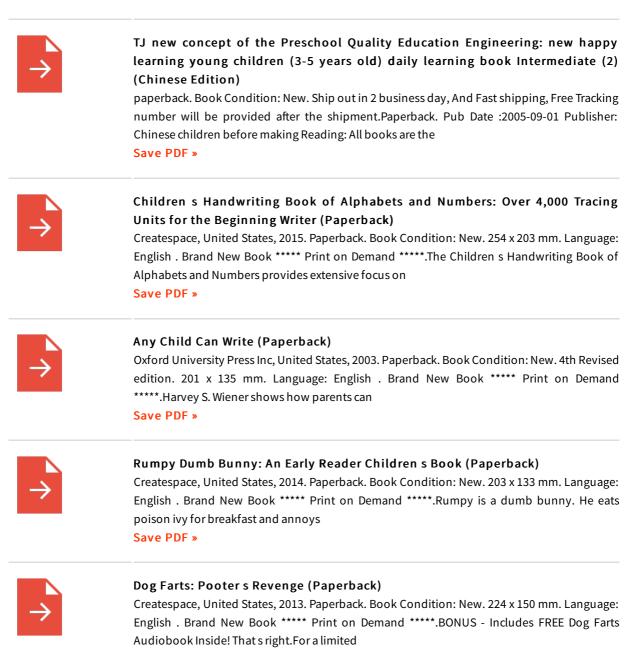
Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

Read PDF »

Boost Your Child s Creativity: Teach Yourself 2010 (Paperback)

Hodder Stoughton General Division, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 130 mm. Language: English . Brand New Book. Every parent wants their child to achieve their full potential. Whatever your child s...

Read PDF »



Save PDF »