Moude to Play House

Dolls and the Commercialization of American Girlhood, 1830-1930

Miriam Formanek-Brunell



Made To Play House Dolls And The Commercialization Of American Girlhood 1830 193

Lisa Jacobson

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Made to Play House Miriam Formanek-Brunell, 2014-01 Dolls have long been perceived as symbols of domesticity maternity and materialism designed by men and loved by girls who wanted to play house In this engagingly written and illustrated social history of the American doll industry Miriam Formanek Brunell shows that this has not always been the case Drawing on a wide variety of contemporary sources including popular magazines advertising autobiographies juvenile literature patents photographs and the dolls themselves Formanek Brunell traces the history of the doll industry back to its beginnings a time when American men women and girls each claimed the right to construct dolls and gender Formanek Brunell describes how dolls and doll play changed over time antebellum rag dolls taught sewing skills Gilded Age fashion dolls inculcated formal social rituals Progressive Era dolls promoted health and active play and the realistic baby dolls of the 1920s fostered girls maternal impulses She discusses how the aesthetic values and business methods of women doll makers differed from those of their male counterparts and she describes for example Martha Chase who made America's first soft sanitary cloth dolls and Rose O Neill inventor of the Kewpie doll According to Formanek Brunell although American businessmen ultimately dominated the industry with dolls they marketed as symbols of an idealized feminine domesticity businesswomen presented an alternative vision of gender for both girls and boys through a variety of dolls they Made to Play House Miriam Formanek-Brunell, 1998-11-30 In Made to Play House Miriam manufactured themselves Formanek Brunell traces the history of nineteenth and twentieth century dolls and explores the origins of the American toy industry's remarkably successful efforts to promote self fulfillment through maternity and materialism. She tells the fascinating story of how inventors producers entrepreneurs many of whom were women and little girls themselves created dolls which expressed various notions of female identity A Companion to American Women's History Nancy A. Hewitt, 2008-04-15 This collection of twenty four original essays by leading scholars in American women's history highlights the most recent important scholarship on the key debates and future directions of this popular and contemporary field Covers the breadth of American Women's history including the colonial family marriage health sexuality education immigration work consumer culture and feminism Surveys and evaluates the best scholarship on every important era and topic Includes expanded bibliography of titles to guide further research Mammy Kimberly Wallace-Sanders, 2008 A revealing exploration of the origins and meanings of the mammy figure Raising Consumers Lisa Jacobson, 2004 In the present electronic torrent of MTV and teen flicks Nintendo and Air Jordan advertisements consumer culture is an unmistakably important and controversial dimension of modern childhood Historians and social commentators have typically assumed that the child consumer became significant during the postwar television age But the child consumer was already an important phenomenon in the early twentieth century. The family traditionally the primary institution of child socialization began to face an array of new competitors who sought to put their own imprint on children's acculturation to consumer

capitalism Advertisers children's magazine publishers public schools child experts and children's peer groups alternately collaborated with and competed against the family in their quest to define children's identities At stake in these conflicts and collaborations was no less than the direction of American consumer society would children s consumer training rein in hedonistic excesses or contribute to the spread of hollow commercial values Not simply a new player in the economy the child consumer became a lightning rod for broader concerns about the sanctity of the family and the authority of the market in modern capitalist culture Lisa Jacobson reveals how changing conceptions of masculinity and femininity shaped the ways Americans understood the virtues and vices of boy and girl consumers and why boys in particular emerged as the heroes of the new consumer age She also analyzes how children's own behavior peer culture and emotional investment in goods influenced the dynamics of the new consumer culture Raising Consumers is a provocative examination of the social economic and cultural forces that produced and ultimately legitimized a distinctive children's consumer culture in the early twentieth Millennium Girls Sherrie A. Inness, 1998 Riding the wave of a booming girl culture worldwide this collection of girls voices from across the globe invites the reader to learn more about their varied girlhoods From coming of age rituals in South Africa to the impact of computers and popular magazines on girls in Japan and Germany the book offers a vision of girlhood from around the world Though a universal experience girlhood is not always carefree Instead as this book documents many girls are not valued for who they are whether culturally socially or intellectually Wosk, 2015-07-28 The fantasy of a male creator constructing his perfect woman dates back to the Greek myth of Pygmalion and Galatea Yet as technology has advanced over the past century the figure of the lifelike manmade woman has become nearly ubiquitous popping up in everything from Bride of Frankenstein to Weird Science to The Stepford Wives Now Julie Wosk takes us on a fascinating tour through this bevy of artificial women revealing the array of cultural fantasies and fears they embody My Fair Ladies considers how female automatons have been represented as objects of desire in fiction and how living dolls have been manufactured as real world fetish objects But it also examines the many works in which the perfect woman turns out to be artificial a robot or doll and thus becomes a source of uncanny horror Finally Wosk introduces us to a variety of female artists writers and filmmakers from Cindy Sherman to Shelley Jackson to Zoe Kazan who have cleverly crafted their own images of simulated women Anything but dry My Fair Ladies draws upon Wosk's own experiences as a young female Playboy copywriter and as a child of the feminine mystique era to show how images of the artificial woman have loomed large over real women's lives Lavishly illustrated with film stills artwork and vintage advertisements this book offers a fresh look at familiar myths about gender technology and artistic creation **Consumed Nostalgia** Gary Cross, 2015-09-08 Nostalgia isn t what it used to be For many of us modern memory is shaped less by a longing for the social customs and practices of the past or for family heirlooms handed down over generations and more by childhood encounters with ephemeral commercial goods and fleeting media moments in our age of fast capitalism This phenomenon has given rise

to communities of nostalgia whose members remain loyal to the toys television and music of their youth They return to the theme parks and pastimes of their upbringing hoping to reclaim that feeling of childhood wonder or teenage freedom Consumed nostalgia took definite shape in the 1970s spurred by an increase in the turnover of consumer goods the commercialization of childhood and the skillful marketing of nostalgia Gary Cross immerses readers in this fascinating and often delightful history unpacking the cultural dynamics that turn pop tunes into oldies and childhood toys into valuable commodities He compares the limited appeal of heritage sites such as Colonial Williamsburg to the perpetually attractive power of a Disney theme park and reveals how consumed nostalgia shapes how we cope with accelerating change Today nostalgia can be owned collected and easily accessed making it less elusive and often more fun than in the past but its commercialization has sometimes limited memory and complicated the positive goals of recollection By unmasking the fascinating idiosyncratic character of modern nostalgia Cross helps us better understand the rituals of recall in an age of fast capitalism Food Is Love Katherine J. Parkin, 2011-06-03 Modern advertising has changed dramatically since the early twentieth century but when it comes to food Katherine Parkin writes the message has remained consistent Advertisers have historically promoted food in distinctly gendered terms returning repeatedly to themes that associated shopping and cooking with women Foremost among them was that regardless of the actual work involved women should serve food to demonstrate love for their families In identifying shopping and cooking as an expression of love ads helped to both establish and reinforce the belief that kitchen work was women s work even as women s participation in the labor force dramatically increased Alternately flattering her skills as a homemaker and preying on her insecurities advertisers suggested that using their products would give a woman irresistible sexual allure a happy marriage and healthy children Ads also promised that by buying and making the right foods a woman could help her family achieve social status maintain its racial or ethnic identity and assimilate into the American mainstream Advertisers clung tenaciously to this paradigm throughout great upheavals in the patterns of American work diet and gender roles To discover why Food Is Love draws on thousands of ads that appeared in the most popular magazines of the twentieth and early twenty first centuries including the Ladies Home Journal Good Housekeeping Ebony and the Saturday Evening Post The book also cites the records of one of the nation's preeminent advertising firms as well as the motivational research advertisers utilized to reach their customers Deconstructing **Dolls** Miriam Forman-Brunell, 2021-03-03 In recent decades emerging scholarship in the field of girlhood studies has led to a particular interest in dolls as sources of documentary evidence Deconstructing Dolls pushes the boundaries of doll studies by expanding the definition of dolls ages of doll players sites of play research methods and application of theory By utilizing a variety of new approaches this collected volume seeks to understand the historical and contemporary significance of dolls and girlhood play particularly as they relate to social meanings in the lives of girls and young women across race age time and culture Playing with America's Doll Emilie Zaslow, 2017-08-14 This critical account of the American Girl brand

explores what its books and dolls communicate to girls about femininity racial identity ethnicity and what it means to be an American Emilie Zaslow begins by tracing the development of American Girl and situates the company s growth and popularity in a social history of girl power media culture She then weaves analyses of the collection s narrative and material representations with qualitative research on mothers and girls Examining the dolls with both a critical eye and a fan s curiosity Zaslow raises questions about the values espoused by this iconic American brand

Immerse yourself in heartwarming tales of love and emotion with is touching creation, Tender Moments: **Made To Play House Dolls And The Commercialization Of American Girlhood 1830 193**. This emotionally charged ebook, available for download in a PDF format (*), is a celebration of love in all its forms. Download now and let the warmth of these stories envelop your heart.

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