

Born To Buy The Commercialized Child And The New Consumer Culture

Buy, Buy Baby Everything But the Coffee Sign Wars True Wealth The Labour Market Ate My Babies Do Americans Shop Too Much? Handbook of Children and the Media How the Internet Became Commercial City of Eros After the Death of Childhood The Overworked American Consumer Kids The High Price of Materialism Killing Monsters The Extreme Gone Mainstream Princess Recovery Venus and Aphrodite Space-Based Technologies and Commercialized Development: Economic Implications and Benefits Television Advertising and Children Born to Buy Toys as Culture Reluctant Capitalists Television and Child Development Commercial Sexual Exploitation of Children Life as Surplus Time Enough for Love Born to Buy After the Gig The Beach Academic E-Books Plugged in Cinderella Ate My Daughter Becoming Sexual Purchasing Power Branded The Kids Market Consuming Kids How to Talk So Little Kids Will Listen The Case For Make Believe So Sexy So Soon

Buy, Buy Baby

Juliet Schor breaks a taboo by exposing Americans' shopping habits to moral society. Schor disapproves of unfettered private consumption, not only because we already use up so much, but also because overspending to bolster a sense of self does not lead to happiness. Along with her critique, Schor suggests intriguing ideas for making 'status' goods accessible for all—for example, imposing high taxes on expensive items to subsidize lines of affordable 'luxury' goods. A firestorm of responses follow from economist Robert Frank and others. NEW DEMOCRACY FORUM A series of short paperback originals exploring creative solutions to our most urgent national concerns. The series editors (for Boston Review), Joshua Cohen and Joel Rogers, aim to foster politically engaged, intellectually honest, and morally serious debate about fundamental issues—both on and off the agenda of conventional politics.

Everything But the Coffee

The capstone and crowning achievement of the Future History series, from the New York Times bestselling Grand Master of Science Fiction Time Enough for Love follows Lazarus Long through a vast and magnificent timescape of centuries and worlds. Heinlein's longest and most ambitious work, it is the story of a man so in love with Life that he refused to stop living it; and so in love with Time that he became his own ancestor.

Sign Wars

CONSUMER ISSUES. How to bring up children in a commercial world is a kitchen-table conversation across Britain. The vast majority of parents feel uncertain as to how to act - where to say 'yes' and when to say 'no'. There's a sense of unease. But how worried should we really be? This book will shock you. It shows how, more than ever before, and perhaps more than anywhere else in the world, our children

are being tracked and targeted by big business, which sells them back their dreams, packages their childhood and exploits their vulnerabilities. It looks at why children torture their Barbies, how boys feel about David Beckham, why mums are cooler than dads, why children in the toughest families make the most ardent consumers and why, above all, too much marketing makes you unhappy. It is essential reading for all parents and anyone interested in the broader implications of the runaway commercial world we live in.

True Wealth

What does it mean to be young, poor, and black in our consumer culture? Are black children "brand-crazed consumer addicts" willing to kill each other over a pair of the latest Nike Air Jordans or Barbie backpack? In this first in-depth account of the consumer lives of poor and working-class black children, Elizabeth Chin enters the world of children living in hardship in order to understand the ways they learn to manage living poor in a wealthy society. To move beyond the stereotypical images of black children obsessed with status symbols, Chin spent two years interviewing poor children in New Haven, Connecticut, about where and how they spend their money. An alternate image of the children emerges, one that puts practicality ahead of status in their purchasing decisions. On a twenty-dollar shopping spree with Chin, one boy has to choose between a walkie-talkie set and an X-Men figure. In one of the most painful moments of her research, Chin watches as Davy struggles with his decision. He finally takes the walkie-talkie set, a toy that might be shared with his younger brother. Through personal anecdotes and compelling stories ranging from topics such as Christmas and birthday gifts, shopping malls, Toys-R-Us, neighborhood convenience shops, school lunches, ethnically correct toys, and school supplies, Chin critically examines consumption as a medium through which social inequalities -- most notably of race, class, and gender -- are formed, experienced, imposed, and resisted. Along the way she acknowledges the profound constraints under which the poor and working class must struggle in their daily lives.

The Labour Market Ate My Babies

Winner of the Allan Nevins Prize of the Society of American Historians and the New York State Historical Association Manuscript Prize.

Do Americans Shop Too Much?

When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of gig work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, *After the Gig* dives into what went wrong along the way to

this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to identify. Juliet B. Schor presents a compelling case that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and actual sharing economy is still possible.

Handbook of Children and the Media

A cultural history of the goddess of love, from a New York Times bestselling and award-winning historian. Aphrodite was said to have been born from the sea, rising out of a froth of white foam. But long before the Ancient Greeks conceived of this voluptuous blonde, she existed as an early spirit of fertility on the shores of Cyprus -- and thousands of years before that, as a ferocious warrior-goddess in the Middle East. Proving that this fabled figure is so much more than an avatar of commercialized romance, historian Bettany Hughes reveals the remarkable lifestory of one of antiquity's most potent myths. Venus and Aphrodite brings together ancient art, mythology, and archaeological revelations to tell the story of human desire. From Mesopotamia to modern-day London, from Botticelli to Beyoncé, Hughes explains why this immortal goddess continues to entrance us today -- and how we trivialize her power at our peril.

How the Internet Became Commercial

Over the past half-century, bookselling, like many retail industries, has evolved from an arena dominated by independent bookstores to one in which chain stores have significant market share. And as in other areas of retail, this transformation has often been a less-than-smooth process. This has been especially pronounced in bookselling, argues Laura J. Miller, because more than most other consumer goods, books are the focus of passionate debate. What drives that debate? And why do so many people believe that bookselling should be immune to questions of profit? In *Reluctant Capitalists*, Miller looks at a century of book retailing, demonstrating that the independent/chain dynamic is not entirely new. It began one hundred years ago when department stores began selling books, continued through the 1960s with the emergence of national chain stores, and exploded with the formation of "superstores" in the 1990s. The advent of the Internet has further spurred tremendous changes in how booksellers approach their business. All of these changes have met resistance from book professionals and readers who believe that the book business should somehow be "above" market forces and instead embrace more noble priorities. Miller uses interviews with bookstore customers and members of the book industry to explain why books evoke such distinct and heated reactions. She reveals why customers have such fierce loyalty to certain bookstores and why they identify so strongly with different types of books. In the process, she also teases out the meanings of retailing and consumption in American culture at large, underscoring her point that any type of consumer behavior is inevitably political, with consequences for communities as well as commercial institutions.

City of Eros

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A study which examines the question of whether children understand television advertising and the effects of advertising on children. Young has jointly published with R. Calam "Children, Television Viewing and Family Beliefs: An Empirical Study".

After the Death of Childhood

What are toys? What do they represent beyond the literal image? Do they affect growth- are they learning tools, baby sitters, trivial objects with no particular significance? This book is the first systematic analysis of the role of toys in contemporary society. Employing history, anthropology, and psychology, as well as the first-hand accounts of players themselves, the author explores the myriad of meanings behind the toy.-- Book Jacket.

The Overworked American

"Simon knows more about Starbucks—and about why so many Americans find perfection in their lattes—than anyone. He connects our deepest desires to be good, smart, ethical consumers with our equally strong yearning to consume in an authentic way. Our coffee, Simon shows, is us."—Sharon Zukin, author of *Naked City*

Consumer Kids

In this chilling and thought-provoking expose, Alissa Quart takes us on a tour of the unsettling new reality of marketing to teenagers, introducing us to the disturbingly savvy advertisers who have targeted younger and younger minds and wallets. Book jacket.

The High Price of Materialism

Looks at the way corporations and advertisers target children as a profitable demographic, as well as their methods for getting past parental safeguards to make products of all kinds appeal directly to even the youngest children.

Killing Monsters

E-Books in Academic Libraries: Stepping Up to the Challenge provides readers with a view of the changing and emerging roles of electronic books in higher education. The three main sections contain contributions by experts in the publisher/vendor arena, as well as by librarians who report on both the challenges of offering and managing e-books and on the issues surrounding patron use of e-books. The case study section offers perspectives from seven different sizes and types of libraries whose librarians describe innovative and thought-provoking projects involving e-books. Read about perspectives on e-books from organizations as diverse as a commercial publisher and an association press. Learn about the viewpoint of a jobber. Find out about the e-book challenges facing librarians, such as the quest to control costs in the patron-driven acquisitions (PDA) model, how to solve the dilemma of resource sharing with e-books, and how to manage PDA in the

consortial environment. See what patron use of e-books reveals about reading habits and disciplinary differences. Finally, in the case study section, discover how to promote scholarly e-books, how to manage an e-reader checkout program, and how one library replaced most of its print collection with e-books. These and other examples illustrate how innovative librarians use e-books to enhance users' experiences with scholarly works.

The Extreme Gone Mainstream

In *The Case for Make Believe*, Harvard child psychologist Susan Linn tells the alarming story of childhood under siege in a commercialized and technology-saturated world. Although play is essential to human development and children are born with an innate capacity for make believe, Linn argues that, in modern-day America, nurturing creative play is not only countercultural—it threatens corporate profits. A book with immediate relevance for parents and educators alike, *The Case for Make Believe* helps readers understand how crucial child's play is—and what parents and educators can do to protect it. At the heart of the book are stories of children at home, in school, and at a therapist's office playing about real-life issues from entering kindergarten to a sibling's death, expressing feelings they can't express directly, and making meaning of an often confusing world. In an era when toys come from television and media companies sell videos as brain-builders for babies, Linn lays out the inextricable links between play, creativity, and health, showing us how and why to preserve the space for make believe that children need to lead fulfilling and meaningful lives.

Princess Recovery

Examines advertising strategies that promote consumerism from the earliest ages, offering advice to parents and teachers on how to reverse the damaging effects of commercialism on developing children.

Venus and Aphrodite

The sexualization of girls has captured the attention of the media, advocacy groups and politicians in recent years. This prolific discourse sets alarm bells ringing: sexualization is said to lead to depression, promiscuity and compassion deficit disorder, and rob young girls of their childhood. However, measuring such claims against a wide range of data sources reveals a far more complicated picture. *Becoming Sexual* begins with a simple question: why does this discourse feel so natural? Analyzing potent cultural and historical assumptions, and subjecting them to measured investigation, R. Danielle Egan illuminates the implications of dominant thinking on sexualization. The sexualized girl functions as a metaphor for cultural decay and as a common enemy through which adult rage, discontent and anxiety regarding class, gender, sexuality, race and the future can be expressed. Egan argues that, ultimately, the popular literature on sexualization is more reflective of adult disquiet than it is about the lives and practices of girls. *Becoming Sexual* will be a welcome intervention into these fraught polemics for anyone interested in engaging with a high-profile contemporary debate, and will be particularly useful for students of sociology, cultural studies, childhood studies,

gender studies and media studies.

Space-Based Technologies and Commercialized Development: Economic Implications and Benefits

In less than a decade, the Internet went from being a series of loosely connected networks used by universities and the military to the powerful commercial engine it is today. This book describes how many of the key innovations that made this possible came from entrepreneurs and iconoclasts who were outside the mainstream—and how the commercialization of the Internet was by no means a foregone conclusion at its outset. Shane Greenstein traces the evolution of the Internet from government ownership to privatization to the commercial Internet we know today. This is a story of innovation from the edges. Greenstein shows how mainstream service providers that had traditionally been leaders in the old-market economy became threatened by innovations from industry outsiders who saw economic opportunities where others didn't—and how these mainstream firms had no choice but to innovate themselves. New models were tried: some succeeded, some failed. Commercial markets turned innovations into valuable products and services as the Internet evolved in those markets. New business processes had to be created from scratch as a network originally intended for research and military defense had to deal with network interconnectivity, the needs of commercial users, and a host of challenges with implementing innovative new services. How the Internet Became Commercial demonstrates how, without any central authority, a unique and vibrant interplay between government and private industry transformed the Internet.

Television Advertising and Children

Cover -- Half-title -- Title -- Copyright -- Dedication -- Contents -- Preface -- 1 Youth and Media -- 2 Then and Now -- 3 Themes and Theoretical Perspectives -- 4 Infants, Toddlers, and Preschoolers -- 5 Children -- 6 Adolescents -- 7 Media and Violence -- 8 Media and Emotions -- 9 Advertising and Commercialism -- 10 Media and Sex -- 11 Media and Education -- 12 Digital Games -- 13 Social Media -- 14 Media and Parenting -- 15 The End -- Notes -- Acknowledgments -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X -- Y -- Z

Born to Buy

"This book comes at a time that could hardly be more important. Miller-Idriss opens up a completely new approach to understanding the processes of violent radicalization through subcultural products(and) will surely become a standard work in the study of right-wing extremism."--Daniel Koehler, founder and director of the German Institute on Radicalization and De-Radicalization Studies.dies.

Toys as Culture

A study of how materialism and consumerism undermine our quality of life. In The High Price of Materialism, Tim Kasser offers a scientific explanation of how our

contemporary culture of consumerism and materialism affects our everyday happiness and psychological health. Other writers have shown that once we have sufficient food, shelter, and clothing, further material gains do little to improve our well-being. Kasser goes beyond these findings to investigate how people's materialistic desires relate to their well-being. He shows that people whose values center on the accumulation of wealth or material possessions face a greater risk of unhappiness, including anxiety, depression, low self-esteem, and problems with intimacy—regardless of age, income, or culture. Drawing on a decade's worth of empirical data, Kasser examines what happens when we organize our lives around materialistic pursuits. He looks at the effects on our internal experience and interpersonal relationships, as well as on our communities and the world at large. He shows that materialistic values actually undermine our well-being, as they perpetuate feelings of insecurity, weaken the ties that bind us, and make us feel less free. Kasser not only defines the problem but proposes ways we can change ourselves, our families, and society to become less materialistic.

Reluctant Capitalists

Presents a guide to raising children with a healthy attitude toward sex and sexuality in a culture that provides a skewed sense of body image, role models, and the makeup of healthy intimate relationships.

Television and Child Development

An investigative journalist analyzes the diverse ways in which marketers and promoters exploit infants and toddlers and the potentially damaging impact of that exploitation on the family and society as a whole, from using the latest research in child development to sell directly to young children to transforming youngsters into consumers at an alarmingly early age. 50,000 first printing.

Commercial Sexual Exploitation of Children

Listed in top 50 Management Books for 2006 in the Australian Financial Review BOSS magazine, January 2007, Volume 8. In *The Labour Market Ate My Babies* Barbara Pocock, acclaimed author of *The Work/Life Collision*, examines the impact of modern working life on our children. In this book, young Australians from all over the country, city and the bush, rich and poor, talk about the good and bad of parental work - the trade off between money and time, consumer riches versus time for each other. Pocock argues that the modern labour market is having a huge impact on today's youth and eating into our capacity to care. Children have become a 'market'. Caring for kids and selling to kids is big business, as stressed, time-poor parents struggle to care for their children and salve their guilt with presents and pocket money. How will this future generation of workers weigh up the labour market and organise their lives? *The Labour Market Ate My Babies* argues that a sustainable future requires new policy approaches to work that incorporate the perspectives of children. We should: ensure that parents get the time they need away from work when they need it help parents get a good fit between how they want to work, and how they have to provide quality, low cost, public childcare options stop advertising to kids in ways that stimulate an early

work/spend cycle. It's good to get money coming in and probably it's good to work as hard as you can when you're younger so when you're older you can retire with some money. But there should probably be a limit to how much before your relationships with other people start to strain because you are never there (Adam, 16)

Life as Surplus

Television has become so saturated with commercials that it is difficult at times to tell the different images apart, much less remember or care about them. But, on closer look, television commercials can tell us a great deal about the interplay of market forces, contemporary culture, and corporate politics. This book views contemporary ad culture as an ever-accelerating war of meaning. The authors show how corporate symbols or signs vie for attention-span and market share by appropriating and quickly abandoning diverse elements of culture to differentiate products that may be in themselves virtually indistinguishable. The resulting "sign wars" are both a cause and a consequence of a media culture that is cynical and jaded, but striving for authenticity. Including more than 100 illustrations and numerous examples from recent campaigns, this book provides a critical review of the culture of advertising. It exposes the contradictions that stem from turning culture into a commodity, and illuminates the impact of television commercials on the way we see and understand the world around us.

Time Enough for Love

Ads aimed at kids are virtually everywhere -- in classrooms and textbooks, on the Internet, even at slumber parties and the playground. Product placement and other innovations have introduced more subtle advertising to movies and television. Companies are enlisting children as guerrilla marketers, targeting their friends and families. Even trusted social institutions such as the Girl Scouts are teaming up with marketers. Drawing on her own survey research and unprecedented access to the advertising industry, New York Times bestselling author and leading cultural and economic authority Juliet Schor examines how a marketing effort of vast size, scope, and effectiveness has created "commercialized children." Schor, author of *The Overworked American* and *The Overspent American*, looks at the broad implications of this strategy. Sophisticated advertising strategies convince kids that products are necessary to their social survival. Ads affect not just what they want to buy, but who they think they are and how they feel about themselves. Based on long-term analysis, Schor reverses the conventional notion of causality: it's not just that problem kids become overly involved in the values of consumerism; it's that kids who are overly involved in the values of consumerism become problem kids. In this revelatory and crucial book, Schor also provides guidelines for parents and teachers. What is at stake is the emotional and social well-being of our children. Like Barbara Ehrenreich's *Nickel and Dimed*, Mary Pipher's *Reviving Ophelia*, and Malcolm Gladwell's *The Tipping Point*, *Born to Buy* is a major contribution to our understanding of a contemporary trend and its effects on the culture.

Born to Buy

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Focusing on the period between the 1970s and the present, *Life as Surplus* is a pointed and important study of the relationship between politics, economics, science, and cultural values in the United States today. Melinda Cooper demonstrates that the history of biotechnology cannot be understood without taking into account the simultaneous rise of neoliberalism as a political force and an economic policy. From the development of recombinant DNA technology in the 1970s to the second Bush administration's policies on stem cell research, Cooper connects the utopian polemic of free-market capitalism with growing internal contradictions of the commercialized life sciences. The biotech revolution relocated economic production at the genetic, microbial, and cellular level. Taking as her point of departure the assumption that life has been drawn into the circuits of value creation, Cooper underscores the relations between scientific, economic, political, and social practices. In penetrating analyses of Reagan-era science policy, the militarization of the life sciences, HIV politics, pharmaceutical imperialism, tissue engineering, stem cell science, and the pro-life movement, the author examines the speculative impulses that have animated the growth of the bioeconomy. At the very core of the new post-industrial economy is the transformation of biological life into surplus value. *Life as Surplus* offers a clear assessment of both the transformative, therapeutic dimensions of the contemporary life sciences and the violence, obligation, and debt servitude crystallizing around the emerging bioeconomy.

After the Gig

A groundbreaking statement about ecological decline, suggesting a radical change in how we think about consumer goods, value, and ways to live. In *True Wealth*, economist Juliet B. Schor rejects the sacrifice message, with the insight that social innovations and new technology can simultaneously enhance our lives and protect the planet. Schor shares examples of urban farmers, DIY renovators, and others working outside the conventional market to illuminate the path away from the work-and-spend cycle and toward a new world rich in time, creativity, information, and community.

The Beach

The irresistible novel that was adapted into a major motion picture starring Leonardo DiCaprio. The Khao San Road, Bangkok -- first stop for the hordes of rootless young Westerners traveling in Southeast Asia. On Richard's first night there, in a low-budget guest house, a fellow traveler slashes his wrists, bequeathing to Richard a meticulously drawn map to "the Beach." The Beach, as Richard has come to learn, is the subject of a legend among young travelers in Asia: a lagoon hidden from the sea, with white sand and coral gardens, freshwater falls surrounded by jungle, plants untouched for a thousand years. There, it is rumored, a carefully selected international few have settled in a communal Eden. Haunted by the figure of Mr. Duck -- the name by which the Thai police have identified the dead man -- and his own obsession with Vietnam movies, Richard sets off with a young French couple to an island hidden away in an archipelago forbidden to tourists. They discover the Beach, and it is as beautiful and idyllic as it is reputed to be. Yet over time it becomes clear that Beach culture, as Richard calls it, has troubling, even deadly, undercurrents. Spellbinding and hallucinogenic, The

Beach by Alex Garland -- both a national bestseller and his debut -- is a highly accomplished and suspenseful novel that fixates on a generation in their twenties, who, burdened with the legacy of the preceding generation and saturated by popular culture, long for an unruined landscape, but find it difficult to experience the world firsthand.

Academic E-Books

This pathbreaking book explains why, contrary to all expectations, Americans are working harder than ever. Juliet Schor presents the astonishing news that over the past twenty years our working hours have increased by the equivalent of one month per year--a dramatic spurt that has hit everybody: men and women, professionals as well as low-paid workers. Why are we--unlike every other industrialized Western nation--repeatedly "choosing" money over time? And what can we do to get off the treadmill?

Plugged in

The commercial exploitation of children is a global crisis (Rahman, 2011; Svensson, 2006). However, media outlets and sociological researchers have successfully situated the problem as a primarily Asian, South American, or Eastern European concern. In the process, the exploitation of children in the United States has largely been ignored. The continued trafficking of international youth into this country, coupled with the growing rate at which American born children are targeted by interstate sex traffickers, speaks to the urgency with which the domestic exploitation of children must be addressed (Walker-Rodriguez & Hill, 2011). In fact, research suggests that an average of 250,000 American children and adolescents are at risk of commercial exploitation each year (Estes & Weiner, 2001). Further, there are indications that current data vastly underestimate the actual numbers of vulnerable and victimized youth (Chase & Statham, 2005). According to the U.S. Department of Justice (2007), no systematic efforts have been made to examine the commercial exploitation of children in this country. The low visibilities of the crime, combined with the inherent vulnerability of the victims, have facilitated the continued victimization of these children. The purpose of this book is to provide a critical analysis of the domestic, commercial exploitation of children. A careful explanation of the differing forms of commercial exploitation of children, victim and offender characteristics, and the mechanisms which maintain the problem will assist health care providers, researchers, and law enforcement in their efforts with this marginalized and understudied population. The authors begin with a comprehensive review of extant literature in this area. Additionally, case studies of child sexual exploitation are included to further illustrate the severity, complexity, and depravity of commercial exploitation in real life cases.

Cinderella Ate My Daughter

What will be the fate of childhood in the twenty-first century? Will children increasingly be living 'media childhoods', dominated by the electronic screen? Will their growing access to adult media help to abolish the distinctions between childhood and adulthood? Or will the advent of new media technologies widen the

gaps between the generations still further? In this book, David Buckingham provides a lucid and accessible overview of recent changes both in childhood and in the media environment. He refutes simplistic moral panics about the negative influence of the media, and the exaggerated optimism about the 'electronic generation'. In the process, he points to the challenges that are posed by the proliferation of new technologies, the privatization of the media and of public space, and the polarization between media-rich and media-poor. He argues that children can no longer be excluded or protected from the adult world of violence, commercialism and politics; and that new strategies and policies are needed in order to protect their rights as citizens and as consumers. Based on extensive research, *After the Death of Childhood* takes a fresh look at well-established concerns about the effects of the media on children. It offers a challenging and refreshing approach to the perennial concerns of researchers, parents, educators, media producers and policy-makers.

Becoming Sexual

Now available in paperback the *Handbook of Children and the Media* is the first comprehensive analysis of the field for students, scholars, and policy makers. It brings together an interdisciplinary group of the best-known scholars from around the world to summarize the current scope of research on children and the media, suggest directions for future research, and underscore policy and practical implications. In addition to the 'traditional' media of television, film, and advertising, 'new media' such as the Internet and video games are also included. The *Handbook* is primarily a reference work for researchers, teachers, and students in communication, psychology, family studies, education, sociology, public policy and other related fields, but will also serve as a valuable resource for policy makers, media professionals and activists.

Purchasing Power

Children choose their heroes more carefully than we think. From Pokémon to the rapper Eminem, pop-culture icons are not simply commercial pied pipers who practice mass hypnosis on our youth. Indeed, argues the author of this lively and persuasive paean to the power of popular culture, even trashy or violent entertainment gives children something they need, something that can help both boys and girls develop in a healthy way. Drawing on a wealth of true stories, many gleaned from the fascinating workshops he conducts, and basing his claims on extensive research, including interviews with psychologists and educators, Gerard Jones explains why validating our children's fantasies teaches them to trust their own emotions and build stronger selves.

Branded

At two, she only wears dresses because she's a princess like the ones on TV. At six, she wants the trendiest, scantily clad doll because all her friends have it. At eight, she's begging for makeup because she wants to be pretty like the teen superstars. Your daughter has every opportunity to be independent and confident--if only you could help her tune out the rest of the world! But can you really deny your little girl

dresses, cartoons, and friends until she is out of danger? Child and adolescent psychologist Dr. Jennifer L. Hartstein has good news: you don't have to! Her unique program teaches you to curb the world's influence on your daughter--without making her live in a bubble. In this debut book, Dr. Hartstein teaches you to: Encourage your daughter to pursue her passion with industry and intelligence Establish high but realistic expectations of your daughter and her future Provide context for problematic influences--from the media to prissy peers Build a mutual trust that will withstand her adolescent growing pains With this plan, you can bring balance, confidence, and self-sufficiency into your daughter's life without denying her a modern, vibrant childhood.

The Kids Market

The rise of the girlie-girl, warns Peggy Orenstein, is no innocent phenomenon. Following her acclaimed books *Flux*, *Schoolgirls*, and the provocative New York Times bestseller *Waiting for Daisy*, Orenstein's *Cinderella Ate My Daughter* offers a radical, timely wake-up call for parents, revealing the dark side of a pretty and pink culture confronting girls at every turn as they grow into adults.

Consuming Kids

"This book has three parts: (1) an overview; (2) myths and realities about children as a market (chapters 1-8); and (3) myths and realities about children's responses to marketing behaviour (chapters 9-21). The first eight chapters describe myths and their realities regarding children as a market segment. I demonstrate the enormous market potential children hold today is far beyond the penny-candy potential once attributed to them. I characterize children as not one but three markets - a current market spending their own money on their own wants and needs; an influence market spending mom's and dad's money on their own wants and needs; and a future market for all goods and services. In the third part of the book - chapters 9 through 21 - I detail children's reactions to marketing, specifically, their responses to stores, products, including social products, brands, advertising, promotion, public relations, and packaging." -Preface.

How to Talk So Little Kids Will Listen

"This book introduces the concept of space-based technology commercialization and offers a first-time analysis of plausible opportunities, examining the overall marketability of tourism in outer space, including business case studies on celestial solar power and space debris that demonstrate the potential of cosmic technologies in the context of interplanetary business"--Provided by publisher.

The Case For Make Believe

Television continues to play a major role in the lives of most children and adolescents, but current research also reflects the explosive growth in new technologies and their widespread use by young people. Integrating information from communication literature as well as from child development and other psychological domains, author Judith Van Evra presents a summary and synthesis

of what is currently known about the media's impact on children's physical, cognitive, social, and emotional development, to help discern the complex and significant interplay between other forces in a child's life and the use of various media. This third edition contains updated and expanded coverage of research findings and a review of changing trends in media use including computers, the Internet, books and magazines, music videos, and video games as well as television. New chapters focus on basic research designs and methodologies; cultural diversity; health-related matters and lifestyle choices; media's impact on various social-emotional aspects of a child's development; the use of technology for information and for entertainment; and intervention possibilities, parent strategies, and education. An overall conclusions section at the end of the book provides a cogent summary of findings to date and stimulates discussion of questions and ideas for future research. *Television and Child Development* explores how, and to what extent, television and other media actually affect children, and what role other variables may play in mediating their impact, so that we can maximize technology's potential for enriching children's cognitive, social, and emotional development, while at the same time minimizing any negative influence. This text is appropriate for researchers, teachers, and students in communications, developmental and social psychology, and education, as well as in areas of advertising, leisure studies, family studies, and health promotion.

So Sexy So Soon

A must-have resource for anyone who lives or works with young kids, with an introduction by Adele Faber, coauthor of *How to Talk So Kids Will Listen & Listen So Kids Will Talk*, the international mega-bestseller *The Boston Globe* dubbed "The Parenting Bible." For over thirty-five years, parents have turned to *How to Talk So Kids Will Listen & Listen So Kids Will Talk* for its respectful and effective solutions to the unending challenges of raising children. Now, in response to growing demand, Adele's daughter, Joanna Faber, along with Julie King, tailor *How to Talk's* powerful communication skills to children ages two to seven. Faber and King, each a parenting expert in her own right, share their wisdom accumulated over years of conducting *How To Talk* workshops with parents and a broad variety of professionals. With a lively combination of storytelling, cartoons, and fly-on-the-wall discussions from their workshops, they provide concrete tools and tips that will transform your relationship with the young kids in your life. What do you do with a little kid who...won't brush her teeth...screams in his car seat...pinches the babyrefuses to eat vegetables...throws books in the libraryruns rampant in the supermarket? Organized according to common challenges and conflicts, this book is an essential emergency first-aid manual of communication strategies, including a chapter that addresses the special needs of children with sensory processing and autism spectrum disorders. This user-friendly guide will empower parents and caregivers of young children to forge rewarding, joyful relationships with terrible two-year-olds, truculent three-year-olds, ferocious four-year-olds, foolhardy five-year-olds, self-centered six-year-olds, and the occasional semi-civilized seven-year-old. And, it will help little kids grow into self-reliant big kids who are cooperative and connected to their parents, teachers, siblings, and peers.

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