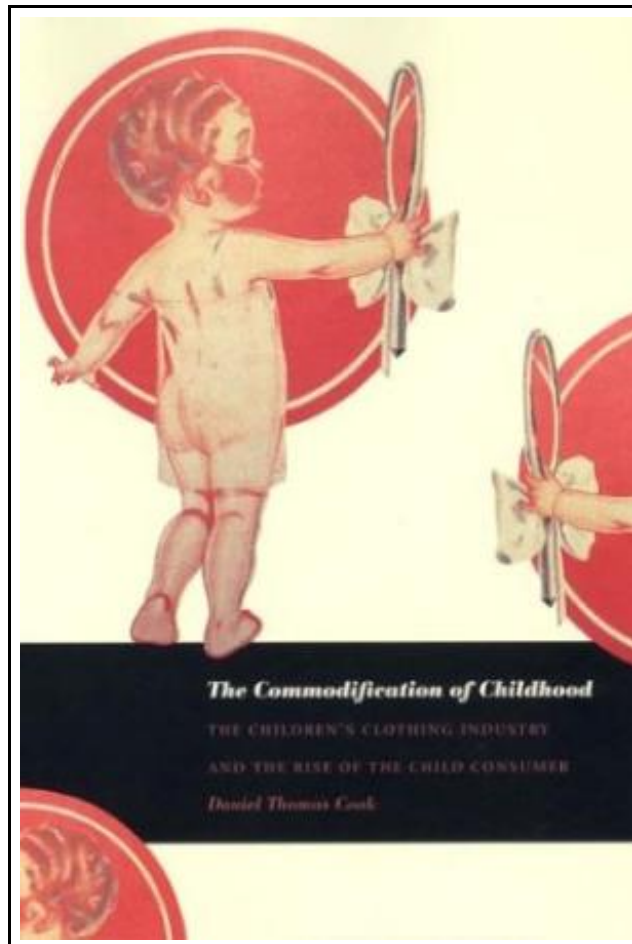


The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer



Filesize: 2.8 MB

Reviews

The ebook is straightforward in read better to fully grasp. I could possibly comprehended every little thing out of this composed e pdf. I found out this ebook from my dad and i suggested this pdf to find out.

(Prof. Lorine Grimes)

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

[DOWNLOAD PDF](#)

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...

[Save ePub »](#)



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...

[Save ePub »](#)



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...

[Save ePub »](#)



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...

[Save ePub »](#)



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...

[Save ePub »](#)

**Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)**

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for

[Save Book »](#)

**Free to Learn: Introducing Steiner Waldorf Early Childhood Education**

Hawthorn Press Ltd. Paperback. Book Condition: new. BRAND NEW, Free to Learn: Introducing Steiner Waldorf Early Childhood Education, Lynne Oldfield, A guide to the principles and methods of Steiner Waldorf Early Childhood education. Lynne Oldfield

[Save Book »](#)

**Billy's Booger: A Memoir (sorta)**

Atheneum. 1 Cloth(s), 2015. hard. Book Condition: New. From what might not sound like the most promising title (at least to grown-ups), William Joyce introduces readers 6 to 8 to his younger self Billy Joyce,

[Save Book »](#)

**DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks**

DK Publishing (Dorling Kindersley). Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L4: Danger on the Mountain: Scaling the World's Highest Peaks, Andrew Donkin, Linda Martin, From blizzards and glaciers on the world's

[Save Book »](#)

**Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English] (Paperback)**

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to

[Save Book »](#)