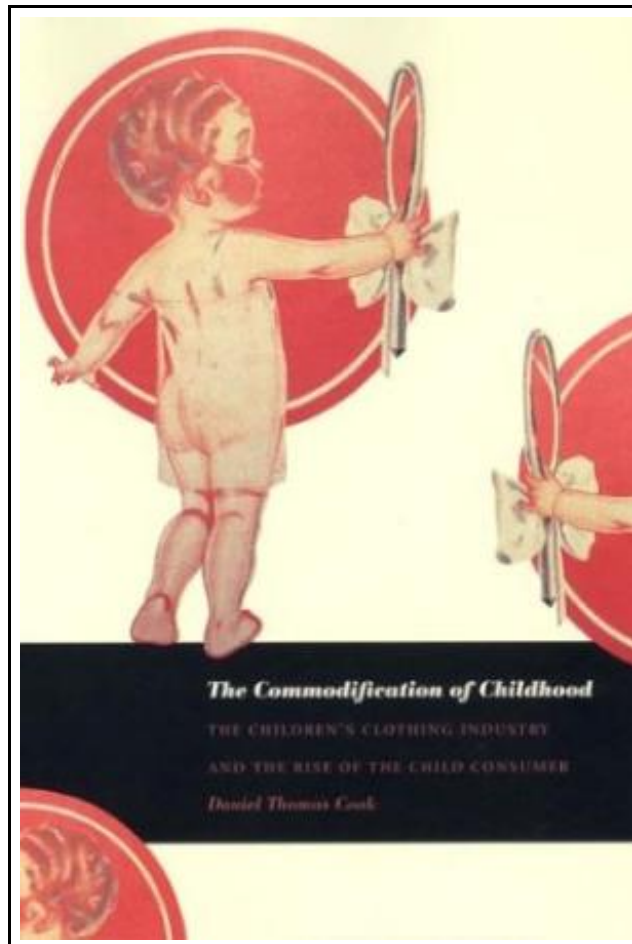


The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer



Filesize: 6.42 MB

Reviews

Completely essential go through book. This is for all who statte there had not been a worthy of reading through. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Lydia Legros)

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

[DOWNLOAD](#)

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**

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...

[Download 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...

[Download 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**

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...

[Download 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...

[Download ePub »](#)

**Boost Your Child s Creativity: Teach Yourself 2010**

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...

[Download ePub »](#)

**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,

[Download Document »](#)

**Frances Hodgson Burnett's a Little Princess**

Penguin Young Readers Group. Paperback / softback. Book Condition: new. BRAND NEW, Frances Hodgson Burnett's a Little Princess, Deborah Hautzig, N/A, Natalie Carabetta, The All Aboard Reading series features stories that capture beginning readers' imagination

[Download Document »](#)

**TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the

[Download Document »](#)

**Who am I in the Lives of Children? An Introduction to Early Childhood Education**

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access

[Download Document »](#)

**Dog Farts: Pooter s Revenge**

Createspace, United States, 2013. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.BONUS - Includes FREE Dog Farts Audiobook Inside! That s right. For a limited

[Download Document »](#)