

[PDF] Packaging Girlhood: Rescuing Our Daughters From Marketers' Schemes

Lyn Mikel Brown, Sharon Lamb - pdf download free book

Books Details:

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Description:

From Publishers Weekly Starred Review. That girls are overwhelmed by images of princesses, demure femininity and pink, pink, pink is no surprise. What is shocking, as Lamb (*The Secret Lives of Girls*) and Brown (*Meeting at the Crossroads*) so astutely demonstrate, is the downright bombardment girls receive, coming from all forms of media. Lamb and Brown, both psychologists, came to harsh conclusions after they surveyed girls; sat through hours of Rugrats and Kim Possible television programming; scoured stores such as Hot Topic and Claire's; watched Hilary Duff movies; listened to Eminem and Beyoncé; visited MySpace.com; and read Caldecott books. The idea of "girl power was snapped up by the media," and "what it sells is an image of being empowered," argue the authors. Girls are offered two choices by the marketers: they are "either for the boys or one of the boys." Even rebellion is being packaged, "the resistance, that edginess and irreverence that once

gave girls a pathway out of the magic kingdom." The book is incredibly readable and rises above others in the genre by giving parents concrete tools to help battle stereotypes. Lamb and Brown include lists of books and movies with positive role models and talking points to help your daughter recognize how she is being manipulated. The authors aren't trying to deny anyone princesses or pink; they just want girls to be knowledgeable enough to choose what will truly interest them. (Sept.)

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From Lamb and Brown have created high-profile careers studying and writing about adolescent girls, but in this candid overview of how culture influences girls, they say that they are writing "not as academics but as women, moms, and teachers living in a world of . . . preteen lingerie." In the following chapters, Lamb and Brown argue that American marketing patterns channel girls' desires into too-predictable and identity-damaging types, drawing examples from the clothing, TV and movies, popular music, books, and trendy activities marketed to teens. And they offer practical suggestions for discussing the issues with both middle-schoolers and older YAs. As in most overviews, some sections, such as the suggested readings for girls, may feel incomplete (particularly to librarians). Still, this is a welcome, provocative, thoroughly persuasive volume that will enlighten all readers concerned with the business of marketing and the health of teens. An excellent companion to Deborah Tolman's *Dilemmas of Desire* (2002), Ariel Levy's *Female Chauvinist Pigs* (2005), and the titles listed in the Read-alikes column "Girl Talk," in *Booklist*'s July 2002 issue.

Gillian Engberg

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