

Toys

Barbie

- Barbie and her lifestyle
- Unlimited amount of barbie dolls
- Toys are gendered
- toys for girls are usually pink
- toys for boys are usually blue
- Barbie has a lot of criticism
 - not like a real woman
 - various "normal" competitors (Lammily 2014)
 - looks like the average woman
- Barbie has been blamed for eating disorders
- Baby dolls help little girls learn how to be a mom; Barbie does not
- Sociologists believed Barbie would teach little girls the wrong lesson
 - threatened traditional family
 - Feminists said Barbie made expectations of women that they couldn't live up to

Safety

- choking hazard
- set standards for the size of toys

Violence

- "war toys" (guns, swords, etc.)
- kids think of themselves of violent people

Anti-Religious

- toys that carried cult messages
- magic, sorcery, etc.
- violating scripture
- Phillips was opposed to smurfs because of magic, star wars, care bears, my little pony, etc.
- celebrated satanism or questioned religious beliefs

Jean Piaget

- interested in how children think
- children pass through stages
- conservation of quantities (beaker experiment)
- set of reasoning principles children have
- children have to learn to see the world as others see it

Socialization

- another word for learning
- highlights the role of other people in learning
- humans have very little instincts such as, suckle, walk, talk, some-
things you can put in your mouth, don't throw your food
- learn from other people
- primary socialization - first 5 or 6 years of life

Ferrel Children

- jungle book vs. the reality of ferrel children
- have to be about 2 years old when you get abandoned in the wild
- or people embarrassed by child & lock them up in a room & throw
them food
- have to learn how to be human when found
 - incapable of speaking
- can't do things the average person can do
- not "technically" human
- Society vary widely in their conceptions of childhood and what children
need to learn
- Puritans saw the need to discipline children, to break them to obedi-
ence
 - speak during religious services, wear wooden mouthpiece thing

Jean-Jacques Rousseau

- argues that people are naturally good
- civilization has stripped us from our natural goodness
- sentimental view of childhood
 - innocent, playful
- we should foster this sense of joy
- childhood should be a happy time
- Children are vulnerable to corruption
- naive
- society will send them all different kinds of messages that they should
not be told because of them being so vulnerable
- Dime novels - corrupting, stimulating, too exciting
- new technologies invite new fears

Nickelodeon

- 5c movie theater

Play healthy or corrupting?

Frederick Wertham

- discovered the cause of juvenile delinquency was comic books

- does the first amendment apply when protecting children?
- sensory
 - comics code authority

Music

- Jazz - comes from African Americans, rhythmic
- Rock - scary, grotesque, little richard, maryln manson
- Government wants to control children's access to pop culture

Movies

- Movie ratings not done by government
- movie theaters will not show unrated movies
- Playground Movement - supervised play
- Boy Scout - rescue urban youth, military discipline
- Teach children colors & shapes & motor skills
 - educational toys
- Childhood programs
- Sports teams - teaches skills & values
- Encouraging interests - science fairs, orchestra

Women entering the workplace

- less time for kids
- anxiety

Toys become more abundant

- toys are cheap
- made of plastic, not expensive
- parents exchange time with toys
- more gift-giving relatives
- divorce
- year-round business (toys "r" us)
- tv marketing
- combining toys with television

Cultural Capitol

- unequal childhoods
- all love & want best for children
- raise them in different ways
- upper-middle class kids - talk more, better upbringing
 - raising child as a project