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| **YUSU 1300 WEEKLY PROJECT FORMZ** |
| NAME:       | DATE:       |
| :barbie.jpg |  |
| Here is an example of: |
| I found information about this subject at the following web sites:http://xroads.virginia.edu/~class/barbie/barb2.html |
| IDENTIFICATION AND SIGNIFICANCE:Ladies and Gentlemen, Please Meet the Amazing Barbie! Not everyone is aware of the factthat Barbie began her life as a German sex toy, not as a doll for little girls. The Americantoy maker Mattel bought the rights to Barbie from the German inventors after World War IIand, well, the rest is history. Of course, girls have played with dolls for hundreds andhundreds of years, but those dolls were almost always made to look like babies. Even dollsmeant to represent adults had cartoon-like bodies, boxy and baggy. The revolutionary thingabout Barbie was that she had breasts--and pretty impressive ones at that. From sex toy tochild's toy--its an interesting transformation and one that tells us a lot about Americansociety in the late 1950s and early 1960s, when the ideals of womanhood, including ideasabout female sexuality, were changing and when an increasingly consumer-oriented societybegan targeting girls. Oh, did I mention that this whole thing came about because a womanbusiness executive, something pretty rare in the corporate world of the 1950s, came up withthe whole scheme. |