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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 fact  that Barbie began her life as a German sex toy, not as a doll for little girls. The American  toy maker Mattel bought the rights to Barbie from the German inventors after World War II  and, well, the rest is history. Of course, girls have played with dolls for hundreds and  hundreds of years, but those dolls were almost always made to look like babies. Even dolls  meant to represent adults had cartoon-like bodies, boxy and baggy. The revolutionary thing  about Barbie was that she had breasts--and pretty impressive ones at that. From sex toy to  child's toy--its an interesting transformation and one that tells us a lot about American  society in the late 1950s and early 1960s, when the ideals of womanhood, including ideas  about female sexuality, were changing and when an increasingly consumer-oriented society  began targeting girls. Oh, did I mention that this whole thing came about because a woman  business executive, something pretty rare in the corporate world of the 1950s, came up with  the whole scheme. | |