

Packaging Girlhood

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WINNER OF THE BOOKS FOR A BETTER LIFE AWARD



PACKAGING GIRLHOOD



Rescuing Our Daughters from Marketers' Schemes

"Every parent who cares about empowering her daughter should own a copy."—Rachel Simmons, author of *Odd Girl Out: The Hidden Culture of Aggression in Girls*

Sharon Lamb, Ed.D., and Lyn Mikel Brown, Ed.D.

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The stereotype-laden message, delivered through clothes, music, books, and TV, is essentially a continuous plea for girls to put their energies into beauty products, shopping, fashion, and boys. This constant marketing, cheapening of relationships, absence of good women role models, and stereotyping and sexualization of girls is something that parents need to first understand before they can take action. Lamb and Brown teach parents how to understand these influences, give them guidance on how to talk to their daughters about these negative images, and provide the tools to help girls make positive choices about the way they are in the world. In the tradition of books like "Reviving Ophelia, Odd Girl Out, Queen Bees and Wannabees" that examine the world of girls, this book promises to not only spark debate but help parents to help their daughters.

作者介绍:

目录:

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标签

英文

社会性别

评论

开始觉得特女权味，后来觉得还不错。对谁都一样，不要理会世界给你的设定和标准。
◦ ps，marketer也是身不由己。◦

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书评

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