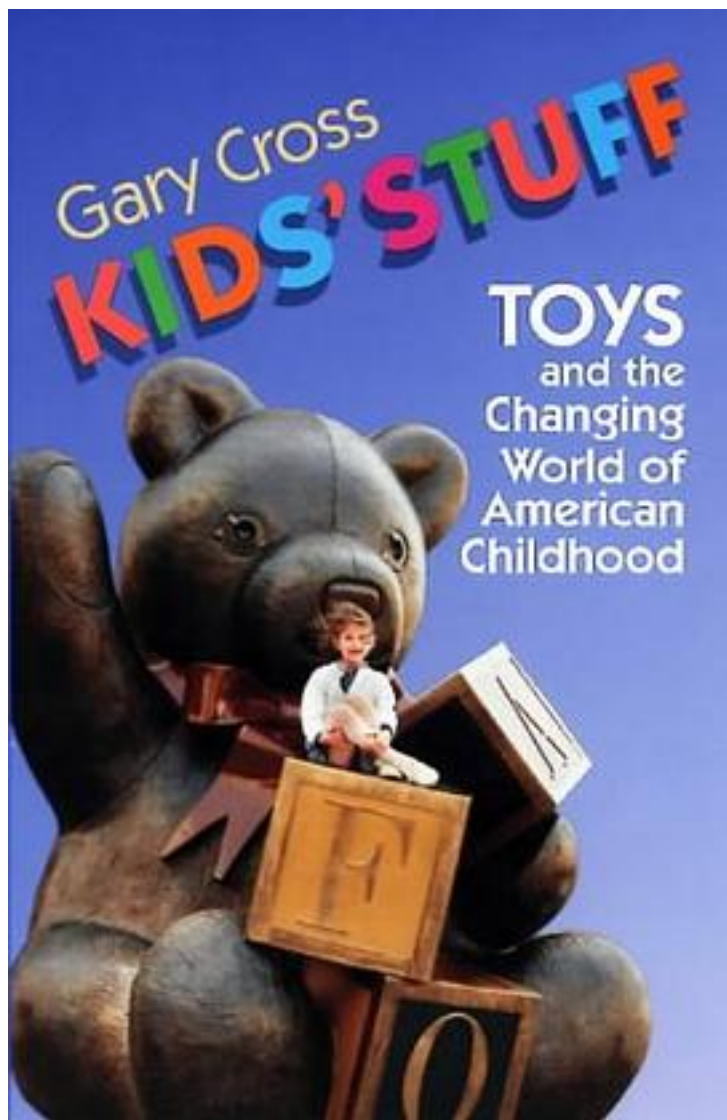


Kids' Stuff



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著者:G Cross

出版者:Harvard University Press

出版时间:1999-10-08

装帧:Paperback

isbn:9780674503359

To sort out who's who and what's what in the world of Barbies and Ninja Turtles, Tinkertoys and teddy bears, is to begin to see what has become of childhood in America. It is this changing world, and what it unveils about Americans values, that Gary Cross explores in this book, a look into the meaning of American toys through this century. Early in the 1900s toys reflected parents ideas about children and their futures. Erector sets introduced boys to a realm of business and technology, while baby dolls anticipated motherhood and building blocks honed the fine motor skills of the youngest children. The book chronicles the transformation that occurred as the interests and intentions of parents, children, and the toy industry gradually diverged starting in the 1930s when toymakers, inspired by popular favorites like Shirley Temple and Buck Rogers, began to appeal directly to the young. TV advertising, blockbuster films like "Star Wars", and Saturday morning cartoons exploited their youthful audience. Meanwhile, social and economic forces were transforming the nature of play in American society. Cross offers an account of a culture in which erector sets and baby dolls are no longer alone in preparing children for the future, and in which the toys that now crowd the racks are as perplexing for parents as they are beguiling for little boys and girls. Whether we want our children to be high achievers in a competitive world or playful and free from the worries of adult life, the toy store confronts us with many choices. What does the endless array of action figures and fashion dolls mean? Are children or parents the dupes of the film, television, and toy industries, with their latest fads and fantasies? What does this say about our time, and what does it bode for our future? Tapping a vein of cultural history, the book exposes the serious business behind a century of playthings.

作者介绍:

加里·克罗斯(Gary Cross), 美国宾州大学现代史杰出教授。主要研究美国当代儿童史, 特别是儿童商业文化及其对家庭和亲子关系的影响。

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书评

一 动机不纯的“玩”
玩具是玩的工具，谈玩具不妨先谈玩。玩具是小玩意，玩在通常的观念里则近于小打小闹，但小打小闹并不单纯。
普遍贫困的年代，幼儿没多少时间照看，给一个能发响声的玩意或者随便什么，任其自娱自乐，只要别吵闹就好，与其说是幼儿在玩，不如说是...

(《新京报》书评周刊特稿)
三岁的奥斯卡无意中发现母亲和表舅布朗斯基偷情，又目睹纳粹势力的猖獗，便决定不再长个儿，宁愿成为侏儒。从此在他的视角里，社会和周围的人都是怪异和疯狂的。他整天敲打一只铁皮鼓，以发泄对畸形的社会和人世间的愤慨。德国著名作家君特·格...

人到了一定岁数就会生出怀旧之情，想想80后到今天最大的也不过30岁，也已经开始听着小虎队在春晚有些跑调儿的歌声激动的乱叫，想起英语课本韩梅梅和李雷的故事追忆初恋。或许我们这些阅历的人能怀旧的东西还太少，再往前看，无疑就是伴随我们童年的一些小玩意儿了，比如那各色...

玩具是孩子童年的玩伴，其实它的内涵并非那么简单，它是上一代人向下一代传递价值观的媒介，也是下一代寻求自由的载体。《小玩意——玩具和美国人童年世界的变迁》介绍了美国过去百年中制造的玩具，这些小玩意向我们诉说着丰富多变的童年概念，体现出育儿观的变化，同时从一个...

不要看它封面可爱就以为是与小玩意、儿童等有爱图片挂钩的东西！要不是在书店亲手翻了翻，我可能会为没看过而纠结，结果——它真的是一本很饱满的理论书！重点是“……美国人童年……变迁”标题要拆开看。玩具的变迁只是美国人童年心理变迁的反射和被影响物。寥寥几副寒...

1902年，纽约的小店主莫里斯·米奇汤姆看到在《华盛顿星报》上连载的漫画，描述当时的总统，被昵称为泰迪·罗斯福在一次打猎时放走了一只小熊的故事。他立即让妻子将这只小熊制成毛绒填充玩具。在获得罗斯福总统的许可后，莫里斯将这只毛绒熊命名为泰迪，并在他的糖果店里销售...

看看这本书，从头到尾基本都是叙述，没有啥大道理，即使有也多是引用，可是我看完，其实不需要看完，很多内容都能让自己引起共鸣，能让人会心一笑，讲出了事实，足够了。
如果这书变成我们论文的一部分，可以想象会被我当年的导师批评成啥样子，呵呵。自己大学论文其实也是走这...

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