

CONTENTS

	Preface	ix
Section 1.	Constructing Gender in Childhood	1
Chapter 1.	Pink or Blue?: The Gendering of Children's Marketing <i>Katherine A. Foss</i>	3
Chapter 2.	<i>Caddie Woodlawn</i> Grows Up: Constructions of Girlhood in the 1930s <i>Kate Roberts Edenborg</i>	31
Chapter 3.	Marketing Gaming for Girls: The Framing of Princess Zelda in American and Japanese Nintendo Commercials <i>Mimi Wiggins Perreault, Gregory Perreault, and Michael McCarty</i>	51
Chapter 4.	Where The Inner Star Leads: Neoliberal Sensibilities in American Girl Dolls' Talents <i>Natalia Rybas and Sergey Rybas</i>	73
Section 2.	Updating Classic Toys	97
Chapter 5.	Guys and Dolls: Gender-Inclusive Toy Marketing in Baby Alive, the Easy-Bake Oven, and G. I. Joe <i>Christine Eschenfelder</i>	99

Chapter 6.	The Force Is Now Female: The Gendered Marketing of <i>Star Wars</i> <i>Jennifer M. Fogel</i>	117
Chapter 7.	Building the Future or Making Friends?: Constructing Gender in LEGO Narratives <i>Katherine A. Foss</i>	135
Chapter 8.	Empowerment Through Disney? Third Wave Feminist Discourse in the “Dream Big, Princess” Campaign <i>Erika M. Thomas</i>	163
Chapter 9.	Imagine the Possibilities: Marketing Girls’ Leadership Through the President Barbie Doll <i>Madeleine Esch</i>	187
Section 3.	Redefining Gendered Spaces	207
Chapter 10.	The Internet Asks: Why Are There No Science Shirts for Girls? Examining a Retailer’s Marketing Misstep and Public Relations Success <i>Nathan Gilkerson</i>	209
Chapter 11.	Kids in the Kitchen: An Analysis of Gendered Narratives on the Food Network <i>Rebecca Swenson</i>	231
Chapter 12.	What Are Our Children Listening To? Gender Stereotyping and Adult Themes in Kidz Bop <i>Torie Fowler</i>	253
Chapter 13.	DIY Superheroines: Craftivism, Capitalism, and Counter-Hegemonic Girl Culture <i>Spring-Serenity Duvall</i>	277
Chapter 14.	Beyond Princess Culture: Navigating New Spaces <i>Katherine A. Foss</i>	303
	Index	313