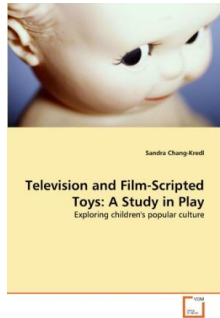


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## TELEVISION AND FILM-SCRIPTED TOYS: A STUDY IN PLAY



Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | Exploring children's popular culture | Children are inundated with popular character images that span across films, television shows, the Internet, clothes, lunchboxes, and toys. At the same time, parents and educators are urged to maintain an anxious distinction between educational toys and mass-marketed toys. This book reports on a study that integrates education and communication perspectives, examining the mechanisms of both pretend play and children's consumer culture. When children pretend play, they...

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