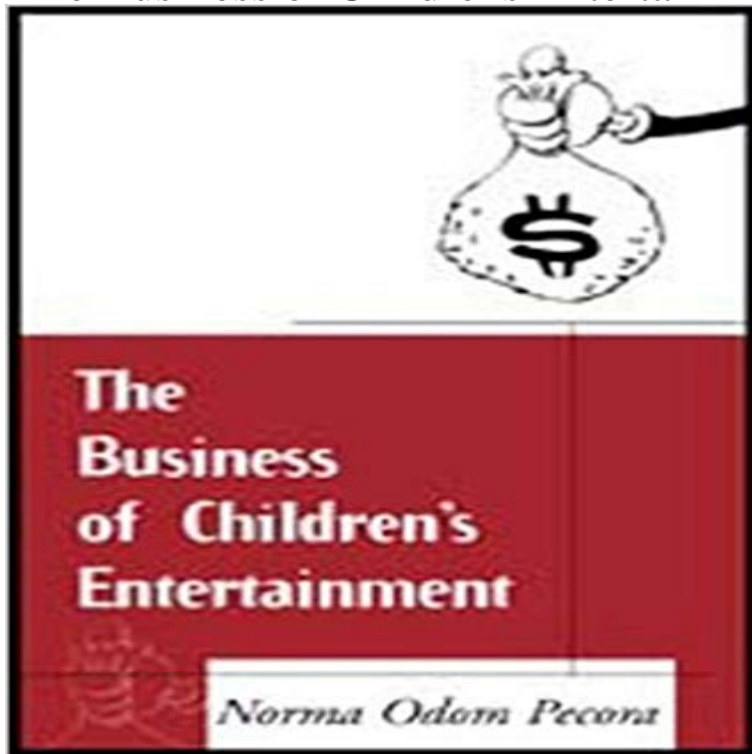


The Business of Childrens Entertainment



For over 20 years, the development of childrens television programming has been subsidized by toy manufacturers. The result has been an increased commercialization of childrens popular culture--the creation of a material world of childhood characterized by brand-name toys, games, clothing, and television characters. Drawing on historical background and case studies, this book presents a unique look at the development of children as targets of the media and commercial industries, and examines the economic and social forces that have defined the evolution of childrens entertainment.

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