

Start here.

a) Barbie's origins are embroiled in the ~~development~~ innovation of Ruth Handler, one of Mattel's founders. She watched her daughter, Barbara, play with paper dolls and realised there existed a niche in the market for a new children's doll. When Handler was holidaying in Germany in 1956, she saw Lilli, an adult doll which reflected her desire. She bought three, and reworked the design with Jack Ryan, an engineer. 'Barbie', named after the daughter, Barbara, eventually debuted at the American International Toy Fair in New York on March 9, 1959, wearing a zebra-striped swimsuit. From those local roots, she appeared in a catalogue in Hawthorne, California, and 350,000 Barbie dolls were sold nationally the subsequent year. Because of the attention Barbie received at an International Toy Fair, and America's hegemony in the global economy, Mattel soon marketed Barbie at an international level.

- 2 -

by Heroes have profoundly increased Barbie's appeal and therefore her consumption. Barbie reflects notable female heroes and American ~~of the~~ heroes and this raises her profile to consumers.

Barbie reflects the success of popular music icons, such as Madonna, and also political heroes, such as Sarah Palin. The commonality of these figures is their overt sexuality and their status as highly successful career-oriented females. Barbie reflects this trend in changing gender roles. Her plethora of careers, from 'Police woman Barbie' to 'Barbie For President', draws upon the success of feminist, or popular, heroes to increase her appeal to consumers. Furthermore, her idealised body, which sociologist Mary Rogers describes as 'epitomising the emergent trend of 'emphatic femininity', similarly reflects the sexual nature of ~~the~~ heroes such as Madonna and Britney Spears.

Furthermore, Barbie appeals to the sense of American heroism. Firstly and very explicitly, through presenting herself as a true patriot.

Additional writing space on back page.

For instance, to coincide with America's success at the 1975 Winter Olympics, Mattel produced 'Winter Olympics Barbie'. Secondly, Barbie's image has become a semiotic of the 'American Dream'. Her career-success, beauty and advertising campaigns such as 'Girls Can Do Anything' have morphed Barbie into an American icon. That ~~her~~ Barbie's ideology and semiotics align so comfortably with core American values means Barbie's appeal draws upon the mythology and heroism of the American Dream, thereby increasing her appeal to 'patriotic' consumers. ~~Unequivocally, Barbie heroes have an impact~~  
Unequivocally, heroes have had an impact on the consumption of Barbie.

You may ask for an extra Writing Booklet if you need more space.