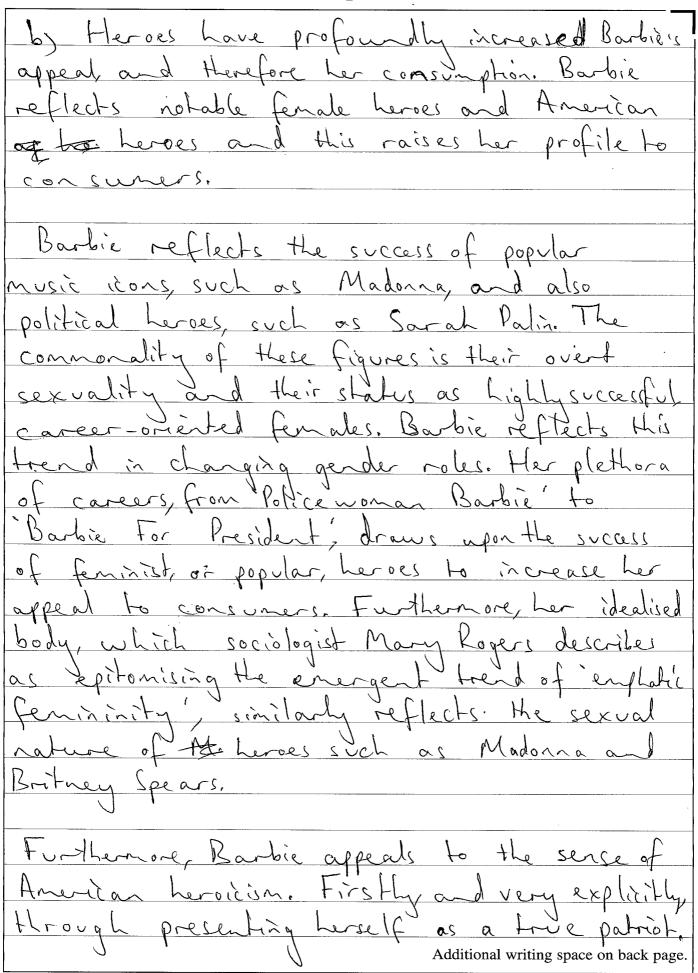
Start here.
a) Barbie's origins & are embroiled in the
odropenovation innovation of Ruth Handler one
of Mattel's founders. & She watched her
daughter, Barbara play with paper dolls and
realised there existed a niche in the market
for a new children's doll. When Handler
was holidaying in Gernary in \$ 1956, she
saw Lilly an adult doll which reflected
her desire. She bought three and reviorted
the design with Tack kyan an engineer.
Barbie, raned after the daughter, Barbara,
eventually debuted at the American International
tog Fair in New Year York on March 9
From the those local roots she appeared in a
catalouge in Hawthorne, California, and &
350,000 Bartie dolle were sold rationally
the subsequent year. Because her of the
the subsequent year. Because top of the attentional
toy Foir, and America's Legemony in the global economy Mattel soon marketed Barbie at an infernational level.
global economy Mattel soon marketed
Barbie at an international level.



For instance, to coincide with Americais
success at the +71975 Winter Olympics
Mattel produced Winter Olympics Barbie!
Secondly Barbie's image has become a semiôtic
of the American & Drean! Her career-success,
beauty and advertising campaigns such as
"Girls Can Do Anathina have morphed
"Crirl's Can Do Anything have morphed Barbie into an American icon. That the
Barbiers ideology and semiotics align so
confortably with core American values
nears Barbie's appeal draws upon the mythology
and heroicism of the American Dream thereby
increases her appeal to 'patriotic' consumers.
Unequivocally destine heroes have an impact
Vrequirecally heroes have had an impact on the
consumption of Barbie.
•
You may ask for an extra Writing Booklet if you need more space.