

EDUCATING THE CONSUMER-CITIZEN



A History of the Marriage
of Schools, Advertising, and Media

Educating The Consumer A History Of The Marriage Of Schools Advertising And Media

Joel Spring



Educating The Consumer A History Of The Marriage Of Schools Advertising And Media:

Educating the Consumer Joel Spring, 2002 Educating the Consumer-citizen Joel Spring, 2003-05-14 In *Educating the Consumer Citizen A History of the Marriage of Schools Advertising and Media* Joel Spring charts the rise of consumerism as the dominant American ideology of the 21st century. He documents and analyzes how from the early 19th century through the present the combined endeavors of schools advertising and media have led to the creation of a consumerist ideology and ensured its central place in American life and global culture. Spring first defines consumerist ideology and consumer citizen and explores their 19th century origins in schools children's literature the commercialization of American cities advertising newspapers and the development of department stores. He then traces the rise of consumerist ideology in the 20th century by looking closely at the impact of the home economics profession on the education of women as consumers and the development of an American cuisine based on packaged and processed foods the influence of advertising images of sports heroes cowboys and the clean shaven businessman in shaping male identity the outcomes of the growth of the high school as a mass institution on the development of teenage consumer markets the consequences of commercial radio and television joining with the schools to educate a consumer oriented population so that by the 1950s consumerist images were tied to the Cold War and presented as the American way of life in both media and schools the effects of the civil rights movement on integrating previously excluded groups into the consumer society the changes the women's movement demanded in textbooks school curricula media and advertising that led to a new image of women in the consumer market and the ascent of fast food education. Spring carries the story into the 21st century by examining the evolving marriage of schools advertising and media and its ongoing role in educating the consumer citizen and creating an integrated consumer market. This book will be of wide interest to scholars professionals and students across foundations of education history and sociology of education educational policy mass communications American history and cultural studies. It is highly appropriate as a text for courses in these areas Educating the Consumer Joel H. Spring, 2002 **Educating the Consumer-citizen** Joel H. Spring, 2003

The SAGE Handbook of Educational Leadership Fenwick W. English, Gary L. Anderson, 2005 *The SAGE Handbook of Educational Leadership* is a landmark work with contributions from 37 internationally renowned scholars covering an extensive range of issues confronting the field of educational leadership and administration. The Handbook reviews how leadership was redefined by management and organizational theory in its quest to become scientific then looks forward to promising theories concepts and practices that show potential for development and application. This Handbook represents the establishment of a new tradition in educational leadership. It thoroughly covers a broad range of issues pertaining to curriculum leadership supervision teacher evaluation budgeting planning school design and issues facing the principalship and the superintendency in the United States **Deculturalization and the Struggle for Equality** Joel Spring, 2016-02-26 Joel Spring's history of school policies imposed on dominated groups in the United States examines the concept of

deculturalization the use of schools to strip away family languages and cultures and replace them with those of the dominant group The focus is on the education of dominated groups forced to become citizens in territories conquered by the U S including Native Americans Enslaved Africans Chinese Mexicans Puerto Ricans and Hawaiians In 7 concise thought provoking chapters this analysis and documentation of how education is used to change or eliminate linguistic and cultural traditions in the U S looks at the educational legal and social construction of race and racism in the United States emphasizing the various meanings of equality that have existed from colonial America to the present Providing a broader perspective for understanding the denial of cultural and linguistic rights in the United States issues of language culture and deculturalization are placed in a global context The major change in the 8th Edition is a new chapter Global Corporate Culture and Separate But Equal describing how current efforts at deculturalization involve replacing family and personal cultures with a corporate culture to increase worker efficiency Substantive updates and revisions are made throughout all other chapters

Critical Pedagogies of Consumption Jennifer A. Sandlin, Peter McLaren, 2010-09-28 Distinguished international scholars from a wide range of disciplines explore consumption and its relation to learning identity development and education This volume is unique within the literature of education in its examination of educational sites both formal and informal where learners and teachers are resisting consumerism and enacting a critical pedagogy of consumption

Teaching Social Foundations of Education Dan W. Butin, 2014-04-08 This book the first comprehensive critical examination of the theory and pedagogy of the field of social foundations of education and its relevance and role within teacher education Articulates central questions in the field such as What is social foundations Is there a social foundations canon Is it possible to teach for social justice What is student resistance Explores the limits and possibilities of teaching social foundations of education Provides strong arguments for the continued relevance of the discipline for teacher education Features a variety of clearly presented theoretically grounded models for teaching social foundations within teacher education programs including aesthetic education critical theory and eco justice perspectives the use of community based oral histories and experiential learning activities Provides concrete examples actual syllabi and a host of additional resources to help faculty teach publish and do research and Proposes new directions for research and dialogue within the field This volume is an ideal entrance into the field for graduate students junior faculty and professors from other areas of education who are teaching in the social foundations field for the first time

The Politics of American Education Joel Spring, 2011-01-12 Turning his distinctive analytical lens to the politics of American education Joel Spring looks at contemporary educational policy issues from theoretical practical and historical perspectives This comprehensive overview documents and explains who influences educational policy and how bringing to life the realities of schooling in the 21st century and revealing the ongoing ideological struggles at play Coverage includes the influence of global organizations on American school policies and the impact of emerging open source and other forms of electronic textbooks Thought provoking

lucid original in its conceptual framework and rich with engaging examples from the real world this text is timely and useful for understanding the big picture and the micro level intricacies of the multiple forces at work in controlling U S public schools It is the text of choice for any course that covers or addresses the politics of American education Companion Website The interactive Companion Website accompanying this text includes relevant data public domain documents YouTube links and links to websites representing political organizations and interest groups involved in education **Shopping for**

Change Louis Hyman, Joseph Tohill, 2017-06-15 Consuming with a conscience is one of the fastest growing forms of political participation worldwide Every day we make decisions about how to spend our money and for the socially conscious these decisions matter Political consumers buy green for the environment or they buy pink to combat breast cancer They boycott Taco Bell to support migrant workers or Burger King to save the rainforest But can we overcome the limitations of consumer identity the conservative pull of consumer choice co optation by corporate marketers and other pitfalls of consumer activism in order to marshal the possibilities of consumer power Can we quite literally shop for change Shopping for Change brings together the historical and contemporary perspectives of academics and activists to show readers what has been possible for consumer activists in the past and what might be possible for today s consumer activists Contributors Kyle Asquith University of Windsor Dawson Barrett Del Mar College Lawrence Black University of York Madeline Brambilla Northeastern University Joshua Carreiro Springfield Technical Community College Springfield MA H Louise Davis Miami University Jeffrey Demsky San Bernardino Valley College Tracey Deutsch University of Minnesota Twin Cities Mara Einstein Queens College CUNY Bart Elmore University of Alabama Sarah Elvins University of Manitoba Daniel Faber Northeastern University Julie Guard University of Manitoba Louis Hyman ILR School Cornell University Meredith Katz Virginia Commonwealth University Randall Kaufman Miami Dade College Homestead Campus Larry Kirsh IMR Health Economics Portland OR Katrina Lacher University of Central Oklahoma Bettina Liverant University of Calgary Amy Lubitow Portland State University Robert N Mayer University of Utah Michelle McDonald Stockton University Wendy Wiedenhoft Murphy John Carroll University Mark W Robbins Del Mar College Jessica Stewart Cornell University Joseph Tohill York University and Ryerson University Allison Ward Queen s University and McMaster University Philip Wight Brandeis University Globalizing Education for Work

Richard D. Lakes, Patricia A. Carter, 2004-07-19 This book takes a critical look at the impact of globalization as it relates to educating women for work It explores current efforts in a number of nations to make vocational education and training gender equitable **Economization of Education** Joel Spring, 2015-03-27 In this timely cogent analysis of trends and

powerful forces shaping global educational policy today Joel Spring focuses on how economization is making economic growth and increased productivity the main goals of schools and the ways these goals are achieved including measuring educational policies by their costs and economic benefits shaping family life to ensure productive workers and high achieving students introducing entrepreneurship education into curricula from preschool through higher education and increasing the

involvement of economists in educational policy analysis Close attention is given to the Organization for Economic Cooperation and Development OECD the World Bank the World Economic Forum and multinational corporations which as advocates of economization want schools to focus on teaching hard and soft skills needed by the global labor market Economization raises questions about the effects of economically driven agendas for schools Will education policies advocated by global organizations and multinational businesses corporatize and standardize human personalities and families What type of global worker is being sought by global organizations and multinational corporations What education programs are supported to educate the ideal global worker What is the ideal family life for economic growth and development Detailing and analyzing the politics and motivations driving economization the book concludes with an assessment of the impacts of the confluence of business interests economic theories governments and educators

Youth Moves Nadine Dolby,Fazal Rizvi,2008-03-25 This collection of original essays focuses attention on the actual practices of twenty first century youth in the brave new world of globalization addressing the possibilities and dangers of young people s transnational commodified identities

Political Agendas for Education Joel Spring,2014-03-26 The Fifth Edition of Joel Spring s ongoing documentation and analysis of political agendas for education reflects the major political issues in education since 2008 This edition focuses on the education sections of the 2012 Republican Democratic Green and Libertarian Party platforms Taking a fresh look at the social and political forces educational research and ideologies shaping the educational agendas of these political parties and a comparative approach the book stimulates reflection and discussion New coverage in the Fifth Edition includes The political coup called Race to the Top Common Core State Standards and national testing based on the Standards Explosion of online instruction Debates about teacher evaluations and merit pay Growing for profit education industry New agenda for American Education Constitutional amendment long life and happiness environmental education Political Agendas for Education is essential reading for courses dealing with the politics of education foundations of education educational leadership and curriculum studies and for educational scholars professionals policymakers and all those concerned with the politics of education in the U S and its consequences for schools and society

Critical Social Issues in American Education H. Svi Shapiro,2004-09-22 This text reader brings together powerful readings that critically situate issues of education in the context of the major cultural moral political economic ecological and spiritual crises that confront us as a nation and a global community It provides a focus and a conceptual framework for thinking about education in light of these issues Readers are exposed to the thinking of some of the best and most insightful social and educational commentators Critical Social Issues in American Education Democracy and Meaning in a Globalizing World Third Edition is intended to work on two levels First it helps readers to develop an awareness of how education is connected to the wider social structures of cultural political and economic life Second it encourages not only a critical examination of our present social reality but also a serious discussion of alternatives of what a transformed society and educational process might look

like The editors goal is to deliberately engage readers in connecting the work of teachers to an ethically committed politically charged pedagogy The assumption on which they base the text is that educators must see their work as inextricably linked to the broader conflicts stresses and crises of the social world it is not otherwise possible to make sense of what is happening educationally What happens in school or as part of the educational experience reflects expresses and mediates profound questions about the direction and nature of the society we inhabit The text is organized thematically into five sections which address respectively social justice and democracy consumerism culture and public education marginality and difference moral and spiritual perspectives on education and globalization and education Each section is preceded by a brief essay that introduces the readings This Third Edition includes many new readings and addresses issues that have more recently emerged as especially significant such as concerns about the implications of globalization and the post 9 11 world commercialism violence and the ever increasing influence of high stakes testing This compelling text is relevant for a wide range of courses in educational foundations educational policy curriculum studies and multicultural education that address the social context of education cultural and political change and public policy Globalization of Education Joel Spring, 2014-08-01 Continuing Joel Spring s reportage and analysis of the intersection of global forces and education this text offers a comprehensive overview and synthesis of current research theories and models related to the topic Written in his signature clear narrative style Spring introduces the processes institutions and forces by which schooling has been globalized and examines the impact of these forces on schooling in local contexts Significant conceptual frameworks are added to this Second Edition specifically the economization of education corporatization of education and the audit state These concepts are embedded in the global educational plans of major organizations such as the World Bank the Organization for Economic Development and Cooperation OECD World Economic Forum and multinational corporations Globalization of Education Second Edition features new and updated information on The World Bank OECD and the United Nations The World Trade Organization and the Global Culture of Higher Education Corporatization of Global Education Religious and Indigenous Education Models The Global Workforce Migration and the Talent Auction Globalization and Complex Thought **I Want It Now** Donna Bee-Gates, 2015-07-14 In today s world of mega stores and unbridled materialism people are spending more money than ever in an attempt to find fulfillment in themselves and children are no exception In her compelling and inspiring exploration of kids and consumerism Donna Bee Gates helps us all understand how a culture of instant gratification influences spending habits and erodes self worth She argues that placating kids with material rewards is detrimental to social and psychological development Similarly she reveals that kids often seek out material goods as emotional compensation and fall prey to corporate strategies that lure them in as loyal consumers at an early age Bee Gates brings together cutting edge research and interviews to show that a healthy childhood sometimes means a simpler one one that values good communication and interaction with peers and family She highlights strategies to counter

materialism and foster stronger identities in our children as they navigate a complex world and discusses ways that we can help build self awareness in children and encourage skills that will help them become adults with strong character and integrity

Education and Hope in Troubled Times H. Svi Shapiro, 2009-03-04 Progressive educators have always been better at critique than at possibility This book promises not to ignore critique but to favor possibility It is most rare and greatly welcomed Richard Quantz Miami University The editor argues that in a material world depicted by consumerism spiritual nihilism and conspicuous consumption there is need to offer a new vision and direction in education that would promote a more harmonious holistic values oriented schooling that transforms persons into moral beings who care for others In terms of innovative ideas and approaches to pedagogy and theorizing about schooling this volume is at the top of pedagogical discourses and thinking Joseph Zajda Australian Catholic University Melbourne Campus Education and Hope in Troubled Times brings together a group of the best and most creative educational thinkers to reflect on the purpose and future of public education These original essays by leading social and educational commentators in North America attempt to articulate a new vision for education especially public education and begin to set an alternative direction This is a time of crisis but also of renewed possibility one that offers the opportunity to radically reconsider what is the meaning of education for a generation that will bear the brunt of grappling with the extraordinary dangers and challenges we confront today At its core this volume questions what will it mean to be an educated human being in the 21st century compelled to confront and address so much that threatens the very basis of a decent and hopeful human existence Carrying forward a project of redefining and reshaping public discourse on education in the U S it is a critical catalyst and focus for re thinking public policy on education

We Are What We Sell Danielle Sarver Coombs, Bob Batchelor, 2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American

Corporatism, Social Control, and Cultural Domination in Education Joel H. Spring, 2012 Starting with the 1972 publication of his seminal work

Education and the Rise of the Corporate State Joel Spring has been documenting and analyzing the politics of knowledge and education Throughout his work he has explored the attempts to use education to advance the economic and political interests of dominant groups The general term he uses for the relationship between schools and power is ideological management His scholarly work first looked at the influence on American schooling of business and economic doctrines embodied in human capital theories and consumerism The next step in his exploration of the politics of knowledge was to examine these issues in the context of globalization leading to a proposed educational rights amendment to national constitutions and a new paradigm for education both of which might ensure that schools are protected from ideological management by economic and political elites Spring s indigenous background has strongly shaped his interest in the political and economic goals of schooling particularly the attempts of those in power to use schools to destroy indigenous languages and cultures In this collection Spring brings together 10 of his key writings providing an overview not just of his own career but the larger contexts in which it is situated In the Introduction he reviews the evolution and scope of his work and his earlier arguments and reflects on its central themes which are reflected in the writings selected for this volume In the World Library of Educationalists international scholars themselves compile career long collections of what they judge to be their finest pieces extracts from books key articles salient research findings major theoretical and practical contributions so the world can read them in a single manageable volume Readers will be able to follow the themes and strands of their work and see their contribution to the development of a field as well as the development of the field itself Contributors to the series include Michael Apple James A Banks Stephen J Ball Elliot Eisner Howard Gardner John Gilbert Ivor F Goodson Peter Jarvis

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