

## Changing Play: Play, media and commercial culture from the 1950s to the present day: Play, media and commercial culture from the 1950s to the present day (Paperback)



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### **Reviews**

*This ebook is worth purchasing. It is written in straightforward words and not hard to understand. You will not feel monotony at any time of your respective time (that's what catalogs are for about in the event you ask me).*  
(Eileen Kling I)

## CHANGING PLAY: PLAY, MEDIA AND COMMERCIAL CULTURE FROM THE 1950S TO THE PRESENT DAY: PLAY, MEDIA AND COMMERCIAL CULTURE FROM THE 1950S TO THE PRESENT DAY (PAPERBACK)

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OPEN UNIVERSITY PRESS, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book. This book explores changes in the nature of the relationship between play, media and commercial culture through a comparison of play in the 1950s/60s and the present day, examining the continuities and discontinuities in play over time. There are many aspects of play which remain the same today as they were sixty years ago, which relate to the purposes of play, the way in which children weave in material from a range of sources in their play, including media, and how they play with each other. Differences in play between now and the mid-twentieth century are due to the very different social and cultural worlds children now inhabit, in which technology is central to many play activities. Challenging deficit notions of play in contemporary society and providing evidence to contest the recurrent myth of the disappearance of play, the book: Provides an historical account of changes in the relationship between play, media and commercial culture over the past sixty years Offers fascinating, illuminating and direct accounts of children playing in the 1950s / 60s and today Engages with the work of the renowned folklorists Iona and Peter Opie and reviews their legacy Addresses key issues such as outdoor play, technology and play, and gender and play Changing Play recovers the groundbreaking work of Iona and Peter Opie, making it relevant and consequential for the contemporary study of children, play and media cultures. Marsh and Bishop convincingly demonstrate how children s play practices, when approached on their own terms, exhibit a persistent dynamism that cannot and should not be reduced to simple exclamations of panic or celebration. Daniel Thomas Cook, Department of Childhood Studies, Rutgers University USA Using the work of Iona and Peter Opie as...



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