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| Descrizione fisica | XIII, 629 p. : ill. ; 24 cm |
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| Autore | Molnar Alex |
| Titolo | School commercialism : from democratic ideal to market commodity // Alex Molnar |
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| Descrizione fisica | 1 online resource (ix, 177 p.) |
| Collana | Positions : education, politics, and culture |
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| Soggetti | Commercialism in schools - United States
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Nota di contenuto

Every child a consumer -- The sky's the limit: trends in schoolhouse marketing since 1990 -- Eat, drink, and be diabetic: using schools to promote illness -- Controlling the masses vs. liberating them: Edward Bernays and John Dewey considered -- Whittle or virtually nothing: the emergence of Edison schools and knowledge universe -- Futures trading: buying and selling education in the global marketplace.

Sommario/riassunto

Pizza Hut's Book It! program rewards students with pizza for meeting their reading goals. Toys R Us paid a Kansas school five dollars for each student who took its toy survey. Cisco Systems donated internet access to a California elementary school, asking in return for the school choir to sing the company's praises while wearing Cisco t-shirts. Kids today face a barrage of corporate messages in the classroom. In *School Commercialism*, education expert Alex Molnar traces marketing in American schools over the last twenty-five years, raising serious questions about the role of private corporations in public education. Since the 1990s, Molnar argues, commercial activities have shaped the structure of the school day, influenced the curriculum, and determined whether children have access to computers and other technologies. He argues convincingly against advertisers' assertion that their contributions are a win-win proposition for cash-strapped schools and image-conscious companies. From the marketing of unhealthy foods to privatizing reforms such as the Edison Schools and Knowledge Universe, *School Commercialism* tracks trends that are more pervasive than many parents realize and shows how we might recapture schools to better serve the public interest.
