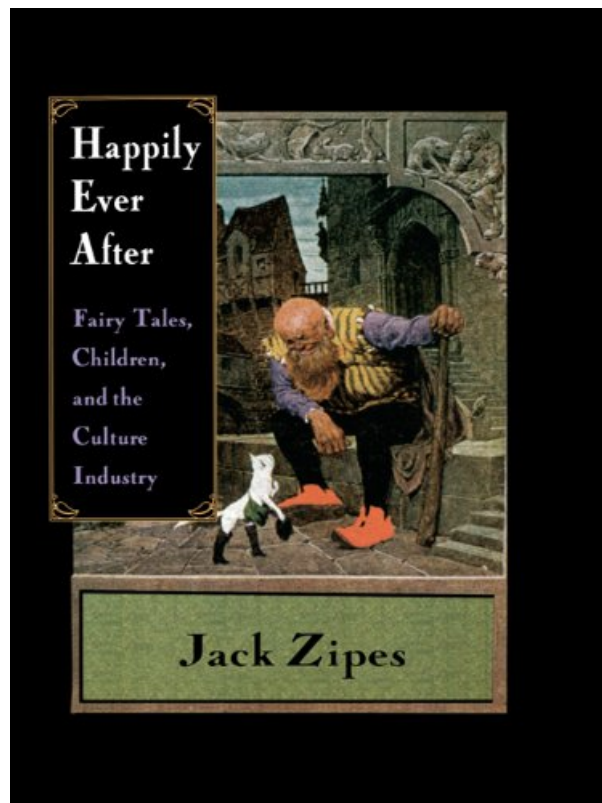
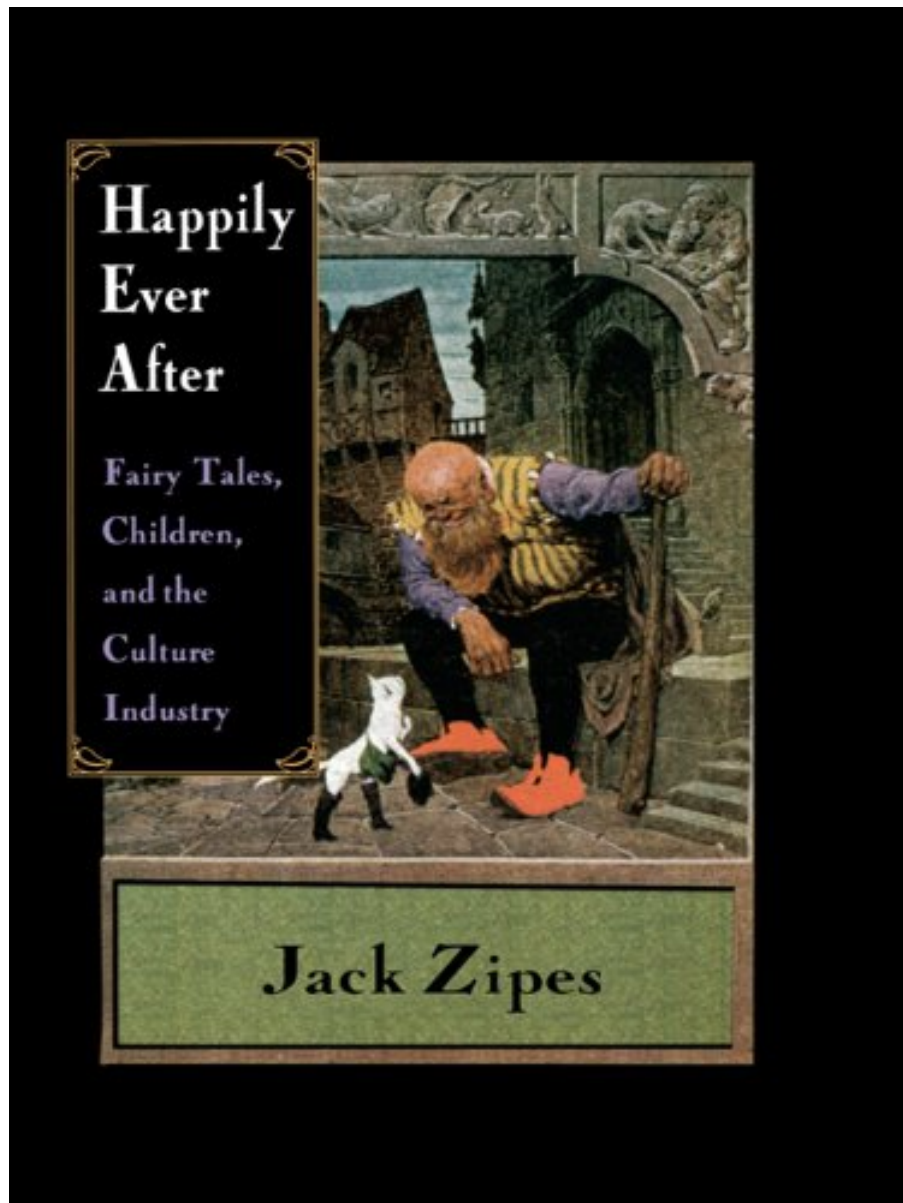


# HAPPILY EVER AFTER: FAIRY TALES, CHILDREN, AND THE CULTURE INDUSTRY BY JACK ZIPES



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From Library Journal

Zipes (German, Univ. of Minnesota), well known in storytelling and folklore circles for such works as *Fairy Tales and the Art of Subversion* (Routledge, 1985), confronts in this series of essays the question much discussed recently on listservs: How have the relatively new media of film and television affected traditional storytelling and stories, particularly fairy tales? Zipes is concerned with the "commodification" of fairy tales, a la Disney, where the films are designed more to sell a line of toys and other products than to present a story to an audience. Zipes traces the use of fairy tales in the acculturation process through various time periods, emphasizing the importance of being cognizant of the process itself. The beginning of an important discussion, his work is recommended for academic libraries and public libraries with substantial collections in either folklore or media studies. Katherine K. Koenig, Ellis Sch., Pittsburgh, Pa.

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Review

...[Zipes'] book does make us wonder whether we should be packing our children off to films that have more to do with mass merchandising than mystery and wonder.

—Teacher, June 1997

An incisive study of fairy tales, of how they have been shaped by our culture, and how in turn, our culture has been shaped by them. [Zipes] suggests that the shift from oral to literary traditions helped to institutionalize and commodify fairy tales, and that the film industry has driven this trend to extremes ... it would certainly trigger some stirring classroom debates.

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About the Author

Jack Zipes is Professor of German at the University of Minnesota. He is the author of *Fairy Tales and the Art of Subversion*, *Don't Bet on the Prince* and *Creative Storytelling*, all published by Routledge.

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Most helpful customer reviews

17 of 18 people found the following review helpful.

Helpful and Intriguing View of Tales and Culture

By Julia Starkey

I really disagree with the previous review of this book. Zipes doesn't distort the tales meaning at all. Instead he avoids the facile, obvious surface reading, and goes deeper into the many varied meanings of what any

one tale can mean. I especially enjoyed the sections on how tales were twisted and edited to reinforce our ideas of childhood and what is appropriate for children to read. For instance, the Grimms' tales were heavily edited over time making them less violent, adding in strict moral messages, and generally making the female characters more annoying (see Bottigheimer's *Grimms Bold Boys and Bad Girls* for a great analysis of this). I highly recommend this book.

7 of 9 people found the following review helpful.

Food for thought

By L. Lutz

I definitely didn't agree with a lot of what Zipes had to say - he was much too pessimistic and bitter for my tastes. Additionally, the idea of Disney-as-embodiment-of-all-things-evil is a little tired.

However, what I enjoyed about the book was how much it got me thinking about my own views on the material. Quite a few times I wished Zipes was in front of me so we could discuss and debate. That is always a sign of a good book to me - something that gets me thinking about my own belief system, whether I agree with the author or not.

A very interesting read.

0 of 0 people found the following review helpful.

Derailed By Value Judgements

By Destiny

From what I gather, Zipes is a fairly prolific scholar writer in the field of fairy tale studies. The first half of the book I found deeply engaging as he did a bit of comparative study of the evolution of fairy tales prior to the 20th century. He concentrated specifically on the cultural values of specific historic periods that are reflected within each version, and how as these values change over time so do the stories. And within this framework, he also investigated how fairy tales have been used to socialize children. However, the latter part of the work began to read a bit too much like a manifesto against the consumerist monoculture--which wasn't what I was looking for. Analysis of how fairy tales rationalize the abandonment and abuse of children? Fun! Sweeping value judgements and generalizations about contemporary society and consumerist culture? Not quite what I was expecting. (Granted, the subtitle does talk about "the culture industry" but the last chapter was pretty exclusively discussing the culture industry, with very little reference to fairy tales).

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