

Name: _____

Due Date: _____

Article of the week

Before you read:		
Survey:	Question:	Predict:

While you read:

→ Mark your confusion.

→ Purposefully annotate the article (2-3 mature, thoughtful responses (I notice, I wonder, Questions, Connections, etc.) per page to what the author is saying)

→ Fill in Vocabulary annotations with your definitions using context clues.

Article**Annotations**

With Mattel's new gender-neutral dolls, labels are a thing of the past

The toy aisle is catching up to how more people feel. Some of the biggest toy makers have learned not all kids want to play within the pink and blue boundaries of gender-specific playthings.

On September 25, Mattel launched its first line of what it calls "gender **inclusive** dolls." The figures aren't traditionally male or female. The dolls come with a kit that includes wigs with long and short hairstyles. The kit also has different clothing options like skirts, jeans and leggings.

The six dolls in Mattel's new "Creatable World" line also come in different skin tones. Each kit sells for \$30.

Inclusive-

Name: _____

Due Date: _____

Reflection Of Culture

"Toys are a **reflection** of culture and as the world continues to celebrate the positive impact of inclusivity, we felt it was time to create a doll line free of labels," said Kim Culmone. She's the senior vice president of Mattel fashion doll design.

"Through research, we heard that kids don't want their toys dictated by gender norms," Culmone said. "This line allows all kids to express themselves freely which is why it **resonates** so strongly with them. We're hopeful Creatable World will encourage people to think more broadly about how all kids can benefit from doll play."

The dolls are a departure from some of Mattel's best-known creations, such as Barbie. In the past few decades, Barbie has been criticized. Many say the toy demonstrated a narrow view of **femininity** and promoted unrealistic beauty standards. The line of dolls had made some tweaks recently. The company created a more typical body shape and promoted careers in science, technology, engineering and math (STEM).

Both A Fashionista *And* A Scientist

In the past, American men had traditionally worked in the STEM field, but that has changed recently. Barbie's world now also has room for a doll that is both a fashionista and a scientist.

Some of the most popular toys marketed to grade-school-age

Reflection-

Resonates-

Femininity-

Name: _____

Due Date: _____

children were either adults or babies. The Creatable World dolls, meanwhile, more closely resemble their preadolescent target market: There's no makeup or beards.

The company first started developing the new line two years ago. It was tested by more than 250 families in cities around the United States — a larger-than-typical pool, according to Mattel.

Gender-Neutral Kids' Products

Mattel is the first toy manufacturer its size to create a line of dolls that aren't specifically gendered. However, gender-neutral toys and kid's products are becoming increasingly visible from toy makers targeting young **consumers** or adults buying for them.

In 2015, Target said it would end labeling toys and bedding as specifically "girl" or "boy." Two years later, Amazon removed "boys" and "girls" from its toy search categories. The move to sell toys and advertise beyond traditional gender norms is still growing in the United States. Meanwhile, countries such as Sweden have had non-gendered toys and classroom setups for years.

Consumers-

Name: _____

Due Date: _____

--	--

Name: _____

Due Date: _____

--	--

Answer the following questions using RACES:

1. What audience is Mattel targeting?

2. How is Mattel progressive in their products?

Name: _____

Due Date: _____

3. Does anything in this article surprise you? Explain. If not, why not?

Write a 5+ sentence response to the question below using RACES strategy. What makes Mattel a leader in the toy industry today? What potential problems could occur because of their new products?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Name: _____

Due Date: _____

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.