# GUIDED READING QUESTIONS:

## “Barbie: The bitch still has everything”

## By: Shirley R. Steinberg

1. For Steinberg what doesn’t Barbie have and why does this matter? p. 272-273
2. What does Steinberg’s statement that Barbie “is a whore in the corporate world” have to do with diverse media? pp. 273-274
3. According to Steinberg, how is ethnicity defined by the Mattel Corporation? pp. 275-276
4. Explain how the “whiteness” of Barbie works? p.276
5. Steinberg suggests on pages 276-277 that Barbie re-writes history and fairytales. Are these examples of diverse media? What might Linda Smith say?
6. Take note of the convergence and synergy of Barbie. pp. 277-278
7. What is the terrain in which Barbie operates? p. 278