




Barbie

Read these questions before you listen to the Marvel Universe podcast. Then, put down your pencil and listen carefully. Afterwards, see how much you can answer!

 Why did Ruth Handler create the Barbie doll?

 Why do you think Barbie is still around after 64 years? How is she different from other dolls?

 Why did Barbie fall out of popularity in the early 2000s?

 Have you ever played with a Barbie or Ken doll? Did you enjoy it? Why or why not? If you don't own one, would you like to?

Barbie Then and Now

Read the information, then **explain the similarities and differences** between Barbie then and now.



1959 Barbies

Number: Two, one blond and one brunette. The blond was so popular that the brunette was shelved.

Outfit: Strapless striped swimsuit, sunglasses, high heels.

Job: Modelling

Cost: US\$3. A mint condition original Barbie sold recently for US\$27,450.

Boyfriend: Ken, released in 1961 (also wearing a swimsuit). White, with brown hair, he met Barbie on the set of a TV shoot.



Similarities

Differences

2023 Barbies

Number: More than 170 different kinds currently available.

Outfit: An estimated 1 billion outfits have been created, including a hijab for a Muslim Barbie, an astronaut suit, and a new "Barbie for President" outfit every four years.

Job: Barbie has had well 200 careers since modelling: astronaut; surgeon; Olympic gold medallist; Miss America; aerobics instructor; UNICEF ambassador; baseball player; Instagram influencer; celebrity chef.

Cost: US\$22 and up

Boyfriend: Ken and Barbie broke up in 2004, but reignited the romance in 2014.