Contents

List of figures viii
List of plates x
Acknowledgements xii

Introduction
Janet Maybin and Nicola J. Watson 1

1 Purposes and Histories 8

Introduction
Heather Montgomery 8

Instruction and Delight
Peter Hunt 12

Origins: Fairy Tales and Folk Tales
Jack Zipes 26

Children's Literature: Birth, Infancy, Maturity
Matthew Grenby 39

The First Golden Age
Humphrey Carpenter 56

The Same but Different: Conservatism and Revolution
in Children's Fiction
Peter Hunt 70

Multicultural Agendas
Lissa Paul 84

Transformative Energies
Kimberley Reynolds 99

2 Publishing, Prizes and Popularity 115

Introduction
Janet Maybin 115

Boys' and Girls' Reading, 1884
Edward Salmon 119
Empire Boys
Joseph Bristow

Twentieth-Century British Publishing
Nicholas Tucker

Prizes! Prizes! Newbery Gold
Kenneth Kidd

In Defence of the Indefensible? Some Grounds for
Enid Blyton's Appeal
David Rudd

Marketing at the Millennium
Claire Squires

3 Poetry

Introduction
Nicola J. Watson

‘From the Garden to the Street’: The History of Poetry
for Children
Morag Styles

The Language of Poems for Children: A Stylistic Case Study
Lesley Jeffries

‘From the Best Poets’? Anthologies for Children
Morag Styles

4 Story-telling, Stage and Screen

Introduction
Nicola J. Watson

Stories in Performance
Joan Swann

Drama
Susanne Greenhalgh

Screen Classics
Deborah Cartmell

5 Words and Pictures

Introduction
Sharon Goodman
Contents

Texts and Pictures: A History
Joyce Irene Whalley 299

Picturebook Codes
William Moebius 311

Postmodern Experiments
Bette Goldstone 320

6 Contemporary Transformations 330

Introduction
Ann Hewings 330

In Praise of Adaptation
Linda Hutcheon 333

Harry Potter goes to China
Suman Gupta, with assistance from Cheng Xiao 338

Reading Transformations
Rosie Flewitt 352

Cross-reading and Crossover Books
Rachel Falconer 366

Index 380