

# Toys and Communication

Luísa Magalhães · Jeffrey Goldstein  
Editors

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*Editors*

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## PREFACE

*Toys and Communication* has its origins in an International Toy Research Association conference on this theme in July 2014 in Braga, Portugal: <http://itratoyresearch.org>. We have asked authors of some of the most interesting papers to expand them into chapters for this book. The contributing authors include established play and toy researchers, among them Cleo Gougoulis, Gilles Brougère, Steven Kline, Michel Manson, David Myers, and Jean-Pierre Rossie, as well as promising younger scholars. All chapters were prepared exclusively for this book and have not been previously published. Several of the papers that serve as the basis for these chapters have won research awards. Among the chapters in *Toys and Communication* are explorations of images of toys in art (Vaz and Manson), toys and cultural transmission in Morocco (Rossie) and India (Patil), and within the family (Wade), toys and language and communication skills (Gummer; Maggio, Phillips and Madix). Toys during and about the Second World War are the subjects of Gougoulis' description of children's toy play in Greece during the German Occupation and of Seriff's chapter on toys as propaganda. In the chapters by Kline and by Vaz and Manson the representation of toys in advertising and in art is considered, while Carla Ferreira and Luisa Agante present their experiment on toy premiums and their influence on healthy eating habits. Spaces designed for play and the design of playthings themselves, are the subjects of chapters by Magalhães, van Leeuwen and Gielen, and Leclerc.

Several chapters in *Toys and Communication* stress the child's use of toys to 'become' more adult. Brougère, Gummer, Wade, Gougoulis, and Magalhães all refer to toys and situations that encourage the acquisition of adult roles and behaviors.

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**Jeffrey Goldstein** is chairman of the National Toy Council (London. [http://www.btha.co.uk/value\\_of\\_play/toy\\_council.php](http://www.btha.co.uk/value_of_play/toy_council.php)) and chairman of the Experts Group of PEGI, the European video games rating board ([www.pegi.info](http://www.pegi.info)). He is co-founder with Brian Sutton-Smith and Jorn Steenhold of the International Toy Research Association ([www.itratoyresearch.org](http://www.itratoyresearch.org)).

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