

# CONTENTS

## **Part I Toys and Communication. Preliminary Issues**

- |          |   |           |
|----------|---|-----------|
| <b>1</b> | <b>Toys and Communication: An Introduction</b><br>Jeffrey Goldstein   | <b>3</b>  |
| <b>2</b> | <b>The End of Play and the Fate of Digital Play Media:<br/>A Historical Perspective on the Marketing of Play<br/>Culture</b><br>Stephen Kline | <b>15</b> |
| <b>3</b> | <b>Toys: Between Rhetoric of Education and Rhetoric<br/>of Fun</b><br>Gilles Brougère   | <b>33</b> |
| <b>4</b> | <b>A Toy Semiotics, Revisited</b><br>David Myers  | <b>47</b> |

**Part II Language Development**

- 5 Age Differences in the Use of Toys as Communication Tools** 63  
Amanda Gummer
- 6 LMNOBeasts™: Using Typographically Inspired Toys to Aid Development of Language and Communication Skills in Early Childhood** 75  
Todd Maggio, Kerri Phillips and Christina Madix

**Part III Toys, Culture and Communication**

- 7 Images of Toys in Spanish Art (15th–19th Centuries): Iconographic Languages** 91  
Oriol Vaz-Romero Trueba and Michel Manson
- 8 Communication in Moroccan Children’s Toys and Play** 117  
Jean-Pierre Rossie
- 9 *Dincs* as Worldviews: *Things* that Communicate a Mind** 137  
Koumudi Patil
- 10 Holocaust War Games: Playing with Genocide** 153  
Suzanne Seriff
- 11 Working Class Children’s Toys in Times of War and Famine. Play, Work and the Agency of Children in Piraeus Neighborhoods During the German Occupation of Greece** 171  
Cleo Gougoulis

<b>12 Can Toy Premiums Induce Healthy Eating?</b>	197
Carla Ferreira and Luísa Agante	
<b>13 You Are What You Eat: Toying with the Process of Becoming</b>	215
Mariah Wade	
<b>Part IV Toy Design and Play Spaces</b>	
<b>14 Work and Play in a Theme Park</b>	235
Luísa Magalhães	
<b>15 Design for Rebellious Play</b>	255
Lieselotte van Leeuwen and Mathieu Gielen	
<b>16 Hong Kong PolyPlay: An Innovation Lab for Design, Play, and Education</b>	275
Rémi Leclerc	
<b>Subject Index</b>	301
<b>Author Index</b>	305



<http://www.springer.com/978-1-137-59135-7>

Toys and Communication

Magalhães, L.; Goldstein, J. (Eds.)

2018, XIX, 309 p. 32 illus., Hardcover

ISBN: 978-1-137-59135-7

A product of Palgrave Macmillan UK