

**International Toy Research Association
World Congress**



TOYS as LANGUAGE and COMMUNICATION

23-25 July 2014

Braga, Portugal

CALL FOR PAPERS



**Catholic University of Portugal
Faculty of Philosophy
Braga - Portugal**

**International Toy Research Association
7th World Congress**

TOYS as LANGUAGE and COMMUNICATION

Braga, Portugal, 23-25 July 2014

The 7th World Congress of the International Toy Research Association will be held in conjunction with the Catholic University of Portugal, Faculty of Philosophy in Braga, Portugal.

Venue

The Congress will be held at the Faculty of Philosophy, Catholic University of Portugal situated in the historic centre of Braga, Praça da Faculdade, 1, 4710-297 Braga.

Call for papers

The **International Toy Research Association** (ITRA), founded in 1993, is devoted to the scientific study of toys in all their facets. ITRA brings together toy researchers from all corners of the globe (see www.itratoyresearch.org for further information). This is our 7th World Congress to discuss research, collaborate on international projects, and exchange information with other researchers, students, and leaders in the toy industry. More than 100 international delegates attended our previous meeting in Bursa, Turkey.

The Catholic University of Portugal (www.ucp.pt) is recognized by the Portuguese State as a free autonomous university and an institution of public utility. Since its foundation, it has made a significant contribution to the development of higher education in Portugal. UCP has a regional structure. Although it is one university, it is constituted by four regional centres: Beiras, Braga, Lisbon and Porto.

The Regional Centre of Braga was established in 1999, with three Faculties: the Faculty of Philosophy, the Faculty of Social Sciences and the Faculty of Theology. The **Faculty of Philosophy** is at the origin of the Catholic University of Portugal. Founded in 1947 as the first faculty in this town the Faculty of philosophy was integrated into the Catholic University of Portugal in 1967.

Communication Sciences is the newest area of teaching and research in the Faculty of Philosophy. It is a lively and dynamic environment with its own radio station, printed newspaper and television studio. Students get theoretical as well as practical training before they enter traineeship in the last year of the course.

Conference themes

The dominant theme of the 7TH World Congress is “Toys as language and communication”. But other topics pertaining to toys are also welcome.

All play media and play objects are included in the concept of ‘toys’. The relevance of toys in the development of language and communication is high. Toys and playing with toys relates to many issues of establishing human relations and building social interactions and therefore they are inextricably linked to the history of human civilization. In fact, it remains an important task to analyse and understand toys as instruments fostering well-being, interaction and knowledge. Thus, the connection between toys and other elements of communication and language can be seen as an inevitable theme for toy researchers.

Language in its different features and modalities is a research subject in Communication Sciences. We therefore address verbal and non-verbal language as a means to foster and evidence human intelligence as well as human communicative and social skills.

Toys promote language development as well as communication. Toys and playing with toys are also significant on a practical level: from language development to education, health, therapy, art, craftsmanship, design and engineering.

Papers, panels and poster sessions are especially invited on any of the following congress themes:

- 1 - Toys, signs and meanings
- 2 - Toys as verbal and non-verbal language
- 3 - Toys, narratives and metaphors
- 4 - Toys as texts in spatial, historical and socio-cultural contexts
- 5 - Toys creativity and design
- 6 - Toys, gender and generations
- 7 - Toys, education, health and environment
- 8 - Toys and media: production, marketing, advertising and consumption
- 9 - Toys, games and new technologies

To submit a paper, symposium or poster

If you would like to present a paper, organize a symposium or present a poster please submit the requested abstract or proposal, in English, before **15 December 2013**. Submissions should be sent to **Luisa Magalhães** at itra2014abstracts@gmail.com

Papers will be limited to 30 minutes, including time for questions and comments. If you would like to present a paper, please submit a one-page abstract, in English, by **15 December 2013**.

Symposia will be limited to 2 hours, with three or four presentations on a common theme. Proposals should contain the title of the symposium and abstracts of presentations along with the names, affiliations and email addresses of the chairperson and each contributor. Each proposal should include an overview of the session not to exceed 350 words. Deadline **15 December 2013**.

Posters should be suitable for presentation. Poster sessions usually do not occupy congress time and take place during the coffee breaks. Their duration should be limited to 20 minutes. If you would like to present a poster, please submit a one-page abstract, in English, by **15 December 2013**.

The scientific committee will review your abstract or proposal for its suitability to the congress. You will receive a reply **in late March 2014**.

Participants must register for the congress prior to the deadline of **30 April 2014** in order to take advantage of the early registration fee.

2014 ITRA - BTHA PRIZE FOR OUTSTANDING TOY RESEARCH

The ITRA-BTHA Prize has been established with generous support from the British Toy and Hobby Association [www.BTHA.co.uk]. The first ITRA-BTHA Prize was awarded in July 2008 during the 5th ITRA conference in Nafplion, Greece. ITRA expects to give two awards at each ITRA World Congress. One award of £500 will be given for the best student research on toys and one award of £1,000 to a senior scholar or practitioner on the uses, design and effects of toys.

The recipients will also receive a travel stipend of £500 toward the ITRA congress and will present their research at that conference.

Purpose

The purpose of the ITRA-BTHA Prize is to recognise outstanding research in the field of toy research. To qualify for the prize, the work must have been conducted or published since the previous ITRA World Congress and be submitted by the researcher or nominated by a member of ITRA.

Eligibility

Papers, either published or unpublished, in any area of toy research are eligible. Submissions should be in the English language (original or translation). Research on the uses, design, and effects of toys in child development, education, science, and medicine will be considered for the awards. Theoretical and historical papers will also be considered as long as these are linked to potential research.

Submissions

ITRA-BTHA Prize papers should be submitted to cleogougoulis@yahoo.gr before **15 December 2013**.

The Awards Committee consists of Gilles Brougère (France), Jeffrey Goldstein (The Netherlands), Cleo Gougoulis (Greece), Sudarshan Khanna (India), and Lydia Plowman (United Kingdom).

Evaluation

The Awards Committee of ITRA will evaluate applications on the basis of originality, the significance of the work, creativity, methodology, clarity of presentation, and importance.

The 2014 ITRA-BTHA prizes will be awarded during the 7th ITRA world conference in Braga, Portugal, 23-25 July 2014.

Registration and fees

You may register by filling-in the registration form available below and sending it to itra2014braga@gmail.com

Registration is limited, so register early. Early registration ends 30 April 2014. After 30 April registration fees increase. Cancellations will be accepted until 30 May 2014 and the paid fee will then be refunded with deduction of the bank expenses. No refunds will be provided after 30 May 2014.

Registration for the congress includes coffee breaks, lunches, a reception and a guided tour of Braga. It also includes an excursion to the historical town of Ponte de Lima, its toy museum and a folklore performance. This excursion is planned for the evening of 24 July 2014. Separate registration is required for the Braga tour, the excursion to Ponte de Lima and for the optional dinner at a local restaurant (see Social Events section).

Early registration until 30 April 2014	250 Euros
Late registration after 1 May 2014	280 Euros
Registration at the congress	300 Euros
Student (status confirmation needed) until 30 April 2014	150 Euros
Student (status confirmation needed) after 1 May 2014	175 Euros
Student (status confirmation needed) registration at congress	200 Euros
Accompanying person	100 Euros
One-day registration (space permitting)	120 Euros

Payment may be made by bank transfer to the following account number.

Beneficiary:

UNIVERSIDADE CATÓLICA PORTUGUESA

BANCO ESPÍRITO SANTO

NIB: 0007 0602 00484150000 81

IBAN: PT50 0007 0602 0048 4150 0008 1

SWIFT/BIC: BESCPTPL

Registrants must have their name mentioned in the bank transfer to provide identification of the sender. Bank expenses should be covered by the registrants.

Financial support

Limited financial support is available to participants for whom registration fees and travel costs would present a hardship. Please submit your request for financial consideration **before 15 December 2013**, along with the abstract of your paper, or symposium to:
Cleo Gougoulis, email: cleogougoulis@yahoo.gr

Deadlines

Abstracts of papers - **15 December 2013**

Proposals for symposia - **15 December 2013**

Abstracts of posters - **15 December 2013**

Request for financial assistance - **15 December 2013**

Response from review committee - **30 March 2014**

Early registration until - **30 April 2014**

Accommodation

In order to make your reservation safer and more comfortable the Organization and the Abreu travel agency have selected a list of hotels with special prices for the congress participants. Please contact **Catarina Aguiar** (Agência Abreu) in case you have any further queries concerning the reservation process.

Please send your reservation directly to the email address indicated below:
VIAGENS ABREU S.A. A/C Catarina Aguiar
Phone: 351 253 200540
Email : caguiar@abreu.pt
URL: www.abreu.pt

Name	Star	Type	Extras	Cost per night
Melia Hotel & Spa	5	Single	Breakfast	€80
Hotel do Elevador	4	Single	Breakfast	€65
Golden Tulip Hotel	4	Double	Breakfast	€65
Hotel Mercure Centro	4	Single	Breakfast	€64
Hotel Bracara Augusta	4	Single	Breakfast	€63
Hotel do Templo	4	Single	Room only	€60
Youth Hostel Braga	-	Double	Breakfast	€27

Note: Prices quoted are subject to change without notice.

Social Events

Braga, situated in North Portugal at 50 km from Porto, is a fine city for holding a congress because it is rather small with fewer than 200.000 inhabitants, has a well-developed infrastructure, a particular atmosphere and much to offer to visitors on a historical, architectural and gastronomic level as well as on the level of leisure and entertainment. It is nice wandering around the centre of Braga with its many historic buildings and churches in Renaissance, Baroque and Rococo styles and this without having to use public or private transport. There are also some fine gardens such as the "Santa Barbara Gardens" with nearby medieval walls of the Archbishop's palace. In the large pedestrian area one finds cheap restaurants with open air service serving good food and wine such as the famous Vinho Verde. Even the bookshops are special as they not only sell books but also serve homemade coffee and cakes. A remarkable fountain in the Praça da Republica offers a light and music show.

This town with its young population received in 2012 the title of European Youth Capital. At the same time it is a really ancient town which about 250 BC became the capital of the Roman Galicia region. Those who need some rest and would like to discover a nearby green area should visit the hilly Bom Jesus Sanctuary and its park. To reach the 400m high area there are many stairs to climb but one can also take the Hydraulic Elevator, an experience, and walk down the stairs. From Bom Jesus the visitor will enjoy a splendid view of Braga and the whole region.

Social events include the following:

Reception and Verde de Honra offered by the Faculty of Philosophy (glass of our traditional white wine and some hors d'oeuvres).

Terrace of the Faculty of Philosophy, 23 July 2014, 18:30hr

Guided tour in the historic city centre (separate registration required)

Meeting point: at the Hall of the Faculty of Philosophy, 23 July 2014, 19:30hr

Half Day Excursion to Ponte de Lima and guided tour of local toy museum (separate registration required), 24 July 2014 (16:30hr- 23:30hr).

16:30hr - Bus Departure from Faculty of Philosophy

17:30hr - Arrival at Ponte de Lima and guided tour of toy museum

20:00hr - **Optional dinner** at Confrade restaurant. Live folk music and dance (expected cost of meal: €35).

23:30hr - Return to Braga.

Closing Ceremony (under arrangement), 25 July 2014

Traditional music and songs performed by the Students traditional choir and the Coimbra University Orfeon (orchestra and choir)

Scientific Committee

- Mark Allen, Brunel University, London, UK
- Gilles Brougère, Université Paris Nord, France
- Jeffrey H. Goldstein, University of Utrecht, The Netherlands
- Cleo Gougoulis, Peloponnesian Folklore Foundation, Nafplion, Greece
- Stephen Kline, Simon Fraser University, Canada
- José Luis Linaza, Universidad Autonoma de Madrid, Spain
- Luisa Magalhães, Catholic University of Portugal, Braga, Portugal
- Rosario Ortega Ruiz, University of Cordoba, Spain, Faculty of Education.
- Manuel Pinto, University of Minho, Braga, Portugal.
- Minna Ruckenstein, National Consumer Research Centre, Finland.
- Suzy Seriff, University of Texas at Austin, USA
- Brian Sutton-Smith, Prof. Emeritus, University of Pennsylvania, USA.
- Ana Tomas de Almeida, University of Minho, Braga, Portugal.
- Lieselotte Van Leeuwen, University of Sunderland, UK

Organizing Committee

Chair:

Luisa Magalhães, Catholic University of Portugal, Braga, Portugal
itra2014abstracts@gmail.com

Members:

- Miguel Gonçalves, Catholic University of Portugal, Braga, Portugal
- Cleo Gougoulis, ITRA president, Peloponnesian Folklore Foundation, Greece
cleogougoulis@yahoo.gr
- José Cândido Martins, Catholic University of Portugal, Braga, Portugal
- Jean-Pierre Rossie, associated researcher of the Musée du Jouet de Moirans-en-Montagne, France - sanatoypay@gmail.com
- Augusto Soares da Silva, Catholic University of Portugal, Braga, Portugal

Secretariat/Communication:

- Catarina Leite, Catholic University of Portugal, Braga, Portugal
itra2014braga@gmail.com
- Artur Alves, Catholic University of Portugal, Braga, Portugal
arturalves@braga.ucp.pt

7th ITRA World Congress
TOYS as LANGUAGE and COMMUNICATION
Braga, Portugal, 23-25 July 2014

R E G I S T R A T I O N

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Fill in the registration form, copy it in your email and send it to itra2014braga@gmail.com

Name: _____

Affiliation: _____

Address: _____

Country: _____

Email: _____

Please indicate your choice with an X		
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