

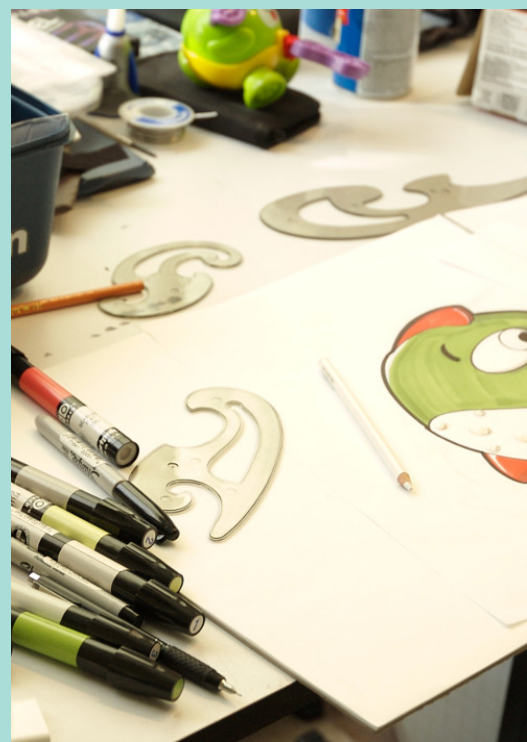
**SYMPOSIUM**

# **CHILDREN'S PRODUCTS AND MEDIA**

*From Design to Circulation*

**May 17, 2016  
MSH Paris Nord**

Free Entry  
(registration preferred)



# Children's Products and Media: From Design to Circulation

The symposium focuses on the **production of children's material and media cultures** through the **work of their creators**. How do toy makers, game designers, media producers, etc. anticipate their young consumers? How do their **knowledge and representations about childhood** affect the **design process**, the **working organizations** or the **promotion strategies** of their creative industries? And does the increasing **circulation of media contents** change the way they address children and their parents?

This symposium provides the opportunity to discuss numerous issues **at the intersection of media production and childhood studies**: the articulation of the **multiple targets** of children's products (children, adults, educators, etc.), the **tension between learning and educative logics**, the **debate between structure and agency** regarding children's opportunities in the products.

The event is connected to the **research project CoCirPE** ('Conception et Circulation des Produits culturels pour Enfants'/'Design & Circulation of Cultural Products aimed at Children') which is funded by the academic cluster ICCA ('Creative Industries & Artistic Creation') and involves a team of researchers from two universities (Paris 13 University and Paris Descartes University).

The conference includes a combination of **three invited speakers** and **two panels** with shorter presentations. Researchers from the CoCirPE project will present the **first results** of their studies during these panels. **Three experts of creative industries and youth cultures** will give **plenary talks**:

- **Marc Steinberg** (Concordia University, Canada): author of *Anime's Media Mix: Franchising Toys and Characters in Japan* (2012), he is a specialist of Japanese creative industries, especially animation (anime) and manga.
- **Ning de Coninck-Smith** (Aarhus University, Denmark) is a renown historian of education and an expert of childhood. Her last works dealt with children's educational and play spaces: in 2015, she co-edited with Marta Gutman the book *Designing Modern Childhoods. History, Space and the Material Culture of Children*.
- **Derek Johnson** (Wisconsin-Madison University, United States of America): his research focuses on media industries and their strategies to determine how regarding their decisions about content circulation (licensing, cross-media and transmedia franchises, etc.) transform their organizations and working conditions. He published in 2013 *Media Franchising: Creative License and Collaboration in the Culture Industries*.

# Program

9:15-9:40: Welcome Coffee

9:45-10:00: **Introduction and presentation of the research project CoCirPE ("Design and Circulation of Children's Cultural Products")**

10:00-11:15: **Conference #1**

**Marc Steinberg**, Mel Hoppenheim School of Cinema, Concordia University  
*Media Mix Mobilization: Producing Children's Culture in Japan*

11:15-11:30: Break

11:30-12:30: **Session A (résultats CoCirPE)**

**Eric Dagiral** (CERLIS, Université Paris Descartes) et **Laurent Tessier** (Institut Catholique de Paris) :  
*Les représentations des relations parents-enfants dans la conception d'applications numériques chez Bayard-jeunesse*

**Véronique Soulé** et **Nathalie Roucous** (EXPERICE, Université Paris 13) : *L'enfant a-t-il sa place dans l'édition jeunesse ?*

12:30-14:00: Lunch

14:00-15:15: **Conference #2**

**Ning de Coninck-Smith**, Danish School of Education, Aarhus University  
*Design scandinave et fabrication de l'enfance du début du siècle à nos jours*

15:20-16:20: **Session B (résultats CoCirPE)**

**Sébastien François** (Labex ICCA) : *Représentations de l'enfance en conception : l'exemple des applications mobiles*

**Leticia Andlauer** (GERIICO, Université Lille 3) : *Entre participation et co-construction : des rapports entre joueuses et auteures dans un jeu en ligne pour adolescentes*

16:20-16:30: Break

16:30 – 17:45: **Conference #3**

**Derek Johnson**, Dep. of Communication Arts, Wisconsin-Madison Univ.  
*"From Big Kids to Veteran Moms": How Adults Claim Childhood Knowledges and Identities in Media Industry Rituals*

17:45-18:00: **Conclusion**

# Information

Place:

**Maison des Sciences de l'Homme Paris Nord** – 20, avenue George Sand – 92 210 La Plaine Saint-Denis - France

Access (public transportation) :

Subway Line #12 – station: Front Populaire – exit #3: avenue George Sand/Maison des Sciences de l'Homme)

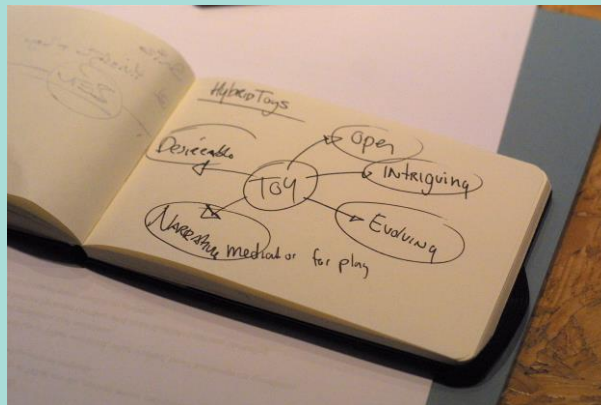
Room: Auditorium

Detailed informatio/Registration:

<http://www.univ-paris13.fr/cocirpe/journee-detude>

Organization :

- Sébastien FRANCOIS (Labex ICCA, Universités Paris 13/Paris Descartes)
- Doriane Montmasson (CERLIS, Université Paris Descartes)



The symposium is supported by:

