**“ Damn who is talking of peace…”. The Great War on the pages of a children’s magazine : ABSTRACT**

Through the pages of an Italian children’s magazine (“Children’s Sunday”), the A. investigates the deep changes introduced by World War I in the written languages and in the iconography addressed to children. As a matter of fact, from the beginning of the European war in 1914, children of both sexes were more and more pushed to leave their previous, separate and protected, infant world to take part in the national engagement in the war, becoming accustomed to representations of killing, violence, hate, and being exhorted to cooperate with the national effort.