



Food advertising to children

By Anna Lena Hallmann

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abstract: With increasing levels of child obesity, the food industry
and its advertising techniques are ever more in the centre of
public and academic discussion. While such discussion is
complicated by the subjectivity of ethical understanding, the
existing body of research also lacks evidence for the actual
effects of child-directed advertising. In order to advance a
solution in the persisting conflict, this paper critically examines
public, governmental and corporate responsibilities. A reflection
of theoretical and empirical research is therefore complemented
by the collection of primary data drawn from qualitative
interviews with children and their parents. As means of
implications for practice, the author drafts an organisational
concept for the responsible use and creation of children's food
advertising. 52 pp. Englisch.



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Reviews

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