



Food advertising to children

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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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-- **Leonie Collins**

I actually started out looking at this publication. It was actually written really perfectly and useful. It's been written in an extremely simple way and it is only soon after I finished reading through this pdf by which really modified me, change the way I really believe.

-- **Breanna Kerluke**