



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

Extensive guideline! Its this sort of excellent read. it had been writtern quite properly and helpful. You can expect to like just how the writer create this book.

-- **Mr. Gustave Gerhold**

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

-- **Dr. Kadin Hane DVM**