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Nota di contenuto	Contents; Preface; 1 The Issues About Television Advertising to Children; 2 The Nature of Advertising to Children; 3 Children's Early Understanding of Television Advertisements; 4 Advanced Understanding of Advertising; 5 Theoretical Approaches to Studying Children's Understanding of Advertisements; 6 Advertising Impact: Knowledge, Attitudes, and Values; 7 Advertising Influence: Choice and Consumption; 8 The Incidental Influence of Advertising; 9 Advertising Regulation and Research; 10 Concluding Comments; References; Author Index; Subject Index
Sommario/riassunto	Concern is growing about the effectiveness of television advertising regulation in the light of technological developments in the media. The current rapid growth of TV platforms in terrestrial, satellite, and cable formats will soon move into digital transmission. These all offer opportunities for greater commercialization through advertising on media that have not previously been exploited. In democratic societies, there is a tension between freedom of speech rights and the harm that might be done to children through commercial messages. This book explores all of these issues and looks to the

