

1. Record Nr.	UNINA9910847582003321
Titolo	Advertising Literacy for Young Audiences in the Digital Age : A Critical Attitude to Embedded Formats // edited by Beatriz Feijoo, Erika Fernández Gómez
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
ISBN	3-031-55736-0
Edizione	[1st ed. 2024.]
Descrizione fisica	1 online resource (173 pages)
Disciplina	306.3
Soggetti	Mass media Sociology Social groups Mass media and education Digital media Media Sociology Sociology of Family, Youth and Aging Media Education Digital and New Media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Children's Advertising Literacy in the Current Digital Landscape -- Chapter 2: Navigating the Evolving Landscape of Advertising: Implications for Minors -- Chapter 3: Reflecting on Challenges: Children's Advertising Literacy in Navigating Persuasive Mobile Content -- Chapter 4: Exploring the Impact of Gambling Advertising on Children: A Comprehensive Review -- Chapter 5: Kidfluencers and the Commodification of Childhood: A Comprehensive Review and Research Agenda in Contemporary Entertainment -- Chapter 6: Navigating the Influence of E-commerce: Challenges and Solutions in Influencer Marketing for Audience Advertising Literacy -- Chapter 7: Influencer Marketing's Impact on Minors' Eating Habits and Body Image: An overview of prior studies and future research directions -- Chapter 8: The ethical and moral dimension of advertising literacy -- Chapter 9: Parental Advertising Mediation in the Digital Media

Context: Focusing on Cultural Nuances and Adaptation -- Chapter 10: Developing advertising literacy strategies aligned with legal and self-regulatory frameworks -- Chapter 11: Towards a Brighter Digital Future: Key Findings and Reflections on Advertising Literacy in the Digital Age for Young Audiences.

Sommario/riassunto

This book analyzes how children and adolescents aged between 10 and 17 engage with digital advertising and highlights the importance of promoting advertising literacy to help young audiences recognize advertising and distinguish it from other media content in the digital age. As the advertising sector evolves, incorporating new formats like branded content and influencer marketing, the frontiers between commercial content and regular media become blurred, posing a challenge for children and adolescents to discern persuasive intent in advertising and distinguish advertising from other media content. In this context, it is crucial to assess children and adolescents' preparedness to navigate digital advertising effectively by understanding their level of advertising literacy. With a higher level of advertising literacy, young audiences can evaluate advertisements, considering factors such as product appeal, presentation, and relevance to their experiences, as well as grasp the purpose behind advertising and the techniques employed. This contributed volume brings together empirical studies and literature reviews to present an overview of the current research on advertising literacy among boys and girls aged between 10 and 17 in different countries to help educators, policymakers, advertisers, and society at large collaborate in nurturing responsible, informed, and ethically conscious digital citizens. Advertising Literacy for Young Audiences in the Digital Age: A Critical Attitude to Embedded Formats will be of interest to researchers working with media education, media sociology and childhood and adolescence studies. It will also help educators and policymakers develop better strategies to prepare children and adolescents to navigate digital advertising effectively. .
