Advertising Intent, Children and the Changing Media Landscape

Deepesh  
*Department of Commerce, University of Delhi, India*

Shehzala  
*Indian Institute of Management, Ahmedabad, India*

**Abstract**

Since its inceptions, concerns regarding the impact of advertising been raised across disciplines. While a substantial body of literature exists to analyze the influence of advertising on children and the ability of children to comprehend advertising intent, existing studies and assessments require a re-evaluation in light of a changing media landscape that accords greater control to the child and thus, presents newer challenges and concerns.

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