

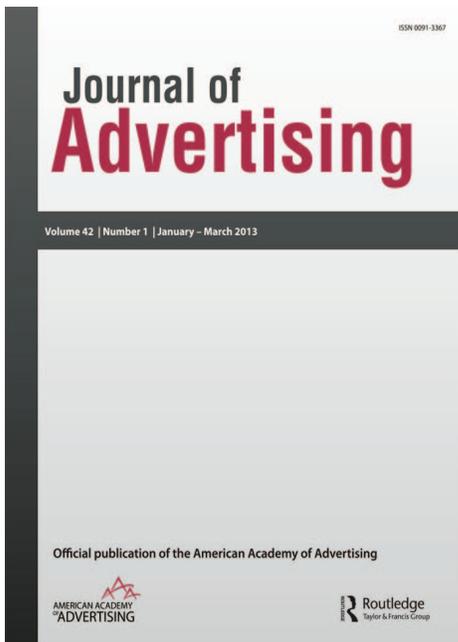
JOURNAL OF ADVERTISING

Special Issue on Advertising and Children

GUEST EDITOR: Michelle R. Nelson, *University of Illinois at Urbana-Champaign*

Submission Deadline: January 30, 2018

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising (JA)* dedicated to **Advertising and Children**.



BACKGROUND

JA is the premier journal of the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in advertising and advertising education. The journal covers “significant intellectual development pertaining to advertising theories and their relationship with practice.”

For more than 40 years, scholars, practitioners and public policy makers have been interested in the effects of advertising on children. Today the forms of advertising and the uses of media have changed drastically. At the same time, the nature of childhood, definitions and structures of family, approaches to parenting, and academic understanding of children are also changing. These changes necessitate new forms of scholarly inquiry into advertising and this special audience.

EDITOR-IN-CHIEF

Shintaro Okazaki
King's College London

2015 Impact Factor* 2.288
Five-Year Impact Factor* 2.66

...CONTINUED ON REVERSE SIDE

TOPICS

The purpose of this special issue is to draw from across methodological and disciplinary perspectives to examine issues related to children through age 18. Submissions from across academic fields are encouraged. Papers may include conceptual frameworks, literature reviews, historical approaches, experiments, surveys and qualitative approaches. Potential research questions and topics that may be addressed include (but are not limited to):

- Use and effects of newer forms of advertising and media technologies, including social media and mobile devices
- Issues related to ethics and fairness of advertising to children, including privacy, effective parental mediation, and blurring of commercial and non-commercial content
- Media literacy and persuasion knowledge of children
- Potential for positive and negative effects of advertising to children including health-related behaviors, materialism, consumer literacy, and normative beliefs
- Consumer socialization of children
- New theoretical perspectives, such as the sociology of childhood, children's lived perspectives, consumer culture theory, and children as active interpreters
- How children and their behaviors are represented in advertising
- Cross-cultural issues in advertising to children
- Stakeholder Perspectives (e.g., parents, educators, advertisers, trade groups, policy makers, medical professionals) in advertising to children

GUIDELINES FOR PAPER SUBMISSION

Submissions should follow the manuscript format guidelines for JA at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no greater than 12000 words, including references, tables/figures, and appendices.

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during January 1-30, 2018. Authors should select "SPECIAL ISSUE: Advertising and Children" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Advertising and Children. Manuscripts will go through a peer review process, and the Special Issue is planned to appear as the first issue of 2019.

The submission deadline is January 30, 2018.

Special Issue Guest Editor

Michelle R. Nelson, Associate Professor, Charles H. Sandage Department of Advertising, Institute of Communication Research, University of Illinois at Urbana-Champaign. <https://media.illinois.edu/michelle-nelson>

For additional information regarding the Special Issue, please contact the Guest Editor at JAadvertisingandchildren@gmail.com.