

ADVERTISING IN CHILDREN'S PERIODICALS

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Abstract. Advertising has several structural elements, which are actualized first and foremost for the children's segment. Children's products are one of the key markets, so advertising these products becomes an important marketing tool. This exploration will try to highlight the critical structural advertising positions in Ukrainian children's periodicals. The author analyzed, and comparatively characterized advertising offers in Ukrainian-language children's magazines. Initially, the author investigated the implementation of legislative norms on advertising for children. The study results indicate that domestic periodicals comply with all ethical standards and do not identify potentially dangerous for children advertising. The author determined that the most pronounced form is self-promotion (actualization of subscriptions, invitations to the magazine's social media pages and YouTube channels). An essential aspect of the study is associated advertising, which involves not direct advertising but content that evokes associations with certain products. Also interesting is the study of cooperation with advertisers. In particular, we note the low level of advertising materials of famous brands in periodicals. As a result, the author stated a relatively low integration of advertising components in children's periodicals. On the one hand, this has a positive effect because the magazine content is focused exclusively on children's entertainment and educational content. On the other hand, children receive advertising offers from other sources, which may be aggressive and do not always meet the necessary ethical standards.

Keywords: advertising, children's segment, children's products, children's periodicals.

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INTRODUCTION

Advertising has its own characteristics when it comes to the target audience. The children's advertising segment also has its own specifics. First of all, we are talking about clear legal regulations that are designed to protect the psycho-physical state of the child and make it impossible for advertising to have a potentially dangerous effect. At the same time, today's dynamic world assumes a child's entrustment to the flow of information, where advertising has its place. Therefore, marketers develop algorithms for cases in which the balance of effectiveness and safety of the proposed advertising offer must be observed. Advertising in children's periodicals is experiencing ups and downs in unison with the dynamics of these publications. The period of rapid development of Internet resources and social networks for a time suspended the popularity of printed publications. Over time, however, periodicals do win back their positions, allocating publishing power between the print and electronic versions. This leads to the demand for periodicals as a space for advertising offers. It is worth noting that periodicals, unlike other resources where children's advertising is placed, have their own characteristics. The periodical children's publication is characterized by conservatism and consistency in the presentation of materials for children. This is especially evident in comparison with modern INTERNET resources for children. Consequently, advertising that is placed in children's periodicals also correlates with the informational content of the magazine.

The problem of children's advertising has recently gained popularity in academic circles. In particular, the general problems of children's advertising are highlighted by Chaudhary (2021), McNaught (2021), and Nelson (2018). Groups of researchers from different countries identify aspects of children's advertising and their impact on children: Lapierre, Fleming-Milici, Rozendaal, McAlister & Castonguay (2017),

Basch, Kecojevic, Cadorett & Basch (2017), Feijo, Bugueño, Sádaba & García- González (2021). In Ukraine, issues of children's advertising are explored by Dubyaha (2000), Rizun (2008), Suvorova (2019), Teodorska (2015). In addition, new terms related specifically to children's advertising are being introduced, particularly the concept of "children's advertising literacy" (Lampert, Schulze & Dreyer, 2021).

RESULTS

Advertising has always been effective in promoting goods and services on the market. Today, along with progressive types of advertising (Internet advertising, advertising in social networks), traditional advertising (television and print) does not lose its relevance. Analyzing the problem of advertising in Ukrainian children's publications, we see a fairly consistent trend related to the fact that the key focus is on children as consumers of advertising. But it should be understood that we live in a market economy, where interests and producers are exacerbated by the increase in income. And advertising is one of the main engines of commerce. Consequently, there is an urgent need to settle the ratio of effectiveness and safety advertising for children. The popularity of advertising is due to the wider coverage of the target audience and the lowest cost of this means of communication per contact, which forms its high efficiency. If we analyze the cluster of children's ads in the print media, it has a significant impact on children through its accessibility and comprehensibility to them. The market for children's goods and services shows positive dynamics. This contributes to the development of the advertising industry as a whole. Marketers are interested in the emergence of new advertising offerings and are expanding potential platforms for their placement. Children's periodicals are certainly one such platform. In this situation, children's target audience becomes a desired recipient of the advertising product because of the stereotypical attitudes towards this or that brand producers have

been trying to form in humans since childhood. We can state the programming of children for a loyal attitude to certain goods and services. Marketing constants form types of advertising (Suvorova, 2019), based on its main carriers:

- advertising in the media (television commercials, radio commercials, print ads);
- print advertising (posters, booklets, catalogues, brochures, calendars, flyers, etc.);
- outdoor advertising (billboards, city-lights, big-boards, signs, outdoor decoration of facilities, offices, retail outlets, transport stops);
- advertising on transport (internal and external);
- direct-to-consumer advertising;
- INTERNET-ad.

The potential effectiveness of advertising is based on thorough market research, public opinion research, and an understanding of media usage. Also, advertising for children's products or services can be shaped both for global consumers (world-famous brands) and local consumers. A certain "strategy combining creativity in the creation of advertising messages with bold planning and placement of advertising" (Rizun, 2008) is being developed. The age classification proposed by Dubyaha (2000) defines the orientation in the creation of children's advertising in the media:

- Led from birth to 3 years old. It is noted that all advertising for children of this age is aimed mainly at parents. All offers and requests are addressed to those who are interested in purchasing goods for children. Children themselves, of course, at this age are not yet ready to articulate their needs for goods and services. Children's periodical magazines in Ukraine are almost completely absent for this age group since children are more interested in printed products (colouring books, pictures, images).
- Age 3-6 years old or preschool period. This is the period when the dominant role of parents in the purchase of certain goods or services is preserved. However, the child is already able to express their wishes based on their interests. Periodicals are already beginning to occupy a separate place in the child's life. The information a child receives from a magazine arouses their interest.
- First graders. The period of the first year of schooling stands out because this period is characterized by the fact that the child is exposed to great stress because there is a change in the daily routine, acquaintance with a lot of new people, new rules are established, which are subject to such a concept as "should". It should be noted that from this point in the life of the child, much begins to be influenced by his environment, society. The child forms his preferences, guided not only by his own impressions but also perceives the opinion of his peers.
- Ages 7-12 are elementary school children, and 10-12 are young adolescents. At this age, children balance between parents, school, and peers. So, as we can see, a child of this age begins to develop rapidly psychologically, which is reflected in his desires and preferences. Advertising during this period can cause a polar reaction in the child - from total denial to total loyalty.
- Age 12-16 years. The child becomes independently aware of the so-called "advertising effect". The child fully analyzes the whole process - from the advertising offer to the potential purchase of a product or service.

Based on the age classification, advertising managers form a variety of advertising proposals. In magazines where the target audience is younger, more associative advertising is used. For the older, it is already characterized by a

specific advertising offer. At the Ukrainian market of children's periodicals, there is a line of magazines for children of different age categories. Advertising offers are also correlated with magazines according to the age of the target audience. At the same time, the specifics of advertising also vary depending on the consumer. Recent research on the market for children's consumption confirms its growth around the world. Hence the actualization of the marketing components. Marketers seek to learn or provide behavioural secrets in order to influence the consumption of children. For the interest of the target audience, the marketing elements must be relevant and unconventional. Therefore, advertising cases should be fruitful and targeted through understanding the level of conceptual advertising of the target audience of children consumers. In particular, the results of a study (Chaudhary, 2021) of the level of conceptual advertising literacy of children in India are offered. India is known to be one of the litmus tests in terms of consumer case analysis and the appropriateness of advertising campaigns. A total of 392 children between the ages of 8 and 12 participated in the computer-based survey. The study found the ability to recognize advertising, understand the intent of advertising sales, and understand the persuasive intent of advertising to promote a brand among the vast majority of children. For many Ukrainian families, children's magazines serve more than an entertainment function. At some points, magazine materials provide the development of the logical thinking of the child. In doing so, the child analyzes the familiar content presented in the magazine and indirectly realizes the advertising offer.

Over the past century, marketing to children has evolved from a strictly unacceptable practice into an integral part of a child's social acceptance. Advertisers have realized that investing in marketing to children and teens provides excellent short-term and strategic dividends. Huge

amounts of money are spent each year to reach a targeted children's audience. Statistics claim that a lot of money is spent on children's products and services. At the end of the day, potential brand loyalty is built for multiple generations in the family. There are effective channels for advertising communication with children, and marketers are increasingly using them. In part, certain tricks are used when the difference between entertainment and advertising is levelled. Another important aspect has been the ubiquity of children's advertising. The impact of advertising is being studied because there are significant concerns about its effects, especially with regard to dietary behaviour, family conflicts, marketer tactics, etc. Researchers (Lapierre, Fleming-Milici, Rozendaal, McAlister & Castonguay, 2017) recognize the need for research to understand the following: the impact of the manifestation of advertising; the impact of psychological development and response of children to marketing; the problems associated with advertising in the latest media; ways to mitigate the most harmful advertising effects. At the same time, note that advertising can have a potential educational moment, as parents through the analysis of advertising with their child to teach her critical understanding of processes and phenomena.

It should be noted that advertising of entertainment products has a positive impact on the child's overall development. Research by scientists (Basch, Kecojevic, Cadorett & Basch, 2017) is aimed at identifying the useful elements contained in the advertising offer for the psychophysical state of the child. The advertising of a particular case promotes the child's physical activity. Since the advertisement is quite bright and aggressive (in the word's positive sense), it encourages the child to play, dynamics, mobility, etc. Note that a significant amount of material in Ukrainian periodicals also focuses on play elements and physical activity. A group of researchers (Feijo,

Bugueño, Sádaba & García-González, 2021) analyzed minors' ability to identify advertising messages received through the social networks most often used by this audience (YouTube and Instagram). Children's ability to recognize belief intent was measured based on a sample of their responses as well as a parent's or guardian's perception of a minor's ability to recognize advertising on the platforms in question. Results were derived from a survey of children ages 10 to 14 and one of their parents or guardians. Key findings include the notion that more than half of the children were unable to detect ads in the examples containing them. The reason for not recognizing the advertisement was because it was "disguised" as a game or entertainment. Explicit signalling of advertising messages and advertising literacy by age can help minors recognize the content they consume on social media. Comparing similar results for social media promotional offers with advertising cases in periodicals, we note that they are mostly similar. For print media is characterized by so-called associated advertising, where there is no direct promotion of a specific product. The interest of the child occurs through games, tasks, literary elements.

Advertising plays a huge role in influencing children's consumer preferences. Children cannot fully understand the goals or purposes of advertising; they are aware of the results of promotional offers. Advertising serves a business purpose, but it can evoke emotions in children that can influence consumption, causing parents to make unreasonable purchases. As McNaught (2021) notes, there is now a trend toward trying to limit promotional offers to children. In some countries, restrictions or even outright bans are clearly spelt out in legislation. The purpose of such attempts is to protect children from the intrigues of advertising to curb consumer culture and prevent other negative effects that advertising can have on children. Advertising for children and teens is a

multi-billion-dollar industry. Various forms of advertising, including the newest elements of digital marketing, such as sponsored content (Radesky, Chassiakos, Ameenuddin & Navsaria, 2020), are being considered in the current manifestation. Developers of advertising services use different ways to market to children and adolescents. That said, there is a whole list of precautions that must be strictly adhered to when it comes to children's advertising. Children are very vulnerable to the persuasive effects of advertising because of the immaturity of their critical thinking. School-aged children and adolescents are already able to recognize advertising but are often unable to resist it. This tendency is reinforced when ads are embedded in social media content, encouraged by celebrity influencers, or provided alongside personalized content. Above all, it's about the virtue and responsibility of the advertiser. Advertising is pervasive in children's daily lives. In particular, the manifestations of INTERNET advertising are diverse and very dynamic and increasingly personalized. This poses a definite threat to children's audiences. Advertising in periodicals is presented quite differently. There, the emphasis is not on personalization but rather on associative elements. This forms a favourable advertising background for the child. Thanks to associativity, the child develops logical thinking. In addition, the critical thinking of the child is formed. Against the background of such research, the concept of "advertising literacy" is introduced (Lampert, Schulze & Dreyer, 2021). The methodological problems of perspectives on current and future forms of advertising are identified. Since the key principle of advertising is persuasiveness, it is necessary to achieve a balance between influencing the child and protecting their interests. The current state of the advertising industry depends to a large extent on the producers of goods and services. We can state about the emergence of daily new advertising campaigns, which

widely cover almost all viewers, readers, and listeners. Every producer seeks to increase their profits by any means, often forgetting that their advertising offers to harm children. The task of a modern progressive society is to prevent the vulnerability of children's minds by advertising offers. At the same time, children's advertising must also be treated impartially since it also has its own positive effects. A child's perception of the world is different from that of adults because children are more trusting and less critical in their conclusions. Unscrupulous advertisers often neglect the vulnerability of children's audiences. This has a negative social effect: family misunderstanding, children's distorted view of reality, difficulty adapting to society, etc. Childhood is a time of discovery for everyone. The period of formation of the child is important because that is when critical thinking is developed. Children's magazines are a constant companion of children's everyday life. Their content and filling contribute greatly to the formation of a child's logical thinking. In order for a child to correctly navigate, it is necessary to perceive not only a single object in the environment but also a combination of several objects. This is how concentration is trained, so it is necessary to consider this when studying the impact of advertising on children. Using the psychophysical features of the child in the creation of advertising is of no small importance. It is difficult for a child to understand that any information coming to them is not true since the brain perceives everything directly. Consequently, there are cases when it is difficult to explain to a child that they do not need a certain thing (a doll, a colouring book, a car) because they already have one at home. Therefore, according to these factors, marketers argue that the children's audience is more malleable and should be considered as a potential segment of consumers with a strong influence on parents (Teletov & Ivanova, 2015). Advertising is a very important tool for

influencing customer purchasing behaviour. However, customers partly differentiate the characteristics of the advertising product in different ways. Even if children themselves do not have purchasing power, they still create a separate customer segment, which can influence the purchasing decision of the whole family. A study by Hutmanová, Hajduova, Jusko & Molitoris (2021) focuses on how children's attitudes toward advertising determine their (in reality parental) buying behaviour. The development of children's advertising literacy and factors in this process are analyzed. The empirical study was conducted by developing a questionnaire that was filled out by Slovak children between the ages of 11 and 15. Assessment of the influence of advertising on children's behaviour (as a potential buyer) indicates the effectiveness of advertising. In determining the most and less influential types of media, it was found that there is no significant difference in the case of children's perception of advertising media. Consequently, periodicals on a par with social networks and television are promising for children's advertising. A peculiarity of modern children's advertising is the use of the image of a child or a child's character. Such images of children are used to enhance the emotionality of the advertising offer. Research on the impact of advertising on children in the communication and psychological aspects potentially involves several dimensions: how children perceive advertising, which ads are most remembered by them, for what purpose advertisers use children's images, etc. We need an assessment of the child's place in today's advertising market, a study of potential threats to children's advertising, and means of prevention (Teodorska, 2015). Advertising for children needs to be clearly regulated. Since we are talking about a child who has not fully formed a psychophysical state, it is necessary to consider these features and prescribe it in

regulations. In Ukraine, the principles of children's advertising are regulated by the Law of Ukraine "On Advertising". In particular, Article 7 refers to the principles of children's advertising:

1. "The basic principles of advertising are legality, accuracy, reliability, the use of forms and means that do not harm the consumer of advertising.
2. Advertising must not undermine public confidence in advertising and must comply with the principles of fair competition.
3. Advertisements must not contain information or images that violate ethical, humanistic, moral standards, disregarding the rules of decency.
4. Advertising should take into account the special sensitivities of children and not harm them".

Article 20 regulates elements prohibited or potentially harmful to a child:

"1. Advertising is prohibited:

- using images of children consuming or using products intended only for adults or prohibited by law for purchase or consumption by minors;
- with information that could undermine the authority of parents, guardians, custodians, educators, and children's trust in them;
- the placement of messages encouraging children to buy products or ask third parties to make a purchase;
- using images of real or toy weapons or explosive devices.

2. Advertising must not contain images of children in dangerous situations or circumstances that, if imitated, could cause harm to children or others, as well as information that could cause children to disregard situations that are dangerous to their health and life.

3. Advertising must not cause moral or physical harm or inferiority to children.

4. Advertisements must not indicate the possibility of buying the advertised

product, designed primarily for children by each family, without considering the capabilities of their budget.

5. Advertisements should not give children the impression that ownership of the advertised product gives them an advantage over other children".

Analyzing the norms of the current legislation, we note that formally the articles make it impossible for the potentially dangerous format of the advertising offer. However, in practice, we can observe the attempts of unscrupulous advertisers to issue advertisements that violate not the norms of the legislation, but the moral norms, which are not prescribed there. Here it is more a question of the virtue of advertising producers who disregard moral values for the sake of economic gain. In particular, new forms of advertising for children (e.g., "unpacking videos" and "vlogs") require new research and tests of moral conformity, advertising literacy, and advertising rules. At the same time, it is useful to review and question assumptions about traditional media and persuasive tactics (Nelson, 2018).

Our task is an attempt to analyze advertising in periodicals of Ukrainian publishers. Several children's magazines were chosen for characterization. These are both traditional children's magazines with a ten-year history of success and new editions that are just conquering the market.

To the cluster of traditional children's magazines, we refer to Maliatko, Barvinok and Piznaiko (2021).

The category of new offerings on the children's periodicals market includes Kotia-malyuk, Mamyne sonechko, Kolobochok, Kulia.

In the table 1, we showed the structured elements of advertising in the most popular children's periodicals.

Analyzing the results shown in the table, we can draw certain conclusions about advertising in children's periodicals. First, all periodicals for children are open

for cooperation with potential advertisers. Offers for advertising and distribution of publications are contained directly on the pages of publications and on magazines' websites. Second, all periodicals for children are actively self-promoted. Here we note that such publications as Maliatko and Barvinok limit themselves to self-promotion in the form of offers to subscribe to the magazine. The magazines Kulia, Kolobochok, and Kotia-malyuk add advertising to their subscriptions through social networks, particularly Facebook. The magazine Piznaiko actively promotes its own YouTube channel. Note that such self-promotion leads to an increased advertising segment of the magazine as a whole because in social networks and YouTube-channel advertising opportunities are much higher compared

with the classical print editions. An important element in the advertising segment is cooperation with global brands of children's products (food, clothes, toys, etc.). Among domestic publications, only Piznayko magazine advertises Lego toys on its pages. The issue of associated advertising has not yet been studied enough in the Ukrainian market. It is not about direct advertising of a particular brand, but the actualization of the product, which are already suitable associations with the brand and related products. An important aspect is the absence of advertising of potentially dangerous products for children in domestic periodicals. Such a guide is fully compliant with the requirements of the norms of the law.

Table 1

Elements of advertising in the most popular children's periodicals

Magazine name	Availability of offers to advertisers	Self-promotion	Collaboration with famous children's brands	Associated advertising	Potentially dangerous advertising for children
Piznaiko	+	+(subscription, YouTube channel, social networking page)	+ «Lego»	+	-
Maliatko	+	+(subscription)	-	+	-
Mamyne sonechko	+	+(subscription, social networking page)	-	+	-
Barvinok	+	+(subscription)	-	+	-
Kotia-malyuk	+	+(subscription, social networking page)	-	+	-
Kolobochok	+	+(subscription, social networking page)	-	+	-
Kulia	+	+(subscription, social networking page)	-	+	-

Source: author's research

DISCUSSION

An important point for the further study of children's advertising in periodicals is to understand the development strategy of this type of publication. Suppose we are talking exclusively about the printed version of the children's edition. In that case, it should be noted that the advertising case is limited due to the difficulty of forming an advertising offer of this kind. In addition, the reach of the audience will also gradually decrease, which indicates the ineffectiveness of such advertising. A promising way to develop advertising in children's periodicals is the distribution of advertising cases on magazine websites. The specifics of navigation on the site of the children's magazine promotes visual contact of the child or his parents with the advertising offer. Thus, advertising for children in periodicals should develop new manifestations and demonstrate a greater effect.

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CONCLUSIONS

Children's advertising is an integral part of the advertising market. Children's audiences need specific conditions for creating and distributing advertising products. Products that are potentially dangerous or harmful to children are strictly forbidden for advertising, and this is clearly stated in the legal framework. The question of ethical norms is quite debatable. Therefore, the children's advertising market in Ukraine is not fully represented. Suppose we consider children's advertising in Ukrainian periodicals. In that case, the situation is complicated by the fact that these publications are gradually losing popularity among the children's audience, giving way to online sources and social networks. And even under such conditions, advertising offers in periodicals are still present and have their own features. In particular, associated advertising and self-promotion are widespread. There is less demand for direct cooperation with famous brands, which are more focused on the television and Internet market.

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