BIBLIOGRAPHY


Fogul, P., (2002). The fine line between edgy and offensive advertising.


Hastings, Gerard., Martine Stead, Laura McDermott, and Mike Rayner (2003b), Response to the Advertising Association Analysis of ‘The Effects of Food Promotion to Children.’


319


Kotz, K., and M. Story (1994). Food advertisements during children’s Saturday morning television programming – are they consistent with dietary


Lutz, R.J., S.B. Mackenzie and G.E. Belch (1983). Attitude toward the Ad as a Mediator of


*Mediabarometer* (2005). *Swedish National Data Service*, Available at: snd.gu.se/en/catalogue/study/496


Petrie, Trent A., Laura J. Austin, Barbara J. Crowley, Annette Helmcamp, Courtney E. Johnson, Regan Lester, Rebecca Rogers, Jeff Turner, and Kevin Walbrick


Schramm, W., J. Lyle and E.B. Parker (1961). Television in the Lies of Our Children,


Information Center, Institute of Education Sciences, US Department of Education; clearinghouse number: IR010579.


Wallace, Phil., (2004). FTC Still Exempting Media from Ad Claims Enforcement,


353


