Süßer die Kassen nie klingeln: Mediale Konsumerlebniswelten für Kinder und deren medienethische Implikationen

Engl. transl.: Media consumer experiences for children and their media-ethical implications

# Keywords

* Media adaptation
* commercialisation
* transmedia storytelling
* pedagogy
* ethics

# Details

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Book chapter

## Book title

Der Mensch im digitalen Zeitalter

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Wiesbaden

## Topics

* Internet usage, practices and engagement
* Content-related issues
* Digital and socio-cultural environment
* Other

## Sample

Historical review
2 case studies: Disney „Die Eiskönigin“ und „Mia and me“ (Hahn Film AG).

## Implications For Parents About

Parental practices / parental mediation

## Implications For Policy Makers About

## Implications For Stakeholders About

# Abstract

Children grow up in a society that is infused with media and has a strong consumer orientation. Both are reflected in media consumption experiences for children. In these productions, stories are told across media. Affective experiences are generated with a wide range of media and non-media reference offers that invite playful imitation and invite consumption. The article presents the concept of media consumer experiences theoretically as well as on the example of two productions, namely Disney's "The Ice Queen" and "Mia and me" (Hahn Film AG) and discusses their media-ethical implications. (Translated by the coder)

# Outcome

The child's environment is strongly influenced by the media.
Childhood is increasingly commercialised.
Especially in the context of children's media, gender stereotypes are strongly transmitted.
Children's media are almost always global offerings.
The media use of adolescents shows a clear educational and skills gap

"Finally, from the perspective of media and communication research, there is a need for more in-depth analyses of children's media use, especially against the background of converging media phenomena in the "digital age".
Especially against the background of converging media phenomena in the "digital age". Concrete research results are needed for a solid ethical aspects of media use and for leading a discussion on education and media policy."(Roth-Ebner, 2019, 178; translated by the coder)