

I LIKE TO MOVE IT, MOVE IT
**ITALIAN HEALTH COMMUNICATION FOR CHILDHOOD: AN
ANALYSIS OF TWO DIFFERENT ADVERTISING CAMPAIGNS**

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ABSTRACT

This paper presents two different Italian campaigns against childhood obesity. The objective of the two campaigns is to encourage children to take exercise. The paper proceeds by identifying the phenomenon of obesity and analyzing two different communication strategies used by two Italian regional administrations. The theoretical framework is represented by public service advertising. The analysis model is taken from the work of Griswold (1997) on the cultural diamond, and the tools of analysis are those of advertising.

Keywords: Public service advertising, obesity, cultural diamond, language of advertising.