

# Labels and beyond: Mapping the ways national Danish news brands signal commercial intent to users in their online editorial-looking adverts

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## Abstract

This paper analyses the ways in which eight national Danish news brands label their online editorial-looking advertising with labels, logos, bylines, and explanatory disclaimer texts. The practices are different and uneven, and whilst they largely comply with current legislation on labelling of advertising, they do little to help users build schemas and literacy to understand and handle this new form of advertising. The paper concludes by pointing to a number of questions that should be explored in future research on the ability of readers to recognise editorial-looking advertising as advertising.

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