

The Public Image of Children in Recent Electoral Campaigns

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KEYWORDS Family Policy. Children as Minority. Social Value of Children. Arena. Social Ordering

ABSTRACT The analysis of family policy discussions during an electoral campaign in Germany gives insight into a continual assessment of the social value of children in a political arena. Such an assessment process is aimed at the valuation of other groups besides children, example, politicians, parents, childless people and last but not least of groups at the social margin. The images of children produced in such a process have a minorizing effect - not only on the children but on other marginal groups, too.