

EXPERIENCE OF FOREIGN CHILDREN'S PRESS IN THE CONTEXT OF GLOBALIZATION

Mansur Yunusov,

An independent researcher at the National
University of Uzbekistan
mansur_yunus@mail.ru



<http://dx.doi.org/10.26739/2573-5616-2018-3-1-6>

Abstract: This article analyzes the peculiarities of the activities of children's press in the context of globalization of such countries as Russia, the United States of America and Canada. Activities of foreign children's press is learned by comparing with the national children's press in Uzbekistan.

Key words: child's book, children's press, globalization in child life.

Before proceeding to the study of the experience of the overseas children's press, it is advisable to partially stop at the notion of globalization.

According to the experts of the sphere, it becomes clear that the notion of globalization appeared in a narrowly focused geopolitical, macroeconomic and political-ideological literature. And according to our observations, it is obvious that such a rapid development of globalization occurred as a result of the end of the "cold war", and later the correlation of forces changed radically in international relations. The world political map that was formed from the bipolar world first began to turn into a multipolar one. Along with this, the need for sociopolitical research with the cessation of the "cold war" several times increased as opposed to the forecasts made[1].

The Japanese professor Masamichi Sasaki in his scientific article "National Identity and Globalization in Japan" separately notes the absence of an integral concept reflecting the essence and essence of the trend. M.Sasaki the excessive complexity of describing the process of globalization showed in connection with the following:

Firstly, the process of globalization is still considered incomplete, continuing;

Secondly, the possibilities of the globalization process's influence have not been completely mastered;

Thirdly, the directions of its impact on people, nations, peoples and interstate relations have not been revealed[2].

Relying on such factors, the scientist makes a judgment about the absence of a definition or perfect concept, completely describing the essence of the process. Proceeding from this, he confines himself to the view that globalization is the next stage in the development of mankind and society, the process of establishing universal principles and norms that have arisen under the influence of the integration of social relations[3].

Indeed, today the process of globalization is developing rapidly. It completely absorbs all spheres, including journalism. Of course, the children's press is no exception.

In this article, let us dwell on the experience of the foreign children's press in the process of globalization. In order to study the topic, we can dwell deeper on several newspapers and magazines published abroad.

In Russia at the present time, children's journalism is being formed, based on the best traditions of this country. Publishers of new journals and newspapers rely on the traditions of Russian publications published at the end of the XVIII beginning of the XX century. To date, the published children's publications in Russia are considered a separate network of the general media system. The peculiarity of newspapers and magazines is that they clearly take into account the age of the children's audience. Each edition plays an active role in the upbringing of children and adolescents and takes its place.

Watching the pages of a number of children's publications published in Russia, we were convinced that newspapers and magazines on a regular basis are directly cooperating with local children's television and radio, as well as with various public institutions involved in pedagogical processes by institutions and organizations. To a new level, these ties were raised especially in the 21st century, when the information threat increased on our planet.

As is clear from the data of the All-Russian Book Chamber, in Russia in 1986, 15 newspapers of pioneers and 36 children's magazines were published, by 1996, 40 newspapers and more than 80 journals were published. In the first and second quarter of 2016, the number of newspapers and magazines published in Russia reached 9130. Of these, 82 newspapers refer to newspapers and 128 to magazines[4].

All published in Russia children's publications are divided into 4 types, based on the age index of children. These are published editions for preschool education ("New Toy"), junior schoolchildren ("Let's play a fairy tale"), adolescents and high school students (Pioneer Truth, Verb, Pioneer, Young Naturalist). Publishing and editing, based on the age category of the intended audience, determines the content, structure, form and volume[5].

The children's editions published in Russia are divided into three main groups:

- informational and journalistic group that gives an idea of the general world, which forms public thought, contributing to the emergence of conscious choice on social, industrial and other issues ("Pioneer Truth", "Verb").

- publications on science, technology, art, as well as religious publications that promote the development of thinking, worldview and deepening of religious knowledge;

- Entertaining editions.

Along with this, there is another small group that has set itself the goal of the moral formation of children. In this case, mostly published works of art. However, when reading well-known literature, art history and historical works, the participation of adults is required. Many children's publications are created on the principle of "entertaining reading". In this literature, game forms are used.

In this connection, let us dwell on several children's publications published in Russia:

Pioneer Truth is a children's newspaper published around the world in a huge circulation. This newspaper is read twice a week by more than 10 million students living in different parts of the country. In addition, this edition is reprinted in the republican and regional centers of Russia, in total in 27 printers.

The first issue of the well-known magazine "Young Builder", founded by young teachers, was published in 1923. Named in the beginning "The newspaper of workers" the given edition one time left 100 000 copies. The works of the best Soviet writers, popular science articles were published here. In the magazine was organized a special department "Red Poppies". Since 1924 appeared the magazine "Murzilka", which is very popular until today.

The magazine "Murzilka" has not been in high demand for a long time. His first number was packed with various "omniscience" about toys. In addition, he was filled with various minor problems. And the following issues of the publication attracted masters of children's babbling S. Marshak, A. Barto, K. Chukovsky, A. Gaidar, which changed the design and content of the magazine for the better. The magazine was beautifully illustrated by such famous illustrators and artists as A. Deineki, E. Charushin, M. Cheremnykh.

In order to contribute to the moral education of the younger generation, the Russian Children's Fund began publishing a new edition. The magazine called "School novel-newspaper" is an edition of the humanitarian direction. The educational journal is beautifully issued and published every month. This magazine is recommended by the Ministry of General and Professional Education and is designed for extracurricular education of students of grades 6-11. Published since January 1996. The pages of the magazine feature works by the best representatives of national and world literature. The magazine "The Big Change" is attached to the magazine. It publishes cheerful and compelling materials on the contemporary life of young children. Based on the regularly published letters of students, we can say that this publication is one of the most popular among junior schoolchildren.

SA. In the process of studying the press in America, it was found that newspaper and magazine publications create economic comfort for employees, focusing on profit. This factor is not unique to specialized newspapers. It is observed in all sectorial publications published in the country, in particular, children's publications.

In the era of globalization, it is advisable to make fruitful use of the experience of children's publications in the United States. We also need to increase the attention of advertising, with editorial offices should open advertising departments with a stable base. Every product produced for children should be published not in adult publications, but in children's publications. To do this, it is important to publish such publications as interesting and popular, the pages should cover the topics intended for children. Most importantly, every time you need to work on increasing the circulation.

In the United States, on May 25, 2015, 1,422 daily and 6,253 weekly newspapers were published. Among them there are children's publications. The most popular children's publications in the United States are "Children's Newspaper", "Ranger Rick", "First News", "Child Friendly News", "The Newspaper", "Kids Post", "Kid Scoop News", "Robinage", "Crossword", "Kids fair", "Kids Day", "Chicken! ", "Weekly Reader", "New Flash", "The Daily News", "Kentish gazette", "The Sunday Times". In all these newspapers, the children's theme is widely covered.

Today, one of the most preferred children's newspapers is the "Kids Post". It is published once a week and comes out in color. On the pages of the newspaper you can find articles of a different genre. Along with the interviews and interviews with young children, reports from events, small pages prepared by small correspondents, materials of social, cultural, every day and even political topics, one can find here articles of entertaining nature, in particular, various scandvors, crossword puzzles, tea-books, puzzles, chess games with the task to put check and mat in 3, 4 steps.

The most "elderly" edition of the US - the magazine "Ranger Rick" is published by the National Wildlife Federation. This edition in 2015 was published in 525 thousand copies. This favorite edition of children is regularly awarded various nominations of well-known contests "Parent's Choice", "Association of Educational Publishers Distinguished Achievement Award". For example, "Best Children's Edition", "Best History", "Best Photographer", "Best Article Design", "Best Decorated Magazine", "Best Teacher's Manual", "Best Educational Website"[6].

Canada. In Canada, a number of journals that have their place and social significance in the upbringing of the younger generation are published with the sponsorship of state and charitable organizations. An example of this can serve as published since 1975, the subordinate publishing house "National Geographic" journal "National Geographic Kids". This magazine in 2014 was published in 1.4 million copies. 18 publications belonging to

this publisher are officially distributed to Latin American countries, they are delivered to countries such as Bulgaria, Croatia, Egypt, Greece, Hungary, Indonesia, Israel, Netherlands, Belgium, Romania, Russia, Serbia, Slovenia, South Africa, Turkey and United Kingdom.

The Journal was able to climb the celebrity pedestal due to the fact that it regularly participates in advertising on various media platforms of the National Geographic Community, as well as broadly highlights its activities on the site "National Geographic Kids" and channel "National Geographic Channel HD", "Nat Geo Music", "Nat Geo Junior", "Nat Geo Wild". It should be noted separately that the magazine conducts various competitions, rally actions aimed at supporting the protection of the ecology of the planet and wildlife[7].

Another famous historical journal of Canada "Kayak"[8] quarterly is published with the financial support of the National Historical Society of Canada, in part the Department of National Heritage of the Government of Canada. Published at the moment in 95 thousand copies. The magazine is recognized by the association "Parent's Choice" as "The best historical children's edition of the world." Although the publication "Kayak" It is not published in such a large "National Geographic Kids", in the country, it has its own specific status. The journal systematically and widely covers national historical events, traditions. This publication has gained popularity not only due to the received funds from advertising and subscription, but also from government grants, bonuses and constant sponsorship of the Government of Canada.

According to our observations, it becomes obvious that special applications for children are of special importance in large print media of the United States and Canada.

Such processes encountered in the United States and other foreign countries, although to a small extent, are also found in Uzbekistan. In the leading newspapers "Darakchi", "Sugdiena", "Bekazhon", "Oila davrasida" there are dedicated special categories for children. For example, on the 55th page of the newspaper "Darakchi" a column is regularly published "Darakchi-Shirintoy", but in the newspaper "Sugdiyona" - "Sug`diyona-Shirintoy", in the newspaper "Oila davrasida" in colorful illustrations form the application "Bilmasvoy". However, these publications, consisting of only 2-3 pages, are, of course, insufficient for small readers. Pages need to be increased in accordance with the current request, they should be gradually turned into applications and, if necessary, separated as a special newspaper. It is advisable to gradually learn from the experience of many foreign publications.

Basing on foreign experience and achievements in the process of globalization serves to further improve the professionalism of a journalist or to multiply the achievements of society.

Undoubtedly, paying attention to foreign children's publications, one should not adopt and study the experience of all media. It is necessary to choose something new, which was not mentioned earlier. It is necessary to take into account the requests of children, material that is important to convey to them. For this we must be able to distinguish the new from the old, to choose between what we have and not. We need to sort out the sources we need, critically examine the question.

We consider it expedient to publish a monthly religious journal that will teach the essence and essence of the religion of Islam on behalf of specialists, teach the rules of Islam. In this way, we will be able to prevent their entry into various religious currents.

In addition, it is necessary to establish cooperation of newspapers and magazines published with children's television and radio, various public institutions, institutions and organizations involved in the pedagogical process, which is typical of Russia, the United States and Canada. The fact that at the moment the staff of the journal "Jajji akademik" is preparing a series of articles jointly with the National University of Uzbekistan deserves attention. In addition, it is necessary to organize, as in Russia, the press of young correspondents (this tradition can be seen on the example of the newspaper "Klass!" Published in our country), to arrange the publication of new publications for children and adolescents.

In Uzbekistan, there is not developed the existing experience in the US and Canada in the effective use of advertising. All publications published in our country, in particular, children's publications, function at the expense of the profits of the specialists of the newspaper and magazines and are based to a very small extent on advertising revenue. Hence, it is required to fully adopt the experience of foreign countries in this direction.

References

1. Hamroev E. Globalization. Inson va qonun, 2012. September 11, No. 29.
2. Sasaki M. Japan, a million million koslik va globallashuv. Uzbekiston mediottalim tarakkiyoti yulida. Tutorial. - T.: 2014. Стр.36.
3. In the same place. P.38.
4. Statistics Russian Book Chamber. Issue newspapers on topics in the I-II quarter of 2016.
5. Semenova, O.K. Formation of children's journalism and its influence on the psychology of the child. University of the Russian Academy of Education. Graduate work. -M.: 2012.
6. Teplitskaya AA Children's scientific-cognitive journal as a socially significant state project // Young Scientist, -2015. №7. P. 1007.
7. Ibid. P. 1008.
8. Ibid. P. 1009-1010.