

ІСТОРИЯ ЖУРНАЛІСТИКИ

UDC 070 – 053.5(477)(091)

<https://doi.org/10.23939/sjs2019.01.053>

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THE ORIGIN AND DEVELOPMENT OF MEDIA FOR CHILDREN IN UKRAINE

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More than 70 kinds of children's magazines and newspapers are featured in the Ukrainian press. At the moment, they are able to satisfy even the most demanding readers. Such presses most clearly and in a special way respond to events occurring in society, has always been and remains one of the main communicative channels through which the child receives information of different content and form. There are no exceptions to television broadcasts, which eventually rallied in full-fledged television channels for children.

Modern children do not remain indifferent to social events and expect answers to their questions from their favorite magazines and newspapers and TV channels. It is they who replace children's books, parents in their free time, teach and educate, that is, with their help the child forms his own outlook, built on the information that it absorbs. Therefore, research and study of topical issues of TB, magazines and newspapers intended for the children's audience is very important. Today, newspapers and TV channels for children are flooded with pictures and games, which looses and weakens the cognitive function of editions, and this is an important topic for research at present.

The aim is to explore the features of the preparation of magazines, newspapers and television programs for children. To study the areas of improvement of journalistic skills for the preparation of media production and its successful implementation. Find shortcomings and ways to solve them.

Deepening into history, one can not but notice that the first sources of information materials for the younger generation reach the far 1117 and presented in the form of "Poucheniya" and "Letters" written by Volodymyr Monomakh.

From year to year children's magazines popularize the world's leading pedagogical ideas, placing them in their materials. Children are keen to get acquainted with the works of writers of different epochs and countries, learn about new events in the life of mankind and absorb a lot of valuable information that the authors of the magazine provide for them in a playful and interesting manner.

Researchers note that the number of children's periodicals on the territory of the domestic press indicates the level of future education in the country. In addition, they note that the development of the press is an important factor in the diverse upbringing of the child, because television can not meet the need for knowledge and development of logical thinking in the right amount. Therefore, with the advent and entry into the masses of television channels

for children, the number of printed periodicals should be raised and improved qualitatively, however, in no case be reduced.

At the beginning of the proclamation of Ukraine's independence, newspapers for children partially prevailed over journal editions (the situation changed subsequently), although not all passed the test by time. The circulation of newspapers was not always sufficient: from 100 copies (most often it was related to the school, student's press) to several thousand copies. For example, the monthly children's newspaper Cheburashka (Lisichansk Luhansk region) had a circulation of 12.000, then 10.000 (in 1994), a weekly Kyiv newspaper "Pink Elephant" – 9.000 (1995). The five-thousand-tenth edition had the all-Ukrainian children's newspaper Mandrivets (Ternopil), the regional children's newspaper "Flash" (Chernihiv), the all-Ukrainian children's edition Obolon (Kiev), the newspaper of the international children's center "Artek" – "Island A" and etc.

An important feature of the time press was the lack of any focus on the reader's audience. Unlike modern magazines and newspapers, there used to be a press for children, adolescents, or young men, such as Aquilon, Galician Youth, "Veselka", "Novachok", "Zadavaka", "Nikita and Friends", "Erelash", "Martyshka", "Tigrenok", "Dzendzik", "T", and others like that. Comparing the features of the modern press with the former it is worth noting that the segment of diversity is followed very clearly and the press has acquired a variety of features that help to attract more and more audiences.

Key words: press, periodicals, editions for children, Ukrainian periodicals.

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ЗАРОДЖЕННЯ ТА РОЗВИТОК ПРЕСИ ДЛЯ ДІТЕЙ В УКРАЇНІ

На теренах української преси вирізняється понад 70 видів дитячих журналів та газет. Сьогодні вони здатні задовольнити навіть найвибагливіших читачів. Така преса найяскравіше і по-особливому реагує на події, що відбуваються у соціумі, завжди була і залишається одним із основних комунікативних каналів, за допомогою яких до дитини надходить інформація різного змісту та форми. Не є винятком і телепередачі, які з часом згуртувалися у повноцінні телеканали для дітей.

Сучасні діти не залишаються байдужими до суспільних подій і очікують відповіді на свої запитання саме від улюблених журналів, газет та телеканалів. Саме вони замінюють дітям книжки, батьків у вільний час, навчають і виховують, тобто з їхньою допомогою дитина формує власний світогляд, побудований на інформації, яку вона поглинає. Тому дуже важливим є дослідження та вивчення актуальних проблем ТБ, журналів та газет, призначених для дитячої аудиторії. Нині преса та телеканали для дітей майоріють картинками та іграми, через що втрачається та послаблюється пізнавальна функція видань, а це нині є важливою темою для дослідження.

Мета статті – дослідити особливості підготовки журналів, газет та телепередач для дітей, окреслити напрями вдосконалення журналістської майстерності для підготовки медіа-продукції та її успішної реалізації, виявити недоліки та запропонувати способи їх виправлення.

Ключові слова: преса, періодичне видання, видання для дітей, українська періодика.

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From year to year children’s magazines popularize the world’s leading pedagogical ideas, placing them in their materials. Children are keen to get acquainted with the works of writers of different epochs and countries, learn about new events in the life of mankind and absorb a lot of valuable information that the authors of the magazine provide for them in a playful and interesting manner.

Researchers note that the number of children’s periodicals on the territory of the domestic press indicates the level of future education in the country. In addition, they note that the development of the press is an important factor in the diverse upbringing of the child, because television can not meet the need for knowledge and development of logical thinking in the right amount. Therefore, with the advent and entry into the masses of television channels for children, the number of printed periodicals should be raised and improved qualitatively, however, in no case be reduced.

The first children’s magazines in the form similar to the present appeared in the late XVIII - early nineteenth century. They printed fairy tales, poems, stories and teachings. A little later in the late nineteenth and early twentieth centuries. The favorite authors of the printed press for children have already been identified – Marco Vovchok, Ivan Franko and Lesya Ukrainka.

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The researcher Lydia Ovdychuk notes during the proclamation of Ukraine’s Independence in the 1990s and the beginning of the XXI century. Many names appeared on the pages of the press for children (Vsevolod Nestayko, Anatoly Dymarov, Anatoly Kostecki, Volodymyr Rutkivskyy, Yaroslav Stelmakh) and a significant number of multi-genre works addressed to children. In the same period, there appeared many new authors who continue to fill the children’s periodicals with works to this day (Ivan Andrusyak, Valentin Birdt, Les Voronin, Alexander Gavrosh, Sergey Gridin, Alexander Dermansky, Oksana Dumanska, Marina and Sergey Dyachenko, Andriy Kokotyukha, Oksana Krotiyuk, Oksana Pushchevskaya, Galina Malik, Star Mezatyuk, Marina Pavlenko, Ihor Sichakov, Natalka Snyadanko, etc.). Speaking about the genres of contemporary works, it is worth noting that they were diverse, but the themes – narrower. The authors mostly wrote on a historical or school subject.

A significant and high-quality example of a children’s publication is the Piznayko magazine, for today it already has a full 23 years, but for so many years it remains a good example for the creation of quality media products for children. It is this magazine that is the brightest example of the children’s press, which up to now holds leading positions among the most popular Ukrainian magazines for children. He arose in 1996, immediately gained a lot of excitement, and the next year the first issue of his Russian-language counterpart came out. The reason for this was the large-scale Russian-speaking population on the territory of the state.

After the appearance of the Russian-language analogue, the magazine gathered even more readers around it, which allowed the state to grow into full-fledged editions. Initially the magazine was created by

the editor-in-chief and the secretary, and by 2000, the team came from editors, designers, managers and artists. As a result of such scientific interest and competition in the market, the authors of the magazine decided to release the English version of the publication. In 2001, the first copy of Posnayko magazine was published, which raised its predecessors to a higher level. The magazine was used by even teachers to bring the love of English to children in gaming, the most interesting forms for them. Already in 2001, the world saw the first copy of the series “Piznako from 2 to 5” (now “Piznako from 2 to 6”).

A very important factor is that the results of the research conducted twelve years ago are relevant today and the results are unchanged. “In the journal “Drukarstvo” in 2006 a survey was conducted to find out what kind of edition children read and what is the reason for it? The questionnaire was conducted among the students of the junior high schools of Kiev schools № 8, 85, 166, 181. The questions were as follows: Which magazines or newspapers do you read for children? Are you reading an adult edition? What language do you read these editions? Other questions. A total of 386 questionnaires were processed. Among the most popular among the children, the following magazines appeared: Piznayko – 24.4 %, Open the World with Volley – 23 %, Mademoiselle – 10.8 %, Kotya – 5 %, Ukhtyshka – 4.5 %, “Barvinok” – 3.8 %, “Track” – 3.6 %. To this list, you can add Professor Craig, “Malyatko”.

Piznayko is becoming more and more popular every year without losing ground. He has established himself as one of the best magazines for the child and during all periods of his existence he has not lost this position. Although English-language Russian-language correspondences have not survived, however, they marked a significant trace in the history of the magazine and conditionally divided its existence into five stages.

The first stage should include the birth of the idea. Irina Yukhnitsa, Editor-in-Chief and ideological sponsor of the magazine, said that the idea originated in the 1990s, and therefore the first stage of the journal’s operation began. The first issue was already in 1996, making a big boost around itself. The editorial at that time consisted of the editor-in-chief and secretary. So the timeline for the 1st stage is 90 years.

The second stage began with the foundation in February 1997 of the Russian-language version of the magazine – “Poznayko”. The magazine was published only until December 2015 year. However, it was this event that distinguished the second stage, because the editorial board came to a higher level, releasing two different issues of the magazine in one month. In addition, the magazine again gathered around a new flurry of emotions readers. Now the children could read the magazine in the language they were comfortable with. That again added the demand for the magazine among the kids. Timeline: 1997–2001.

The third stage began with the creation of the English version of the publication “Posnayko”. The first issue was released in January 2001. The English-language version required considerably more expense than Russian-language. Irina Yuhnitsa had to gather a team that would be able to produce a decent foreign language edition. She expanded the state, which again needed funds. It was more and more difficult to keep “Piznyky”, but demand grew in the eyes. The English version has found the largest number of fans after its cancellation in 2013. Timeline for the third stage – January 2001 – January 2005.

The fourth stage began with the release of the first issue of “Piznika from 2 to 5” (now “Piznika from 2 to 6”) in January 2005. At first, the parents asked the question of why such a small children’s magazine, but doubts quickly dissipated and the publication has gained a lot of popularity among young readers. The fourth stage of the operation of the magazine brought him a lot of success and much more popularity. After all, new rooms dominated the game forms that are very appealing to small children. Timeframe – January 2005 – January 2013.

The fifth phase began in January 2013 with the closure of the English version, continued to close the Russian-language version in January 2015 and continues to this day. Editors do not lose hope for the restoration of closed versions, but the editors are not able to do this due to lack of funds. But despite this “Piznayko” has a leading position in the ratings and on the shelves of stores.

The significant competition “Piznayuk” is similar to the type of magazine “Barvinok”. The first issue of the magazine “Barvinok” for elementary school students came out in January 1928 in the city of Kharkiv. He was then called “Zhovtenya”. Already in the first years of its existence, the magazine rallied the best writer’s forces around him. The works of M. Trublaini, O. Kopylenko, O. Donchenko,

A. Malyshko, V. Sosyury, I. Nehhodi, P. Usenko, N. Zabily, O. Ivanenko, and V. Kasiyan were illustrated here. With the beginning of the war, the output of the magazine is stopped. The first post-war number for junior pupils came out in Kyiv in 1945 under the name "Barvinok". Works by V. Sosyury, O. Kopylenko, M. Rylsky, P. Tychyna, A. Malyshko, Yu Yanovsky, L. Pervomaisky, M. Stelmakh. V. Kozachenko, Y. Zbanatsky, V. Bychka, B. Oliynyk, B. Chaly (who, incidentally, was the editor-in-chief of the magazine from 1952 to 1975) and many other writers teach children to honor labor and people of work, to educate the best moral traits Caring for the development of creative talents of children, "Barvinka" systematically conducted and now held various competitions. For many years the journalistic association of pupils "Pervotsvit" was active at the magazine. "Barvinok" played a significant role in the upbringing of young literary changes, artists. In 1978 the Barvinok Prize was founded. O. Kopylenko. Among her winners are well-known writers V. Karasev, O. Parkhomenko, V. Blyznets. V. Nestayko, N. Zabily, V. Kanivets, D. Pavlychko, V. Lipsky (Belarusian writer, Editor-in-Chief of "Veselka" magazine), painters R. Sahaltsev, N. Denisova. From 1950 till now the magazine is published in two languages – Ukrainian and Russian. In the 80's the magazine was extremely popular, it was subscribed to many countries around the world, in particular in Bulgaria, Poland, China, Canada, Finland, Belgium, Yugoslavia. Magazine "Barvinok" is named after the name of a very common flower in Ukraine.

The magazine and newspaper periodicals for children went through a great and thorny way before we came to our present day appearance. On the stalls of kiosks is a huge variety of publications for the younger generation, which help to learn the world, spend free time with the benefit, and learn and develop by playing.

The first sources of press for children reach the times of Kievan Rus, and they are works written for children by Volodymyr Monomakh "Poucheniya" and "Gramotkka". Already at the end of the XVIII – beginning. XIX century the first children's magazines appear in the form that was as close to modern as possible. They printed instructors, stories, verses and fairy tales. At the beginning of Ukraine's independence, newspapers dominated the magazines. Circulation was mainly 100 copies. Another feature of the press of the twentieth century was the lack of a clear focus of the press for children. Newspapers signed – "for children", "children's newspaper", "for children and teenagers", "children and youth newspaper".

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