

DIVERSITY OF MODERN BELARUSIAN MASS MEDIA FOR CHILDREN AND TEENAGERS

Nowadays, in modern socio-economical and informational space one of the most important resources for country developing and rising prosperity is intellectual potential of young people. Giving children access to all varieties of literature, especially really valuable and high-quality mass media, is extremely important for their success. Educators, parents, and community members should help students develop a love and passion for reading. Not only is reading important in developing cognitive skills to be able to succeed in a school or work setting, but it is valuable for other reasons as well [1]. So, it has to be stated with confidence that mass media have become a very important factor in children's formation.

So it was decided to take a look into modern mass media market targeted on children and teenagers. For the sake of this research, the subject was narrowed down to traditional media, i.e. newspapers and magazines.

Today this section of Belarusian market is quite plentiful and diverse. There are 15 newspapers and 75 magazines for children and teens produced and distributed in the Republic of Belarus as of the first half of 2021. All the issues have various purposes, main ones being entertainment, cognition and studying, and support of first literary attempts of young writers. In addition, the periodicals are targeted at different readerships: preschool, primary school, secondary school, high school, — but sometimes overlapping. Our attention is going to be focused on said readers categories. Preschoolers have the largest amount of titles. Mostly these periodicals are newspapers and magazines with different stories for parents to read to their kids, with educational and training games, and being, essentially, coloring books. In the course of acquaintance with this kind of publication, the child in a playful way acquires fine motor skills, learns to think, assimilates colors, shapes, letters; for an older child, such newspapers and magazines primarily make it possible to show creative inclinations and develop cognitive interest. These periodicals for children are more entertaining and educational in nature and are largely based on interactivity.

Printed mass media for primary and secondary schoolchildren are similar in a way which content they present, though they differ on language level and complexity of topics. A particular group of periodicals is aimed at enlightenment and teaching, and seek to form certain studying skills. The

other group is rather more universal and tries to combine both informative and entertaining.

The functional focus of periodicals for children of secondary school age is the personal socialization and the development of communication skills. Therefore, certain titles focus not only on topics such as fashion, famous people, movies and TV-shows, but also on the issues of interpersonal communication. For high-schoolers publishing houses and editorial offices offer a very limited set of traditional mass media — about 7 % of the total amount. In this age group newspapers and magazines as different types of printed periodicals have rather different characters. Newspapers for older children age group publish mostly serious, social, economic, and even political materials, sometimes in a form of a game. On the other side, magazines' main goal is to entertain, so they are trying to meet adolescents' interests. For example, it is often considered to be relatable, attractive, and interesting to publish articles on anime, manga, music, movies, pop-culture in general etc. This kind of periodicals also often includes posters, various planners, and antistress coloring pages, which are admittedly quite relevant for high-schoolers.

I would like to draw the attention to the fact that some of the existing periodicals either do not have a clear target audience, or function at the junction of two adjacent age categories. The other observation is that, despite the expansion of the subject matters of mass media for the children's audience in recent decades, entertainment information is still the most popular in traditional periodicals, especially for children of secondary and high school age. Less attention is paid to redirecting the view of the younger generation to socially significant problems, issues of morality and ethics, coverage of social and cultural issues.

So, to draw a conclusion, Belarusian mass media for children and teenagers market is, indeed, plentiful and diverse. However, it should be stated that nowadays it is a consumer, i.e. reader, who decides what, how and on which topic they want to read. As a result of this and spreading of technology the gradual decline in young people's interest in traditional press is observed. Therefore, slow, but steady process of transformation and redirection of newspapers and magazines takes place.

REFERENCES

1. Crippen, M. The Value of Children's Literature / M. Crippen // Oneota Reading Journal; Luther College. — 2012.