

CHILDREN JOURNALISM IN THE SYSTEM OF MASS COMMUNICATION: PROBLEMS OF ORGANIZATION AND DEVELOPMENT PROSPECTS

By Voronova Maria

Scientific supervisor:

Cand. the topic of degree work. Sciences, Assoc. of the Department
conflict management, public relations
and journalism
Institute of international relations
G.B. Ovcharova

The topicality of the research is due to the fact that now the media is one of the most rapidly developing areas of Humanities and social Sciences. However, not all segments of this field is informational-communicative activity enough studied. In particular, it concerns children of journalism, the operation of which in the context of modernizing the system of mass communication remains little-studied area of scientific knowledge. These circumstances raise the problem of the scientific comprehension of the phenomenon of child journalism and determining its place in the structure of mass communication in modern Russia.

The aim is a comprehensive analysis of trends, problems and perspectives of functioning of children's media in the conditions of modernization of the domestic mediasystem.

The achievement of this goal involves the formulation and solution of the following tasks:

1. to systematize conceptual approaches to the definition of "children in journalism in the problem field of sociology and theory of mass communication;
2. to identify the main typological characteristics of children means of mass communication and to identify key trends and approaches to their classification;
3. to analyze the peculiarities of the formation of the national system of children's media in the context of actual problems of development of modern Russian media;
4. to represent a promising model of functioning of children's publications in the conditions of modernization of the domestic mediastem.

Theoretical and practical significance of the research is connected with the possibilities of applying the presented materials and results of theoretical analysis of the processes and tendencies of development of children's journalism in research work.

Based on the above, in the course of work we have proposed and substantiated perspective model of functioning of children's media resource that meets the needs of the modern media market and relevant problems of modern information and youth policy of the Russian Federation.

Only a comprehensive solution of the specified tasks through children's media will be able to fill in the existing gap in the market of regional media in the issuance of Patriotic and educational orientation, which seems to us very relevant in the context of contemporary social-political problems of the youth policy of our country.