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The Influence of Children's Journalism on the Psychology of Young Generation

Mirzayeva N.A.

Senior lecturer at the department "Uzbek language and literature" of Journalism and Mass Communications
University of Uzbekistan

ABSTRACT. Children's journalism is one of the main areas of journalism and is considered as a set of media created by adults for children and adolescents and independent communications in the general media system. It acquaints the younger generation with the intellectual and spiritual potential of society, is an important channel of information transmission from the older generation to the younger generation. This article discusses the role of children's journalism as a special social institution, child psychology, the impact of the media on the younger generation and the role and place of parents in it.

KEYWORDS: children's journalism, young audience, children's publications, an important channel of information, educational and cognitive functions, child psychology, child safety, attitude to information.

I. INTRODUCTION

Currently, the mass media of our country have become one of the most effective means of information and communication, one of the most important social institutions of modern society. It is on the media system that the most important tasks related to the formation and development of social consciousness is assigned, in the implementation of which the process of constant improvement plays a special role.

As noted the President of the Republic of Uzbekistan Sh.M. Mirziyoyev: "Today, building a democratic state based on the rule of law, we must adhere to the universally recognized invariable requirements and criteria of journalism. The most important of these criteria is impartiality and fairness. Therefore, everyone who enters the media, be it a journalist or blogger, must comply with these rules" [12].

As for the media, like all other industries, their place, level and quality are beyond our understanding. Actually, what is the essence of the press at the moment? To what extent does it fulfill the task assigned to it? Isn't the intensity of technology overshadowed by the power of the internet system? Is the power of the press felt, which is the basis of traditional media, especially classical journalism? The solution of such important issues can bring it to a new level of development. So how?

The role of specialization in a deep and comprehensive study of any area of social life is invaluable. If there is growth in any area of society, it is also important to remember that specialized journalism skills play a role. He is an expert not only in journalism, but also in the field in which he specializes. In addition, based on this feature, an article or presentation prepared by a specialized journalist in his specialty must be original and of high quality.

In this regard, journalists who working in the field of children's journalism must meet a number of requirements. After all, the role of specialized media designed for a children's audience is extremely important for society, their main task is to be socially responsible, with the primary realization of the individual.

Children's journalism is one of the main areas of journalism and is considered as a set of media created by adults for children and adolescents and independent communications in the general media system. It acquaints the younger generation with the intellectual and spiritual potential of society, is an important channel for transmitting information from the older generation to the young. Children's journalism, however, allows children to communicate with each other. With its help, young viewers explore the world. Children's journalism in general is a special social institution



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like holistic journalism, and it performs certain functions related to society. Its main functions are information, enlightenment, learning, cognition and socialization. In this context, the article focuses on the role of the media in children's journalism and their impact on child psychology, and emphasizes the importance of children's print media, radio and television, and the Internet in journalism. There is little research on this in the media. The results of this research can be used as a necessary resource for practical training in the field of journalism education.

II. SIGNIFICANCE OF THE WORK

The problems related to socio-cultural and psycho physiological phenomena such as childhood are very important. It never loses its scientific relevance, because in childhood not only individual mental processes (intuition, perception, memory, thinking) develop, but the child is formed as a person, abilities and interests increase, basic characteristics develop. In the development of individual mental processes, the media, including children's journalism, begins to change a child's perception of the world, society, culture, and self. The study of literature survey is presented in section III, Methodology is explained in section IV, section V covers the experimental results of the study, and section VI discusses the future study and Conclusion.

III. LITERATURE SURVEY

Problems related to the impact of journalism and the media on the human mind, as well as the function of the socialization of the media aimed at children's audiences, have entered into modern scientific debates. These problems are of serious scientific interest in the context of the modern information society, which is at the stage of profound social change. These processes are reflected in the studies of Yu.A. Agafonov, Z. Bauman, V. Beck, Yu. G. Volkov, A. D. Elyakov, T. I. Zaslavskaya, Ya.N. Zasursky, I. A. Malkovskaya, M. B. Marinov, M. Yu. Popov, D. A. Silachev, E. Toffler and other authors. However, these studies only examined the general problems of modern society and the importance of the media in it.

Research in the media has focused directly on children's audiences, their different roles. Periods in the history of Russian society has been studied by Russian scholars such as V.V. Grudinskaya, X.L. Kulakova, I.A. Rudenko, M.I. Kholmov. However, the work of scientists does not give a holistic view of the problem they raise. The problem of the influence of the media on the formation of children's consciousness is also being studied.

The children's press, as a representative of the target audience, acquaints the child with society and the axiological base adopted in it. It not only provides information, but also affects their psyche, their character. Child psychology is distinguished by its own characteristics and rules. According to the Russian scientist, psychologist Elena Smirnova: "Child psychology is a science that studies the features of the mental life of a child and the patterns of mental development in childhood" [9; 19]. At the same time, it helps young students to "enter" to one or another part of the children's press, pointing to another group of a particular social institution (school, friends, family), using one or another specific behavior, situation (examples in the story), responses to students' letters, etc.). "Of course, the children's audience is a special audience. Its distinctive character is characterized by rapid psychophysical changes, diverging interests, versatility, and constantly changing symptoms" [11; 5.6].

According to E. Pronina, if the audience consists of a person or society as a whole, the journalist acts as a communicator, influencing the psyche of the audience through text and efforts [7; 16]. The communicator not only affects the psyche of the audience, but also serves to shape his opinion. The formation of opinion in journalism is the main task of the media - to influence the public consciousness and take second place after its formation. Thus, the main task of modern journalism is to form in people the socio-psychological qualities, views and beliefs that meet the requirements of civil society, democratization of society and the requirements of market economy relations [3; 160]. This opinion of V.V. Voroshilov also applies to children's audiences. It is the children's media that play a leading role in shaping the consciousness and opinion of the representative of their audience, influencing their psyche.

The research was based on the problem of the impact of the media on the younger generation, as well as the views of scientists who analyzed the role and place of parents in it.



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IV. METHODOLOGY

In the process of studying the influence of the media on the younger generation, general scientific methods such as observation, comparison, induction and deduction were used. The analysis of the studied aspects of the problem showed that the study of children's journalism as an important factor in the formation of public consciousness can be studied in the interdependence of several scientific disciplines, such as psychology, sociology, and political science. It was on the example of children's media that theoretical ideas were based on their comparison and analysis.

V. EXPERIMENTAL RESULTS

Children's periodicals have spiritual and moral potential. They can help in the process of raising a child and inculcating cultural norms and values in a society that is important to the child. It is Uzbek children's journalism that produces a unique color only if it drinks water from national springs [10; 56]. In the 2019 issues of the magazine "Smart" were provided materials that perform the function of advertising and information. "Both treasure and gift" by the editors [2; 22], "Lucky Subscriber" [2; 3] headline ads encourage kids to not only read magazine pages regularly through subscriptions, but also to win valuable prizes. Also, in the 2019 issues of the magazine "Wise word" there are reference books on various topics. For example: "Which logo are you a fan" [4; 22].

The audiences of "Smart" and "Wise word" magazines are almost the same age. Again, these two magazine topics stand out. The magazine "Smart" was published on September 2, 2004. This publication is a scientific-methodical, spiritual-enlightenment, literary-artistic publication. The magazine is published twice a month. The magazine has its own colorful columns. One of the constant columns of "Smart" is "He who knows the language knows the nation" [2; 6] our children will be able to enjoy English lessons. "Russian - it's interesting!" [2; 3] Russian language classes are provided through the column. "Knowledgeable tutor" [2; 9] contains more tests on native language and literature. By solving these tests, children check their knowledge. There are also special sections from magazine "Smart". For example, "Letters from Schools", "Starlight" [2; 15], "In the animal world" [2; 4] columns are among such columns. One of the most interesting and favorite sections of the magazine for all children is "Fairy tales – lead to good". Samples of Uzbek folk tales are given in this section. After all, "Fairy tales are another factor that actively influences the growth of the imagination of children of kindergarten age. When children hear different tales about animals, they develop a certain attitude towards the characters in these tales" [1; 68].

Another such magazine is "Wise word". The magazine was launched on April 16, 2007. This magazine is a scientific-methodical, spiritual-enlightenment, literary-artistic publication, which is also published twice a month. "Visit", "Unique works", "Reading", "Puzzling story" [4; 18, 19], "Test of intelligence", "Creativity of fans" [4; 16,17] serve to improve the level of knowledge of children, expand their worldview. In addition to the regular columns, the magazine also has special sections. "Theme of the Day" [4; 8.9] in the material given under the heading states the idea that copying is a habit or a defect.

Based on the above considerations, it should be noted that one of the main design features of the magazine "Smart" is the provision of more colorful images, the use of different forms of info graphics. "Wise word" magazine used mostly natural photos. It is also a winning aspect for this magazine to provide materials that sharpen the mind, encourage thought.

It is good that there are a lot of children's publications, of course. But in children's publications, text, headlines, and photographs need to be approached very carefully in the presentation of the images. We do not have the right to publish a variety of low-quality, shallow material in children's newspapers or magazines. It is a matter of concern that some publications teach children not to think, but to run away, to do light things. Just filling in the pages with pictures from cartoons, comics on different topics does not mean publishing a newspaper or magazine yet. We need to keep in mind that any publication is a product of true creativity. Spiritual education should be at the heart of any creative competition.

Children's journalism is a difficult field. Writing for kids is the most complicated process. True, a "master" artist can write an article in a short amount of time, but what if it doesn't reach the reader's heart? It is very difficult to write



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based on the child's psyche and worldview. He needs to get into the world of childhood, albeit a little bit. "Writing in a child's language is a very difficult process to create. The author needs to be able to write based on the psyche of children, to feel what they want, what interests them. Regardless of how old the writers, writing for children, will have childish innocence, joy, and eventually stubbornness and tenderness in their hearts. Another fact is that in the work written by the author it is obvious how much the child understands the heart, the world, his feelings" [8].

Children's journalism is a unique part of media culture. On the one hand, this is the age of the audience, given its psychology, full publications, programs that are an integral part of the media. On the other hand, it is a pedagogical phenomenon that includes educational and pedagogical components. Each child is distinguished by his unique character, nature, and different attitudes to this or that event. Their attitudes and opinions on a particular piece of information will vary. Therefore, the information published in the media also affects his character and psyche. It can even have a positive or negative effect (gradually) on his upbringing. The media, in particular, television and Internet publications, should serve to broaden their worldview, gain new knowledge, and learn from good educational events.

A good example of this is the children's TV channel "Bolajon" on Uzbek television. The channel's audience is not only 3-15 years old, but also infants (1-3 years old) are its active viewers. Often, children under the age of 3 are considered the least studied age group, whose interests are ignored by television. At the same time, children this age sometimes become "involuntary spectators". Many parents use television as a "telenurse" [6; 18]. It is precisely as the scientific basis of age-psychological classification that we can accept the periodicity of child development put forward by D.B. Elkonin. Because the audience of the TV channel "Bolajon" in terms of age corresponds to this period.

The first is a game, one of the most popular activities for preschoolers (3-7 years old), as well as their interest in drawing and doing simple types of work.

Second, small school-age children (6-9) assume intentional intellectual development as they adopt a new form of learning. Collaborating with peers is very rewarding for kids this age.

"Bolajon" TV broadcasts programs on the classification of this age group. Shows for children aged 3-7, such as "Children's Gymnastics", "Artist Boy", "Gardener Boy", "Little Race", "Delightful Forest" focus on developing their minds, encouraging them to work and drawing on the example of various games, interesting cartoon characters.

For children from 6 to 9 years old, the performances "Studying Mathematics", "Cheerful Dictionary", "Children's Diary", "Children's Alphabet", "Clever Boy", "In the Circle of a Wise Grandfather", "In Search of the Ball" are presented. These shows serve to help small school-age children better master a new form of learning, their intellectual development. In addition, films and cartoons for children are shown, which will have a positive impact on their spiritual and educational potential. But parents' media literacy also plays an important role in their upbringing during such a positive event. Of course, they need to emphasize how they should react to their children's shows and programs and in what order they should be shown.

There are a number of rules your child must follow before allowing children to independently access the Internet and other media. We therefore recommend the following notes to parents:

1. Communicate with your child as much as possible to avoid dependence on the Internet and television. Introduce your child to the culture, get involved in sports, so as not to try to fill your free time with computer games.
2. Explain to the children that the difference between good and bad, right and wrong, is the same both on the Internet and in real life.
3. Monitor your child's online activities using modern software. These programs help filter malicious content so that you can know which sites your child has visited and what they are doing on them.
4. Explain to your child that if something on the Internet is bothering them, they should not hide it and share their concerns with you.
5. Tell your child that not everything they read or see on the Internet is true. If they are not sure, teach them to ask you.
6. It is very important to talk to children, to explain that various unpleasant situations can occur and how to get rid of them.



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Child safety is one of the main responsibilities of a civilized society, so everyone involved in this society should ensure the safety of children on the Internet. Also, parents need to feel more fully responsible for the safety of their children than others. After all, only parents can have complete control over their children.

We want our children to be full citizens of their country - citizens who analyze information products and react critically to them. They need to know the media as well as what dangers they have and how to prevent them.

Knowing the age-specific characteristics will help the editorial staff of children's publications to take into account the interests of the target audience and meet its needs. Depending on the age at which the publication is intended, the editors develop their own content, creating a specific structure and volume for that content.

Today, the media is also a factor that clearly influences the formation of worldview and consciousness, such as the family institution, educational institutions, schools, institutions and so on. Modern man faces a huge flow of information from early childhood. The inability to filter information, the inability to separate evidence from reason, and the inability to separate information from propaganda, especially in the media, has a major impact on a child. After all, childhood is a phenomenon with a certain temporal prolongation, a certain composition, the process of growth of a specific integrated social entity. Childhood as a special social phenomenon is historical: at historically different stages of development of society, it was different in structure in terms of capacity and level of "organization". This group also includes a special communication function. Its goal is to create a special information space for the exchange of ideas between young audiences. The function of advertising and information is growing every year. A number of children's publications contain information of a utilitarian nature: practical recommendations, reference books. As a result, children's journalism, in particular, children's publications, television and radio programs and the Internet, provide interesting, unusual and colorful materials that have a positive impact on children's minds, broaden their worldview and thinking, reflect our national values. In particular, the programs of the "Bolajon" TV channel are a good example of this.

VI. CONCLUSION AND FUTURE WORK

It should be noted that "children's journalism is an important element of the system of influence created by adults for children and adolescents" [5; 19]. In modern society, children's journalism actively cooperates with children's media. Children's journalism and the media today is a powerful socio-psychological factor with high technology to influence the mind.

Currently, along with some positive achievements in children's journalism, there is a decline in the level of children's press. It is desirable to include in modern children's publications not only images of various cartoon characters, comics, but also materials created in collaboration with children's writers and poets. Because in most modern editions, the choice of leadership, weak literary content, and the extreme variety of design make reading an entertaining character, which is not enough for a child to develop as a perfect person.

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AUTHOR'S BIOGRAPHY



Name: Mirzayeva Nargiza Abdukaxarovna

Work experiences:

2019 – up to date

Senior lecturer, Department “Uzbek language and literature”, Journalism and Mass Communications University of Uzbekistan

2016 – 2019

Senior Lecturer, Department of Methodology, Editing and Internet Journalism, National University of Uzbekistan named after Mirzo Ulugbek

2010 – 2016

Senior Lecturer, Department of Methodology and Editing, National University of Uzbekistan named after Mirzo Ulugbek

2001 – 2010

Lecturer, Department of Methodology and Editing, National University of Uzbekistan named after Mirzo Ulugbek

1995 – 2001

Student, National University of Uzbekistan named after Mirzo Ulugbek