

THE EDUCATIONAL FUNCTION OF THE TATAR CHILDREN'S JOURNALISM

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Abstract: The mass media have a strong influence on the formation of children's minds. Journalism for children performs a number of functions. Publications for children should act as socially responsible institutions of society, performing the function of socializing the individuality. They should not moralize, act as mentors, but they must become true friends. Only in this case, journalism will help the child to open himself up, to develop, to fulfill wishes and fantasies, to become adult, to learn. Children's journalism in the Tatar language emerged in the early XX century. For quite a short time, it was able to find its direction and principles. Children's publications in the Tatar language have chosen a suitable, non-assertive, but the right style and tone of communication with readers. Tatar newspapers and magazines for children stand as a guard over the safety of childhood, protecting it from destructive forms of behavior, help spread the humanity and harmony in society. At the same time, modern Tatar journalism for children could play its role in preserving the nation, its culture and language.

Key words: mass media, children's journalism, Tatar journals, educational function of journalism, journalistic functions.

1 Introduction

The functions of journalism in the modern world are revealed to everyone in their own way and everyone understands and perceives them in different ways. In journalism of the beginning of the XXI century, special attention is paid to two of them - the function of informing and entertaining function, which sum means the dissemination of information through entertainment. In journalistic science, such actions are usually called an infotainment (White, 2003).

At this point, it should not be left unnoticed the opinion of Professor Ya. Zasursky, who believes that even if journalism entertains, it should not prevent people from preserving universal human values. He wrote that under the current situation, when schools are in crisis and educational, pedagogical and analytical roles of journalism are so important.

There are ideals, thanks to which journalism is alive: it is humanism, protection of civil rights, humanity. However, in the modern world the journalist is primarily busy making money. By the way, study of educational role of the periodical media, radio, television and the Internet is not a popular topic today. The analysis of journalistic activity and media systems in general is aimed mainly at increasing the circulation, increasing the number of readers, thereby expanding the opportunities for advertising and profit.

Nevertheless, the educational function should remain one of the basic principles of journalism. Especially when it comes to children's media. As a social phenomenon, educational activity exists from the beginning of human society. Among the journalists, many people aspire to spread humaneness and kindness with their articles in the world. At the same time there are authors directly engaged in writing for children - children's writers and poets, children's journalists.

Every child is a unique person. Every child is worthy of respect for his personality. In education, a personal, individual approach is necessary.

2 Methodology

Based on the nature of the material of the research and the aims of the work, the descriptive, comparative, historical-comparative methods, logical analysis, the system approach, retrospective analysis and others are widely used in philology.

The scientific and methodological basis of the research was the legislative acts, the work of homeland and foreign scholars in journalism, linguistics and literary criticism, as well as works on pedagogy and sociology.

The methodological basis of the research was made by the works of foreign and homeland scientists (Lowery and DeFleur, 1988; McCombs and Shaw, 1972; Buzin, 2012; Ilana, 2016; Miel, 2008; Vologina, 2011; Kohanaya, 2013; Metlenkov, 2018; Rudenko, 2003; Garifullin and Mingalimov, 2015; Sabirova et al, 2015; Galiakhmetova, 2004; Zayni and Guseinov, 2016; Villalobos Antunez, 2016).

The empirical base of the research was printed media in the Tatar language, official statistics, media sites.

3 Results and Discussion

Despite the fact that Tatar children's journalism emerged at the beginning of the XX century, it managed to find its direction and principles in this short period. Truly, some of these principles have not been acquired, but mastered through the experience of Russian and foreign children's journalism.

Until the middle of the XVII century there were no children's books in the world. The first collection dedicated to children is the book "The World in Pictures" by Jan Amos Kamensky. And the first children's magazine was the "Leipzig Weekly Leaflet" (1772-1774) published in Germany.

Russia also started with magazines. According to historians of journalism, until 1917, at various times in Russia, about 300 journals were published for children and adolescents. Most of them were published in Moscow and St. Petersburg. When some of them were published without interruptions for almost dozens of years, others limited themselves to a few issues.

N. Novikov's journal "Children's Reading for the Heart and Mind" is the ancestor of children's journalism in Russia. It was produced in 1785-1789. In the form of an attachment to the newspaper "Moskovskye Vedomosti".

Magazines "Friend of Youth" (1807-1813), "Library for Education" (1843-1846), "Snowdrop. Journal for Children and Youth" (1858-1862) continued the ideas of the first edition: they printed poems, stories, novels, popular science articles on history and geography. On the one hand, it can not be said that the content of all these publications attracted children, because in them the edifying style was prevailed. But, on the other hand, the very fact of the appearance of children's publications has laid the foundation for the creation of not only literary but also journalistic materials addressed to children and adolescents (Ilana, 2016).

In the 60 years of the XIX century, children's journalism began to promote with a wider audience. In schools, children from different classes began to study, and therefore the content of children's magazines changed, as they sought to meet all the needs of children. In the best children's publications published works of famous Russian prose writers and poets, scientists and teachers, as well as translated works of art from foreign sources. All this played a special role in the upbringing of a modern personality, a young man worthy of his time.

Traditions of Russian journals were continued in Tatar children's journalism. Before 1917 (before the October Revolution), several children's editions were published in Russia. The most famous of them are "Children's Education", "Bright Road", "Education", "Children's World". Despite the fact that their programs were similar, the magazines tried to cover all aspects of the life of a young reader: publications on public life, culture, morality, science, recreation organization of that time can be found on the pages of publications.

the very first of them, was issued from January to May 1907, there were only 5 numbers. The magazine "Tanguage" was published in 1908 on two issues per month, printed in the printing house of the brothers Sharafovs. Since in 1908 the printing house was closed with the accusation of distributing anti-government books, the magazine also had to close down.

The magazine paid much attention to regulating of relations, establishing friendship between them, raising a child as an intelligent, educated, moral person. Published in Kazan for three years, the magazine "Ak Yul" managed to release 67 numbers (Kohanaya, 2013).

As it is known, the beginning of the XX century will be marked by the beginning of the appearance of the first Tatar-language newspapers and magazines and the formation of Tatar journalism. What was observed in children's journalism, when the functions of Tatar journalism were not yet formed? What principles were abstained by publishers, editors and authors of the first children's magazines in the Tatar language? Scientists note that they were issued in the literary and artistic direction, the readers were brought up aesthetic taste, served as a kind of a tool for knowledge of the world.

In modern Russia, in Tatar, several publications are published for children: the magazines "Flame", "Sabantuy - name of the national holiday", "Rainbow" and "Silver Bell". Magazines are published in the city of Kazan, the newspaper is in the city of Naberezhnye Chelny.

The "Salavat kypere" magazine is positioned as a Tatar literary and art magazine for preschool and primary school children (from 3 to 12 years).

For children of secondary school age there is the publication "Sabantuy", which began to be published in 1924 in the form of the newspaper "Young Leninist". Since 1991, it has been published under the name "Sabantuy", and since the beginning of 2014 it has become a kind of magazine. The readership is children and adolescents aged 8 to 15 years.

For children of middle and senior school age, the journal "Yalkin" is published. In addition to professional journalists, the authors of the magazine are high school students and university students, they are included in the children's editorial board of the publication.

The weekly newspaper "Komeshe kyngyrau" is the only newspaper for children in the Tatar language. It is addressed to children from 7 to 17 years old and their parents.

All these editions are issued under the supervision of JSC Tatmedia. (JSC Tatmedia is a company that united dozens of media, established in 2007 by the decree of the President of the Republic of Tajikistan after the adoption and entry into force of federal laws restricting the rights of municipalities to act as founders of the media. Today, the JSC includes 85 branches, which produce 99 newspapers, 16 magazines, 21 television companies, 13 radio stations are operating, magazines and newspapers are published in Russian, Tatar, Udmurt and Chuvash.) (Zayni and Guseinova, 2016).

The first two journals began to be published at the dawn of Soviet Russia, have gone a long way for almost 100 years. During this time, the ruling forces, the policy of the country, have changed, nevertheless, even in such conditions, children's publications have never changed their purpose.

And this goal is expressed in the desire to educate educated, educated, moral, hardworking personalities - people of the next generation.

What is happening today? In modern society, the value of real education is lost. For children, the fact of studying in paid well-known schools, universities, rather than getting an education, is sometimes higher. In such circumstances, it is not so easy to be able to disclose the meaning of concepts education, intelligence, to educate in adolescents the desire to possess these qualities.

It is gratifying that children's publications in the Tatar language try not to change the universal values. And on the paper version of magazines and newspapers, and on constantly updated websites of publications, the need for knowledge for the full realization of the personality is constantly emphasized.

But getting knowledge can not be an end in itself. It serves for something more meaningful, it helps to choose the right (where the ability and desire combine) for a particular person's profession, to become the best in this profession, to benefit society. There are a lot of publications in children's publications about the choice of professions, in which education is a necessary condition for its development.

Our society is in danger - the Tatar people are on the path of forgetting their own history, language, values. Tatar journalism is one of the ways to combat this danger. Especially in the realities, when the social language in schools is studied only at the parents' will, and therefore, is almost not studied (parents do not need additional disciplines), Tatar journalism can play its role of preserving the nation, its cultural symbols, language.

The media educates its readers. At the same time, the society educates its newspapers and magazines, radio and television. The society sometimes negatively affects the media, because market conditions claim that "everything is sold and everything is bought". It is this influence that gave rise to the so-called "tabloid press" in the post-Soviet media space. When there is demand - such publications or programs will always exist, since they have their own audience.

Unfortunately, adult media, whose audience is often children and adolescents, promote sexual freedom, the use of alcoholic beverages, the routine of crime, and often idealize criminals. Unpleasant anecdotes are posted, the fact of betrayal in the family rises, in the programs the authors delve into the dirty underwear of popular people, 14-15 year old girls tell without any embarrassment how many men they had...

The development of human society was not always based on positive developments. Negative, too, were, they passed from generation to generation, new ones were added to them. Therefore, society always struggles with them through invisible moral laws.

As the scientists point out, "the protective "belt" of culture in the media for children should be the guarantor of the safety of childhood, prevent destructive forms of behavior, promote the spread of humanity and harmony" (Vologina, 2011).

In the conditions of moral crisis in the society, issues of moral and ethical education in the family are especially important. After the 1990s, when hurricanes of "Reconstruction" went through the country, some moral foundations of the society also broke down. If in the Soviet era the education of the younger generation was carried out by the school, pioneer and Komsomol organizations, the post-Soviet period did not start talking about education at first. It was announced that the school is engaged only in education, and the family should be engaged in upbringing; children began to believe that such concepts as conscience, morality, kindness, humanism became outdated, self-centeredness developed, which was perceived as the only correct variant of the person's emotional development. Fortunately, such a period did not last long, rather quickly the society began to understand that misdirected or even non-existent educational activity in educational institutions could lead to the collapse of society.

The language of publications, the language of communication with the child through newspapers and magazines receives a special significance. Children's publications in the Tatar language were able to find the right style and tone, because nothing could be achieved by the edification.

Even at such a young age, adolescents see, notice and understand everything, because they have an excellent tool for studying the relationship between people and development from the emotional side - the Internet. Something can be taught only if you look at things through the eyes of a child, if you speak his language.

A teenager is not a child, he learns to distinguish between good and evil. During this period it is necessary to familiarize him

with the real life, supporting that only really educated, informed people are able to solve social tasks.

4 Summary

Unwillingness or inability to distinguish between good and evil can lead to disastrous results. That's why children's and teen's publications should pay special attention to moral education. What does it include in itself? First, according to publications in children's magazines, a child from a young age should know what moral norms and rules exist in society. Secondly, children in journalistic materials, as well as in publications, see children like themselves as positive examples, on the basis of which a desire for morality is brought up.

On the other hand, children's publications reveal the negative aspects of our life, show their harm, poor influence on society, moral degradation with harmful habits. Such pictures of life in the media help the adolescent find the answer to the question "what should not be?" Develop a sense of disgust, a fear of such qualities.

With good ones we should take an example, with bad - a lesson. Here is the principle of the children's and teenage media in the Tatar language.

5 Conclusions

Children and adolescent media can fight bad habits. They show what alcoholism can lead to, talk about the dangers of smoking, introduce the fate of people who took drugs. At the same time, magazines introduce children to interesting activities, talk about other countries, encourage them to travel, i.e. show that without bad habits the world is so beautiful.

Children's publications in the Tatar language are urged not to get lost in this complex world, to fight for their own happiness, to become active participants in the creation of a future society.

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