Summary

**Topic:** «Youth edition: from concept to first issue release»

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The relevance of the research topic is determined by the fact that the youth press that originated in the nineteenth century and gained its active development in the Soviet era, is now also enjoying interest from young people, but is increasingly being pushed from the media market by youth Internet resources.

Youth editions form a large typological group occupying a special place in the system of the domestic mass media. Despite the fact that the youth periodicals were original and the times of the USSR reflected the values inherent in our country, at the moment it is influenced by Western cultures which is due to general Westernization of the Russian population. Studying the youth press phenomenon is an important aspect for determining the directions for the modern magazine periodicals and the Internet. The increase in the level of demand for highly specialized youth publications determines the segmentation trend of information flows, which in turn transforms the media systems on the whole.

The growth in the number and quality of youth media is most clearly manifested in the sphere of Russian higher education where in every educational institution students organize their own specialized publications. It should be noted that the idea of the student mass media is also being transformed: from mediocre non-professional magazines they turn into bright and stylish publications that can compete with the printed products of commercial publishing houses.

Due to their properties, the youth media play a significant role in the communication of the young reader with the whole society. Against the backdrop of the dynamic replacement of social needs with individual ones, it is the media that demonstrates the new values of its audience and adapts it to the conditions of modern society lifestyle.

According to the existing coordinate system, youth media are perceived as the main way of informing and communicating with young people. In this case, the youth press can become a universal platform for interactive communication between the reader and a more adult audience, thus contributing to the transfer of life experiences from the older generation to the younger.

Thus, the youth media phenomenon analysis, as well as its consideration as an industrial site for journalists to be, seems to be an urgent scientific task of great theoretical and practical importance.

**The object of research** are youth editions in the system of Russian media.

**The subject of research** is the “Честное Слово”(«Honest Word») youth magazine developing project for NCFD.

**The research objectives** is to create and promote a youth print and online edition of the magazine designed to become the main resource of information, communication and socialization of the North Caucasus Federal District youth, and also to be a production site for students majored in journalism.

It is expected to solve the following research tasks:

1) to describe the role of the youth magazine in the Russian mass media system;
2) to analyze the youth magazine market in Russia;
3) to develop the concept of the youth magazine "Честное слово"(«Честное слово»);
4) to consider the layout specifics and design of the youth magazine "Honest Word".

**Approbation.** The main theses and conclusions of the work were presented in speeches and publications of the IV All-Russian Scientific and Practical Conference "Organization and control of communicative processes". As a result of the speeches a scientific publication was prepared on the topic: "Youth periodicals: the language of the publication".
The structure is determined by the purpose, objectives and internal logic of the problem under investigation and consists of an introduction, two chapters, which include 4 paragraphs, conclusions, a bibliographic list of used literature consisting of 74 sources, including 8 of them in foreign languages. The total amount of work is 81 typescript pages.

Conclusion. The modern market of the youth press is characterized by a heterogeneous structure and ambiguity: most of the publications are aimed to cover reviews of novelties of cinema, music, fashion, leisure organizing recommendations, while social problems that are relevant to society are not considered. In such conditions, the relatively low quality of universal publications is natural, while other types of magazines are produced in small quantities.

In general, the transformation of the magazine into a platform for two-way communication is one of the most prioritized development scenarios for modern youth publications, which is due to the need for young people to understand that they are been spoken to in their language without any edifying and moralizing character that was relatable to the youth media on past Stages of development.

Publishers that are not limited to printed versions of their magazines create on their websites communities united by common interests, organizing communication in such a way that the consumer has the opportunity to exchange opinions not only with the creator of the product, but also with other representatives of the audience. As a result, the editors have the opportunity to influence the formation of the reader's media culture, which includes a critical attitude to the information consumed and the expression of one's own opinion when discussing the materials.

Youth Internet magazines and prints either resemble each other in the same way, giving the same material, or are unique in their content, but are not in demand. In this regard, it seems necessary to analyze the possibility of creating a journal that represents unique content, but distributed to the entire target audience, thereby creating a new model of mass culture.

The project of creating a new youth magazine assumes adherence to the principles of a diversified and flexible edition for young people that meets not only the current requirements of the journal market, but also the interests and needs of the youth audience.

The “Честное Слово”("Honest Word") edition will be a printed magazine supplemented by an Internet platform and will consist of two separate parts: the first half will be done in a laconic style of an intellectual publication, and the second will correspond to a universal approach and provide material that is in demand for the mainstream youth.