

ANNOTATION

Final qualifying work on the theme:

«Evolution of children's and youth press in Russia
(on the example of an online magazine for high school students

«Five corners» , St. Petersburg)»

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Key words: children's and youth press, online magazine "Five corners".

The relevance of the research topic is due to the fact that the children's and youth press that originated in our country even before the revolution has a rich history, is now also enjoying interest from young people, but is increasingly being squeezed out of 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 the general Westernization of the Russian population.

The decrease in interest in printed periodicals takes place against the backdrop of the general development of the Internet media, because to them, first and foremost, young people have free and unrestricted access. Manufacturers spend money only on the development and support of the site, while for the printed version, costs are required for making, printing and distributing the magazine to kiosks. In this regard, there is an intensive growth not only in the number of Internet publications, but also in their genre diversity.

The user's interest in the activities in the network allows you to quickly develop the Internet segment, the emergence of a large number of resources, designed for different audiences, including children and adolescents.

Speaking about Internet communication, we distinguish such properties as openness, all-pervasive character (absence of spatial and temporal restrictions), the installation of dialogue and the polylogue inherent in the present, have undoubtedly an influence on the system of mass communication media. This is a qualitatively new stage in the development of QMS.

In these conditions, the mass media are forced to integrate into a new information paradigm, as a result, a radical reorganization of the entire mass media system and its typology takes place. At the same time, due to the ramification and heterogeneity of the media system, there are segments of it for which to keep pace with the times, integrating into a new format of communication interactions with its audience is of paramount importance. This primarily concerns the mass media, oriented to dynamically changing auditor segments, on the mobile, ready for innovation, active media-consumer. Such characteristics are inherent, above all, the so-called youth audience. In this regard, the theme of youth journalism does not lose its relevance and relevance.

The purpose of the work is to reveal the features of the functioning and the current state of children's and youth publications in Russia, using the example of an online magazine for high school students, Five Corners.

The realization of the declared goal determined the formulation and solution of the following tasks:

- to define the national children's and youth press to determine its features of development and functioning;

- identify factors that stimulate and limit the development of the modern children's and youth press in Russia;
- analyze the children's press on the example of a specific publication, namely, the magazine for teenagers "Five corners", determine the significance of children's and youth journalism for society, determine the value of the materials contained in it;
- explore opportunities, obstacles and offer recommendations for the development of the portal "Five corners."

Results of the study. In the conducted research all the tasks were solved: the characteristic of the national children's and youthful press, the features of their functioning and originality; Factors that stimulate and limit the development of the modern children and youth press in Russia are revealed; The system of children's and youthful periodicals in Russia is analyzed on the example of the Internet magazine "Five corners"; Investigated the possibilities, obstacles and suggested recommendations for the development of the Internet magazine "Five corners", which allowed to come to the following conclusions.