

TYOLOGICAL FEATURES OF THE CHILDREN'S MAGAZINE IN THE TATAR LANGUAGE

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ABSTRACT

The topicality of the study of children's illustrated magazines in the languages of the peoples of the Russian Federation is determined by the fact that in the context of the transformation of the media environment the typological structure of specific publications is also changing. The paper aims at studying the typological features of a particular magazine in the context of the transformation of the media. The typological analysis contributes to the study of the media system, its transformation on the whole. The purpose has specified the tasks of the work: the study of empirical material on this topic in the form of publications on the pages of a children's magazine in the Tatar language, the study of the content and typological characteristics of this publication.

Keywords: children's journalism, magazine, Tatar journalism, mass media typology.

1.INTRODUCTION

Recently, not only around the world, but also in Russia, more attention has been paid to individual education and upbringing of children. If just ten years ago, insufficient attention was paid to the child as an individual, today the level of preparation of special books or manuals in this direction has also increased. Public notices of the problems and innovations in the educational process in secondary and higher schools, in the field of public education management, are carried out systematically through the mass media and book publishers.

For the recent few years, in the book publishing houses of the Republic of Tatarstan, more and more fascinating books have been published for children of different ages, namely preteen books. Along with them, it should also be noted separately the activities of the children's and youth magazine "Ялкын" (Flame), which has a 95-year history. *Ялкын* is the title of the favorite magazine of Tatar-speaking children. In 2019, the 95th anniversary of the publication of this publication was celebrated. Its first issue was out on March 20, 1924. The magazine has a rich history.

Musa Jalil, a famous Soviet Tatar poet and journalist, war correspondent, Hero of the Soviet Union, executed in the dungeons of the fascist prison of Pletensee on the guillotine in 1944, played a special role in the making of the magazine. For almost a

century, the magazine has changed its heading several times. “Кечкенә иптәшләр” (“Young Comrades”), “Октябрь баласы” (“A Child of October”), “Пионер каләмә” (“Pioneer Feather”), “Пионер”, and the current “Ялкын”.

For almost a century, the editorial staff of the magazine “Ялкын” has participated in the education of several generations of children. Each period of time in Russia was marked by its political and social laws. In Soviet times, the magazine “Ялкын” paid great attention to attracting Tatar children to the pioneer movement, modeled after the Scout movement. Pioneers tried to do well at school, to behave properly, to respect adults, to help friends, the spirit of patriotism was strong in them. At the same time, *Ялкын* never abandoned its educational function. Even though modern journalism pays special attention to the function of informing and entertaining, journalism, especially children’s, should not prevent people from maintaining universal values, therefore both the educational and pedagogical functions of journalism are important.

2.METHODS

The paper uses descriptive, comparative, historical and comparative methods applied in philology, logical analysis, a systematic approach and others. The scientific and methodological basis of the study was the work of domestic and foreign scientists on journalism, linguistics and literary criticism, as well as works on pedagogy and sociology. The methodological base of the study was the works of foreign and domestic scholars (Buzin, 2012; Miel, P. & Faris, 2008; Montgomery & Watson, 2009; Sahin, 2012; Grimes & Fields, 2015; Dennis & Pease, 1998; Alekseeva, 1982; Kholmov, 1983; Kokhanaya, 2013; Teplitskaya, 2017; Galiyakhmetova, 2004; Guseinova & Zayni, 2018; Mngalimov & Garifullin, 2015). The empirical basis of the study was the prints in the Tatar language, as well as the media sites.

3.RESULTS AND DISCUSSION

In the history of Russia, newspapers and magazines, as well as book publishers, had a huge task at all stages of the country’s development: to bring up people to be educated, politically mature, intelligent and moral. It is very important to help children orient themselves in this world. Undoubtedly, the Tatar periodical press is very responsible for this task, all the more there is an additional task of preserving the native language. A significant educational event is at the center of any publication of children’s magazines. Publication, as a rule, goes through three stages: this is orientation and planning; the implementation of these plans; and finally, prove-out of the results.

The magazine *Ялкын* is in constant search, owing to which the content of the publication has noticeably changed for the last two decades. The problem-oriented articles have been increasingly published. Particular attention is paid to design. The sections “Тәҗрибә” (Experience), “Шәхес” (Personality), “Ачыш” (Discovery), “Иҗат” (Creativity), “Спорт” (Sport), “Үз юлым” (A Steady Course), “Мөмкинлекләр” (Opportunities), “Барысы да истә” (Nothing is Forgotten) have appeared. Of particular interest among readers are the headings “Шоу-биз” (Show Biz) and “Йолдызлы киңәш” (Advice from the Star), where famous representatives of show business of the Republic of Tatarstan as guests share their opinions.

Among the freelance authors of the magazine, there are quite a lot of people living outside of Russia – these are professional journalists or former authors from

among the schoolchildren who went on a long-term business trip or moved to live permanently in other countries. It is noteworthy that having already changed their place of work and even their profession, they remain faithful to the children's magazine.

Concerning problem-based publications, there is another point of importance: indeed, the publication influences children, but at the same time it influences parents and teachers. The journalist must create works by making "diagnosis" of the state of the audience in relation to the problem being considered. This is facilitated by a two-way communication between authors and readers – forums, chats, pages on social networks, meetings with readers, etc.

For example, on the social network *Vkontakte*, the page of the magazine is titled "Ялкын – иҗат, яшьлек, сәләт" (Yalkin – Creativity, Youth, Ability), today it has a little more than 7 thousand subscribers. On average, 7-8 original materials are added per page during the day. On Instagram, the magazine section has more than 9 thousand subscribers, news is posted here, contests are held. The magazine has its own channel called "Бик матур" (Very Beautiful) on YouTube where the presenters teach children to dress prettily, the channel is in Tatar. New headings appear on the pages of the magazine, for example, a new one called "Замана һөнәрләре" (Profession of the Present) is dedicated to the *WorldSkills* World Championship, which is being held in Kazan in 2019.

In many cases, the authors of the magazine's publications are schoolchildren. They often tackle the topics that are difficult for adult authors to deal with: for example, they think about places of temporary detention of teenagers, accused of crimes; share their attitude to the teaching of the Tatar language and the fate of teachers of this discipline. A rather original section "Оялчан алма" (Shy Apple), which helps young readers to deal with intimate issues, has a special role in raising children and youth. The main objective of the magazine is to acquaint its readers – schoolchildren, students, teachers, parents with the events taking place in modern reality.

On the pages of the magazine there is a quantitative growth of such non-verbal visual elements as, for example, photographs, collages, drawings. Such growth for a children's publication is understandable and justified – when a child visualizes an object, it is easier to remember it. To judge by the vast experience in the creation and work of children's magazines in the Soviet period, in Russia the main components of each magazine for children were clearly defined. One group was targeted at the socio-political development of children and youth, while others, including the *Ялкын* magazine, fascinated children with the fictionalized form, turning the magazine into an instrument of useful and fascinating reading. This trend has continued to this day.

Literary luminaries have always concentrated their forces around the magazine, because it was believed among Tatar writers and poets that each of them should contribute to the publication of the children's magazine – a magazine that their own children read. "Ялкын" holds its young writers, poets, artists in high regard: in 60-80 years of the 20th century it organized constant contests of children's crafts, thus preparing a literary rising generation. Several children's collected works were published in the magazine. Many small readers later on became famous writers of the Republic of Tatarstan.

The editors of the magazine are conducting the *School of Leaders* project, which joins together active students. The school gives them the opportunity to cultivate close links with various representatives of politics, business, to receive answers from them to the questions of children's interest.

4.SUMMARY

Since the beginning of the 20th century, the magazine has become more alternative, modern, it continues to work in this style to this day. The magazine uses an informal form of address with its readers, although in Russia it is customary to communicate with strangers on formal terms. In this case, the referring with the informal “you” emphasizes the togetherness of the magazine with the children, the friendship between them.

Concerning the construction of the text, it is very often possible to encounter words from English vocabulary in them. Interestingly, they can even be spelled in Cyrillic characters. This method helps to enrich the vocabulary; on the other hand, it serves to attract the reader to the material. Authors have a felicitous style of writing, with humor, using neologisms, slang, jargon. At the same time, it should be noted that punctuation and spelling errors are sometimes made on the journal’s website, which is unacceptable, since the child can perceive it as a standard of correct writing and take the mistakes to be the correct variants.

Ялкын has always been considered to be a literary magazine, therefore, it publishes new literary works of contemporary writers and poets known among the Tatars, as well as works of young talents. In addition to a professional editorial board, the magazine has been practicing the so-called “student editorial board” for several decades – these are young journalists who are high school students and university students who take part in planning the magazine’s vector on the whole or in a single issue, and they are also permanent authors of the publication.

5.CONCLUSIONS

We conclude that the authors of the children’s magazine “Ялкын” use various means for the information on the paper pages of the magazine or on its website to be accepted and subsequently perceived by its readership. When preparing publications, the authors and the editors of the magazine take into account the level of knowledge of children, their desire for communication, motivation, as well as interest and attention. Education via magazine is conducted in the Tatar language, and this, in turn, contributes to the preservation and development of the native language by the future generation.

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