

PROBLEMS OF SUBJECT DIVERSITY IN CHILDREN'S PRESS

Atoyeva Dilnoza Ilhom Qizi,

University of journalism and mass communications of Uzbekistan 2nd year student.

www.dilnozaato@mail.ru, +998909299097

Annotation: The Children's press today is resembling itself as a type of printed media, which still holds the need, interest, demand for printed media. Children's Publishing has reached a period when its direction, regardless of distribution coverage, should take more consideration over the need of the audience. After all, we are now living in a tense time when there is a high probability of being overlooked from the point of view of the readers, unless we can fully engage the audience with specific approaches. It is possible to gain readers' love towards publication with the preparation of a topic in the midst of their desires, interests. To do this, from the press officer to the author, it is necessary to look to the job through the eyes of the children, to prepare their material, becoming a modern companion. They are required to make constant improvement of their creative skills with new styles. In this article, we will examine how much the current children's publications adhere to the creative approach, as well as the situations, problems, and make suggestions and comments.

Keywords: mass media, children's press, public opinion, style, promotion, copy, magazine, newspaper, creativity, client, development.

The property immunity, direction, distribution coverage of publications intended for children can vary. But the main task is to attract the attention of a large audience. That is to say, we need to satisfy the desire and the interest of thousands and even millions of boys and girls of child age, their hearts, worldview, etc. In such conditions, it is natural for any children's publication team, its authors to be sought at the level of modern requirements, in a word, to worry about an absolute increase in their creative skills. The fate, potential and lifelong nature of any media, including children's press, stems from the effectiveness of the creative skill that takes place on the pages of our work. We will try to continue our thinking by comparing the past and the present with live examples.

In our childhood, we used to look forward to the arrival of magazines "Wise word", "Knowledgeable", "Znayka", which were published twice a month: "Guncha", "Gulkhan",

that were published once a month. These publications intended for the children's audience had a large number of subjects and the audience. However, as the years went by, the rate of reading fell, and the importance began to disappear. At first, as we grew up, we thought that the scope of the topics seemed to us simple. However, having learned about its reason in depth, it turned out that most magazines switched to the method of working with the order, rather than working with the audience. As a result of this, the level of articles and creative work has decreased to some extent. In order to comment on our opinion, we will come to the following:

The magazine "Gulhan" used to cover a variety of topics. In particular, under the type pillars, interesting articles, stories, narratives, essays, poems, dialogues, small translation works of foreign writers, as well as various puzzles on entertainment topics— crossword, scan word, logical riddles, riddle-poems, pictorial labyrinth, Sudoku and other similar samples could be found on the pages of the magazine.

The letters department also worked well before. Even critical articles were given, which were prepared precisely on the basis of letters from readers to the editorial office. Any poem that was sent to the editorial office could not be published without being proofread. Those who went through the sleigh of the creators in the editorial office would have been honored. Later, only those who had acquaintances in the editorial office could have their poems or works printed in the magazine. They started working reluctantly with the letters in the letters section. However, before each topic in the journals used to serve as a lesson. And now, either young people are not interested in the topics in the magazine, or topics are not at the level that will interest young people, and are not capable of encouraging them to read. Even in the amount of printed magazines -it's a pity to see a slight difference.

“Wunderkind.uz ” the developing, spiritual and educational journal used a new way of engaging. That is, not only stayed in one place, but also visited schools, kindergartens, promoted the magazine, and also established the trade of the most popular books. This is also a peculiar style. Articles, interesting photos, on the object of photography, attract the attention of the readers. In this case, the function of the bridge between the publisher and the reader is performed by teachers. We also need skillful approaches when working on design, presenting the lessons of the English Language-Antiquities, fairy tales, new puzzles, a page

for drawing, a crossword puzzle that will teach children. It is natural that the colourful scale of the topics in the magazine” 5+ ” will surprise the children.

Children's gloss design is of primary importance. After all, extra ordinary design not only expands the child's imagination, but also increases the coefficient of arousing enthusiasm for reading this magazine. This requires creativity. For example, the magazine “Classmates”, “Little Academician” (Jajji akademik) are practically testing an excellent method of propaganda among children. That is, in this situation the PR is the children themselves. The feeling of pride in the eyes of the reader, whose photo is printed in the magazine, naturally evokes a sense of admiration among other peers. While some are interested in and want to subscribe to the articles that are being given in the process of listing the magazine, others are also interested in contacting the editorial office in the hope of “seeing the face” of the magazine. However, it is a bit sad that most of them buy it only for the purpose of “appearing” in the magazine.

In the Journal “Jajji akademik”, which has recently been published, it is possible to observe an unusual approach to the topics. For example, the fact that such topics as “Talking Book“, “Is it possible to make a safe in a house?”, “Crochet dinosaur” (2017.No8), “Where did Tashkent start?”, “Who teaches more?”, “Our price is on the internet” (2016.No18), “Why the moon does not collapse”, “If I were the leader of the TV”, “Little professor” (2017.No. 9), “Al-Fergani's gift to the Egyptians”, “The custom of neighbouring”, “Small champions of the Big Game”, “50 nation in one school” (2016.No2), “2000 experiment — 1 invention”, “Antenna of the sound”, “Queen of magical forests” (2016.No. 9), “ It is possible to be rich by having chicken”, “7-year-old student of the Institute”, “The agenda of Benjamin Franklin” (2016.No. 14), “Pillow of the heart”, “The most enormous magnet”, “Dreamer's iron”, “Teacher who has not seen a teacher” (2016.No15), “Do you know Hiragana and katakana?”, “Learn from children“, “You don't have to go to school when it rains”, “Vivaldi's Uzbek student” (2016.No4), “You will not study if you do not know how to swim”, “How many zeros are there in Google?”, “Protect us”, “How much does The Miracle cost?”, “The secret code of Man” (2017.4) do not repeat each other, the new approach will not leave indifferent not only children, but also an adult audience.

At present, the language, style, design, shape, direction, genre, color selection skills, “speaking” pictures, levels, literacy, relevance and general appearance of the materials published in children's newspapers and magazines do not meet the requirements of today. There are a lot of shortcomings. If we take a comparative look at foreign children's publications, it becomes clear that errors and omissions in our publications are far more. If you listen to the children's Press, then “children do not speak”, but adults “try to speak in the same way as the child's voice”.

Articles on a colorful topic, which are given under an interesting title, will help to form a children's worldview. Only publishing the subjects that motivate us to give admonition make children bored of the magazine. Children of the XXI century live in the information age. It is crucial to give them information that is interesting to them, the necessary information, literature that corresponds to the spirit of the times, rather than give them a band-reminder. In order to provide such materials, it is necessary to walk among children, to be able to sympathize with their interests, to have conversations, to hold meetings-it is essential to conduct sociological questionnaires, to know their attitude to current magazines and topics in them.

In a word, it is necessary to touch the child's heart. Sitting in a room does not end the work with creativity. After all, the child himself cannot sit in one place. Materials should be prepared with childish thinking and childish enthusiasm. Although many years have passed, children still do not put by their hands and keep in their hearts the golden inscription of the poets Anvar Obidjan, Xudoyberdi Tohtaboyev.

The scope of themes is the most painful point in the children's press. The first reason is that those who write in this direction are incredibly rare. And those who have found their direction, can be counted with fingers. In this respect, the coverage of the topics is shallow, in most cases, repeated topics are noticeable. There is almost no creativeness.

Massive articles are a bit boring. Magazines such as “Wise word”, “Knowledgeable”, “Znayka” are published in compact format (in the format of a notebook), 24 pages. Since the periodicity of the release is relatively short, in these magazines it is also given continuous stories, puzzles, multi-part works. In general, the announcement of polygamous stories with the aim of entertaining the reader gave a good effect from the middle of the 90-ies to the

beginning of the 2000-ies. In many publications with the help of such method, high performance was achieved. But currently, the readers do not have the patience to wait until the next issue. Now customers are interested in materials that are as compact as possible, rich in photos that are not in large quantities. It can be seen that keeping an ear to the breath of times is a guarantee of success.

Also, if translation of the most popular works of the world children's literature is published regularly, this factor will have a positive effect on the further increase of the reader's knowledge. There is no doubt that such works, in which the variety of themes is illuminated, as well as belonging to different genres, will encourage future children to create wonderful samples of literature.

Other topics are also repetitive and general. But if the publications intended for children are approached with more serious attention, then any newspaper-magazine will also have a large audience of customers at a quick opportunity.

There are a number of shortcomings in ensuring originality and readability of the topics published in children's newspapers and magazines. To overcome this, it is worthwhile to organize the direction of Education of "Children's journalism". Because in this direction, the problem of personnel cannot be denied. In addition, scientific research in children's journalism is not numbered and perfect. Learning foreign language is also sluggish.

People's poet of Uzbekistan Anvar Obidjon said in his book "Roads with witches", - "there are many protected lands in children's literature, and those who are trying hard to master are few". All in all, this painful issue, in turn, belongs to the children's press and journalism at the same time.