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**Nataliia Syromlia**

PhD, associate professor of Department of Foreign languages  
Kyiv National University of Technologies and Design, Ukraine

## **PERIODICALS FOR CHILDREN AS A SYSTEM**

According to Marshall McLuhan principal “the medium is a message” (Understanding Media: The Extensions of Man, 1964) [1] we try to open the main mechanisms of impact of children’s magazines in Ukraine on its audience.

The relevance of this work is conditioned by the following factors. The works of N. V. Zozulia (based on children’s lullaby folklore), M. Yu. Kaiky (based on children’s literature of the mid XX–early XXI centuries) and others are devoted to the study of the formation of a child’s linguistic personality. At the turn of the XX–early XXI centuries the children’s magazines began to represent a system in which “various types of writing are combined and argue with each other” [2, p. 388]. Researchers of the mass media space characterize this process as the overcoming of the linear character of their nature by social institutions and the transition from a disordered state to a highly ordered system [3, p. 6].

Based on the works of A.G. Shilina, we define a children’s magazine as a system, i.e. “A set of interrelated and interdependent elements that form a more complex unity, considered from the side of the elements – its parts” [4, p. 27]. This type of a system is identified as ideal by V. M. Solntsev in his classification, since such a system is a form of reflection of the external world, it arose due to the mental activity of people and does not exist outside the material substance - the addressee’s thinking brain [5, p. 18].

The study of the features of the development of a children’s magazine as a system requires analysis of its structure. According to A. S. Melnichuk’s definition, the structure is understood as “the composition and internal organization of a single whole, considered from the side of its integrity” [4, p. 27].



To study children's editions, we use an integrative approach, according to L. P. Ivanova, it is based on "complementary principles – anthropocentrism and systemic centrism" [6, p. 72].

Considering the written above, a children's magazine is considered to be a supertext. According to the definition given in the "Stylistic Encyclopedic Dictionary..." edited by Kozhina M. N., "Supertext is a set of statements or texts, combined in content and situational awareness. This is a holistic formation, the unity of which is based on the thematic and modal community of the units (texts) included in it. Supertext is limited in time and space; as an integral speech unit, it has communicative poles – the author and the addressee" [7, p. 374].

In the work of A. G. Loshakov, some components of this concept that are important for correlation with a children's magazine as an object of our research are added: a supertext is understood as "a series of autonomous verbal texts marked by a directed associative-semantic community (in the spheres of the author, code, context or addressee)" [8, p. 102–104].

Thus, we identify a children's magazine as a system expressed in the form of a supertext.

A children's magazine meets the following criteria for supertext, according to N. A. Kupina. and G. V. Bitenskaia [9]: 1) we consider clearly defined chronological boundaries to be the formal criteria of the supertextuality of a journal (the printed and electronic editions of 2010–2019 published on the territory of Ukraine were analyzed); 2) conceptual criteria – thematic and modal integrity, the ability to be an open or closed system, the presence of an author and an addressee, structuredness (of the same type vs heterogeneous editions), linguistic community, dynamics of formation and further development.

Let us dwell in more detail on the characteristics of formal criteria as applied to a children's magazine. A children's magazine is a multilevel system with a hierarchical structure (based on Shilina A. G. 2012).

The first level represents the totality of all children's magazines in Ukraine for the proper period as a supertext. The second level is formed by the independent children's periodical, each of which is a supertext, for example, "Poznayka", "Bogdan", etc.). The third level is a separate issue of a children's magazine (№№1–6 or №№1–12) [10] as a supertext for the analyzed period.

So, a children's magazine is an ideal system composed of objects – concepts or ideas, connected as a whole, this is a complex unity, the dynamics of which is formed by the structure of the system, its composition and internal organization.

The peculiarity of a children's magazine as a system is due to its specificity, to study this material it is advisable to use an integrative approach, that is, linguistic (text theory, communication theory, sociolinguistics, media linguistics, cultural linguistics, ethnolinguistics, etc.) and non-linguistic (journalism, sociology, psychology) principles.

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