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## CHILDREN'S PRESS IN KARAKALPAKSTAN: PROBLEMS AND SOLUTIONS

**Abstract:** This article deals with the role and importance of children's publications in society. On this basis, attention was paid to the activities of children's publications in the Republic of Karakalpakstan, commenting on the establishment of children's publications in the region, the stage of development and the current state. It also provides a comprehensive analysis of the skills of journalists working in children's journalism.

**Key words:** globalization, society, press, children, typology, purpose, genre, skill, education, creativity, issue, topic, online publication.

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### Introduction

The issue of child rearing has always been a major issue in the public eye. Because tomorrow's future is directly related to the upbringing of today's children and youth. We know that the media plays an important role in the upbringing, along with parents, family, environment and society. This was reported by field researcher G.L. Kapustina says: "Newspapers play an important role in educating children from an early age" [1; 4]. Therefore, one of the main issues is to constantly regulate and control the coverage of the topic of child rearing in the media, which has a strong impact on social life.

"In a rapidly evolving global information society, the flow of information from various media outlets has a significant impact on the worldview and upbringing of children and adolescents. In particular, such information flows have a significant impact on the younger generation of young independent states. States that care about the future of the younger generation in the 21st century are paying close attention to children's journalism in order to protect

them from ideological information attacks through the flow of information. Therefore, in the world of children's journalism, the scope of scientific research on journalistic skills, the possibility of genres, the language and style of materials is growing" [4; 5].

### The main part

It is well known that the press differs in its influence within the media. As the scientist M. Khudoykulov noted: "The press covers almost all aspects of public life, it can be said that there is no sphere of people's activity and social life that is not reflected in the press. That is, the press is an ideological factor that constantly and actively influences all aspects of socio-political life and activity" [3; 15]. Indeed, the press is particularly important for its influence over other media. Therefore, special press releases for children pay close attention to the issues of education and upbringing.

The children's press, like other forms of journalism, "performs different functions in front of the public and is considered a different social

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institution." The social functions of the press for the younger generation are shaped by pedagogical ideas as well as the views of society. Taking these into account, we can mention a number of features that are typical for victory message tools for both children and adolescents "[4; 24].

The following functions of children's journalism are mentioned by the experts who carry out special research works on this topic:

1. Informational-educational function. The newspaper and magazines provide a wide range of information about the environment for children.

2. Enlightenment function. The children's audience was characterized by a desire for knowledge. There is a need to understand and accept the events that are taking place on the left. The newspaper's main focus is on absorbing the spiritual wealth that has been enriched by society and teaching them how to use it.

3. Educating function. Newspapers and magazines for children and teenagers have a great educational potential. The reason is that the children's press gives every child a sense of decency and aesthetics. For example, in the pages of the press, children were told about the concepts of what is good and what is bad, friendship, love, and beauty.

4. Informative function. Children and adolescents receive the knowledge, diary, and sleep they need in life through the press. For example, a number of magazines have sections that teach children to read and think logically.

5. The function of social adaptation. Newspapers and magazines dedicated to children and adolescents have become an integral part of human society.

6. Salvation function. The press for each jazz group focuses on self-discipline in society, in the community, in the community, on hard work, and on choosing the right profession.

7. Cultural-educational function. Children also enrich the inner world of young teenagers and teach them to be impartial.

8. Recreational function. Recreation is called "dem alys", "oyyn", "oyyn-zaoyl" in the nature of business. Crossword puzzles and puzzles in the press for children and adolescents serve to develop the child's psyche.

Children's journalism is an integral part of society and should always be developed in the same way as society. That's to say: "Children's journalism is a constantly evolving, dynamic phenomenon that has spawned many striking examples of domestic publications for children. The success of a newspaper or magazine over the course of many centuries depended on the editor's business acumen, a clear understanding of the mission of the publication, audience, and reading interest. These factors not only consolidate the editorial position and are fundamental in the release of a quality product, but also determine the type of publication. The typology allows us to determine the "niche" of each particular publication

among others, to present its model "[5; 6]. Typology helps to compete with each other, to identify differences in business acumen, and to pursue an information policy. Thus, the emergence and development of the typology of children's journalism to a certain extent contributes to the development of society, as well as the competition between children's consciousness and, ultimately, the development of the media.

The press has the ability to divide victory news tools into many types. The reason is that the press is considered to be a species with a history of several centuries in the system of victory message tools. He developed every aspect of his work and all kinds of types appeared. In our view, it is worth noting that the emergence of other means of communication in the development of the press is also associated with the development of certain types of drugs in order to compete with them [4; 8].

A number of scientists have relied on the definition of press types. M.V. Shkondin, one of the best scholars of the typology of the press, expressed the following opinion about the type: [6;112].

So, type - this type of pressure has become a model. More and more newspapers are competing for victory news tools. The era of globalization has had a significant impact on all Karakalpak media. In other words, by this time, the weight and social significance of the press in the information space of Karakalpakstan has risen to a high level. Especially since the years of independence, it has begun to influence the change of the social environment, the formation of the audience's views on the processes in society. This can be explained by the emergence of specialized publications, the polishing of colorful topics in the press, the use of various forms of communication with the audience "[7; 14].

Children's press in Karakalpakstan was founded in 1932. One of the first editions was "Jetkinshek". The first issue of this edition was published in 1550 copies in Latin script once in 10 days in Turtkul. Since then, the publication has become a close friend, confidant of children and adolescents and a vital mirror that shapes their worldview.

The first editor of the newspaper was M. Yakubov. It is no exaggeration to say that the newspaper brought to the society a number of enlighteners, writers and even statesmen at that time.

Among them are S.Majitov, J.Aymurzaev, N.Daukarayev, A.Begimov, D.Nazbergenov, K.Ayyymbetov, T.Seytmamutov.

"The basis of the newspaper is children's clubs and special pages. Among the special clubs are "Anqau' keskir" (Humor blog), "Jelqom" (club for high school students), "Barligin bilgim keledi", "Jas fizikler", "Jas matematikler", "Jas informatikler", "Jas adebiyatshilar". will be. Among the special pages are: "Diluar" young reporters, "Miyras" (Study of National

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Heritage), "Karlygash" nature newspaper, "Tulkishek" (special page for students of grades 1-2).

Through this, the newspaper is engaging with children through live communication and increasing their interest "[9; 86].

Since the years of impartiality, the newspaper "Jetkinshek" has been educating the children of the new era, along with the creation of reforms in the field of education and life, as well as the state policy of our country on the younger generation. The editorial staff was full of talented journalists, working on new solutions for the upbringing of our children in accordance with the principles of patriotism and humanity. Since 2004, it has been expanded to 8 pages in A-3 format. As a result, the ability to use the letters of students who send 4-5 thousand letters a year has expanded [10]. Together with Sony, the newspaper created its own website and created a wide range of opportunities for readers.

In January 2011, the children's literary magazine "Karlygash" was published. The magazine was founded by the Writers' Union of the Republic of Karakalpakstan, and its original editor was a well-known writer Gulaysha Esemuratova. The magazine features children's drawings, as well as pictures dedicated to all sorts of events.

Starting from April 25, 2015, "Give the world to children!" The uranium began its work in the "Brown" chapter. The founder of the newspaper, Ustaz Joly, is a limited liability company. Guljahan Tajetdinova and Kaljanbay Gutlymuratov are the editors of the children's magazine "Ustaz Joly". The newspaper was published twice in a 14-page A-4 format. Another feature of "Konirau" is that in almost all pages of both Uzbek and Karakalpak languages, students write their own poems.

Today, almost all publications have their own websites. For that reason, newspapers and magazines need to keep pace with today's demands. In the 21st century, as technology has evolved, the importance of daily publications seems to be declining. Students receive information through the Internet. However,

the Internet cannot completely replace newspapers and magazines. The reason is that it only publishes short information. First of all, the information on the Internet is not clear and complete, and the information that is published in it cannot reach the human heart completely. However, it would be wise to take full advantage of the current situation in the daily press and update our sites on a regular basis to offer readers. Most large presses are doing just that. In other words, it has increased the number of newspaper copies by posting incomplete information on its website and referring to the paper version. In order to do this, it is required to run regular print sites on a regular basis. This, in turn, would have a positive effect on the ability of newspapers to retain their audiences and expand their audience.

### Conclusion

The results of the analysis show that the following exercises can be seen today in the Karakalpak children's press:

- to pay attention to the children's press in the modern era of development of modern information technologies;
- to have its own website for children's publications, which are currently in print;
- a clear reference to the paper version of the online version of the children's press;
- to ensure that each child is pressed at the right time;
- the online version of each edition is published in due time;
- each online print is equivalent to the term paper version;

If these exercises were coordinated, each children's newspaper would have a larger audience, and the children's newspaper would have become more widely known. This, in turn, has a certain effect on the increase in the circulation of the newspaper, while the increase in the circulation of the newspaper can have a direct impact on the improvement of the economic and financial situation of the newspaper.

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