

# CHILDREN'S PERIODICAL PRESS AS AN IMPORTANT ELEMENT OF PRESCHOOL EDUCATION

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Modern society places new demands on the level of human development. Preschool education is the leading link that provides the initial formation of intellectually and communicatively developed personality. Children's periodicals are not left out here.

Children's periodicals are an array of periodicals created specifically for children's readers, taking into account age differentiation, psychophysiological capabilities, cognitive needs and peculiarities of perception [1]. A special place in children's periodicals, in our opinion, is given to magazines for preschoolers, which are designed to develop their curiosity and interest in the world around them, broaden their horizons and prepare the child for school.

The modern market of children's periodicals can be considered saturated and even oversaturated. The most popular among children today are the following Ukrainian-language publications: "Piznayko", "Malyatko", "Stezhka", "Kraina Znan", "Kazkovyi vechir", "Veseli kartinki", "Yablunka", "Likhtarik", "Dolonka", "Art class", "Sunflower". However, most publications are monotonous, have similar headings, tasks, competitions. Part of children's periodicals is the translation of well-known and popular Russian and English-language publications, which is not always adequate in linguistic and logical aspects. Unfortunately, the problem of Russianisms is still relevant, as most children's periodicals are foreign products [2].

I would like to note that the content of children's periodicals must meet the following requirements: rhythm, melody of individual texts of the publication, which helps their easy perception by children's audience during listening; combining an optimistic presentation of works with a realistic depiction of the world around us to prepare the child for "adult" life; the presence of humorous poetry or prose in the proposed materials, which develops in young readers a sense of humor, intelligence, optimism; emotionality of works as a way for a child to gain sensory experience; the presence of imagination, fiction in the texts, which promotes the development of imagination, thinking, and hence speech; division of characters in works into antagonistic groups, instructiveness of texts as a condition of formation of own system of estimation in the world of children's perception [3].

The language of a children's publication is a special kind of literary language, so it has its own means of expression, effectiveness, emotionality, its own aesthetic ideals.

The lexical base of texts of modern children's editions also needs special attention, as often the dictionary used by the author when writing a work does not correspond to the lexicon of a child of a specific age, his life, speech experience; sometimes the vocabulary of both artistic and cognitive publications does not cover all aspects of teaching and education [4].

Qualitative lexical level of children's magazines - the key to the normal formation of communication and speech skills of the child. The introduction of new words will expand the perception and understanding of new realities in children, help to adapt in society (class, circle), find new friends and decide on extracurricular activities. Such information will satisfy the child's curiosity and free parents from annoying questions [2].

It is proved that a sentence of 7-15 words is considered optimal in the publication. Until the age of 5, children think "linearly", they still cannot understand the meaning and significance of abstract concepts, the difference from specific ones. It is difficult for young readers to realize what cannot be perceived by their senses. It is necessary to enter them carefully into the text, not forgetting about the small baggage of knowledge of the recipient. In an interesting game form, it is easier to memorize useful information, spelling words. Thanks to magazines, the child gets acquainted with the world around him. The subject of a magazine or newspaper close to children is an effective means of involving in systematic reading, which greatly affects the formation and development of reading interests, speech and communication skills [3]. In addition, children are best able to memorize new words if they are presented in a playful way, with illustrative material.

Thus, children's magazines perform the most important function - to enrich the young reader with knowledge and prepare him for school. The

content of the publications and the language of children's periodicals should be appropriate for the age of the young reader for the best possible perception of information. New concepts in each issue increase the child's mental abilities and encourage him to explore the world around him. However, monotony should be avoided and efforts should be made to create new useful and interesting content for preschoolers.

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