

- 2 Abova E. Regionalnaya pressa: problemi menedzmenta / Red.-sost. I. Dzyaloschinskiy. M.: "Prava cheloveka", 2001. – S. 129-140.  
3 Martinov D., Oskin A. Regionalnaya pressa i ee problemi. // Industriya reklami. – 2007. – № 6.  
4 Styazkin V.E. Regionalnaya i lokalnaya pereodika. M. – 1996.  
5 Duschkova L. Molodeznaya pressa bez chitatelya // Mesto vstrechi. – 2001.

### **ТҮЙІН**

**А.О. Балыкина,  
Е.В. Вайберт**  
*Инновациялық Еуразия университеті (Павлодар қ.)*

#### **«Твой мир» облыстық балалар-жасөспірімдер газеті мысалында балалар мен жеткіншектерге арналған аймақтық БАҚ-тың өзгешеліктері**

*Бұл мақалада аймақтық баспасөздің теориялық және практикалық аспектілері, жеткіншектерге арналған БАҚ-тың ерекшеліктері, баспа БАҚ атқаратын қызметтер, сонымен қатар «Твой мир» облыстық балалар-жасөспірімдер газеті мысалында аймақтық жасстар бұқаралық ақпарат құралдарын қарқында дамыту қарастырылған.*

**Түйін сөздер:** жасстар баспасөзі, аймақтық баспасөз, жасстар бұқаралық ақпарат құралдары, жасстар, жасөспірімдер.

### **RESUME**

**A.O. Balykina,  
E.V. Vaibert**  
*Innovative University of Eurasia (Pavlodar)*

#### ***Peculiarities of regional media for children and teenagers by the example of regional children and youth newspaper “Your world”***

*This article describes theoretical and practical aspects of regional media, particularities of media for teenagers, functions performed by the print media, as well as intensive development of regional youth media by the example of the regional children and youth newspaper “Your world”. The authors presented expectations analysis of youth readers.*

**Key words:** youth press, regional press, youth media, youth, teenagers.

УДК 373.2

**E. Cortiella**

*Innovative University of Eurasia (Pavlodar)*

E-mail: [elmirasociology@gmail.com](mailto:elmirasociology@gmail.com)

### **Cost, availability and development of early childhood education in the United States**

**Annotation.** *This article attempts to explain the importance of early childhood education and how it generally affects child development. Also it shows the data on the cost of child care in different regions of the United States of America and highlights the need of government assistance for low income families with young children.*

**Key words:** *early childhood education affordability, cost of early childhood education, early childhood development, quality child care, family and state.*

**Abstract.** Early childhood education in the United States is quite expensive these days. Every year the cost of childcare is getting more and more expensive for any family. The childcare takes a big portion in every family's budget. Cost of early childhood education often exceeds the cost of the mortgage or rent housing, college tuition or the cost of food. If we compare the two types of education: pre-school and higher education, the family expenses on pre-school are much higher than the expenses on higher education [1].

Because of the above, the access to the quality early childhood education is problematic for a regular American family. The first five years of child's life are very important for health, further harmonious personality development, successful performance in school, family and in society.

Recent scientific studies have proven that the rapid development and the formation of the baby's brain are happening in the first five years. The early development of the baby as a part of early learning education provides the basis for the formation of his or her organizational skills that will help him or her in the future to function adequately throughout his or her life. It also contributes to the formation of child's learning skills and favors the development of their social and emotional abilities.

Why the early childhood education is important?

- Most children go to kindergarten without any basic learning skills;

- Children without basic learning skills most likely to stay behind their peers who went to pre-kindergarten;

- Children at high risk, benefit the most from quality early childhood care;

- All children should go to kindergarten prepared and focus on achieving academic excellence.

The cognitive component:

- improves school performance;

- improves math and language skills;

- improves the clarity of thinking / attention skills;

- reduces the risk of being diagnosed with learning disability;

- reduces dropouts from school.

Socially and emotionally:

- helps and improves to establish friendly relations with their peers;

- reduces behavioral problems;

- imparts skills of self-education;

- teaches the principles of creative approach to teaching;

- helps to adjust child's behavior in accordance with the internal rules of the school.

Long-term positive results and savings on preschool education:

- helps self-realization;

- achieving high academic results;

- teaches the principles of building a professional career;

- improves the employment rate;

- increases the lifetime earnings;

- helps to counteract the negative social processes;

- reducing rates of teenage pregnancy and imprisonment.

All this is confirmed by the results of years of research, according to new research published in the American Educational Research Association's journal, Educational Evaluation and Policy Analysis. Attending the quality pre-kindergarten classes reduces by 32 percent a chance to be diagnosed with any type of learning disability.

However, it should be noted that the attendance of pre-kindergarten classes, does not have anything to do with the education of children with disabilities, developmental delays of speech or behavioral-emotional disorders.

Scientists Clara G. Mushkin, Helen F. Ladd and Kenneth A. Dodge from Duke University studied two early childhood development programs in North Carolina. The aim of the study was to determine if the early childhood programs reduce the chance for a child to be diagnosed with learning disability. One program provides health and family services for children from birth to 5 years of age. Another program serves 4-year-old children at risk. The study included observation of the 871,000 children born between 1988 and 2000 [2].

Scientists have found that participation in pre-kindergarten program decreases chance to be diagnosed with any learning disability by 32 percent. The other program, which includes health and family care, reduces the chance by 10 percent. Researchers have noticed that participation in both programs reduces chance by 39 percent. Also, what is important, the number was even higher for children from low income families.

On the basis of these studies, Clara G. Mushkin came to conclusion, that government and politicians should be interested in investing in the state run early childhood programs as it is beneficial for children.

In the President's Obama State of the Union on January 20, 2015, he proposed tax relief for working families with children. Quote of the President "“In today's economy, when having both parents in the workforce is an economic necessity for many families, we need affordable, high-quality childcare more than ever. It's not a nice-to-have -- it's a must-have. So it's time we stop treating childcare as a side issue, or as a women's issue, and treat it like the national economic priority that it is for all of us" [3].

Currently there are eleven million children under 5 years of age in the United States who receive different type of early childhood education. Assisting families to access to quality early childhood education is a primary concern of the US government [4].

As mentioned above, assistance in access to quality early childhood education is one of the main tasks, which promotes a healthy and economically viable competition in the labor market. The consequences of the lack of affordable and quality early childhood education often lead to serious and real problems [5]:

- children who go late to pre-kindergarten, often stay behind their peers by 85 percent. They go to kindergarten without basic learning skills needed to succeed in school till 4th grade.

– 75 per cent of 18 year olds cannot pass the ASVAB- testing program required to be hired by US Armed Forces. To solve this problem, which poses a threat to national security, the country's military leaders set a goal to provide quality early childhood education for children of active military personnel.

A table 1 below shows the cost of early childhood education in different parts of the United States, which confirms again that the cost of infant care in child care centers is a big item in family's budget.

Table 1 – Top 10 Least-Affordable States for Center-Based Care for a 4-Year-Old in 2012

State	Average Annual Cost of Infant Care in a Center+	State Median Income for Single Mother Family++	Cost of Care as a Percentage of Median Income for a Single Mother Family	State Median Income for a Married Couple++	Cost of Care as a Percentage of State Median Income for a Married Couple
Oregon	\$13,452.00	\$21,828.00	61.6%	\$72,226.00	18.6%
New York	\$14,939.00	\$25,883.00	57.7%	\$90,725.00	16.5%
Minnesota	\$13,876.00	\$25,988.00	53.4%	\$89,608.00	15.5%
Massachusetts	\$16,430.00	\$27,587.00	59.6%	\$109,090.00	15.1%
Colorado	\$12,736.00	\$26,089.00	48.8%	\$85,137.00	15.0%
California*	\$12,068.00	\$27,237.00	44.3%	\$81,484.00	14.8%
Illinois	\$12,697.00	\$24,226.00	52.4%	\$85,715.00	14.8%
Hawaii	\$12,473.00	\$28,507.00	43.8%	\$86,699.00	14.4%
Washington	\$12,108.00	\$25,927.00	46.7%	\$84,464.00	14.3%
Kansas	\$10,518.00	\$22,996.00	45.7%	\$77,034.00	13.7%

+ Source: Child Care Aware® of America's January 2013 survey of Child Care Resource and Referral State Networks. Some states used the latest state market rate survey.

++Source: U.S. Census Bureau, American Community Survey, 2009-2011 three-year estimates. Table B19026.

What is the most important not to forget that children need in love and attention from their parents, which contributes to the development of their sense of trust and security, as well as helping them to strengthen self-confidence as they get older.

Infants and young children grow, learn and actively develop when they receive love and affection, attention, support, and quality food and medical care. Therefore, understanding the stages of child development helps parents know what to expect and how to support the child as he or she grows and develops.

In most cases, early childhood development programs help parents and their children from infancy to 8 years of age; successfully overcome one of the major life stages of a child's development as a transition from home care to kindergarten.

All children have the right to a decent education in the family and access to quality health care, quality food, quality education, developing activities and protection from violence and discrimination. Children have the right to grow up in an environment where they can realize their full life potential.

Compliance, protection and exercise of these rights are the responsibility of the parents, caregivers, family members, communities, civil society and governments.

From a scientific point of view, it is clear that the early years of a child's life are a unique period in his or her development, therefore it is should be considered that quality early childhood care and education are the basis of successful future of the child.

## REFERENCES

1 Parents and the High Cost of Child Care 2013 Report. Childcare Aware of America. [http://usa.childcareaware.org/sites/default/files/cost\\_of\\_care\\_2013\\_103113\\_0.pdf](http://usa.childcareaware.org/sites/default/files/cost_of_care_2013_103113_0.pdf).

2 Fewer learning disabilities for pre-K grads. Rhonda Rosenberg. March 5, 2015. New York Teacher Issue.

3 The White House. (2015) FACT SHEET: Helping All Working Families with Young Children Afford Child Care. <https://www.whitehouse.gov/the-press-office/2015/01/21/fact-sheet-helping-all-working-families-young-children-afford-child-care>.

4 U.S. Census Bureau. (2013). Who's minding the kids? Child care arrangements: Spring 2011. Retrieved September 5, 2013, from <http://www.census.gov/prod/2013pubs/p70-135.pdf>.

5 National Association of Child Care Resource & Referral Agencies (NACCRRA). (2012). Child care: Like the Military, Is it time for shared responsibility? Retrieved August 23, 2013, from <http://www.naccrra.org/sites/default/files/default>.

**ТҮЙІН****Э. Кортиелла***Инновациялық Еуразия университеті (Павлодар қ.)***Америка Құрама Штаттарындағы мектепке дейінгі білім берудің бағасы, қолжетімділігі және дамыту перспективалары**

Бұл мақалада мектепке дейінгі білім берудің маңыздылығын түсіндіруге және оның баланың қалыптасуына қалай әсер ететінін қарастыруға әрекет жасалады. Америка Құрама Штаттарының әр түрлі аймақтарында балаларды бағып күтудің құны туралы мәліметтер келтіріледі, аз қамтылған, кішкентай балалары бар отбасыларға мемлекет тарапынан көмек көрсету қажеттілігі көрсетіледі.

**Түйін сөздер:** мектепке дейінгі білім берудің қолжетімділігі, мектепке дейінгі білім берудің бағасы, баланы ерте дамыту, сапалы бағып күту, отбасы, мемлекет.

**РЕЗЮМЕ****Э. Кортиелла***Инновационный Евразийский университет (г. Павлодар)***Стоимость, доступность и перспективы развития дошкольного образования в Соединенных Штатах Америки**

В данной статье предпринята попытка объяснить важность дошкольного образования и рассмотреть, как оно в целом влияет на формирование ребенка. Приводятся данные о стоимости ухода за детьми в различных регионах Соединенных Штатов Америки, подчеркивается необходимость помощи со стороны государства малоимущим семьям, имеющим малолетних детей.

**Ключевые слова:** доступность дошкольного образования, стоимость дошкольного образования, раннее развитие ребенка, качественный уход, семья, государство.

УДК 316.3

**N.B. Ruditsa, PhD***Innovative University of Eurasia (InEU)***Influence of the informal relations on management of the enterprises' and organizations' activity**

**Annotation.** *In the paper it is considered the problem of emergence of the informal relations, their influence on management of the enterprises' and the organizations' activity, and also emergence of informal practices which reflect a modern socio-political and socio-economic situation of a transition period.*

**Key words:** *informal relations, management by resources.*

In modern economic practice the system of informal interactions is widespread and has traditional peculiar features. On the one hand, in special researches it is claimed that historically in the Post-Soviet countries it is very typical for many generations of people a thirst for the solution of problems using of a personal contact, unwillingness to use formal, official channels of social interactions. On the other hand, the objective situation of the last years of the Soviet period promoted growth of informal administrative interactions where as specific feature acted the system of the personified communications between people, the status and opportunities (social, economic, political) which were mediated and defined by their formal situation in the existing administrative (nomenclature) hierarchy. This phenomenon in fact compensated the lack of a private property institution and the market relations by creation of the specific informal markets thanks to which due to corruption of all system (from officials of the first rank to the simple worker) was provided and maintained welfare of members of society according to their administrative status. Thus close connection of informal activity with a workplace caused its product binding and the stratified character. In Post-Soviet time the situation was aggravated with acceptance of legal base, absolutely inadequate for current situation, which in practice didn't admit and rejected by overwhelming part of participants of administrative interactions.

The informal relations in modern management are understood as the forms of administrative practice independent officially directed on the independent decision by the subject of management of the professional problems arising at it. The informal relations in management arise in those spheres of administrative interactions