

Общественные науки

UDC 316.774:654.197

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Content analysis of social differentiation of children's television products (case study of "Balapan" TV-channel programs)

Annotation. This article shows a case study of social differentiation of «Balapan» channel products on the basis of content analysis. Differentiation on the grounds of gender, age, education, interests, nationality, and place of living was considered. These criteria are taken into account during content creation process and according to child's social group the channel product is created, which will be optimized for each audience.

Authors provided basic social children's groups and analyzed strategies and ways of impact, used while creating children's television content. Key functional areas of «Balapan» children's channel programmes are defined, they are: informative, educational and entertainment. According to authors, first and foremost children audience is attracted by a colorful audiovisual picture on TV-screen. The older the viewer gets, the more meaningful its television product's receptivity becomes. Strategies and ways of impact for each age category (junior preschool, senior preschool, junior school, teen and early adolescence aged) are considered while creating children's television content.

Keywords: broadcasting for children, television audience, impact strategy, ways of impact, television program.

Broadcasting for children in Kazakhstan is represented by domestic and retransmitted foreign channels. Retransmitted foreign channels are the following: "Cartoon Network Russia", "Nickelodeon CIS", "Detskiy", "Detskiy Mir", "Karusel" and "Multimania". "Balapan" is a domestic children's TV channel. The primary audience of the channel is preschool children. The TV channel is in the package of free channels of OTCU TV and in the basic package of a joint IPTV-brand "iD TV" of "TOO Alacast" and "Kazakhtelecom JSC". It is retransmitted by cable television operators. The channel has its official website (access mode: <http://balapan.kaztrk.kz/kz>), design and content of which suit the target audience of the channel. Great attention in forming and selecting the content is paid to ethical and educational aspects: material, containing cruelty and violence demonstrations, is not allowed; material is selected based on the following criteria:

- development of kindness;
- formation of responsibility;
- fostering of high moral standards.

To this purpose, skilled educators and psychologists take part in creation of each program product, opinion and comments of parents are accounted in the analysis of pilot projects. The goals of the channel are upbringing and education, and the targets are to foster a patriotic sentiment, to improve the knowledge of the official language, to give an idea of the surrounding world.

Content analysis was selected for the study of social differentiation of the channel products. "Content analysis is a method of qualitative-quantitative analysis of documents' content to detect or measure different facts and trends reflected in such documents" [1]. A domestic children's channel has been selected for the content analysis. Both in-house children's content and retransmitted foreign animation products in Kazakh are represented on the channel.

Speaking of social differentiation of children's TV broadcasting, it should be noted that there are considerably fewer indexes and social communities among children. "Studying of childhood as a sociocultural phenomenon is a real sociological problem. We are yet to evaluate children as a special social group with its own structural bonds, its own social relations which are formed on the inside" [2, p. 10]. Differentiation by gender identity, age bracket, education, interests, nationality, and place of residence, is relevant among children. These criteria are taken into account in creating the content. Depending on a child's social group, an in-channel product, meant for a specific audience, is created. Programs for boys and girls, sport amateurs and musicians, educational programs for pupils and preschool children – all of them are created considering social differentiation. Let us consider basic social groups of children and try to find out what nuances, strategies and ways of influence exist for them in creating children's television content.

In order to characterize "Balapan" TV-channel content and find out what program function is in priority and if it is in compliance with the goals of the TV-channel, first of all, we need to determine the functional trends of children's programs. According to G.V. Kuznetsov, a Russian TV-host, "children's programs are programs whose addresses are viewers of preschool, junior school and teen-age. Their goal is a comprehensive upbringing

and education, socialization of a rising generation. Children's programs are diverse by genres and formats: telecontents, educational programs, broadcast of children's holidays, children meetings with interesting people, etc" [3, p. 24].

"Specifics of a children's TV program shall include the following targets: upbringing of a child's personality as a part of society; maturing of a creative self-developing personality; fostering child's moral and ethical qualities; broadening of one's outlook; development of intellectual and communicative capabilities of a personality" [4, 112].

Hence, we have identified the key functional trends of programs on the children's channel "Balapan": informative, educational and entertaining. It is important that most programs are syncretical by functional trend and can belong to several groups at once. There are 20 informative programs on the channel. They are "Alippe ani", "Hello, balapan", "ABC+", "Aygölek", "Zhas ulannyñ bir küni", "Ayzhuldız", "An salayıq", "Ademi – ay", "Bile, bile!", "Zhanuarlar alemi", "On sausaq", "Kim bolam", "Köñildi kölikter", "Keremet ondıq", "Aspaz mektebi", "Birge-bir", "Ol kim, bul ne?", "Qura, bura!", "Tompaq", "1000 türlü suraq", "Kishkentay Eynshteyn." For example, "Kishkentay Eynshteyn" program, meant for the audience of junior school age, invites children in the program studio where a TV-host together with them conducts interesting experiments and gives intelligent information about surrounding world.

There are 8 educational programs on the TV channel "Balapan": "An salayıq", "Ayzhuldız", "Alippe ani", "Hello, balapan", "Aspaz mektebi", "On sausaq", "Keremet ondıq", "Bile, bile". All of them perform 2 functions. The programs are educational as they are meant to teach children a specific activity. At the same time, they are informative as they give an idea of the surrounding world within the topic of a specific episode. For example, "An salayıq" program teaches to sing and contains intellectual information about music, musical instruments, etc. Customs and culture of world's countries are studied in "Bile, bile" program, then dancing moves, specific for the country, are taught to children.

There are 13 entertaining programs on the channel: "Balamen betpe-bet", "Zhüzden zhürik", "Ademi ay", "Külegesh", "Oylan, tap", "On sausaq", "Balapan" qonaqqa baradı", "Shıtırman", "Birge-bir", "Sanzhar men Qaysar", "Qos qaraqshi", "Alaqay, balaqay!". "On sausaq" program performs all three functions. It is informative, educational and entertaining. The program trains children to work through entertainments, teach needlework, modeling, etc., and gives interesting intellectual information.

A statistical study was conducted. The program content of the channel was distributed among the key trends. Program classification presented on the channel's website was used for the calculation. Let us consider the distribution of the program content by functional trends (Figure 1).

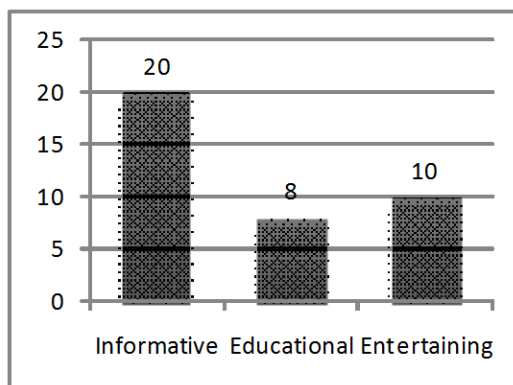


Figure 1 – Functional trends of programs on "Balapan" TV-channel

The Picture shows that informative function prevails in most of the programs on the TV channel (53 %). These data indicate that, indeed, the main goal of the channel is education and upbringing.

Social differentiation of the audience is taken into account while preparing a program product. So, on the website, programs are singled out in separate groups by interests: sports and musical. Therefore, Douglass North's criteria of social differentiation are taken into account while preparing the content. One of the criteria is a division by interests. The channel specialists sort out 2 groups of programs by interests. The first group is sports ones. It includes "Zhüzden zhürik", "Shıtırman", "Alaqay, balaqay!" programs. "Alaqay, balaqay!" program is oriented at an audience of elder preschool age (5 to 7 years old). A TV-hostess does morning and evening exercises with children. "Zhüzden zhürik" and "Shıtırman" programs are aimed at an audience of junior school age (7 to 11 years old). Therein, 2 teams compete whose physical training is better.

The second group of programs is musical ones. It includes "Aygölek", "An salayıq". "Aygölek" program is oriented at an audience of junior school age (7 to 11 years old). Therein, children perform, sing and dance. "An salayıq" program, already mentioned before, is aimed at an audience of early preschool (3 to 5 years old) and elder preschool age (5 to 7 years old).

Thus, the channel broadcasts sports and musical programs that actualize a criterion of viewers' interests. Viewers, interested in music and signing, will be related to one social sub-group. However, traditional classification does not provide for a single principle of programs division into genre groups. That is a very big shortcoming of modern children's television journalism. As this is a Kazakhstani TV channel, it is oriented at an audience of Kazakhstani children. This audience is a big cultural social group with various interests.

Let us consider social differentiation of program broadcasting on the TV-channel by gender (Picture 4). Most part of the content is aimed at common audience: both girls and boys. Such content includes: "Zhüzdén zhüyrik", "Balamen betpe-bet", "Külelesh", "Oylan, tap"; "On sausaq", "Balapan" qonaqqa baradı", "Birgebir"; "Alaqay, balaqay!", "Alippe ani", "Hello, balapan!", "ABC+", "Aygölek", "Zhas ulannyñ bir küni", "Ayzhuldız", "An salayıq", "Bile, bile!", "Zhanuarlar alemi", "Kim bolam", "Köñildi kölikter", "Keremet ondıq", "Aspaz mektebi", "Ol kim, bul ne?", "Zhüzdén zhüyrik", "Shıtırman", "Kishkentay Eynshteyn", "1000 túrli suraq", "Tompaq", "Ayular", "Gazhayıstanǵa sayahat", "Mikki Maus Clubı", "Yerden atanıñ ańgimeleri", "Maya", "Yertegiler", "Yertegiler yeline sayahat", "Ali men Aya", "Balapan zhane oniñ dostarı", "Haidi", "Zhandos zhane oniñ dostarı", "Sayahatshı Dara", "Zharaysın, kosmobaılıq!", "Qura, bura!", "Qos qaraqshı", "Dostıq dańǵılı", "Sıqırlı kitaptar", "Tayo", "Sherlok Yak", "Bilgishter", "Qutqarushıküşikter", "Persidiñ ğazhayıp", "Danıshpanqarǵa", "Pororo zhane oniñ dostarı", "Lupdidu", "Mikki men Donald usınadı: Sportshı Gufı", "Agent Oso", "Dzhungli kitabı", "Safari", "Künikeý zhane oniñ dostarı", "Yerinshekter yeli", "Batır bol, Batırbol", "Sanzhar men Qaysar".

However, several program product units, in the course of analysis, have been identified as gender-dependent:

1. For girls: "Ademi – ay", "Miyaniñ yertegi alemi". "Ademi – ay" is a program for girls of junior school age (7 to 11 years old) about fashion. The program is informative and entertaining. By the end of the program, girls, coming to the studio, are transformed. "Miyaniñ yertegi alemi" is a playing animated series for girls 5 to 11 years old (elder preschool and junior school age).

2. For boys: "Qaysarseri", "Zheñimpaz zhetkinshekter", "Auyezhay", "Ekstremaldı futbol", "Sheber Menni", "Basketbolshılar". These are animated cartoons about football, robots, technologies, tools, cars, etc.

Thus, though common-audience content prevails on the channel, there is content only for girls and only for boys. Girls are fostered to be a lady, taught to be neat, beautiful, and ambitious, to help their mothers and grandmothers with household duties. Boys are taught to be strong, athletic, resourceful and ambitious, as well. All this is also demonstrated by the common content. Let us consider this based on Kazakhstani cartoon for children of early preschool age (3 to 5 years old) called "Ali men Aya". The cartoon tells about two children – a brother Ali and a sister Aya who live at Granny and Grandpa's in the country. The cartoon tells about Kazakh national traditions and customs, culture; national dances and songs are shown. The girl Aya helps her Grandma about the house and with the farm, helps her to cook various dishes, including national ones of Kazakhstan. Aya is cheerful and thirsty for knowledge. The boy Ali helps his Grandpa, he is fostered as a guardian for his family and taught to keep the house in order. The cartoon characters communicate with a viewer that allows a deeper involvement in this world and makes believe in the events on the screen.

Let us consider social differentiation on the channel by an age criterion and identify the strategies and ways of influence for each age-specific audience. Depending on the age and the development of children's perception, certain strategies and ways of television influence are identified. They are connected with the development targets of television and help to increase the percent of effective perception of information by children [5].

So, the main strategy for early preschool age is transfer of information about functions of objects used, and sensory-full environment. Ways of influence are a game, a stage show, a tale, a "musical sketch", and a cartoon.

The following strategies should be used for elder preschool age: to transfer information about social and gender roles and relations, to rely on the peculiarities of a children subculture (play by the rules), to foster moral values, to rely on information-full environment. A way of influence is a contest, which stimulates productive creative activities of a child (modeling, drawing, story making, etc.)

The following strategies are used for the junior school age: transfer of information about a system of scientific notions and world concepts, development of learning activity and assistance in learning the surrounding world, a help in the formation of an own picture of the world, relying on moral values and information-full environment. Ways of influence are an intellectual and a competitive game, and a children's feature film.

The strategies for teen-age are the following: transfer of information about human relations, about human body changes connected with pubescence; development of learning activity, a formation of individual learning interests, a contribution to formation of a scientific picture of the world, relying on word-logical material, relying on information-full environment, transfer of information about gender relations, development of learning activity, assistance in formation of an individual style of mental activity, employment of high creative potential of teenagers for realization of constructive purposes, relying on word-logical and abstract material, relying on information-full environment in culture and science. Ways of influence are an intellectual competition; a group, team game; a film for children-teenagers, a discussion, a talk-show.

The following strategies are used for the early youth: transfer of a career-oriented information; assistance in formation of social culture; assistance in formation of world outlook; relying on the interest to self-knowledge and learning of an inward man; relying on information-full environment in culture, philosophy, science and politics. Ways of influence are a discussion, an intellectual talk-show, a film for young people.

Thus, in the course of studying the peculiarities of children's perception, we have come to a conclusion that, first of all, a bright audio-visual picture on a TV-screen is the most attractive for a children's audience. Peculiarities of children's perception change with age. The older the viewer is, the more intelligent is his perception of a TV product.

Due to the changes of perception peculiarities, strategies and ways of influence are identified for each age bracket (early preschool, elder preschool, junior school, teen-age and early youth) which are taken into account when creating children's television content.

Content for early preschool age (3-5): "Balamen betpe-bet", "An salayiq", "Ayzhuldiz", "Alippe ani", "Kõnildi kölikter", "Mikki Maus klubi", "Maya", "Yertegiler eline sayahat", "Ali men Aya", "Balapan zhane onin dostari", "Qaysarseri", "Zhandos zhane onin dostary", "Sayahatshi Dara", "Zharaysin, kosmobaluuq!", "Batik bol, Batirbol!", "Qosqaraqshi", "Dostiqliq dañgılı", "Tayo", "Miyaniñ yertegi alemi", "Bilgishter", "Danishpan qarğa", "Sheber Menny", "Pororo zhane onin dostari", "Lupdidu", "Agent Oso", "Yerinshektek yeli". A representational thought is formed and semi-role identification develops in this age. Ways of influence are a tale, a cartoon, a stage-show.

For example, there are two animated TV hosts – a boy and a girl – in "Ay zhuldiz" program, aired in the evening. They tell interesting stories and tales. Gender features of a girl and a boy are revealed in the talk. Child's role identification begins to form up: a boy-viewer watches the boy-character and finds likeness to oneself, identifying oneself with the character, and tends to resemble him.

Content for elder preschool age (5-7): "Balamen betpe-bet", "On sausaq", "An salayiq", "ABC+", "Ademi – ay", "Ay zhuldiz", "Bile, bile", "Zhanuarlar alemi", "Alippe ani", "Oylan, tap", "Balapan" qonaqqa baradi", "Birge-bir", "Alaqay, balaqay!", "Ol kim, bul ne?", "Kim bolam?", "Kõnildi kölikter", "Ayular", "Gazhayipstanga sayahat", "Mikki Maus Klubi", "Yerdenataniñ añgimeleri", "Maya", "Yertegiler", "Yertegilereline sayahat", "Haydi", "Qaysarseri", "Zhandos zhane onin dostari", "Zheñimpaz zhetkinshektek", "Qura, bura!", "Sanzhar men Qaysar", "Qosqaraqshi", "Tayo", "Miyaniñ yertegi alemi", "Sherlok Yak", "Bilgishter", "Qutqarushi küshikte", "Persidiñ gazhayip alemi", "Danishpan qarğa", "Ekstremaldi futbol", "Sheber Menni", "Lupdidu", "Mikki men Donald usinadi: Sportshi Gufi", "Agent Oso", "Dzhungli kitabi. Safari", "Künikey zhane onin dostari", "Yerinshektek yeli".

More psychological changes occur in the elder preschool age. Perception accuracy improves, imagination is enriched, orientation in surrounding world improves, area of interests widens, emotional development takes place, a concept of social roles is formed, and information retention period increases.

Ways of influence are relying on educational material, moral standards and transfer of information about social and gender roles. It is represented by educational programs, for example, "ABC+" to study English, and "Zhanuarlar alemi" to tell about animals' world. Therefore, educational and informative material is presented to the little viewers. Ways of influence are various types of creative activity: drawing, modeling, etc. This all is presented in "On sausaq" program.

Content for junior school age (7-11): "Zhüzdin zhüyrik", "Aygölek", "1000 türli suraq", "Tompaq", "Ademi – ay", "Bile, bile", "Zhanuarlar alemi", "Shturman", "Hello, balapan!", "Külegesh", "Oylan, tap!", "Aspaz mektebi", "On sausaq", "Keremet ondiq", "Balapan" qonaqqa baradi", "Birge-bir", "Kim bolam", "Ayular", "Gazhayipstanga sayahat", "Yerden ataniñ añgimeleri", "Yertegiler", "Haydi", "Zheñimpaz zhetkinshektek", "Sanzhar men Qaysar", "Siqrılı kitaplar", "Miyaniñ yertegi alemi", "Sherlok Yak", "Ekstremaldi futbol", "Mikki men Donald usinadi: Sportshi Gufi", "Dzhungli kitabi. Safari", "Basketbolshilar", "Gazhayip körme", "Kishkentay Eynshteyn."

Learning activity, semantic memory, desire for learning the surrounding world, and formation of one's own picture of the world are more developed in junior school age. Ways of influence are an intellectual and a competitive game. Examples of competitive games are "Zhüzdin zhüyrik" and "Shturman" programs.

Despite that the TV channel positions oneself as a children's one, there is content in the program broadcasting that is oriented at a teenage audience. Content for teenage (11-14): "Külegesh", "Haydi", "Basketbolshilar", "Ekstremaldi futbol", "Gazhayip körme", "Sanzhar men Qaysar".

The main strategies are transfer of information about human and gender relations, assistance to formation of a scientific picture of the world. Ways of influence are an intellectual contest, a film for children and young people, etc. So, a TV series "Sanzhar men Qaysar" for children and young people develops learning activity, and transfers information about human relations. This is a TV series about an uncommon family. The main characters – brothers Sanzhar and Kaysar – are complete opposites of each other. Each episode shows them getting into various life situations and trying to solve their problems together.

Let us consider age differentiation of the target audience of "Balapan" TV-channel (Figure 2). The picture shows that the content for elder preschool age (5-7 years old) has the leading position, a little behind is the content for junior school age.

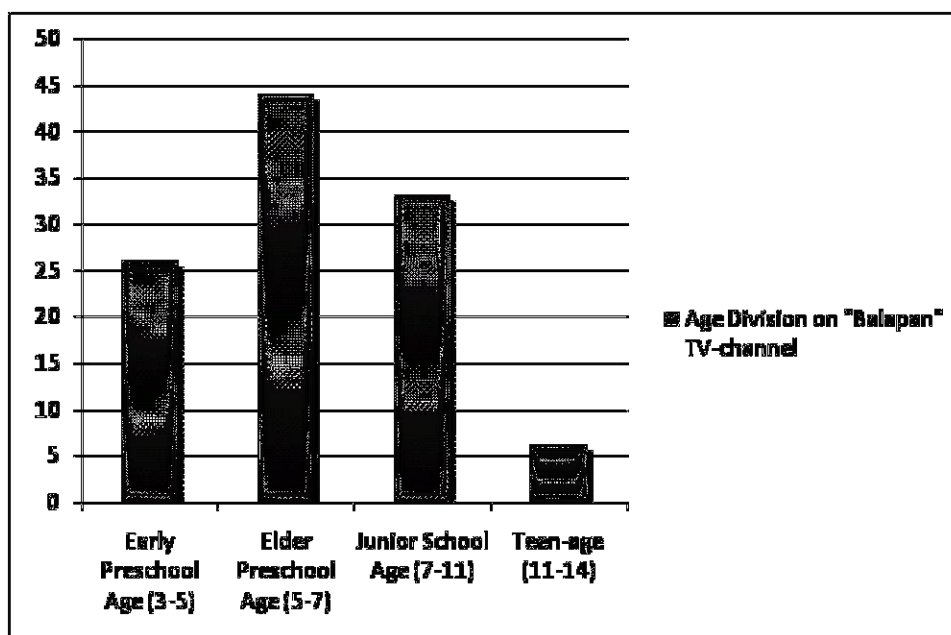


Figure 2 – Age Differentiation of “Balapan” TV-channel Audience

Social differentiation is completely taken into account on the channel. Every little viewer can find a content appealing by functions, age and interests, which will develop one’s notion of gender roles, provide educational material, teach to sing, teach English, etc. A huge advantage of the channel is that the main content is in-house made thus improving the knowledge of the official and native language of Kazakhstani kids, fostering the spirit of patriotism and telling about customs and traditions of Kazakhstani people.

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ТҮЙІН

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**Балаларға арналған телевизиялық өнімнің әлеуметтік жіктелуінің контент-талдауы
(«Балапан» телеарнасы материалдарында)**

Жұмыста контент-анализ негізінде «Балапан» телеарнасы өнімінің әлеуметтік жіктелуінің зерттеуі ұсынылған. Гендерлік қатыстылығы, жас категориясы, білімі, қызығушылығы, ұлты, тұрғылықты орны бойынша жіктелуі қарастырылған. Берілген критерийлер контент жасауда ескеріледі және баланың әлеуметтік тобына байланысты телеарнада әр түрлі жастағы көрермендерге арналған өнім пайда болады.

Авторлар балалардың негізгі әлеуметтік топтарын көрсеткен және балаларға арналған телевизиялық контентті құрастыру кезінде қолданылатын стратегиялар мен әсер ету нысандары талдаған. «Балапан» балалар телеарнасы бағдарламаларының келесі кілтті қызметтік бағыттары анықталған: танымдық, оқытушылық және ойын-сауықтық. Авторлардың ойынша, ең алдымен балаларды телеэкрандағы ашық түсті аудиовизуальды сурет қызықтырады. Көрерменнің жасы ұлғайған сайын, оның телевизиялық өнімге деген түйсігі де саналы болып келеді. Әрбір жас ерекшеліктеріне (ерте мектепке дейінгі, ересек мектепке дейінгі, кіші мектеп жасындағы, жасөспірімдік жастағы және ерте балғын жастағы) деген әсер ету стратегиялары мен нысандары балаларға арналған телевизиялық контенттің жасалуы кезінде ескеріледі.

***Түйін сөздер:** балалар телевизиясы, телевизиялық аудитория, әсер ету стратегиялары, әсер ету нысандары, телевизиялық бағдарлама.*

РЕЗЮМЕ

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**Контент-анализ социальной дифференциации детской телевизионной продукции
(на материале передач телеканала «Балапан»)**

В работе представлено исследование социальной дифференциации продукции телеканала «Балапан» на основе контент-анализа. Рассмотрена дифференциация по гендерной принадлежности, возрастной категории, образованию, интересам, национальности, месту жительства. Данные критерии учитываются при создании контента, и в зависимости от социальной группы ребенка создается продукт внутри канала, который будет рассчитан на каждую аудиторию.

Авторами даны основные социальные группы детей и проанализированы стратегии и формы воздействия, используемые при создании детского телевизионного контента. Определены ключевые функциональные направления передач детского канала «Балапан»: познавательные, обучающие и развлекательные. По мнению авторов, в первую очередь детскую аудиторию привлекает яркая аудиовизуальная картинка на телеэкране. Чем старше становится зритель, тем осмысленней становится его восприятие к телевизионному продукту. Стратегии и формы воздействия для каждой возрастной категории (раннего дошкольного, старшего дошкольного, младшего школьного, подросткового возраста и ранней юности) учитываются при создании детского телевизионного контента.

***Ключевые слова:** детское телевидение, телевизионная аудитория, стратегии воздействия, формы воздействия, телевизионная передача.*