

UDC 007 : 304 : 070 (477) (09) : «XVIII/XX»

FROM THE HISTORY OF CHILDREN'S PRESS IN THE WORLD

Dubetska Oksana,

PhD (Social Communications), Assistant,

M. Dragomanov National Pedagogical University, Malyskho Institute of Ukrainian Philology and Literary Creativity, Tur-genevska St., 8/14, Kyiv, Ukraine, e-mail: osydorenko@ukr.net

The article deals on the children's press as an important segment of the general information space, since it is intended for the category of readers who look for constant learning, education and entertainment. This type of periodical has been developing since the second half of the XVIII century first in Germany, in Russia, USA, Italy, Great Britain and other countries. The purpose of this article is to determine development patterns of the children's press in the world and identify the development options for periodicals today. The research was focused on mostly on-line materials related to the history of children's media all over the world, electronic depositories with scanned magazines and almanacs on the children's remit or description of such periodicals published in the United States, Italy, United Kingdom and other countries. Modern audience ratings of children's press have also been employed (2010–2015).

Key words: children's press, target audience, history of world journalism.

Introduction. Children's press is an important segment of the general information space, since it is intended for the category of readers who look for constant learning, education and entertainment. This type of periodical has been developing since the second half of the XVIII century first in Germany and later in other countries with a growing need for magazines for 'heart and mind' of the younger generation. Such periodicals have been developing most intensively in XIX – XX centuries. Today, it is impossible to imagine media without a component for children.

But with the large popularity of the phenomenon of child press as such, not many sources on the topic can be found, including monographs and textbooks focused on the study of the history of children's periodicals. For example, the Russian textbook «History of World Journalism» [1, p. 124] published by the group of authors and «History of Foreign Journalism» by V. Trykov, only briefly mentions the fact of the children's edition of the «Childhood Reading for the Heart and Mind» (1785–789) being published. This appendix to the newspaper «Moskovskie Vedomosti» («Moscow News») under the editorship of N. Novikov is discussed in the textbook «History of Russian Journalism in XVIII – XX centuries» [3, p. 115–119]. Childhood and youth press is also mentioned by the Moscow professor R. Ovsepyan, analysing journalism in a democracy oriented society [5, p. 230–231].

Media industry researchers and analysts of media product market do not typically address the children's press, although they may consider this social segment in the structure of the self-presentation of youth in the media context. Thus, in the textbook «Media» along with sexuality, ethnicity, nationality, social class and gender, the authors devoted a section to the image of young people on the pages of the British media after the Second World War [4, p. 421–433]. Images of the adolescent conflict, the teenage revolution, culture and subculture of the new generation are analyzed in the context of new media production in the West.

Authors exploring the media landscape of Switzerland, when considering quantitative indicators of consumption of various media products in the country, pay attention to the young audience of 17–18 years old, calling this raising generation a «multi-media generation». The authors wrote «Young people take the electronic and print media for granted as a regular part of their everyday lives» [12, p. 79]. In 1995, books, comic books, video films, personal stereos, PCs, video games and mega-drives 'tend to be used on a weekly rather than a daily basis'. But for 20 years, influences and characteristics of media consumption of today's youth have changed: digital versions today are far more popular than printed media.

S. Petrova, a PhD student from Moscow State University, examines preferences in books and periodicals among children, who actively consume new media formats in modern Europe [7].

© Dubetska O., 2015

E. Dementeva representing the same school, explores the history of children's media in Italy, their development and trends over the two centuries, highlighting the needs of audience from 0 to 14 years old [2]. It is worth to mention that the United Nations Convention on the Rights of the Child defines the child as a person under 18 years old. The document consists of 41 articles related to the following topics: rights for survival, development, protection and participation rights.

The purpose of this article is to determine development patterns of the children's press in the world and identify the development options for periodicals today. The research was focused on mostly on-line materials related to the history of children's media all over the world, electronic depositories with scanned magazines and almanacs on the children's remit or description of such periodicals published in the United States, Italy, United Kingdom and other countries. Modern audience ratings of children's press have also been employed (2010–2015).

Research methods. In the study, the following basic methods were applied: search and analysis of the history of origin and development of children's periodicals all over the world (in particular, in Germany, the United States, United Kingdom, Italy, Russia), selection method (for example, the author did not study the totality of all titles of periodicals for children but paid attention to the said periodicals in their infancy, i.e. in XVIII–XIX centuries), the analogy method (comparing presses for children in different countries in the same historical period when applying system of explanations from one object to others), generalization (deriving general conclusions). Sequence of use of these analytical tools allowed to establish general features of press for children around the world and demonstrate general and individual parameters of content (primarily, magazines for the target audience) of the mass media in historical and contemporary dimensions.

Results and discussion. Researchers believe that a German magazine «Leipzig weekly leaflet» was the first edition dedicated to the children's audience (1772–1774). Russian magazine *Children's Reading for Heart and Mind* («Детское чтение для сердца и раз ума», 1785–1789) was published not so long after its German analogue and suggested that «moral and exemplum plays», fables, riddles, stories to «enrich the mind», the stories about physics, natural history, geography, astronomy; all publications had to serve the general idea of spreading knowledge about science and educate feelings.

The early XIX century was marked with almanac *Children's Sundays Book* («Детская книжка для воскресных дней», 1835) edited by Prince V. Odoievskiy, *Library of Education* («Библиотека для воспитания», 1843–1846) initiated by historian and editor D. Valuiev and *New Library for Education* («Новая библиотека для воспитания», 1847–1849) by P. Redkin. In the Russian Empire in the first half of the XIX century, the following periodicals were issued: *New Children's Reading* («Новое детское чтение»), *Children's Library* («Детская библиотека»), *Children's Companion* («Детский собеседник»), *Little Star* («Звездочка»), *Rays* («Лучи»); the two latter ones were intended for young girls and older, so the main goal was to raise virtuous and hard-working housewives, obedient Christian women.

Such publications appeared for Ukrainian readers already in the second half of the XIX century: *Little Music World for Children* («Детский музыкальный мирок», Odesa, 1887–1888), *Chimes of Parochial School* («Колокольчик церковно-приходской школы», Kyiv, 1892), *The Bell* («Дзвінок», Lviv, 1893–1914), *Child* («Дитя», Kyiv, 1898–1904), etc.

The U.S. children's periodicals are quite extensive and diverse, including: *The Children's Magazine* (1789), *Children's Friend* (1826–1827), *Youth Gazette* (1827), *Youth companion* (1827–1929), *The Childs Magazine* (1827 – after 1848), *The Family Pioneer and Juvenile Key* (1830–1837), *The Rose Bud* (1832–1839), *The Child's Newspaper* (1834), and many others, published in New York, Boston, Philadelphia, Brunswick, Charleston, Lowell, etc. during the first half of the XIX century. These were mostly American educative editions that often used in their titles the words «friend», «companion», «youth cabinet», «lyceum», «youth museum», «school advocate», etc.

For example, the *The Rose Bud* magazine was intended for young ladies and was published by Mrs. Gilman, famous for her excellent writings, both in verse and prose. Although the critics on that time considered the periodical 'interesting and useful', they believed that the title was 'rather too sentimental'. Most readers and critics spoke favourably of managerial, editorial and literary skills of the publisher. In particular, it was emphasized that: «*The Rose Bud* has, since then, grown into the Rose – The Southern Rose – and it keeps the promise of its loveliness in youth. It is still edited by a lady, its

original projector, Mrs. Gilman – a fine writer herself, as well as a shrewd critic, and with an Ethereal-like perception of talent, however bashful and shrinking in others; she has, besides, an amiableness and an enthusiasm of disposition which stimulates her to tempt that talent forward, wherever discovered, and under the most inspiring advantages. Hence, though capable of supplying treasures of prose and poetry from her own pen, which would give grace and character to any work, she has invoked around her the delicate spirits of her sunny home, and they have «come when she did call for them», and made the bright region with their presence brighter...» [10].

American critic E. Weiss stressed that by the year 1850; the attention of children's literature «steered away from the importance of moralistic behavior in society and began to focus on the significance of «life as it is». The most influential literature for children appeared at this time in the form of a monthly periodical, which provided fantasy stories, verses, biographies, and illustrations only for children. The author wrote: «Periodicals focused the attention away from simple and dry plots and instead to extraordinary and sometimes complicated plots and adventures. Periodicals created before this time mainly concentrated on religion, but by the mid-century the content of these magazines completely changed. Periodicals were usually distributed monthly to its readers, but many of these were issued for the Christmas season, in which they were bound and given to children as presents. The cost of magazines was relatively cheap because the distribution was intended for both poor and wealthy children alike» [18].

Between 1789 and 1873, over 370 periodicals for children were published in the United States. There are educational periodicals, literary magazines, and an abundance of religious media; most of them weren't profitable [10].

E. Dementeva gives such titles of periodicals (*giornalino* – special term for denotation of periodicals for children in Italy) as *L'Amico dei Franciulli* (The Friend of Children, 1812–1814), *Il Nipote di Sesto Caio Bacelli* (The Grandchild of Kajo Bachelli YI, 1832), *Giornale per Fanciulli* (Newspaper for Children), *Il Giovedì* (Thursday), *Letture per fanciulli* (Readings for Children), etc. in the first half of the XIX century [2].

A variety of magazines and annuals for children were published in Britain from the mid-XIX century; some of them were intended for boys or girls separately. This list of the early periodicals (proposed by English Wikipedia) mentions *The Children's Magazine* (1880, three books), *The Young Gentleman's and Young Ladies' Magazine* (1800), *Boy's Own Annual* (1879–1967), *Girl's Own Annual* (1880–1956), *The Magnet* (1908–1940), *Schoolgirl's Own Annual* (1921–1936), *British Girl's Annual* (1920s), *Hulton's Girl's Stories* (1920s), *Oxford Annual for Girls* (1927–1939), *The Dandy* (1937), *The Gem* (1907–1939), *Girl's Friend* (1899–1931), *Girl's Realm* (1890s–1914), *School Friend* (1919–1929), etc. For example, we can get images of all pages of *The Children's Magazine* that was released on a monthly basis and was designed to be collected in volumes, each containing six issues. This magazine included a great variety of material such as narratives; most of them were miniature moral tales, as well as plays, short lessons in natural history and geography, and short stories in French.

Most of children's periodicals of the time provided materials for educational and informative reading. Hence the popularity of such titles in various countries as «Reading for Children», «Library for ...», «Family reading», «school», «museum», etc. that contained stories, poems, tales, pamphlets, education and leisure materials for children. Among the types of the first examples of European children's periodicals there were informational leaflets, newspapers, magazines, almanacs and calendars.

Children's periodicals have been actively developed worldwide. It is determined by the different web-sites (specially by top 10 children's or kid magazines) in the United States, the United Kingdom, France, Germany, Italy and other countries suggesting the relevant information for target readers [6; 11; 13; 14; 15; 16; 17].

For instance, *Forbes* has published the list of *Top Children Magazines in 2012* covering it with the following explanation: «The best way for children to learn is by experience and ideally we would like our children to visit everywhere to learn fast. But this is not practical and the next best thing is to learn by reading and seeing. This is what makes magazines an ideal learning tool for children. Magazines are an excellent combination of knowledge and entertainment» [11]. Thus, *Appleseeds* and *J-14* are the best among kids magazines as they contain numerous exploration materials and adventure articles, attrac-

tive photos, interviews, fascinating stories, informative publications along with posters, real-life stories, TV, video and music news.

On the other hand, the prestige and influential newspaper *The Guardian* focused its attention on the top five magazines for children in Britain in 2014. This list is inner as previous: *Okido* (the arts and science magazine for kids), *Anorak* («fantastically quirky and entertaining magazine»), *The Phoenix Comic* (the weekly comic book), and *Storytime* («classic tales to read, love and share») and *Story Box*. Their content includes incredible stories, poems, activities, games, doodles, recipes, puzzles, as well as posters, charming illustrations, prizes for winners, etc. [14].

New information appeared this year. This introduction opens *Top 10 Kids Magazines 2015*: «Magazines are a wonderful way for children to expand on their reading skills and their imagination. The «best of the best» magazines include this year's top choices for kids of various ages and interests» [17]. The list is based on a popular demand, and also on the topics that have high general consumer ratings; children's periodicals for various ages are included. These are *National Geographic* (for kids), *American Girl*, *Ask, Muse*, two series of *Highlights* (for 2–6 and 6–12 year old kids), *Discovery Girls*, *Ladybug*, *Cricket*, *Babybug* (from 6 months to 2 years old). Priority is given to modern tales, kid-friendly stories, reader-submitted stories, puzzles, etc.

Conclusions. It should be emphasized that now *National Geographic* (for kids) is included into almost all top five or top ten ratings of children's magazines. This international brand has a long history (over 125 years), is issued in many countries with a circulation of 10 million copies, covers various products (books, documentaries and feature films, maps, popular website, 24-hour TV channel, video and DVD, digital photo library, clothing, gifts, travel programs and even creates its own holidays) [8, p. 163–172]. In Ukraine, the Ukrainian edition of this transnational periodical is released, but no children's analogues are published whatsoever (except for the Russian version of the scientific and educational magazine about nature and animals «GEOlionok» that can be considered somewhat similar).

Traditions of development of children's press in the world (Germany, USA, Italy, Britain, and Russia) show the superiority of cognitive and educational components in the structure of periodicals. But if the world media launched periodicals for boys and girls already back in the XIX century, in Russia and in Ukraine in particular, this trend developed only in the late XX century (in 1990s). Despite the availability in the Ukrainian market of several reputable international publishers (DeAgostini Publishing, Eglemoss Ukraine, Hachette Collection, etc.), popular children's brands are issued in our country in the form of Disney brands, some comic books and also, maybe, some short series.

In general, the history of children's media, its emergence patterns in different countries and transformation of form, structure, content and genre, visualization, etc. still call for further detailed study.

1. *Bespalova A. G.* History of World Journalism. – 3d edition, suppl. and rev. / A. G. Bespalova, Ye. A. Kornilov, A. P. Korochenskiy, Yu. V. Lutchinskiy, A. I. Stan'ko. – Moscow : MaRT ; Rostov on Don : MarT, 2003. – 432 p.

2. *Dementeva E. V.* Children's Media in Italy: History and the Main Development Trends in the 19th–20th Century [Electronic resource] / Elena V. Dementeva // Mediascope. – 2014. – N 4. – Reference : <http://www.mediascope.ru/node/1657>. – Accessed: 15.04.2015.

3. *History of the Russian Journalism of the XYIII – XIX centuries : textbook / L. P. Gromova, M. M. Kovaleva, A. I. Stan'ko, Yu. V. Stennik and others ; ed. by L. P. Gromova. – 2nd edition, rev. and suppl. – Saint Petersburg : Publishing House of S. Petersburg University, 2005. – 600 p.*

4. *The Media : an Untroduction. – 2nd edition / ed. by Adam Briggs & Paul Cobley ; translated from English [by Yu. V. Nikulitchev]. – Moscow : YUNITI-DANA, 2005. – 550 p. – (Series «Foreign textbook»).*

5. *Osepiyan R. P.* History of the newest homeland Journalism (February 1917 – 90th) : textbook. / R. P. Ovsepiyan ; ed. by Ya. N. Zasurskiy. – Moscow : Publishing House of Moscow University, 1999. – 304 p.

6. *Periodicals for Children in English* [Electronic resource]. – Reference : <http://polyglot-rgdb.livejournal.com/12366.html?page=1>. – Accessed: 10.07.2015.

7. *Petrova S.* France: The Children's Press in the Internet [Electronic resource] / Petrova Svetlana // Mediascope. – 2008. – Vyp. 1. – Reference : <http://www.mediascope.ru/node/66>. – Accessed: 20.07.2015.

8. *Tungate M.* Media monoliths : how great media brands thrive and survive / Mark Tungate ; translated from English. – Moscow : Alpine Business Books, 2006. – 252 p.

9. *Trykov V.* History of Foreign Journalism : from sources to the World War II : textbook / Valeriy Trykov. – Moscow : Infomedia Publishers, 2007. – 440 p. : ill.

10. *American children's periodicals, 1789–1872 : bibliographies, histories & analyses, works on individual titles* [Electronic resource]. – Reference : <http://www.merrycyz.org/bib/MAGAZINE.HTM>. – Accessed: 12.06.2015.

11. *Forbes Top 10 Children Magazines in 2012* [Electronic resource]. – Reference : <http://www.forbes.com/sites/jasoncollazo/2012/03/06/top-children-magazines-in-2012/>. – Accessed: 12.06.2015.

12. *Meier W. A. Media-Landscape Switzerland / Werner A. Meier, Michael Schanne.* – Zurich, 1995. – 132 p.

13. *Periodicals and Annuals* [Electronic resource]. – Reference : <http://hockcliffe.dmu.ac.uk/items/0363.htm>. – Accessed: 12.06.2015.

14. *Top five: magazines for children* [Electronic resource]. – Reference : <http://www.theguardian.com/lifeandstyle/gallery/2014/nov/28/top-five-magazines-for-children>. – Accessed: 12.06.2015.

15. *Top 10 Children's Magazines* [Electronic resource]. – Reference : <http://magazine-subscription-review.toptenreviews.com/top-ten-children-s-agazines.html#sthash.DUwnPAQM.dpuf>. – Accessed: 12.06.2015.

16. *Top 10 Kids Magazines* [Electronic resource]. – Reference : <http://www.allyoucanread.com/top-10-kids-magazines/>. – Accessed: 12.06.2015.

17. *Top 10 Kids Magazines 2015* [Electronic resource]. – Reference : <http://top-10-store.com/top-10-kids-magazines/>. – Accessed: 12.06.2015.

18. *Weiss E. E. Children's Periodicals in the United States During the Nineteenth Century and the Influence of Mary Mapes Dodge* [Electronic resource] / Erica E. Weiss. – Reference : <http://www.facstaff.bucknell.edu/gcarr/19cusww/mmd/weiss.html>. – Accessed: 12.06.2014.

УДК: 007 : 304 : 070 (477) (09): «XVIII/XX»

Із історії дитячої преси у світі

Дубецька Оксана, канд. наук із соц. комунік., асистент,

Національний педагогічний університет імені Михайла Драгоманова, вул. Тургенєвська, 8/14, Київ, Україна, e-mail: osydorenko@ukr.net

У статті розглядається дитяча преса як важливий сегмент загального інформаційного простору, адже спрямована на ту категорію читачів, якій необхідне постійне пізнання, освіта, дозволяла. Становлення цього виду періодики відбувалося, починаючи з другої половини XVIII століття, коли спочатку в Німеччині, а потім і в інших країнах (Росії, США, Італії, Великій Британії) з'явилася потреба видання часописів для «серця й розуму» підростаючого покоління. Мета цієї статті – визначити закономірності становлення дитячої преси у світі, визначити шляхи розвитку цієї періодики на сучасному етапі. Об'єктом дослідження стали здебільшого он-лайнні матеріали, пов'язані з історією дитячої преси у світі, електронні депозитарії зі сканованими журналами й альманахами дитячого спрямування або описи подібної періодики, що видавалась у США, Італії, Об'єднаного Королівства та інших країнах світу. Залучено також сучасні рейтинги популярності дитячої преси (2010–2015 рр.).

Ключові слова: дитяча преса, цільова аудиторія, історія світової журналістики.

Из истории детской прессы в мире

Дубецкая Оксана

В статье исследуется детская пресса как важный сегмент общего информационного пространства, направленный на ту категорию читателей, которой необходимы постоянное познание, образование, досуг. Становление этого вида периодики происходило, начиная со второй половины XVIII столетия, когда сначала в Германии, а затем и в других странах (России, США, Италии, Великобритании) возникла потребность издания периодики для «сердца и ума» подрастающего поколения. Цель этой статьи – определить закономерности формирования детской прессы в мире, определить пути развития этой периодики на современном этапе. Объектом исследования стали преимущественно он-лайнные материалы, связанные с историей детской печати в мире, электронные депозитарии со сканированными журналами и альманахами детского направления или описи указанной периодики, изданной в США, Италии, Соединенном Королевстве и других стран. Использовано также современные рейтинги популярности детской прессы (2010–2015 гг.).

Ключевые слова: детская пресса, целевая аудитория, история мировой журналистики.

1. *Беспалова А. Г. История мировой журналистики.* – 3-е изд., доп. и испр. / А. Г. Беспалова, Е. А. Корнилов, А. П. Короченский, Ю. В. Лучинский, А. И. Станько. – М. : MapT ; Ростов н/Д : MapT, 2003. – 432 с.

2. *Дементьева Е. Детские СМИ Италии: история и основные тенденции развития в XX – XX вв.* [Электронный ресурс] / Елена В. Дементьева // Медиааскоп. – 2014. – № 4. – Режим доступа : <http://www.mediascope.ru/node/1657>. – Дата доступа: 15.04.2015.

3. *История русской журналистики XVIII – XIX веков : учеб. / Л. П. Громова, М. М. Ковалева, А. И. Станько, Ю. В. Стенник и др. ; под ред. Л. П. Громовой.* – 2-е изд., испр. и доп. – СПб. : Изд-во С.-Петербур. ун-та, 2005. – 600 с.

4. *Медиа* : введение. – 2-е изд. / под ред. Адама Бриггза и Поля Кобли ; пер. с англ. [Ю. В. Никуличева]. – М. : ЮНИТИ-ДАНА, 2005. – 550 с. – (Серия «Зарубежный учебник»).
5. *Овсеян Р. П.* История новейшей отечественной журналистики (февраль 1917 – 90-е гг.) : учеб. пособ. / Р. П. Овсеян ; под ред. Я. Н. Засурского. – М. : Изд-во МГУ, 1999. – 304 с.
6. *Периодические издания для детей на английском языке* [Электронный ресурс]. – Режим доступа : <http://polyglot-rgdb.livejournal.com/12366.html?page=1>. – Дата доступа: 10.07.2015.
7. *Петрова С.* Франция: сегмент детской прессы в Интернете [Электронный ресурс] / Петрова Светлана // *Медиаскоп*. – 2008. – Вып. 1. – Режим доступа : <http://www.mediascope.ru/node/66>. – Дата доступа: 20.07.2015.
8. *Тангейт М.* Медиагиганты : как крупнейшие медиакомпании выживают на рынке и борются за лидерство / Марк Тангейт ; пер. с англ. – М. : Альпина Бизнес Букс, 2006. – 252 с.
9. *Трыков В.* История зарубежной журналистики : от истоков до Второй мировой войны : учеб. пособ. / Валерий Трыков. – М. : Инфомедиа Паблишерз, 2007. – 440 с. : ил.
10. *American children's periodicals, 1789–1872 : bibliographies, histories & analyses, works on individual titles* [Electronic resource]. – Reference : <http://www.merrycoz.org/bib/MAGAZINE.HTM>. – Accessed: 12.06.2015.
11. *Forbes Top 10 Children Magazines in 2012* [Electronic resource]. – Reference : <http://www.forbes.com/sites/jasoncollazo/2012/03/06/top-children-magazines-in-2012/>. – Accessed: 12.06.2015.
12. *Meier W. A.* Media-Landscape Switzerland / Werner A. Meier, Michael Schanne. – Zurich, 1995. – 132 p.
13. *Periodicals and Annuals* [Electronic resource]. – Reference : <http://hockliffe.dmu.ac.uk/items/0363.htm>. – Accessed: 12.06.2015.
14. *Top five: magazines for children* [Electronic resource]. – Reference : <http://www.theguardian.com/lifeand-style/gallery/2014/nov/28/top-five-magazines-for-children>. – Accessed: 12.06.2015.
15. *Top 10 Children's Magazines* [Electronic resource]. – Reference : <http://magazine-subscription-review.toptenreviews.com/top-ten-children-s-agazines.html#sthash.DUwnPAQM.dpuf>. – Accessed: 12.06.2015.
16. *Top 10 Kids Magazines* [Electronic resource]. – Reference : <http://www.allyoucanread.com/top-10-kids-magazines/>. – Accessed: 12.06.2015.
17. *Top 10 Kids Magazines 2015* [Electronic resource]. – Reference : <http://top-10-store.com/top-10-kids-magazines/>. – Accessed: 12.06.2015.
18. *Weiss E. E.* Children's Periodicals in the United States During the Nineteenth Century and the Influence of Mary Mapes Dodge [Electronic resource] / Erica E. Weiss. – Reference : <http://www.facstaff.bucknell.edu/gcarr/19cusww/mmd/weiss.html>. – Accessed: 12.06.2014.

UDC 007 : 304 : 070 (477-191.2)

SATIRIC DISCOURSE OF NADDNIPRIANSCHYNA OF EARLY XX CENTURY

ZYKUN Nataliia,

PhD (Philology),

National University of State Tax Service of Ukraine, Irpin, Kyiv Region, 31, Universytetska Str., Ukraine, e-mail: nzykun@ukr.net

The author examines the process of formation of satirical discourse of socio-political publications of Dnieper Ukraine as a special approach to the reflection of reality in the early twentieth century. It is proved that the publications became the place of formation and development of satirical genres of journalism through a number of reasons (periodicity, the increased space, efficiency, high level of authors' writing skills). It is established that at the beginning of the twentieth century social positions of the press in socio-cultural processes, its role in the organization of social communication as well as in the formation of information environment increased significantly together with expanding the range of satirical discourse.

Key words: satirical discourse, satirical genre, satirical magazine.