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ANIMATION AS MEANS OF TEENAGER SOCIALIZATION
МУЛЬТИПЛИКАЦИЯ КАК СРЕДСТВО СОЦИАЛИЗАЦИИ
ПОДРОСТКОВ

АННОТАЦИЯ. В данной статье проанализированы СМИ, как одно из средств социализации подростков. С помощью методов контент-анализа и анкетирования, были определены ориентированность мультимедийной информационной среды на подростков, влияние на них демонстрируемых мультфильмов и передач. На основе анализа предпочтений подростков при выборе мультфильмов, предложены социальные мультипликационные видеоролики, отвечающие воспитательным запросам общества и развлекательным интересам детей.

ABSTRACT. The paper analyzes the media as means of socialization of teenagers. Using the methods of content analysis and questionnaire survey, the focuses of multimedia information environment, as well as the impact of demonstrated cartoons and programs on teenagers are defined. Based on the analysis of the preferences of teenagers in the selection of cartoons, the animated

movies that meet the educational needs of society and entertaining interests of teenagers are suggested.

КЛЮЧЕВЫЕ СЛОВА: мультфильм, мультимедийная информационная среда, мультипликация, социализация.

KEY WORDS: cartoon, multimedia information environment, animation, socialization.

Media as means of socialization of teenagers

Mass communication includes the most accessible and interesting media products for teenagers. Media is an expanded scope of video culture where the main place is given to television and the Internet. They are common means of secondary socialization of young people, and contribute to the process of their education.

In order to assess the significance of the media in the socialization of teenagers, a study of their leisure activities was conducted. According to the results obtained, the most common types of leisure activity are just watching TV and pastime on the Internet.

It is important to note that the influence of telecommunications can be evaluated as negative and positive. On the one hand, the commercialization channels leads to the predominance of low-grade western movies on television with lots of violence, aggression and brutality. In addition, a significant place on the screen takes advertising. On the other hand, the emergence of new types of video programs helps young people in expanding new horizons of knowledge. At the same time the mass media disseminate and popularize certain patterns, styles and norms of behaviors, simulate and implement image of reality to which everyone aspires.

In order to identify the focus of multimedia information environment on teenagers, the quantitative analysis was carried out. The programs and the most preferred channels for teenagers during vacation time were analyzed. The results showed that the overwhelming percentage of television time (from 83 to 96%) took the programs that were not oriented towards teenagers in any way. A smaller proportion was accounted for entertaining programs (from 2 to 17%). Cartoons of

educational orientation were given the lowest percentage of screen time from 1 to 3% between channels.

After analyzing the pastime of teenagers on the Internet, it was found that the majority of them used the Internet for the purposes of playing on-line games, viewing and downloading multimedia content and being in social networks, where most of the attention was paid to multimedia applications.

In order to assess the influence of demonstrated cartoons and programs on teenagers, the most popular orientation was stated. This can be clearly seen in the example of cable television. The results of questionnaire survey showed that elementary school students choose the channels with entertainment and instructive cartoons and programs. Students of middle school preferred entertainment channels with a predominance of violence and free lifestyle in the content. And high school students spent watching channels of both categories the same amount of time.

Thus, it can be concluded that social cartoons and programs for teenagers are not easily available and badly needed in media.

The role of animation in the education of teenagers

The teenagers are involved in the adult range of problems. The extent of this involvement does not absolutely comply with this minor struggle being waged for the maintenance of moral and mental health of school-age children. The cartoons, purposefully bringing up children in the concepts of good, evil, conscience, clearly explaining the good and the bad, are aimed mainly at children of preschool age. Teenagers do not often like to watch such animated films, and they prefer cartoons that are more spectacular in graphics, most of which have low semantic load and educational effect.

Growing up, teenagers enter into an awkward age, every year more actively learn unpleasant and vicious side of adult life, and they do not have the experience that can help them to assess the situation and find their way in the new adult world, as in cartoons and fairy tales of their childhood nothing is said about smoking, alcohol and drugs. Therefore, it is necessary to create social cartoons for young people, to

help them maintain and strengthen the moral guidelines and the ability to make the right choices.

In order to determine what teenagers expect from TV by themselves, one more questionnaire survey was conducted. It turned out that most teenagers believed that TV should equally inform (40%) and entertain (28.75%), at least educate (12.5%) and bring up (3%). The entertaining purpose of TV is prevalent for teenagers. Existing educational and instructive pieces are not very popular due to the fact that young people consider them too “childish”, uninteresting, irrelevant. Even more, it is observed that teenagers become addicted to foreign cartoons adversely affecting their inner world, not having a positive educational effect. Therefore, the idea of creating social cartoons focused on the interests, problems and needs of teenagers is extremely relevant today.

To explore the interests and preferences when choosing a cartoon, the survey was conducted for both adults and teenagers. Analysis of the survey results showed that adults selected as favorite to watch, mainly domestic cartoons and children - mostly foreign ones. It is obviously associated with the development of domestic cartoon animation in the Soviet times and the rapid development of foreign cartoon animation today. Consequently, to attract teenager's attention to the domestic animation, it is necessary to create cartoons that bear educational purpose.

In accordance with the existing interests of young people to all kinds of current and hot topics, some social animation videos are made and introduced by Matvey Peskov.

Sotsium (Social Medium)



Rybalka (Fishing)



Deti – tsvety zhizni (Kids are a Lot of Fun)



Inoplanetjane (Alien Visitors)



Nezachem zatjagivat' process (Why Delay the Process)



Kak my lishaemsja sovesti (How We Lose Conscience)



Sovest' (Conscience)



These cartoons touch on the problems of smoking, cruelty to children, conscience and morals, careful attitude towards the planet. As the majority of teenagers spend on the Internet from 2 to 30 hours of free time per week, the created social cartoons are placed online. Timeliness and relevance of them are supported by a large number of views (Table 1).

Table 1

Internet addresses and view rating of social cartoons

Name of Cartoon	Internet address	Views
Diplomnaja rabota v h/sh	http://www.youtube.com/watch?v=zL5p4t3WA40	5550
Kurenje - vrag!	http://www.youtube.com/watch?v=pZ5IVybksrk	2538
Quit smoking in time	http://www.youtube.com/watch?v=sexcxmQEmAU	3039
Podnimatel' nastroenija	http://www.youtube.com/watch?v=jbEUSlInISU	1291

Kurenje – vred	http://www.youtube.com/watch?v=nxK6-Oe6tSE	1089
Fragment 8-mi sekund	http://www.youtube.com/watch?v=k8hg-Upv6TM	783
Sovest' - osnova porjadka	http://www.youtube.com/watch?v=68pDQ1Sx7kM	1463
Kak my lishaemsja sovesti	http://www.youtube.com/watch?v=aNMTzg2BEnQ	1619
Druzhiba iz plastilina	http://www.youtube.com/watch?v=OKejf3ZVCOU	987
Plastilin: Delo 5-ti minut	http://www.youtube.com/watch?v=VRKWcBpetOA	785
AS Plastichnoe vremja	http://www.youtube.com/watch?v=XWP-tP7JNck	644
Kot sosiskam ne tovarishh	http://www.youtube.com/watch?v=-N-HaY8P1IU	931
Druzhiba iz plastilina	http://www.youtube.com/watch?v=jYVTv0q2LIA	5269
Plastichnoe vremja	http://www.youtube.com/watch?v=JCJQtpbYpnw	886
Rybalka	http://www.youtube.com/watch?v=ZZfMm-hUTHg	1346
Nezachem zatjagivat' process	http://www.youtube.com/watch?v=roKUApoZiW8	246
Inoplanetjane	http://www.youtube.com/watch?v=490dFDFEovY	100
Jevoljucija	http://www.youtube.com/watch?v=kaP45kjXjQU	295
Alkogolik	http://www.youtube.com/watch?v=lWVkgbMVzBA	118
Deti - cvety zhizni	http://www.youtube.com/watch?v=fyb2vyeC6ek	151

Thus, suggested social cartoons meet the educational needs of society and entertaining interests of teenagers. Increasing of viewing social cartoons leads teenagers to positive conclusion making on hot topics, thereby, it forms moral values and gives a positive effect on their socialization.

Creating social cartoons holds promises for further development. Possible options for the creation of cartoons are as part of television competition, public service advertising, applications of educational institutions. In future, it is possible to expand the range of the issues for further promotion of self-creation of social cartoons by teenagers.

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