



# Mediatization of physical education in digital form for children

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## Abstract

**Objective of the study** was to determine the key characteristics of the functioning of the discourse on physical education and sports in children's magazines in the digital environment, taking into account the changed practices of media consumption of the young generation.

**Methods and structure of the study.** A selection of publications based on sports discourse has been formed. An audit of the websites of children's publications, as well as their pages on social networks, was carried out according to the developed algorithm.

**Results and conclusions.** It is proved that the analysis of children's digital popular science magazines is closely related to the development of criteria for differentiating their media educational potential, which necessitates the acquisition and analysis of empirical data on the functioning of this segment of online journalism in the aspect of information preparation of the children's audience for physical education classes. It has been determined that there are practically no specialized magazines for children devoted to physical culture and sports. However, the topic itself is present in popular science magazines, which are divided into universal and specialized, that is, thematic, among which, in turn, popular science stands out (with essays on the history of physical culture, sports, stories of sports records, biographies of famous athletes), and literary (for example, stories about school physical education lessons). They combine interesting visuals, photographic material, an easy-to-read layout, and content that stays relevant for a long time.

**Keywords:** *physical culture, children's audience, digital space, mediatization, content.*

**Introduction.** Creating conditions to ensure the compliance of the personal interests of children, taking into account the level of their physical development, physical fitness is the semantic core of the "Concept for the development of children's and youth sports in the Russian Federation until 2030", approved by the Decree of the Government of the Russian Federation of December 28, 2021. One of the goals of the concept is to "expand opportunities to meet the interests of children and their families in the field of youth sports, to create motivation for them to lead a healthy lifestyle" [5]. A number of tasks of the concept include the creation of conditions for the spiritual, moral and patriotic education of children, their civic identity. And here a huge role belongs to the media, which should have a positive impact on the desire of children to go

in for physical education and sports. As V.I. Stolyarov, «the most important indicator of the well-being of society and the state, which characterizes not only the present situation, but also prospects for the future, is the level of physical and spiritual development of the younger generation. This is especially important for children" [3].

Of great theoretical and methodological significance for the study were works devoted to substantiating the humanistic potential of physical culture and sports activities, its mediatization as a condition for the full and effective implementation of physical culture and sports work, especially in relation to pre-schoolers [1, 2, 5].

**Objective of the study** was to determine the key characteristics of the functioning of the discourse on



physical education and sports in children's magazines in the digital environment, taking into account the changed practices of media consumption of the young generation.

**Methods and structure of the study.** Today in Russia there are not enough children's magazines with essays on the history of sports that successfully combine playful and educational materials. But through reading, children perceive the matrices of the cultural code, sports traditions. An important aspect of the potential of children's magazines is educational content, the formation of interest in physical culture.

Two stages of the study were carried out. The first stage consisted in the formation of a sample of publications based on such a criterion in the selection of empirical material as a sports discourse. For the analysis, "JuniorSport", "Children in Sports", "Physical Education at School", "Luchik", "Ponimashka", "Think", a magazine for parents "Hurrah! Physical training. Journal of Sports and Health", "Cherdobryak", "Sibirya-chok", "Schrödinger's Cat", "Svirel", "Azure", "Svirelka", "Children's Encyclopedia", "Klepa", an appendix to the magazine "Why? ".

At the second stage, an audit of the websites of children's publications, as well as their pages on social networks, was carried out according to the developed algorithm. Data coding made it possible to convert indicators into a matrix. The audit parameters are divided into three blocks: concept, audience, content. In the "Concept" section: the name of the journal, the address of the website and communities of the publication in social networks, site evaluation - landing / business card or full-fledged media, specialization, concept or mission of the publication (is it possible to distinguish a clear mission, difference from competitors, benefit for readers), heading, description of accounts in social networks in the profile - whether the mission and the main idea are the same on all sites. Block "Audience": identification of the target audience by the editors, age of the audience, data on the audience composition according to Pepper.Ninja (if the community on VKontakte has more than 1000 subscribers), the number of subscribers in social networks (VKontakte, Odnoklassniki, Telegram), traffic estimation using Similarweb and <https://a.pr-cy.ru/> tools. Section "Content": description and evaluation of content on the site and in social networks, achievements, educational projects.

**Results of the study and their discussion.** The specialization of journals can be divided as follows:

- popular science magazines - 38% of children's magazines (8 media);
- news digest - 1 magazine;
- literary magazine/almanac, including publications of a creative orientation, - 5;
- universal journal - 1;
- the niche or specialization of the publication in 6 media is not indicated (28%, magazines call themselves "entertaining", "informative", "for the curious").

The audit showed that the information for the most part does not contain any specific characteristics of the journals and the site in terms of content, editorial principles, audience. For example, the relevance and entertaining, accessible form of publications are often mentioned, the goal is to arouse interest in physical culture and sports, competitions, communication with the audience, crossword puzzles, a balance between cognitive and developing information, answers to questions from readers, and so on. All this today is a competitive advantage, both in traditional media and on digital platforms.

Magazine "Hurrah! Physical training. Journal of Sports and Health" presents a strategy for promoting its media product. The editors publish for parents (potential subscribers and people who influence the child's mediation) the key advantages of the publication: an alternative (the magazine is able to "pull the child out of gadgets and empty meaningless vigil in social networks").

The audit showed that a third of the analyzed publications (33%) do not have communities in social networks, although today the development and strengthening of communication with the community, a loyal audience is an integral part of the work of any editorial office, both adult and children's media.

The most common platform for children's magazines is VKontakte (communities in this network are run by 15 media), four publications have further Telegram, two magazines are represented in Odnoklassniki.

Of all the analyzed children's publications with headings devoted to physical culture and sports, six can be distinguished, whose social networks are productive, there is a regular posting of materials, there is interaction with the audience, as of the end of July 2022.

"Children in Sports" is the most active on VKontakte. The community publishes engaging formats: tests and quizzes, contests, videos. There are links to the archive of the magazine on the site and posts-an-



nouncements of issues that have already become traditional for many children's magazines. Readers leave comments on posts, but the editors do not respond to messages, so subscribers communicate with each other. The content in Telegram duplicates the content of posts in VKontakte.

Materials in social networks in many publications almost completely duplicate the tape from the site and some materials of magazines. Unfortunately, the editors do not see the difference between the materials for these different distribution channels. The number of comments in all social networks is minimal. It is not always clear why to maintain a page with a couple of hundred subscribers and sometimes one or two likes under publications. In the posts, it is not noticed that journalists call the audience for a conversation, conversation or discussion. Almost no one communicates with readers on social networks, does not answer them in the comments.

The most professional audience is represented on the site of the magazine "Think". Here you can find a media kit describing the 12+ audience ([https://drive.google.com/file/d/1DhmCtL8UbHYi07K7fLiM\\_-e3X\\_RW9D08/view](https://drive.google.com/file/d/1DhmCtL8UbHYi07K7fLiM_-e3X_RW9D08/view)). Media readers are «modern families with children who are interested in science and technology, lead an active lifestyle, travel, attend cultural events. Parents with an active lifestyle are maximally involved in the physical education of children - they are not limited to the school curriculum. According to the media kit, the main audience is people aged 35-44 (65%), most of the readers live in St. Petersburg (62%).

The indicators of the community of magazines in VKontakte were analyzed using the Pepper Ninja tool. It provides audience data for communities as large as 1,000 subscribers. The results show that the main audience of publics is people aged 35-45, most likely, these are parents, the pedagogical community.

ER generally shows "effective" reach and how good the content is in terms of the audience (from subscribers to casual page visitors). It will be individual for each account, however, if we summarize all available statistics, then 15-20% ER is considered «normal» for pages with an audience of up to 1000 subscribers, but then as the follower base grows, the indicators will fall. 7% is good for a group of up to 50 thousand people, 5% for a group of up to 100 thousand, 3% for an account of 100 thousand or more. Thus, we see that the engagement rates for children's publications are low. Editorial offices need to think about problem areas -

either change something in the quality and format of content, or in the system for attracting users, cheating "live" subscribers. The main work in any case is focused on content: interesting topics, increasing engagement through infographics, interactive polls and other forms of stimulating the audience, presentation style, videos and photos, and so on.

Since about 80% of sites are a magazine landing page, the content structure of these resources is approximately the same: there are editorial requests, subscription information, and general information about the magazine. User-generated content is presented in the sections with contests. Sites are updated irregularly, materials in general cannot be called operational. The titles of the texts are often faceless and do not differ in originality. But the genres are diverse: a note, a portrait (for example, biographies of famous athletes of the past and present), interviews, comics, reviews, etc.

**Conclusions.** On the websites of children's publications, a small reference is given (section "About us" and analogues, a paragraph with information about the magazine on the main page of the site) for new visitors, editorial principles of work are indicated, but, as a rule, there is no up-to-date information for possible partners: project indicators, basic statistics of circulation and unique visits, cumulative reach of the digital audience. Most of the sites are business cards, landings intended only for a quick acquaintance, content is published irregularly, posted links to magazine applications in the App Store and Google do not work. Websites rarely describe the key competitive advantages of publications in the children's media landscape - what exactly is the strength of the editorial office, what exclusive projects does the publication offer for readers, what are the features of the editorial policy and what topics are given priority.

Thus, editorial offices should make more active use of the potential of social networks to expand their community and further effectively promote content using the tools of electronic messengers, online forums and Internet resources.

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